

„Specifically reach successful professionals in fruit-growing.“

www.poma-online.de



On the Pulse.

Title Portrait

poma – the magazine for the successful fruit-growing professional

The idea behind poma

Twice a year, poma provides **fruit farmers** in German-speaking regions with useful technical contributions for their working day.

All information will be presented in such a practice-orientated and concentrated form that the coverage gives the reader pleasure in technical information, even in times of hard work.

poma provides almost **5,800** fruit-growing professionals with a well-founded review of the industry.

poma's content concept

- Interviews with experienced fruit farmers, advisors and experts from the industry offering decision support.
- Successful practice examples which encourage initiative.
- Focus on reports.
- Tips and aid for all areas of production, offering practical help.

Topic areas

- Plant protection
- Plant innovation, plant types
- Irrigation
- Technical equipment
- Services
- Storage
- Developments in fruit-growing
- Successful business concepts
- Ecological growing
- Marketing
- Production management
- Trade fairs and events
- Market trends
- News



Marketing and sales advice

If you have any questions about poma, I am happy to help. Simply call me!

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Distribution

Print Editions	6,000
Copies distributed in German-speaking regions	5,800

Circulation and dates 2011

Circulation

- poma will be enclosed in the partial edition „Obst & Garten“ („Fruit & Garden“) which is **exclusively destined for professional fruit farmers** (approx. 2,800 copies).
- Furthermore, poma is distributed to more than 3,000 decision-makers in major fruit farming businesses across all German-speaking regions.

Total circulation:
5,800 copies

February 2011 edition

Dates:

Publication date:

1st February 2011

Order deadline:

10th December 2010

Order deadline:

1st December 2010

Topics:

- Strawberry growing in tunnels
- What 's new for plant protection technology?
- Foliar fertilisation: Is it worth it? How does it help?

August 2011 edition

Dates:

Publication date:

1st August 2011

Order deadline:

17th June 2011

Order deadline:

1st July 2011

Topics:

- Saving energy in storage
- Sooty blotch disease – How can you counteract this?
- Growing blackberries

Topics are subject to change



Your contact persons in the publishing house

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Formats and Prices 2011

**No Extra-Surcharge
for colour-adverts**



Formats	Prices / Euro	Width × Height
1/1	2.240,-	Type area format 180 × 228 mm
		Section format* 205 × 270 mm
2/3	1.720,-	Type area format 180 × 150 mm 119 × 228 mm
		Section format* 205 × 165 mm 134 × 270 mm
1/2	1.360,-	Type area format 180 × 112 mm 88 × 228 mm
		Section format* 205 × 127 mm 103 × 270 mm

Width × Height	Prices / Euro	Width × Height
1/3	950,-	Type area format 180 × 74 mm 58 × 228 mm
		Section format* 205 × 89 mm 73 × 270 mm
1/4	740,-	Type area format 180 × 54 mm 88 × 112 mm 42 × 228 mm
		Section format* 205 × 69 mm 103 × 127 mm 57 × 270 mm

poma's special offer:

Double-sided product and company profile: €2,820

For further information, simply call me!

Further formats on require!

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.

Technical data

Printing and processing

Printing

Sheet offset
1/1 to 4/4 in colour

Paper

Wood-free image print glossy 135 g/m²

Processing

Stitched binding

Digital printing information

Printing order: Black – cyan – magenta – yellow.
Profile ISO coated v2 (EU).
Tonal range: half tones min. 2% to max. 98%. Dot gain in middle section is 17% in black, 14% in colour.
Complete application of paint: max. 330%. Please do not use DCS-format, hairlines, RGB/LAB images and duplex images with special colours.

Advertisements with special colours are to be created in CMYK with the correct mixing ratios of the desired HKS colour descriptions. Four-colour advertisements should equally be created in CMYK for the four-colour process.

Data transmission

Please send the printing documents for your advertisement by email directly to the publisher:

■ Advert Scheduling

Maria Scheurenbrand
mscheurenbrand@ulmer.de

We need a print-out of your advertisement for inspection purposes. For colour advertisements, please send a colour-proof printout by post to:

■ Verlag Eugen Ulmer

Advertising department
PO Box 700561
70574 Stuttgart

Data format

■ Printable PDF (PDF/X-3)

Data formats such as Freehand, Photoshop, Word, Corel Draw, etc, only after consultation. The production of printing documents according to other templates will be charged.



Magazine format

205 mm wide
270 mm high

Type area

180mm wide
228mm high

Order deadline

>>for company profiles

8 weeks before publication

>>for advertisements

6 weeks before publication

Advert scheduling

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