



Verlag

dergartenbau

MEDIA FACTS 2021

PUBLISHED BY

Verlag dergartenbau
Schachenweg 14c, 4528 Zuchwil / Switzerland
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info@dergartenbau.ch
www.dergartenbau.ch
www.gaerten-magazin.ch



Advice and sales

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INFORMATION ABOUT

dergartenbau

Controlled by WEMF, year 2020

Distributed circulation 3684 copies

Circulation paid 3355 copies

Large edition (at least) 4400 copies

Readership

Employers and employees. Opinion gardeners specialising in landscape gardening, ornamental plants, nurseries, bushes.

Landscape architects, producers, purchasers, sellers, merchants.

Trainees in all branches of horticulture.

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 2021

Switzerland print & digital CHF 158 (yearly)
Europe print & digital CHF 214 (yearly)
digital CHF 128 (yearly)
digital trial approvals CHF 25 (3 month)



ADVERTISEMENT RATES PRINT 2021

Size	printing area	commercial advertisements CHF	job advert. CHF
1/1	180 × 259 mm	2350	1380
3/4	180 × 194 mm	1780	1170
1/2	180 × 127 mm	1310	790
1/2	87 × 259 mm	1310	790
1/3	180 × 95 mm	870	490
1/4	180 × 61 mm	600	490
1/4	87 × 127 mm	600	490
1/4	40 × 259 mm	600	490
1/6	40 × 95 mm	470	310
1/8	180 × 28 mm	330	270
1/8	87 × 61 mm	330	270
1/8	40 × 127 mm	330	270
1/16	87 × 28 mm	210	190
1/16	40 × 61 mm	210	190

Price in Swiss Francs CHF excl. VAT (value added tax)

Large editions: 10% extra charge



TECHNICAL DETAILS

Printing material	Digital print data
File formats	pdf, jpg, tif, eps, doc, docx, indd
Print resolution	CMYK color space, 300 dpi
Delivery	inserate@dergartenbau.ch or wetransfer.com or FTP-Server on demand
Copy deadline	4 days before next issue

PUBLICATION DATES

The Swiss trade magazine dergartenbau is published 21 issues a year, biweekly.

The two EDITION inserts **GÄRTEN** and **GRÜNRÄUME** appear 2 times a year.

Key issues, large print runs and trade fair tips (selection) are on www.dergartenbau.ch/Inserieren/Mediadaten.

Need more information? We are happy to help you. Please send an e-mail to inserate@dergartenbau.ch or call +41 32 622 66 22.

Online advertising

The trade magazine dergartenbau is also available on the internet. The website www.dergartenbau.ch is geared primarily to German-speaking countries, but is also enjoying increasing popularity elsewhere. With over 200 000 hits a year, the site is also an attractive advertising platform for international advertisers as well. It offers a wide range of advertising options, from classic online advertising formats through PR contributions to company listings in the business directory. For detailed information please visit: www.dergartenbau.ch/Inserieren/Online-Werbung.

Company profile in print and online

The Green Business Directory continues to be very popular in print and online. It gives gardeners and horticulturalists a rapid overview of the main suppliers and providers on the green market.

A company listing in print and/or online is an effective and low-cost basic advertisement for your business and what you offer.

ADVERTISING RATES ONLINE 2021 – www.dergartenbau.ch

The website www.dergartenbau.ch receives more than 200 000 hits a year. The online job market alone is accessed more than 9000 times each month.



Prices
All prices refer to a duration of 30 days with a maximum of three other rotating banners.

Discounts
3 x 5%, 6 x 10%, 12 x 15%

Leaderboard
B 728 x H 90 Pixel
CHF 350.– start page/ editorial
CHF 200.– dates
CHF 200.– education and training
CHF 200.– submissions / contests

Scyscraper
B 160 x H 600 Pixel
Fr. 400.– (applies to all pages)

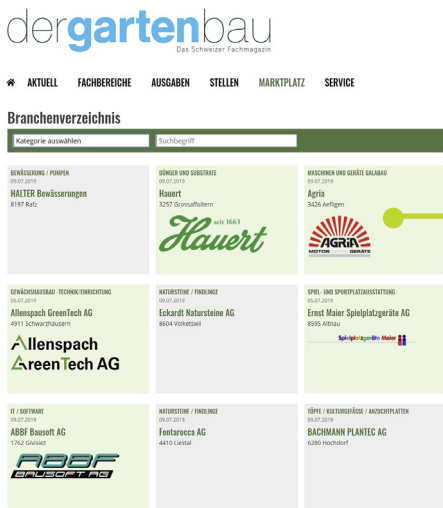
Public report (Advertorial)
with image and text
CHF 350.– start page
CHF 175.– market place

Rectangle
B 300 x H 250 Pixel
CHF 350.– start page /editorial
CHF 250.– market place
CHF 200.– dates
CHF 200.– education and training
CHF 200.– Submissions / Contests

File formats
Banner: jpg, gif, png, max. 80 KB
Texts: Word, PDF
Images: jpg, tif, png (Max 5 MB)

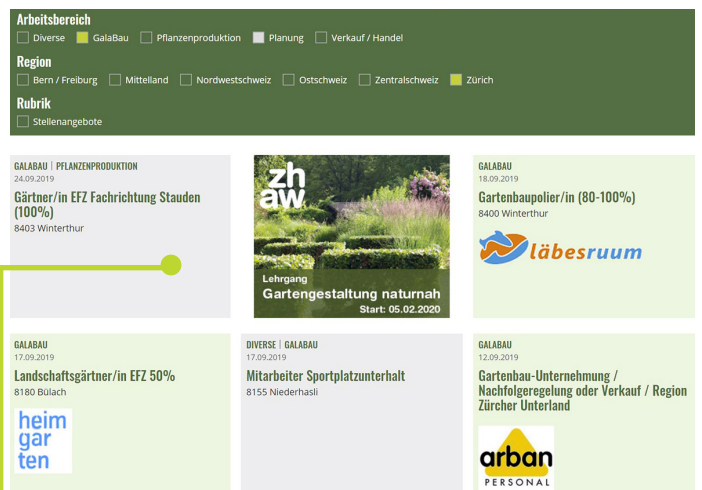
SPECIAL ADVERTISING FORMS AND SPECIAL OFFERS

Business directory



Company listing in the business directory
CHF 300.– Plus (with company logo and portrait)
CHF 220.– Eco (without company logo and portrait)
CHF 150.– Combination with publication in the print (per year / inclusive 3 categories)

Jobs advertisements online



Jobs only online
CHF 290.– Online Plus
(with company logo and view and frontpage)
CHF 250.– Online Eco

Jobs online in combination with print
CHF 90.– Online-Print-Combi Plus
CHF 60.– Online-Print-Combi Eco

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