



“Targetedly reach successful professionals in horticulture – Production, Retail Trade and Churchyards.”

www.dega-gartenbau.de



On the Pulse.

“Targetedly reach successful professionals in horticulture“

The magazine, which has been known and valued in the horticulture industry for more than 60 years, is aimed at management in the horticulture industry. It provides beneficial knowledge in an up-to-date and easy-to-understand way and reports about all the fundamental developments in horticulture in Germany and internationally.

The Target Group: Professionals

- in ornamental plant horticulture
- in horticultural retail
- in graveyard horticulture as well as
- Supply industry
- Authorities and consultants

The Content Concept of DEGA PRODUKTION & HANDEL

- Up-to-date news and reports from the horticulture industry in Germany and worldwide
- Provision of specialist information, as concentrated as possible and as in-depth as necessary
- The articles provide decision-making support and are oriented to the benefits
- In every edition, there are reports from opinion leaders and entrepreneurs
- The focus is on successful practical examples which encourage initiative

The Regular Themes

- Developments in the horticulture industry in Germany and worldwide
- Trends on the market
- Successful company concepts
- Employee and operations management
- Training
- Top cultures and plant innovations
- Culture methods
- Pest management
- Services in the retail trade
- Graveyard culture
- Technical systems and solutions
- Exhibitions and markets
- Dates and events
- Legal and fiscal questions

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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Vital Statistics

Editor

Eugen Ulmer KG

Volume/

Frequency of publication

65th year in 2011/
Monthly

Purchase price

Annual subscription to DEGA PRODUKTION & HANDEL (monthly) € 132 or combination subscriptions to DEGA GALABAU and DEGA PRODUKTION & HANDEL (2-weekly) € 199.80

ISSN 1867-2620







Analysis of Distribution






Inspection of Distribution



Print Editions	5,188
Distributed Editions	4,880
Sold Editions	3,595
Third quarter 2009 to second quarter 2010	

Formats and Prices 2011

Formats	Colour	Prices / Euro	Width × Height
1/1 	bw	2,700.00	Type area format
	2c	3,070.00	175 × 270 mm
	3c	3,440.00	
	4c	3,810.00	
	bw	2,970.00	Section format*
	2c	3,340.00	210 × 297 mm
	3c	3,710.00	
	4c	4,080.00	
2/3 	bw	1,800.00	Type area format
	2c	2,170.00	175 × 178 mm
	3c	2,540.00	115 × 270 mm
	4c	2,910.00	
	bw	1,980.00	Section format*
	2c	2,350.00	210 × 189 mm
	3c	2,720.00	132 × 297 mm
	4c	3,090.00	
1/2 	bw	1,350.00	Type area format
	2c	1,720.00	175 × 133 mm
	3c	2,090.00	85 × 270 mm
	4c	2,460.00	
	bw	1,485.00	Section format*
	2c	1,855.00	210 × 145 mm
	3c	2,225.00	100 × 297 mm
	4c	2,595.00	

Formats	Colour	Prices / Euro	Width × Height
1/3 	bw	900.00	Type area format
	2c	1,270.00	175 × 88 mm
	3c	1,640.00	56 × 270 mm
	4c	2,010.00	
	bw	990.00	Section format*
	2c	1,360.00	210 × 105 mm
	3c	1,730.00	72 × 297 mm
	4c	2,100.00	
1/4 	bw	675.00	Type area format
	2c	1,045.00	175 × 65 mm
	3c	1,415.00	85 × 133 mm
	4c	1,785.00	
	bw	742.00	Section format*
	2c	1,112.00	210 × 83 mm
	3c	1,482.00	100 × 145 mm
	4c	1,852.00	
1/8 	bw	337.00	Type area format
	2c	487.00	175 × 32 mm
	3c	637.00	85 × 65 mm
	4c	787.00	

mm price in b/w: €2.50. 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 2011

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 € 2,450.00

Advert on Contents Page

Format: 85 x 254 mm (w x h)
4c, price € 2,700.00

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 € 2,700.00

Section Format:
132 x 189 mm (w x h)

4c, price € 2,850.00

Sole advertisement on plant pro- tection and/or appointment pages

Format: 85 x 254 mm (w x h)
4c, price € 950.00

Strip Ads

Up to 90mm height €3.03
(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 € 2.50
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

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.

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.



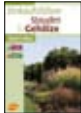
Other formats and prices on request

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Themes and Dates 2011

Edition	Date of publication	Closing Date for Adverts	Themes	Exhibitions / Trade Fairs
January	19.01.11	22.12.10	Trade fairs + markets: IPM 2011	 IPM Essen 25.–28.01.11 Fruit Logistica Berlin 09.–11.02.11 Salon du Végétal F-Angers 15.–17.02.11 Flormart – Miflor I-Padua
			 Exhibition Plan for the IPM 2011 Special Supplement in DEGA PRODUKTION & HANDEL 1/11 and DEGA GRÜNER MARKT 1+2/11 (Formats and prices on request). Closing date: 17 th December 2010.	
February	18.02.11	25.01.11	Substrates/Fertilisers Pest Protection <i>Top Cultures: Poinsettias</i>	
March	18.03.11	22.02.11	<i>Technical Systems: Sales Facilities</i> <i>Top Cultures: Spring Bloomers</i>	IPM Dubai Flowers & HorTech Ukraine
April	21.04.11	28.03.11	<i>Technical Systems: Culture and Transport Containers</i> <i>Top Cultures: Hydrangeas and Bog Bed Cultures</i>	
			 “Sortenschauen 2011” Pocket Guide Special Supplement in DEGA PRODUKTION & HANDEL 4/2011 and DEGA GRÜNER MARKT 5/6 2011 (Formats and prices on request). Closing date: 18 th February 2011.	
May	20.05.11	26.04.11	<i>Technical Systems: Climate and Irrigation</i> <i>Top Cultures: Orchids</i>	
June	17.06.11	20.05.11	<i>Technical Systems: Production Greenhouses</i>	

July	22.07.11	28.06.11	<i>Top cultures: news from the Flower Shows part 1</i>	
August	19.08.11	26.07.11	<i>Technical Systems: ICT in Horticulture</i> <i>Top Cultures: Innovations from the Flower Shows Part 2</i>  Special Supplement “ Sales Facilities + Technology 2011“ in DEGA PRODUKTION & HANDEL 8/2011 and DEGA GRÜNER MARKT 9/10 2011 (Formats and prices on request). Closing date: 17 th June 2011	Plantarium NL-Boskoop Flowers Moskau RU-Moskau spoga+gafa Cologne 04.-06.09.11
Sept.	16.09.11	23.08.11	<i>Exhibitions + Markets: Preview of the Horti Fair 2011</i> <i>Top Cultures: Geraniums</i> <i>Technical Systems: Heating and Energy</i>	Flormart – Miflor I-Padua Hortus Hungaricus HU-Szigetszentmiklos glee GB-Birmingham IAA Frankfurt 15.-25.09.11 Horti Fair NL-Amsterdam 01.-04.11.11
				
Oct.	21.10.11	26.09.11	<i>Top Cultures: Cut Flowers</i> Plant Protection, Substrates and Fertilisers in Horticulture  “Shrubs and Wood 2011/2012“ Buyers' Guide Special Supplement in DEGA GRÜNER MARKT 11/12 2011 and DEGA PRODUKTION & HANDEL 10/2011 (Formats and prices on request). Closing date: 30 th August 2011	IBERFLORA E-Valencia
Nov.	18.11.11	24.10.11	<i>Technical Systems: Automation</i> <i>Top Cultures: Bedding Plants and Balcony Plants – Favourites for 2012</i>	Growtech Euroasia E-Antalya
Dec.	16.12.11	22.11.11	<i>Top Cultures: Cyclamen</i> <i>Exhibitions + Markets: Marketers, Suppliers, Cash-and-Carry Stores</i>	IPM China CN-Peking

We reserve the right to make changes!