



Verlag

dergartenbau

## MEDIA FACTS 2019

## PUBLISHED BY

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

## Advice and sales

Rolf Straumann, inserate@dergartenbau.ch

## INFORMATION ABOUT

## dergartenbau

Controlled by WEMF, year 2018

Distributed circulation 4274 copies  
Circulation paid 3712 copies  
Large edition (at least) 5300 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 2019

Switzerland CHF 156 (yearly, incl. VAT)  
Europe CHF 212 (yearly)  
Other countries CHF 232 (yearly)  
E-Magazine CHF 136 (yearly)



## ADVERTISEMENT RATES PRINT 2019

Size	printing area	commercial advertisements CHF	job advert. CHF in colour / black en with
1/1	180 x 259 mm	2320	1470 / 1350
3/4	180 x 194 mm	1760	1280 / 1160
1/2	180 x 127 mm	1290	810 / 740
1/2	87 x 259 mm	1290	810 / 740
1/3	180 x 95 mm	870	520 / 480
1/4	180 x 61 mm	590	410 / 380
1/4	87 x 127 mm	590	410 / 380
1/4	40 x 259 mm	590	410 / 380
1/6	40 x 95 mm	470	340 / 310
1/8	180 x 28 mm	320	290 / 260
1/8	87 x 61 mm	320	290 / 260
1/8	40 x 127 mm	320	290 / 260
1/16	87 x 28 mm	210	190 / 170
1/16	40 x 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 wetransfer.com or FTP-Server on demand
Copy deadline	4 days before next issue

## PUBLICATION DATES

The Swiss trade magazine dergartenbau is published 26 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](http://www.dergartenbau.ch/Inserieren/Mediadaten).

Need more information? We are happy to help you. Please send an e-mail to [inserate@dergartenbau.ch](mailto: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](http://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](http://www.dergartenbau.ch/Inserieren/Online-Werbung).

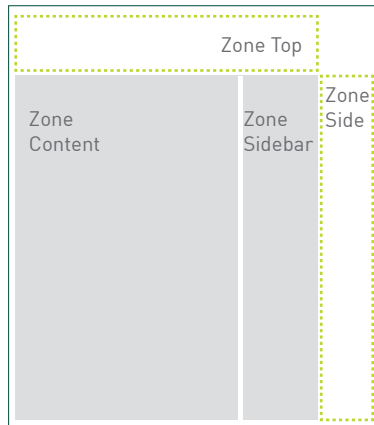
## Company profile in print and online

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 2019 – www.dergartenbau.ch

## Formats, placements



The website [www.dergartenbau.ch](http://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 %

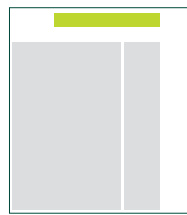
File formats: : jpg, gif, png, swf (max. 60 KB)

Text: doc, docx, pdf

Images: jpg, tif (max. 5 MB)

Video: mp4 (max. 150 MB)

Data to: [inserate@dergartenbau.ch](mailto:inserate@dergartenbau.ch)



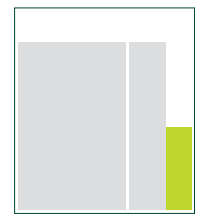
**Leaderboard Top**  
728 x 90 pixels



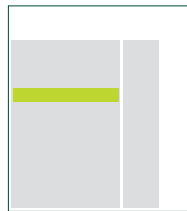
**Banner Top**  
468 x 60 pixels



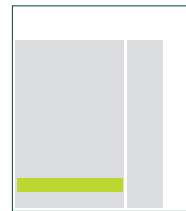
**Skyscraper Side 1**  
160 x 600 pixels



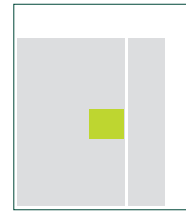
**Skyscraper Side 2**  
160 x 600 pixels



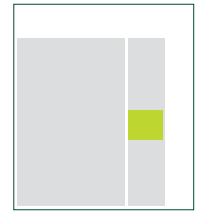
**Leaderboard Content 1**  
728 x 90 pixels



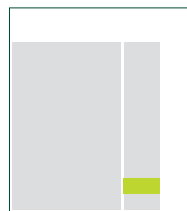
**Leaderboard Content 2**  
728 x 90 pixels



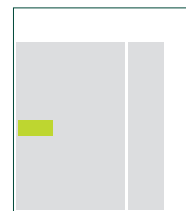
**Rectangle Content**  
300 x 250 pixels



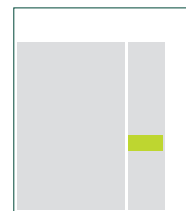
**Rectangle Sidebar**  
300 x 250 pixels



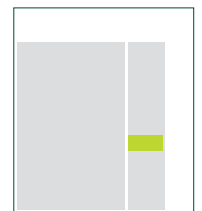
**Button Sidebar**  
300 x 125 pixels



**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 77



**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

### «Gärtner-Börse»

Small advertisement market for gardeners



### offers and advertising advertisements

small field (B 83 x H 25 mm) CHF 110.–  
middle field (B 83 x H 50 mm) CHF 180.–  
big field (B 83 x H 75 mm) CHF 290.–  
and/or billing/cost per line  
surcharge per image and color  
(standard font size 8 point) CHF 30.–