



“Reach lawn and grounds maintenance professionals in a targeted manner.”

www.flaechenmanager.com



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FLÄCHENMANAGER is the magazine for decision-makers in lawn and grounds maintenance. Four times a year, it offers all the information needed by maintenance professionals – edited tightly and in an entertaining manner.

- Innovations and new products from the field of maintenance technology
- Descriptions of work procedures
- Tips for rational operational and column management
- New laws in terms of technical use and liability
- job vacancies
- Machinery for sale
- Scientific findings, edited compactly and comprehensively

The target group

- Building authority managers and managers from building yards
- Managers from road maintenance depots
- Gardening and landscaping companies
- Machinery syndicates and subcontractors with communal work
- Commercial grounds maintenance staff (including caretaker services)
- Providers of private road cleaning and winter services
- Property maintenance managers (hospitals, camping ground operators, etc.)

The content concept of FLÄCHENMANAGER

- Tight, entertaining and serious – texts that are selected and edited by an editing team provide a rapid and reliable overview of the business field
- The address which spans all target groups promotes more mutual acceptance and exchange
- The editorial objective is to increase the acceptance of qualified grounds maintenance

The Regular Themes

- News
- Practical portraits
- Technical overviews
- Work procedures & practical tips
- Laws and regulations
- Green grounds maintenance
- Grounds cleaning
- Tree maintenance
- Winter services
- Path maintenance

Marketing and Sales Advice

If you have any questions about the new-FLÄCHENMANAGER, I will be happy to help you. Call me!

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Vital Statistics

Editor

Eugen Ulmer KG

Volume/

Frequency of publication

1st volume 2011 / 4 x annually

Purchase price

Domestic annual subscription
€48.00

Analysis of Distribution














Inspection of Distribution

Editions	13.250
Distributed editions	12,326
Sold editions	216

Third quarter 2010 to second quarter 2011

Formats and Prices 2012

Formats	Colour	Prices / Euro	Width × Height
1/1 	bw	2,754,00	Type area format
	2c	3,124,00	175 × 270 mm
	3c	3,494,00	
	4c	3,864,00	
	bw	3,029,00	Section format*
	2c	3,399,00	210 × 297 mm
	3c	3,769,00	
	4c	4,139,00	
2/3 	bw	1,836,00	Type area format
	2c	2,206,00	175 × 178 mm
	3c	2,576,00	115 × 270 mm
	4c	2,946,00	
	bw	2,019,00	Section format*
	2c	2,389,00	210 × 189 mm
	3c	2,759,00	132 × 297 mm
	4c	3,129,00	
1/2 	bw	1,377,00	Section format*
	2c	1,747,00	175 × 133 mm
	3c	2,117,00	85 × 270 mm
	4c	2,487,00	
	bw	1,514,00	Section format*
	2c	1,884,00	210 × 145 mm
	3c	2,254,00	100 × 297 mm
	4c	2,624,00	

Formats	Colour	Prices / Euro	Width × Height
1/3 	bw	918,00	Type area format
	2c	1,288,00	175 × 88 mm
	3c	1,658,00	56 × 270 mm
	4c	2,028,00	
	bw	1,009,00	Section format*
	2c	1,379,00	210 × 105 mm
	3c	1,749,00	72 × 297 mm
	4c	2,119,00	
1/4 	bw	688,00	Type area format
	2c	1,058,00	175 × 65 mm
	3c	1,428,00	85 × 133 mm
	4c	1,798,00	
	bw	757,00	Section format*
	2c	1,127,00	210 × 83 mm
	3c	1,497,00	100 × 145 mm
	4c	1,867,00	
1/8 	bw	344,00	Type area format
	2c	494,00	175 × 32 mm
	3c	644,00	85 × 65 mm
	4c	794,00	

mm price in b/w: 2,55 €. All prices shown in the tariff are exclusive of legal VAT. The general business terms and conditions for advertisements and external supplements in newspapers and magazines apply. * Plus 3 mm bleed difference all round.

Formats and Prices 2012

Preferential Positioning

Inset Advert on Front Page

Placing bottom right 4c, price and format on enquiry

Title tagline and Advert on Editorial Page

The outer dimensions of the triangle have a length of 65 mm, colour: 4c. Advertisement on the content page, outside right, format 1/2 pages high (105 x 297 mm plus 3 mm trim or 90 x 270 mm), combination price: € 3,750.00

Advert on Contents Page

Format: 85 x 254 mm (w x h) 4c, price € 2,750.00

Special Positioning

Text Part Adverts

Per 40 mm wide column € 4.46
Per 56 mm wide column € 5.95
(minimum calculation 50 mm)

Corner Field Adverts

Print space format: 115 x 170 mm (w x h) 4c, price € 2,750.00

Section Format:

132 x 189 mm (w x h) 4c, price € 2,900.00

Sole advertisement on plant protection and/or appointment pages

Format: 85 x 254 mm (w x h) 4c, price € 970.00

Strip Ads

Up to 90mm height €3.09
(column width 40mm)

Binding Positioning

20% surcharge

Adverts Above Band and Above Type Area

10% surcharge

Discounts

When purchased within 12 months (balance sheet year)

Repeat Discount Quantity Discount

3 times	5%	1 page	5%
6 times	10%	2 pages	10%
12 times	15%	3 pages	15%
		5 pages	20%

Colour and section surcharges are discounted. There is no discount for supplements, bound inserts, stickers, postal charges and additional technical costs.

Colour Surcharges

Normal colours in line with Euro scale, each colour € 370.00
up to 150 mm advert space € 150.00
Special colours (HKS) € 420.00

We reserve the right to make colour adjustments for technical reasons.

Classified Adverts

Vacancies and small ads
mm price, in 1 column € 2.55
box number charge € 8.00

Private situations wanted / small ads, mm price,
1 column € 1.39
chiffre fee private € 9.52
(final prices private incl. VAT)

Combinations

Job ads for 4 weeks plus also online free of charge at www.gruener-stellenmarkt.de

Other formats and prices on request

Your contact person:






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Themes and Dates 2012






Exhibitions / Trade Fairs

Edition	Date of publication	Closing Date for Adverts	Themes	
March	16.03.12	21.02.12	Main topic: Lawn and greenery care Also: Sweeping equipment (removal of de-icing grit)	<p>Forst Live Offenburg-Ortenau 13.-15.04.12 </p> <p>Energy Hannover 23.-27.04.12</p> <p>Zukunft Kommune Stuttgart 24.-25.04.12</p> <p>Deutsche Baumpflegetag Augsburg 08.-10.05.12</p>
June	01.06.12	07.05.12	Main topic: Garden maintenance (sweeping, weeding, removing leaves) Also: Path maintenance and playground and sports field care	<p>intersolar München  13.-15.06.12</p> <p>öga Öschberg/CH  26.-29.06.12</p>
Sept.	07.09.12	10.08.12	Main topic: Winter road clearance Plus: GaLaBau 2012 special feature IAA utility vehicles preview	<p>NordBau Neumünster  06.-11.09.12</p> <p>Forst Live Hermannsburg 07.-09.09.12</p> <p>GaLaBau Nürnberg  12.-15.09.12</p> <p>IAA NUTZFAHRZEUGE Hannover 20.-27.09.12.</p>
Dec.	07.12.12	09.11.12	Main topic: Shrub and tree care Also: Disposal of cut wood, hedgerow care Machinery procurement 2013	

We require the artwork before mid-day on the closing day for adverts.

We reserve the right to make changes!

Subscribers*

	■ Building authority managers and managers from building yards	
	■ Managers from road maintenance depots	5,250* copies
	■ Garden and landscaping companies	5,000* copies
	■ Machinery syndicates and subcontractors with communal work	250* copies
	■ Commercial grounds maintenance staff (including caretaker services)	626* copies
	■ Providers of private road cleaning and winter services	350* copies
	■ Property maintainers (hospitals, swimming pools, leisure parks, universities, camping ground operators, etc.)	850* copies
		12,326 copies

* Figures from sales file



Your Contact person

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