



“Reach the **TOP** entrepreneur
you want in **landscaping**”

www.dega-gartenbau.de

Title Portrait

“Reach the TOP entrepreneurs you want in landscaping.”

DEGA GALABAU is the magazine for landscape gardening and landscaping. The landscaping businessman receives everything that is important for the successful running of his business, in a concise and entertaining form:

- Current developments in business management and building law
- Current knowledge from construction technology, standardisation and product development
- Tips for successful marketing
- Current trends in the designing and planting of free spaces (gardens, commercial sites, public spaces)

- New products (building materials, plants, machines, vehicles)
- Important dates, tax tips and job advertisements
- Tips for the entrepreneur's everyday private and business life
- Current overview of the industry

The Target Group

- Landscaping entrepreneurs and managers
- Prospective engineers, technicians and foremen in landscaping
- Decision-makers in local authorities and in landscape management

Marketing and Sales Advice

If you have any questions about DEGA PRODUKTION & HANDEL, I will be happy to help you. Call me!

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The DEGA GALABAU Content Concept

- Concisely journalistically edited texts allow entrepreneurs to discover information quickly and entertainingly, and to learn more than from similar magazines. DEGA GALABAU keeps the whole market in view and is a reliable partner in everyday business.

The Regular Themes

- Landscaping news
- (Business) Management
- Building management and IT
- Landscaping marketing
- Construction machinery and technology
- Work processes and construction technology
- Design & use of plants
- Gardening and free space management
- Lawns / golf / sports field
- Tree maintenance
- Training

Vital Statistics

Editor

Eugen Ulmer KG

Volume/ Frequency of publication

65th year in 2011/
Monthly

Purchase price

Annual subscription to DEGA GALABAU (monthly) € 128,60 or combination subscriptions to DEGA GALABAU and DEGA PRODUKTION & HANDEL (2-weekly) € 199,80

ISSN 1867-2736

Analysis of Distribution







Inspection of Distribution








Print Editions	7.846
Distributed Editions	7.493
Sold Editions	5.193
Third quarter 2010 to second quarter 2011	

Formats and Prices 2012



Formats	Colour	Prices / Euro	Width × Height
1/1 	sw	2.754,-	Type area format
	2c	3.124,-	175 × 270 mm
	3c	3.494,-	
	4c	3.864,-	
	sw	3.029,-	Section format*
	2c	3.399,-	210 × 297 mm
	3c	3.769,-	
	4c	4.139,-	
2/3 	sw	1.836,-	Type area format
	2c	2.206,-	175 × 178 mm
	3c	2.576,-	115 × 270 mm
	4c	2.946,-	
	sw	2.019,-	Section format*
	2c	2.389,-	210 × 189 mm
	3c	2.759,-	132 × 297 mm
	4c	3.129,-	
1/2 	sw	1.377,-	Type area format
	2c	1.747,-	175 × 133 mm
	3c	2.117,-	85 × 270 mm
	4c	2.487,-	
	sw	1.514,-	Section format*
	2c	1.884,-	210 × 145 mm
	3c	2.254,-	100 × 297 mm
	4c	2.624,-	

Formats	Colour	Prices / Euro	Width × Height
1/3 	sw	918,-	Type area format
	2c	1.288,-	175 × 88 mm
	3c	1.658,-	56 × 270 mm
	4c	2.028,-	
	sw	1.009,-	Section format*
	2c	1.379,-	210 × 99 mm
	3c	1.749,-	72 × 297 mm
	4c	2.119,-	
1/4 	sw	688,-	Type area format
	2c	1.058,-	175 × 65 mm
	3c	1.428,-	85 × 133 mm
	4c	1.798,-	
	sw	757,-	Section format*
	2c	1.127,-	210 × 84 mm
	3c	1.497,-	100 × 145 mm
	4c	1.867,-	
1/8 	sw	344,-	Type area format
	2c	494,-	175 × 32 mm
	3c	644,-	85 × 65 mm
	4c	794,-	

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.

Preferential Positioning

Inset Advert on Front Page

Placing bottom right 4c,
price and format on enquiry

Advert on Editorial Page

Format: 72 x 297 mm (w x h) plus
3 mm trim all round
4c, price € 2,750.00

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 pro- tection and/or appointment pages

Format: 85 x 65 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 addi-
tional 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 € 2.8
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

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legal VAT. The general business terms and
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Payment terms and conditions








3% discount with payment in
advance or direct debit, 2% dis-
count with payment within 14
days or 30 days net.

Other formats and prices on request





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Themes and Dates 2012

Edition	Date of publication	Closing Date for Adverts	Themes	Specials	Exhibitions / Trade Fairs
January	05.01.12	12.12.11	Construction machine technology Trade show preview IPM	 <p>Special „Purchasing plants“ (mit IPM-Bezug)</p>	Groene Sector Hardenberg 10.-12.01.12 IPM Essen 24.-27.01.12 
February	03.02.12	10.01.12	Lawn and garden maintenance technology / maintenance technology Working clothes IT at GaLaBau		Landespflegetage Veitshöchheim 15.-16.02.12
March	16.03.12	07.02.12	Working with natural stone Construction machine technology Trade show preview Forst live Plant protection at GaLaBau Fertiliser and substrates Including FLAECHENMANAGER (SURFACE MANAGER) magazine Issue 1 Subject: Lawn and garden maintenance	 <p>Special „Water in the garden“ DGGB 3/12 und DGGM 3-4/12</p>	
April	05.04.12	13.03.12	Lawn and garden maintenance technology / maintenance technology Trade show preview Forst Live	 <p>Special „Wood and tree care“</p>	Forst Live Offenburg-Ortenau 13.-15.04.12 
May	04.05.12	10.04.12	Swimming ponds Water in the garden	 <p>Special „Construction machines“ 2012/2013</p>	Deutsche Baumpflegetage Augsburg 08.-10.05.12 

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

Juni	01.06.12	07.05.12	Road building (concrete/ clinker brick / natural stone) Construction machine technology Trade show preview öga Including FLAECHEMANAGER (SURFACE MANAGER) magazine, Issue 2 Subject: Surface cleaning		Special „Irrigation“	
July	06.07.12	12.06.12	Lawn and garden maintenance technology / maintenance technology Garden lighting		Special „Education and Training“	
August	03.08.12	10.07.12	Sports ground construction IT at GaLaBau Fertiliser and substrates Playground construction / playground equipment		Special supplement GaLaBau 2012 Closing Date: 26.06.12	Plantarium NL-Boskoop 24.-27.08.12
Sept.	07.09.12	14.08.12	Timber decking and terrace construction Construction machine technology Trade show preview Nordbau Trade show preview IAA Utility / electric vehicles Including FLAECHEMANAGER (SURFACE MANAGER) magazine, Issue 3 Subject: Winter services		Special Trade Show Preview GaLaBau 2012	spoga+gafa Köln 02.-04.09.12 NordBau Neumünster 06.-11.09.12 GaLaBau Nürnberg 12.-15.09.12 IAA NUTZFAHRZEUGE Hannover 20.-27.09.12
Oct.	05.10.12	10.09.12	Use of rainwater Lawn and garden maintenance technology Roof gardens		Special supplement „Designing with concrete 2012/2013“ Closing Date : 24.09.12	
Nov.	02.11.12	08.10.12	Construction machine technology IT at GaLaBau Plant protection at GaLaBau		Special Fertiliser and substrates	
Dec.	07.12.12	13.11.12	Construction machine technology Including FLAECHEMANAGER (SURFACE MANAGER) magazine, issue 4, subject: Wood and tree maintenance			