



Verlag

dergartenbau

MEDIA FACTS 2017

PUBLISHED BY

Verlag dergartenbau
Schachenweg 14c, 4528 Zuchwil / Switzerland
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www.dergartenbau.ch

Advice and sales

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INFORMATION ABOUT

dergartenbau

Controlled by WEMF, year 2016

Distributed circulation 4488 copies
Circulation paid 4024 copies
Large edition (at least) 5500 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 2017

Switzerland CHF 149 (yearly, incl. VAT)
Europe CHF 209 (yearly)
Other countries CHF 229 (yearly)
E-Magazine CHF 129 (yearly)



ADVERTISEMENT RATES PRINT 2017

Size	printing area	commercial advertisements CHF	job advert. CHF in colour / black en with
1/1	180 × 259 mm	2130	1590 / 1430
3/4	180 × 194 mm	1750	1350 / 1240
1/2	180 × 127 mm	1220	880 / 790
1/2	87 × 259 mm	1220	880 / 790
1/3	180 × 95 mm	850	570 / 520
1/4	180 × 61 mm	580	440 / 390
1/4	87 × 127 mm	580	440 / 390
1/4	40 × 259 mm	580	440 / 390
1/6	40 × 95 mm	470	370 / 340
1/8	180 × 28 mm	320	290 / 260
1/8	87 × 61 mm	320	290 / 260
1/8	40 × 127 mm	320	280 / 250
1/16	87 × 28 mm	210	190 / 170
1/16	40 × 61 mm	210	190 / 170

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 FTP-Server on demand
Copy deadline	4 days before next issue

PUBLICATION DATES

The Swiss trade magazine dergartenbau is published 25 issues a year, biweekly.

The two SPECIAL EDITION inserts grün+raum and garten+design 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 300 000 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.

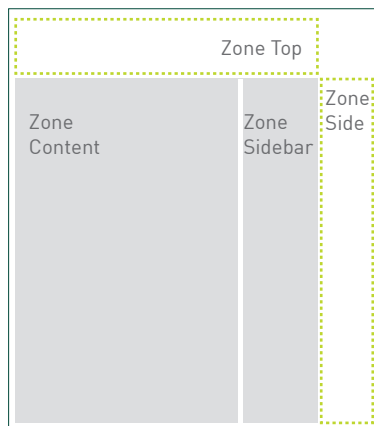
Company profile in print and online

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 2016 – www.dergartenbau.ch

Formats, placements



The website www.dergartenbau.ch receives more than 300 000 hits a year. The online job market alone is accessed more than 11 000 times each month.

Repeat discount:

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

Combination discount:

for online print customers: 5 %

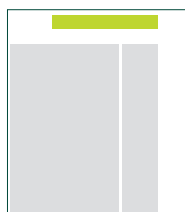
File formats: : jpg, gif, png, swf (max. 60 KB)

Text: doc, docx, pdf

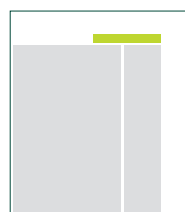
Images: jpg, tif (max. 5 MB)

Video: mp4 (max. 150 MB)

Data to: inserate@dergartenbau.ch



Leaderboard Top
728 x 90 pixels



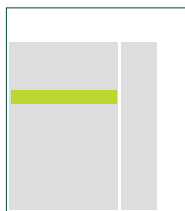
Banner Top
468 x 60 pixels



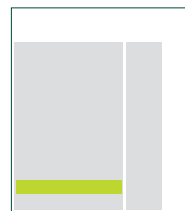
Skyscraper Side 1
160 x 600 pixels



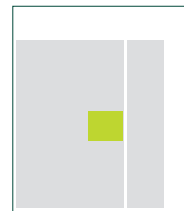
Skyscraper Side 2
160 x 600 pixels



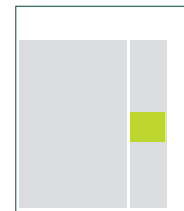
Leaderboard Content 1
728 x 90 pixels



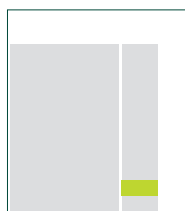
Leaderboard Content 2
728 x 90 pixels



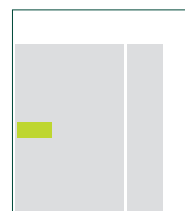
Rectangle Content
300 x 250 pixels



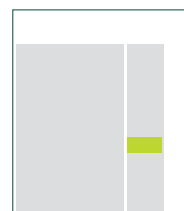
Rectangle Sidebar
300 x 250 pixels



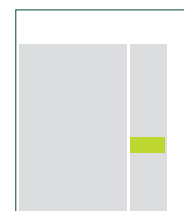
Button Sidebar
300 x 125 pixels



Teaser Advertorial
300 x 125 pixels



Teaser Market info
300 x 125 pixels



Teaser Current offering
300 x 125 pixels

Prices

Online advertising Top / Side	Format (w x h) in pixels	Placement / Zone	Price (CHF)	Duration
Leaderboard Top	728 x 90 / 72 dpi	Top all pages	CHF 350	30 days
Banner Top	468 x 60 / 72 dpi	Top all pages	CHF 250	30 days
Skyscraper Side 1, 2	160 x 600 / 72 dpi	Side all pages	CHF 300 / CHF 225	30 days
Online-Werbung Startseite	Format (w x h) in pixels	Placement / Zone	Price (CHF)	Duration
Leaderboard Content 1, 2	728 x 90 / 72 dpi	Content start page	CHF 275 / CHF 200	30 days
Rectangle Content/Sidebar	300 x 250 / 72 dpi	Content start page / Sidebar start page	CHF 275 / CHF 225	30 days
Button Sidebar	300 x 125 / 72 dpi	Sidebar start page	CHF 150	30 days
Teaser Advertorial	300 x 125 (exclusive teaser)	Sidebar start page / marketplace	CHF 275	30 days
Teaser Market info	300 x 125 (alternating teaser)	Sidebar start page / marketplace	CHF 175	30 days
Teaser Current offering	300 x 125 (alternating teaser)	Sidebar start page / marketplace	CHF 150	30 days

SPECIAL ADVERTISING FORMS AND SPECIAL OFFERS

Company listing

business directory



Company listing: print-online combination
6x annually in the trade magazine
inc. online listing (standard) 1 year
per line (35 characters)/section/year CHF 70



Company listing: online plus
Online plus listing (with company logo, company profile, picture gallery) 1 year CHF 150 for print combination CHF 250, for online solo

Special advertisement

catalogue advertising



catalogue advertising
1/8 page in the trade magazine and
rectangle on Editorial/Marketplace pages
Print-online combination CHF 275