



“Enter the No. 1.
Reach the Industry.”

www.gemuese-online.de



On the Pulse.

Title Portrait

“Enter the No. 1. Reach the Industry.”

Gemüse is the only monthly trade journal for the vegetable growing industry and has the highest selling circulation in this target group. Use the *Gemüse* trade journal for your professional B-to-B communication if you want to reach the decision-makers and opinion leaders in the vegetable growing industry.

The Target Group

- Owners
- Management / plant supervisors
- Executive staff from the vegetable growing industry

The *Gemüse* Content Concept

- The editorial concept reflects the continuous changes in vegetable growing topically, critically and independently.
- *Gemüse* reports extensively about market trends, economic culture procedures, technology and automation, machinery and equipment, operations and personnel management.
- Practical operational reports from home and abroad round the spectrum off.

The Regular Themes

- Culture management
- Pest management
- Fertilisation
- Seeds and sorts
- Special asparagus
- Machinery & equipment
- Marketing
- Processing
- Events
- Training
- Business economics
- Operations reports from home and abroad

Marketing and Sales Advice

If you have any questions about *Gemüse*, I am happy to help you. Call me!

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Gemüse

Vital Statistics

Editor

Edited jointly by Verlag Eugen Ulmer, Stuttgart, and Deutscher Landwirtschaftsverlag, Munich

Volume /

Frequency of publication

47th year in 2011
Monthly

Purchase price

Domestic annual subscription
€ 85,20







ISSN 0016-6286






Analysis of Distribution

Inspection of Distribution






Print Editions	7.371
Distributed Editions	6.573
Sold Editions	5.061
Third quarter 2009 to second quarter 2010	




Formats	Colour	Prices / Euro	Width × Height
1/1 	bw	2,926.00	Type area format
	2c	3,296.00	186 × 270 mm
	3c	3,666.00	
	4c	4,036.00	
	bw	3,219.00	Section format*
	2c	3,589.00	210 × 297 mm
	3c	3,959.00	
	4c	4,329.00	
2/3 	bw	1,951.00	Type area format
	2c	2,321.00	186 × 178 mm
	3c	2,691.00	114 × 270 mm
	4c	3,061.00	
	bw	2,146.00	Section format*
	2c	2,516.00	210 × 192 mm
	3c	2,886.00	140 × 297 mm
	4c	3,256.00	
1/2 	bw	1,463.00	Type area format
	2c	1,833.00	186 × 133 mm
	3c	2,203.00	92 × 270 mm
	4c	2,573.00	
	bw	1,609,-	Section format*
	2c	1,979,-	210 × 147 mm
	3c	2,349,-	105 × 297 mm
	4c	2,719,-	

Formats	Colour	Prices / Euro	Width × Height
1/3 	sw	975.00	Type area format
	2c	1,345.00	186 × 88 mm
	3c	1,715.00	55 × 270 mm
	4c	2,085.00	
	bw	1,073.00	Section format*
	2c	1,443.00	210 × 102 mm
	3c	1,813.00	81 × 297 mm
	4c	2,183.00	
1/4 	bw	731.00	Type area format
	2c	1,101.00	186 × 65 mm
	3c	1,471.00	92 × 133 mm
	4c	1,841.00	
	bw	804.00	Section format*
	2c	1,174.00	210 × 83 mm
	3c	1,544.00	105 × 155 mm
	4c	1,914.00	
1/8 	bw	365.00	Type area format
	2c	515.00	186 × 32 mm
	3c	665.00	92 × 65 mm
	4c	815.00	

Themes and Dates 2011

Gemüse

Edition	Date of publication	Closing Date for Adverts	Themes	Exhibitions / Trade Fairs
January	05.01.11	07.12.10	<ul style="list-style-type: none"> ■ Asparagus Special: International Asparagus Symposium in Peru; Follow-up Report of expoSE – European Exhibition for the International Asparagus and Strawberry Trade, Karlsruhe; Preliminary Report of Interaspa, Hanover ■ Preliminary Reports of IPM, Essen and Fruit Logistica, Berlin ■ Market Study: Root Salary 	<p>Spargelmesse Interaspa Hannover 12.–13.01.11</p> <p>Grüne Woche Berlin 21.–30.01.11</p> <p>IPM Essen 25.–28.01.11</p>  
February	03.02.11	07.01.11	<ul style="list-style-type: none"> ■ Focus on Plant Protection ■ Asparagus Special: Evaluation of International Types concerning their Suitability for Cultivation in Germany; Experiences of Mechanical Asparagus Harvesting ■ Preliminary Report: BioFach, Nuremburg 	<p>Fruit Logistica + Freshconex Berlin, 09.–11.02.11</p> <p>BioFach + Vivaness Nürnberg 16.–19.02.11</p>
March	03.03.11	08.02.11	<ul style="list-style-type: none"> ■ Focus on Irrigation in Vegetable Gardening ■ Asparagus Special: How does Asparagus age? ■ Follow-up Report of Interaspa, Hanover ■ Follow-up Report: IPM, Essen ■ Market Study: Rocket 	 <p>„Plant Protection Tables for Commercial Vegetable Growing“ Special Supplement in Gemüse 3/11 Closing Date: 7th January 2011</p>
April	07.04.11	08.03.11	<ul style="list-style-type: none"> ■ Asparagus Special: Influence of Dam Temperature on the Proportion of Hollow and Rusted Asparagus Spears ■ Follow-up Reports: BioFach, Nuremburg and Fruit Logistica, Berlin ■ Market Study: Asparagus 	
May	05.05.11	08.04.11	<ul style="list-style-type: none"> ■ Innovations regarding Violas ■ Asparagus Special: Innovations regarding Asparagus Irrigation ■ Market Study: Cauliflower 	

June	02.06.11	06.05.11	<ul style="list-style-type: none"> ■ Asparagus Special: BBCH Code for Asparagus ■ Market Study: Red Cabbage 	
July	07.07.11	08.06.11	<ul style="list-style-type: none"> ■ Asparagus Special: Reinvestment in Asparagus; Influence of Soil Moisture in Autumn on the Growth Potential of Asparagus ■ Market Study: Rhubarb 	
August	04.08.11	08.07.11	<ul style="list-style-type: none"> ■ Asparagus Special: Innovations regarding Spear Defects in Asparagus ■ Market Study: Organic Cultivation 	
September	01.09.11	08.08.11	<ul style="list-style-type: none"> ■ Asparagus Special: After-Crop Treatment for Asparagus – First Results ■ Market Study: Romaine Lettuce 	
October	06.10.11	08.09.11	<ul style="list-style-type: none"> ■ Asparagus Special: Influence of Different Plant Depths on Yield and Earliness; Influence of Temperature Conditions in the Dormant Phase on the Shooting of Asparagus ■ Preliminary Report: Horti Fair, Amsterdam/NL ■ Market Study: Strawberries 	
November	03.11.11	07.10.11	<ul style="list-style-type: none"> ■ Asparagus Special: Preliminary Report of expoSE – European Exhibition for the International Asparagus and Strawberry Trade, Karlsruhe ■ Preliminary Report: Agritechnica, Hanover ■ Market Study: Radish 	<p>Horti Fair NL-Amsterdam 01.–04.11.11 </p> <p>Agritechnica Hannover 13.–19.11.11 </p> <p>expoSE – europäische Spargel- und Erdbeerbörse Karlsruhe-Rheinstetten </p>
December	01.12.11	08.11.11	<ul style="list-style-type: none"> ■ Asparagus Special: Innovations from the Asparagus Study Group ■ Follow-up Report: Horti Fair, Amsterdam/NL ■ Market Study: Pumpkins 	

We reserve the right to make changes!

On the closing date for adverts, we require the artwork by 12.00.

Transparency is a fundamental factor for successful media planning. Especially in times of tight advertising budgets, it is important to make a targeted selection advertising vehicle with the greatest proximity to the target group.

As a prerequisite for this, information about the recipient structure of a journal must be available.

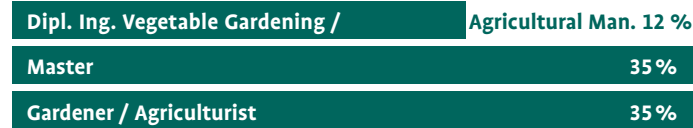
Who reads Gemüse and what do the readers think of their journal? These are the most important questions which decide positioning on the market.

Position in the Business



■ 83% of readers are decision-makers in their companies!

Professional Training



■ 82% of readers have a high level of technical expertise!

Readers by Industries



■ With the no. 1 in vegetable gardening you can reach almost the entire vegetable gardening industry in German-speaking countries!

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Gemüse

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