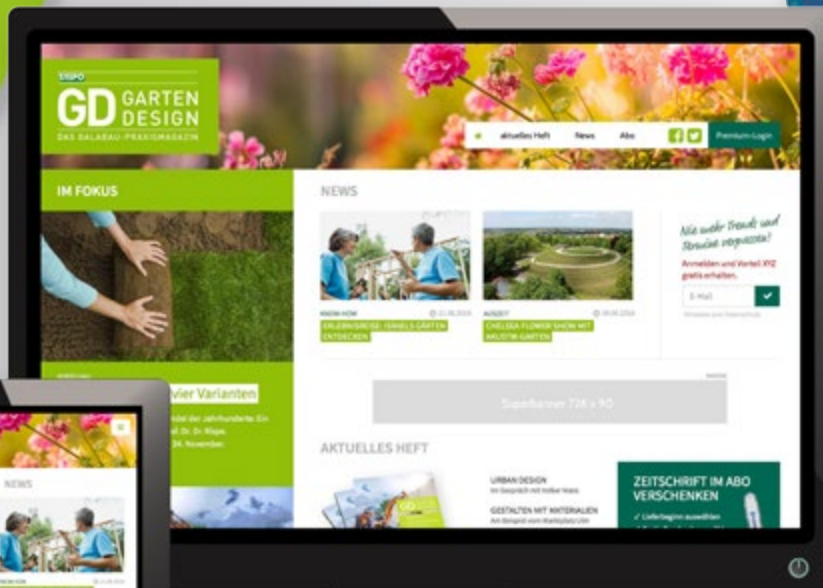


# Media Info Print | Online

Price list No. 29 valid from 01/01/2017

NEW  
DESIGN!  
MORE  
IMPACT!



TASPO

**GD** GARTEN  
DESIGN

DAS GALABAU-PRAXISMAGAZIN



www.tasvogartendesign.de

>> *Create a strong foundation for your sales success.  
You can find the professionals for your products here.* <<

### Advertising benefits

- ✓ **TASPO GARTEN-DESIGN** - *New layout, more content and really close to actual practices and the decision-makers.*
- ✓ *We provide the right theme for your advertising message.*
- ✓ *Benefit from our expertise and high editorial quality.*
- ✓ *High circulation: 5,000 distributed copies.*

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## *Informative. Expert. Practical.*

*>> By people who work in the field for people who work in the field. With projects from the private and local scenes and expert advice on technology, design and costs. <<*

### **Publisher:**

Haymarket Media GmbH  
Frankfurter Str. 3d  
38122 Braunschweig, Germany  
P.O. Box 8364  
38133 Braunschweig, Germany  
Tel.: +49 531 38004-0  
Fax: +49 531 38004-25  
Email: info@haymarket.de  
Internet: www.haymarket.de

### **Contact person:**

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Email: florian.vosshage@haymarket.de

### **Preparation:**

Bianca Przywara  
Tel.: +49 531 38004-26, Fax: +49 531 38004-43  
Email: anzeigendispo@haymarket.de

### **Volume:**

46th volume

### **Frequency:**

6 issues per year

### **ISSN No.:**

1862-1511

### **Bank information:**

Deutsche Bank AG Braunschweig  
IBAN DE32 2707 0030 0261 1903 00  
BIC DEUTDE2H270

### **Terms of payment:**

Within 14 days after receipt of the invoice.  
For advance payment, 3% discount.  
For payment within 8 days after receipt  
of invoice or direct debit, 2% discount.  
Usual fees will apply for delayed payment.

### **Target groups:**

- ▶ Top decision-makers from the gardening and landscaping industry
- ▶ Landscape gardeners
- ▶ Landscape architects
- ▶ Architecture firms
- ▶ Local decision-makers





>> *A little more? Take advantage of the synergies of cross-media product campaigns. Please contact us, we'd be happy to advise you! <<*

>> **PRINT** <<



>> **DIGITAL** <<



>> **NEWSLETTER** <<



>> *Or combine with our other trade journals.  
Ask about our attractive combination discounts. <<*

#### TASPO

The only weekly newspaper for the green market.

With **TASPO GaLaBauReport**.



#### Deutsche Baumschule

The magazine for the international nursery market



#### Friedhofskultur

The only trade magazine for the entire cemetery industry



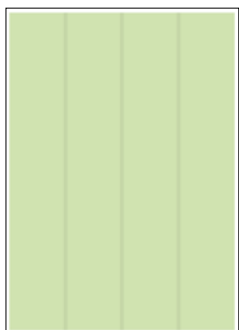
#### TASPO BAUMZEITUNG

The trade magazine for tree care, tree lovers and arboriculture

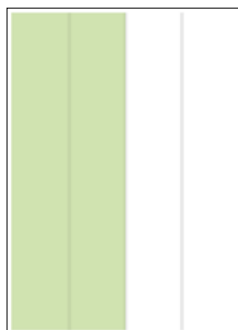


>> Choose your ad format and consult with our knowledgeable partners on the best placement for your ad! <<

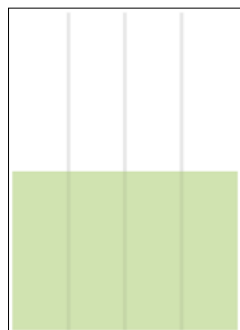
The following illustrations show examples of formats and format prices. Prices do not include VAT.  
 Format specifications: Width x height in mm. Advertising rates: Colour 4c in the text section.



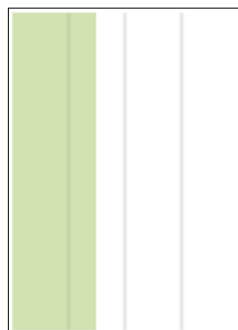
1/1 page  
186 x 272 mm,  
€3,450.00



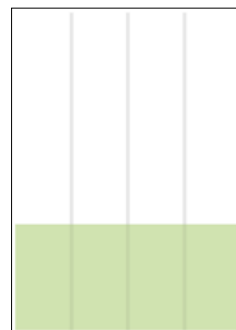
1/2 page, portrait  
92 x 272 mm,  
€2,075.00



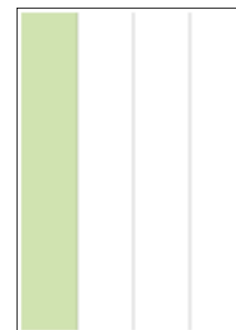
1/2 page, landscape  
186 x 136 mm,  
€2,075.00



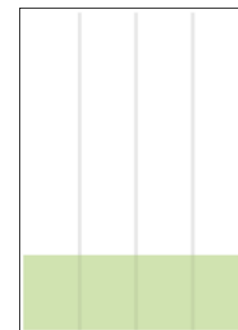
1/3 page, portrait  
60 x 272 mm,  
€1,460.00



1/3 page, landscape  
186 x 91 mm,  
€1,460.00



1/4 page, portrait  
45 x 272 mm,  
€1,190.00



1/4 page, landscape  
186 x 68 mm,  
€1,190.00

**Magazine format:**

Width 210 mm, height 297 mm

**Print space:**

Width 186 mm, height 272 mm

**Advertisement section:**

4 column, column width:  
1 column = 45 mm, 2 column = 92 mm,  
3 column = 140 mm, 4 column = 186 mm

**Text section:**

3 column, column width:  
1 column = 60 mm, 2 column = 122 mm,  
3 column = 186 mm

**Dates:**

**Publication details:**

6 issues per year

**Publication date:**

see dates and programme (page 11)

**Advertising deadline:**

see dates and programme (page 11)

**Preferred placement:**

**Fixed placement:**

10% surcharge

**Millimetre price, advertisement b/w in advertisement section:** €2.35 (45 mm width, 1 column)

**Millimetre price, advertisement b/w in text section:** €3.67 (60 mm width, 1 column)



>> **Plan your advertisement and speak with our experienced media consultants about other options for communications!** <<

### Colour surcharges *(normal colours according to EURO scale)*

- ▶ 1 additional colour: 30% surcharge
- ▶ 2 additional colours: 40% surcharge
- ▶ 3 additional colours: 50% surcharge
- ▶ Special colours: on request

### Format surcharges

- ▶ Ads above association: on request
- ▶ Surcharge for special format: €520.00
- ▶ Ads above print area, custom ads: 10% surcharge

### Ads on positions and opportunities

*(only direct order without discount, without customisation)*

- ▶ Contests per mm: *(1 column, width 45 mm)* €2.01
- ▶ Job advertisements per mm: *(1 column, width 45 mm)* €2.35
- ▶ Job searches per mm: *(1 column, width 45 mm)* €2.01
- ▶ Combination ad,  
TASPO GARTEN-DESIGN & [www.gruenejobs.de](http://www.gruenejobs.de) + 10% on print price
- ▶ Code fee, incl. tender postage: €12.00

### Source directory

- ▶ Text per line, *(minimum 3 lines, 7/8p = 3 mm/line)* €11.00

### Inserts *(folded)*

*For discounts see quantity table – 4 pages = 1,000 ad-millimetres.*

*We would be happy to send you the technical requirements upon request.*

- ▶ 4-page | 6-page | 8-page: on request

### Discount

*For decline within 12 months (insertion year).*

*All technical costs will be discounted!*

- | ▶ Quantity table | ▶ Frequency table |
|------------------|-------------------|
| 500 mm - 3%      | 3 x - 3%          |
| 1,000 mm - 5%    | 6 x - 5%          |
| 2,000 mm - 10%   | 12 x - 10%        |
| 5,000 mm - 15%   | 24 x - 15%        |
| 8,000 mm - 20%   | 36 x - 17%        |
| 12,000 mm - 25%  |                   |

### Supplied inserts

*(no discount possible, including pro-rated shipping fees)*

*Inserts are loosely inserted.*

*Maximum dimension: W 200 mm x H 290 mm*

*Minimum quantity for partial inserts: 1,000 cop.*

- ▶ up to 25 g €305.00 / 1,000 units
- ▶ up to 50 g €355.00 / 1,000 units
- ▶ up to 75 g €410.00 / 1,000 units
- ▶ up to 100 g €470.00 / 1,000 units

*Prices for other supplement weights available upon request.*

### Expanded postcards, product samples etc. *(no discount possible)*

*Minimum format of carrier advertisement: 1/2 page, landscape*

- ▶ straight/angled placement: on request



>> The advertorial offers an excellent form of advertising in addition to traditional advertising. Tailored to your brand and your product. We'd be happy to advise you! <<



**ENTWÄSSERUNG RUND UMS HAUS – VIELSEITIG, EINFACH, SCHÖN**

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

Wer eine moderne Bau-, Innen- oder Außenanlage realisieren möchte, muss sich Gedanken über die Entwässerung machen. Eine gute Entwässerung ist die Grundlage für eine langlebige und gesunde Anlage. ACO bietet hierfür die optimale Lösung.

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

**Vielseitig. Einfach. Schön.**

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

**ACO**

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

ACO hat Systeme, die Entwässerung für die integrierte und schwebende Fundamentierung, Balkone...

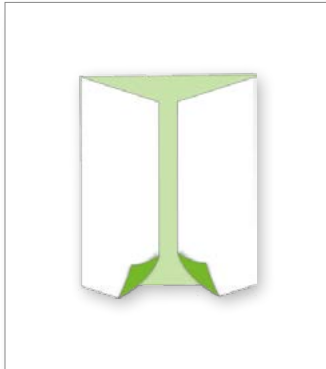
>> Prices on request <<



>> *Increase the value of your advertising:*

*Showcase your products in an attractive special advertisement. <<*

>> *Prices on request <<*



▶ **Gate fold on the front page**

Paper: 200 g/m<sup>3</sup>  
 Format: W 115/210 mm x H 297mm  
 Length: 4 pages/6 pages  
 Printing: 4/4 colour



▶ **Envelope apron**

Paper: 200 g/m<sup>3</sup>  
 Format: W 105/210 mm x H 297mm  
 Length: 4 pages  
 Printing: 4/4 colour



▶ **Title gatefolds**

Paper: 200 g/m<sup>3</sup>  
 Format: W 206/210/210 mm x H 297mm  
 Length: 6 pages  
 Printing: 4/4 colour



▶ **Banderole**

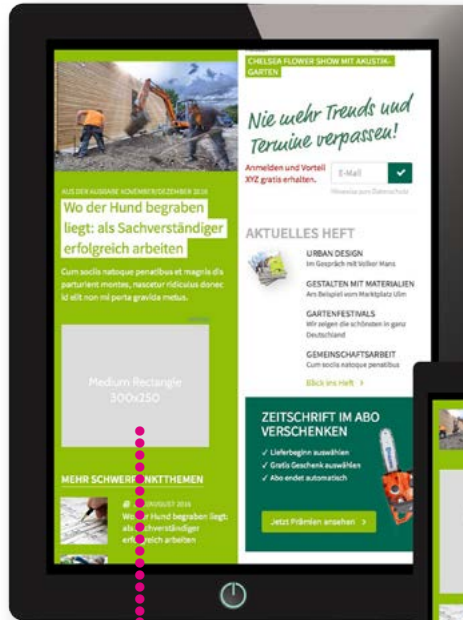
Paper: 200 g/m<sup>3</sup>  
 Format: approx. W 420 mm x H 80 mm  
 Printing: 4/4 colour

>> *We would be happy to provide you with information about special advertisements such as ad series, booklets, posters, post-it stickers etc. <<*

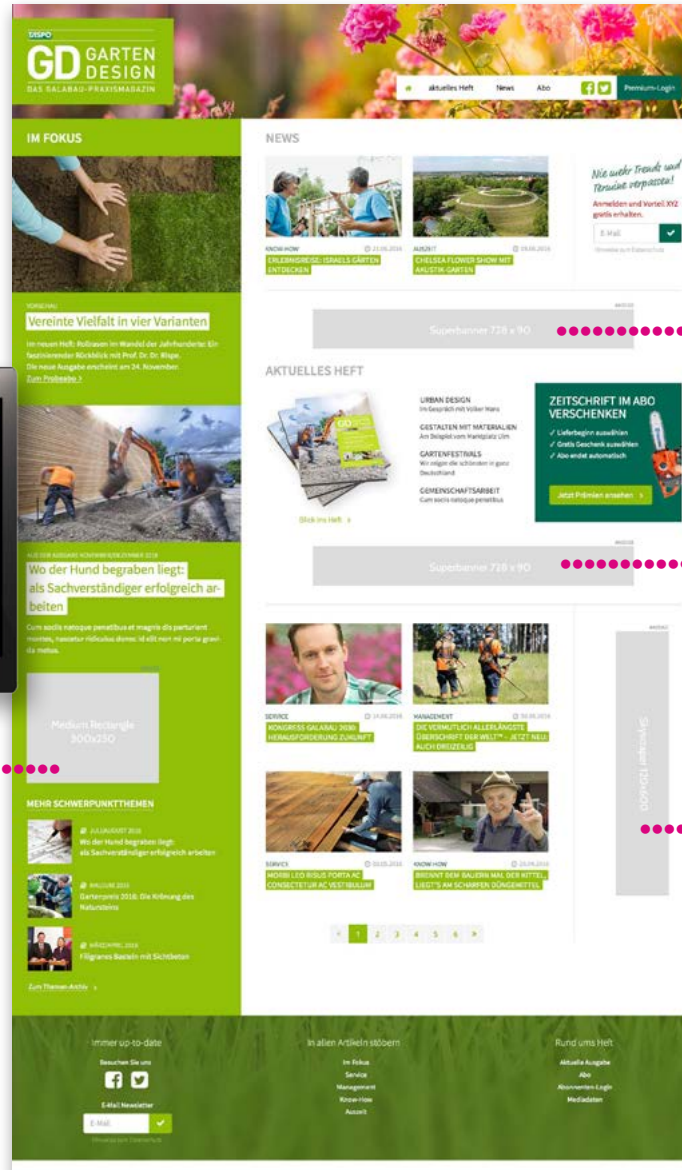
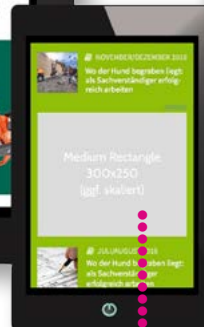




>> **Benefit from broad coverage for your campaign with cross-media advertising.**  
**Get an attractive package price. We'd be happy to provide you with information! <<**



**Medium Rectangle**  
Format: 300 x 250 px  
Price/month: €300



**Superbanner**  
Format: 728 x 90 px  
Price/month: €525

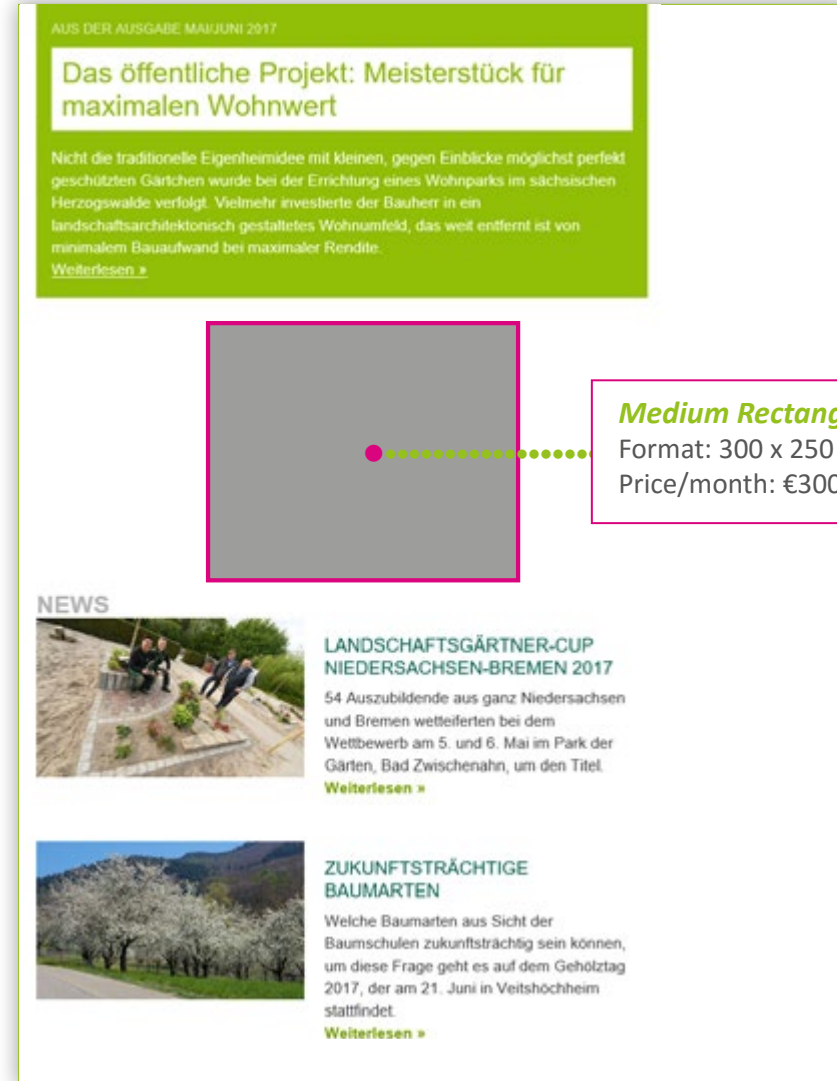
**Skyscraper**  
Format: 120 x 600 px  
Price/month: €550

We would be happy to design your online advertisement! Prices on request.

For technical details, please refer to the technical information. (Page 13)



>> *The TASPO GARTEN-DESIGN email newsletter offers you an exclusive advertising campaign!\** <<



We would be happy to design your newsletter advertisement! Prices on request.

Publication details: every second month

Only JPG and GIF are possible as data formats (max. 30 KB).



>> *Get an overview of all important dates and programmes.*

*Ensure you get the best placement by submitting your campaign early. <<*

Issue	Publication date	Advertising deadline	Focal themes	Trade fairs & events
01  2017	13/01/2017	05/12/2016	Tree care - service providers for local governments   Trees and shrubs - IPM 2017   Commercial vehicles for companies and local authorities (REPORT IAA 2016)	● <b>IPM</b> , Essen, Germany, 24/01-27/01/2017
02  2017	17/03/2017	14/02/2017	Frustration with lawns: Restoration or new lawn   Machines for lawns, restoration and care   Fertilisers, soils, tonics, furnishing elements for gardens and public spaces	● <b>German Tree Care Conference</b> , Augsburg, Germany, 25/04-27/04/2017
03  2017	19/05/2017	13/04/2017	Restoration: Equipment and machinery for maintenance of irrigation   Design: Water in the garden   Excavator + loader   Trade fair preview: Demopark 2017	● <b>Demopark</b> , Eisenach, Germany, 11/06-13/06/2017
04  2017	14/07/2017	13/06/2017	Roof and facade greening   Demopark report   Covering	
05  2017	08/09/2017	08/08/2017	Machines and equipment for autumn and winter service   Protecting plants against the winter   Cutting tree stumps   Equipment for tree care	
06  2017	10/11/2017	05/10/2017	Construction equipment for local municipal operations   Choppers, shredders, composters   Construction site safety   Planning for perennials and woody plants	





>> [www.gruenejobs.de](http://www.gruenejobs.de) - The extensive job market for the green industry <<



**GRUENEJOBS.de**



**Print & Online -  
Order a combination  
and see the benefits!**

With this combination advertisement,  
your job ad reaches more than  
57,000 contacts.\*

\*Source: IVW 2/2016 + Google Analytics Ø, last update 8/2014





**>> Play it safe! We want your campaign to be implemented perfectly,  
so please observe our technical requirements for your advertising materials!! <<**

### **Print document formats for custom ads**

(= AT advertising section, TT = text section)

- ▶ 2/1 page TT 420 x 297 mm
- ▶ 1/1 page TT 210 x 297 mm
- ▶ 1/2 page landscape TT or AT 210 x 148 mm
- ▶ 1/2 page portrait TT or AT 104 x 297 mm
- ▶ 1/3 page portrait TT 73 x 297 mm
- ▶ 2/3 page portrait TT 134 x 297 mm

Please insert 3 mm bleed on all sides for all templates!

### **Printing/technology**

Sheet-fed offset printing, adhesive binding.

### **Printing documentation**

Print-ready, digital templates by email at [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de).

Only print-ready PDF files (at least 300 dpi).

The publisher assumes no liability for text and order errors arising from orders placed by phone as well as formatting and colour errors that arise due to transmission.

### **Four-colour printing**

CMYK. All the colours in the file must be defined as CMYK four-colour separation

### **Fonts**

Must be fundamentally embedded, included or converted into curves.

### **Inserts**

Minimum quantity for partial inserts: 1,000 cop.

Proper processing of your inserts can only be guaranteed if your shipment is accompanied by a shipment receipt (with quantity and issue)! Orders for inserts are binding for the publisher only after submission of a sample of the insert and its approval. Inserts that, through their format or presentation, give the reader the impression of being part of the magazine or journal or that contain third-party advertisements will not be accepted.

### **Mailing address for all inserts**

You will receive the mailing address with the order confirmation.

### **Formats for online advertising & mobile advertising**

All data for online advertising/mobile advertising may be delivered as JPEG, GIF, PNG, or HTML/script tag and may not exceed a data volume of 40 KB per advertisement. Please send data to [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de).

### **Delivery**

The sender is responsible for the timely delivery (advertising deadline) of the data. The publisher assumes no responsibility if the publication of the advertisement is not possible due to failure to comply with the requirements or other reasons.

Please submit data for online banner advertisements 3 working days before the agreed publication date.

### **Consulting**

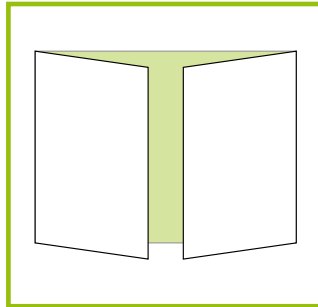
For all technical questions, please contact the media office on + 49 (0) 531 38004-38, or at [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de).

### **Terms and Conditions**

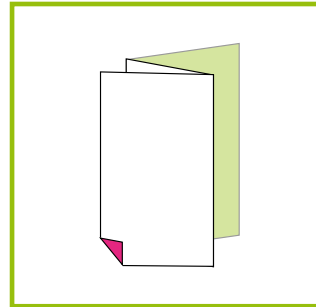
(please click)



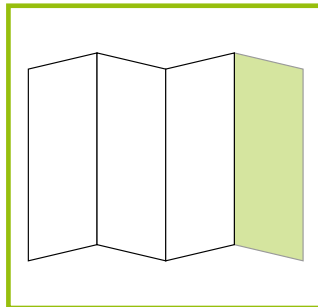
>> **To ensure the perfect implementation of your campaign,  
 please observe our technical requirements for your inserts! <<**



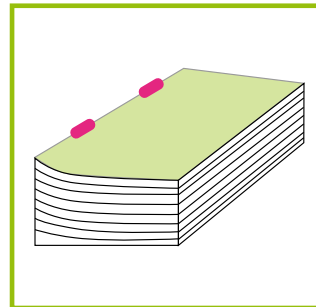
◀ Inserts with a gate fold are only inserted manually!



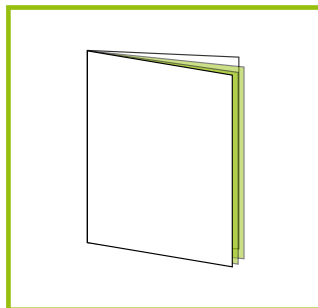
◀ Inserts with defective workmanship such as donkey ears or creases are only inserted manually!



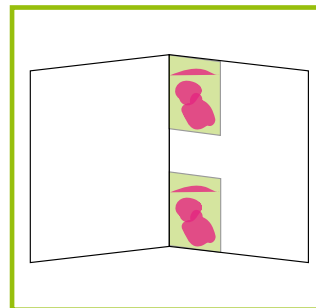
◀ Inserts with fan folds are only inserted manually!



◀ For bound inserts, the maximum weight for inserts may not be exceeded! We'd be happy to provide you with information!



◀ If the inserts are not glued/bound, they will only be inserted manually!



◀ Postcard insert

*By machine:* 1st or last page of the printed sheet

*Manually:* Possible anywhere in the magazine

**Surcharge for manual inserts: €29.50/1,000 units plus VAT**





With specials:

TASPO  
**GALABAUREPORT**

TASPO  
**GARTENMARKT**

TASPO  
**MESSEJOURNAL**

TASPO  
**dossier**



>> *Do you need information about the best placement for your advertisement, special ads, advertorials or cross-media ads? <<*

*Our sales team would be happy to help you.*



***Robert Schlimme***

Media consulting  
TASPO GARTEN-DESIGN

Tel. +49 (0)531 38004-44

Fax +49 (0)531 38004-43

*Email: robert.schlimme@haymarket.de*



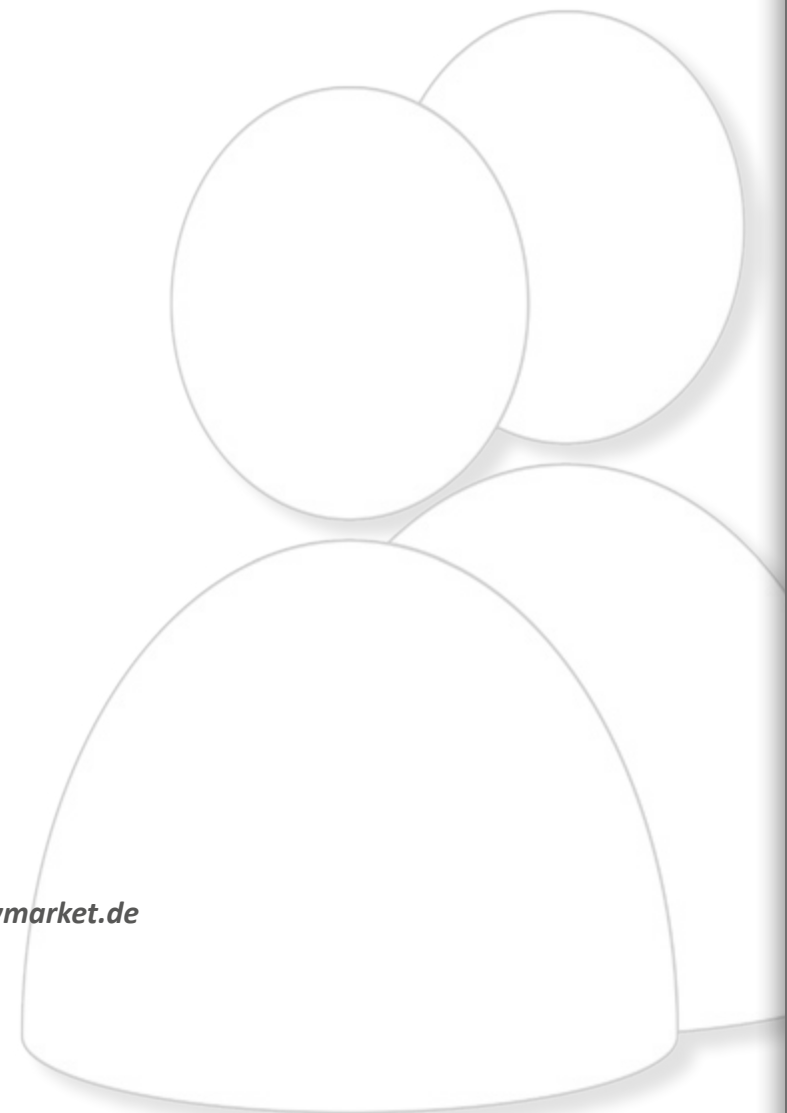
***Florian Voßhage***

Media consulting  
TASPO GARTEN-DESIGN

Tel. +49 (0)531 38004-33

Fax +49 (0)531 38004-43

*Email: florian.vosshage@haymarket.de*



>> *Our strong trade magazines for your advertising success! <<*

**haymarket**

Haymarket Media GmbH  
P.O. Box 8364, 38133 Braunschweig, Germany



www.tasvogartendesign.de