

# MEDIA FACTS RATES 2010

To Fax No

From Fax No

## PUBLISHED BY

Verlag **dergartenbau**

Gärtnerstrasse 12, PO Box 316

CH-4501 Solothurn

Telephone +41 (0)32 622 66 22

Telefax +41 (0)32 622 81 62

info@gartenbau-verlag.ch

www.gartenbau-online.ch

Advice and sales

Reto Maurer

## INFORMATION ABOUT

**dergartenbau**

Controlled by WEMF, year 2009

Circulation paid 4936 Ex.

Circulation free 963 Ex.

Printed weekly 6300 Ex.

49 issues yearly, no issue week 30, 32 and 52

## Readership

Employers and employees. Opinion bearers, business people. Gardeners of the direction: landscape gardening, ornamental plants, nurseries, bushes, landscape architects, producers, purchasers, sellers, merchants. Trainees of all horticulture branches. Readers in related jobs.

## Professional Info

- Horticulture
- Landscaping
- Marketing and sales promotion
- Further training
- Up to date information

## Advertising

- Leading media for ads in the Green Industry
- Job offers
- Real estate

## SUBSCRIPTIONS 2010

Switzerland CHF 138.- (yearly, incl. GST)

Europe CHF 190.- (yearly)

Other countries CHF 211.- (yearly)

## ADVERTISEMENT RATES 2010

Size	printing area	b/w	colour (cmyk)
1/1	180 × 259 mm	1675.-	2150.-
1/2	180 × 127 mm	900.-	1160.-
1/2	87 × 259 mm	900.-	1160.-
1/4	180 × 61 mm	475.-	610.-
1/4	87 × 127 mm	475.-	610.-
1/4	40 × 259 mm	475.-	610.-
1/8	180 × 30 mm	244.-	315.-
1/8	87 × 61 mm	244.-	315.-
1/8	40 × 127 mm	244.-	315.-
1/16	87 × 28 mm	129.-	170.-
1/16	40 × 61 mm	129.-	170.-
1/32	40 × 28 mm	67.-	90.-

Price in Swiss Francs CHF and GST (MwSt)

## TECHNICAL DATA

Method of Printing	Computer to Plate, Offset
Printing material	e-mail
Layout data	QuarkXPress, InDesign, Photoshop, Illustrator
Graphic data	pdf, tif, eps or jpg, 300 dpi (at least)
Data medium	info@gartenbau-verlag.ch
Screen	60
Copy deadline	10 days before next issue (closing date)

## INVOICE

Payable within 30 days

## PUBLICATION DATES

Key issues, Large print-runs and Trade fair tips (selection) are on [www.gartenbau-online.ch](http://www.gartenbau-online.ch) in the main Media-Daten/Tarife PDF (deutsch/german).

Need more information? We are happy to help you. Please send an E-Mail to [info@gartenbau-verlag.ch](mailto:info@gartenbau-verlag.ch) or call +41 (0)32 622 66 22.

## NOTES