



Ihre Experten für  
Garten & Landschaft

# Media data 2021

Advertising rate card no. 41, valid from 1<sup>th</sup> of November 2020



[www.landschaft-bauen-und-gestalten.de](http://www.landschaft-bauen-und-gestalten.de)

## Short profile

Landschaft Bauen & Gestalten is the official information and association magazine of the Bundesverband Garten-, Landschafts- und Sportplatzbau e. V. (BGL), the association for the construction of gardens, landscapes and sports grounds. It appears monthly, with 2021 marking its 54<sup>th</sup> year of publication.

**BGL's member companies are responsible for approx. over 60 % of the industry's total turnover in Germany (2020).**

**9,38** bil.  
€  
total turnover

## Target group and circulation

Landschaft Bauen & Gestalten is read by 5,950 companies and multipliers through out Germany:

- Owners and managing directors of companies specialising in the construction of gardens, landscapes and sports grounds, as well as the decision makers who are responsible for purchasing at these firms.
- Decision makers in public authorities and local government, multipliers in universities, schools and the political sphere.



## Publisher

Bundesverband Garten-, Landschafts- und Sportplatzbau e.V. (BGL)

► **Person responsible:** Dr. Robert Kloos

► **Publishing house:** GaLaBau-Service GmbH



## Address

**Publisher, publishing house and editorial staff:**

Alexander-von-Humboldt-Str. 4  
53602 Bad Honnef, Germany  
phone +49 (0) 2224 7707-0  
fax +49 (0) 2224 7707-77  
[bgl@galabau.de](mailto:bgl@galabau.de)  
[www.galabau.de](http://www.galabau.de)

This magazine is posted to each recipient by name.  
**Landschaft Bauen & Gestalten** is dedicated solely to the interests of the 'greenery' business. As a result, this association journal has a high level of credibility.

## circulation

**5.950** copies throughout  
Germany

## Frequency of publication

Monthly, at the beginning of the month  
(See appointment overview on the backside.)

## Topics

**Landschaft Bauen & Gestalten** informs its readers of the latest developments and topics of relevance to landscape construction and design in the economy, business administration, environment, politics, wage policy, law, taxes, research, advanced training, traineeships and further education. It reports on the association's latest news, and offers a forum for the discussion of professional topics and other issues important to these groups. The large service section provides event tips, seminars, trade fair and convention dates and tips for the 'greenery' industry.



### Advertisement management

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Agentur für Kommunikation GmbH  
Lessingstr. 25, 50825 Cologne, Germany  
phone +49 (0) 221 92555-12,  
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### Advertising advisor

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Anna Billig,  
Anja Schweden

## Supplements

grams	per thousand	total price**
to 15	230.00	1,368.50
to 25	242.00	1,439.90
to 35	255.00	1,515.25

Heavier supplements on request.

### Maximum dimensions

207 x 291 mm

## Inserts

grams	per thousand	total price**
to 25	311.00	1,850.45

4-sided

### Maximum dimensions

210 x 297 mm (w x h)

### Delivery as follows

uncut and folded

### Bleed allowance

top 6 mm, sides 5–6 mm, bottom 4 mm

\*\*Circulation: 5.950 copies

## Discounts and commissions

### Frequency discount for multiple advertisements

3 advertisements: 5 %

6 advertisements: 10 %

12 advertisements: 15 %

Agency commission: 15 %

## Surcharges

Fixed placement, inside front cover and outside back cover: 20 % of the price.

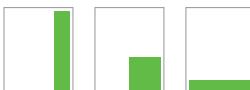
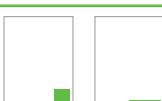
Exclusion of competition:

10 % of the price.

## Terms and Conditions of Payment

20 days after the receipt of the invoice



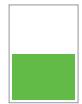
<b>Advertising formats</b>	type area wxh/mm	bleed format	advertisement section	text section	
				type area	bleed format
				All prices in Euro	
	1/1 page	-	210 x 297	-	-
	Junior-page	143 x 202	152 x 217*	-	2,055.00
	1/2 page	94 x 275 192 x 138	103 x 297* 210 x 152*	-	1,785.00
	1/3 page	61 x 275 192 x 90	69 x 297* 210 x 104*	-	1,295.00
	1/4 page	45 x 275 94 x 138 192 x 69	54 x 297* 103 x 152* 210 x 83*	-	975.00
	1/8 page	45 x 138 94 x 69 192 x 34 (only text section)	-	490.00	599.00
	1/16 page	45 x 69 94 x 34	-	197.00	-

## Advertisorial



### 1/1 page

approximately  
3,400 symbols,  
two or three pictures,  
price on request



### 1/2 page

approximately  
2,000 symbols,  
one or two pictures,  
price on request

## Design performance

We take over the professional graphic design of your advertisements:  
price on request.

## Technical data

### Magazine format

DIN A4, 210 x 297 mm (w x h)

### Type area

192 x 275 mm (w x h)

### Bleed format

3 mm bleed allowance, 5 mm distance  
between the text and the margins

### Processing

Offset printing, saddle-stitch

### Printing material

PDF/X, TIFF/JPG (resolution 300 dpi, size 1:1).

It is essential that you also provide a binding printout  
of the advertisement or a binding colour proof. Other-  
wise we shall not be liable for deviations.

## Printing material

### File delivery

E-Mail: kontakt@signum-kom.de

### Closing data/print documents deadline

See appointment overview on the backside



## Delivery supplements/inserts

Required print run: 6,000 copies

Delivery deadline by 14 days before the  
date of publication for the issue that has  
been booked. Labelled and delivered to:  
“BGL Ausgabe ..//2021”

Wolanski GmbH  
Ernst-Robert-Curtius-Str. 6  
53117 Bonn  
Germany

You will receive the delivery supplements for  
inserts by confirmation of order.  
A binding proof must be submitted for  
us to accept and confirm an order. These  
prices are valid for products that are  
machine-readable.

## General Terms and Conditions

1. Advertisement contracts are to be completed within one year. This period begins with the appearance of the first advertisement.
  2. The discounts specified in the advertising rate card are granted for the advertisements from one advertiser appearing in a printed publication within one year. This period begins with the appearance of the first advertisement.
  3. The advertiser shall only be entitled to a discount if they have concluded a contract from the start that entitles them to a discount.
  4. If a contract is not fulfilled due to circumstances that are not the responsibility of the publishing house, the ordering party, notwithstanding any other legal obligations, must refund the difference between the discount that has been granted and the discount to which they are actually entitled for the advertisements placed.
  5. It is not possible to guarantee the inclusion of advertisements in specific issues or in specific locations, nor is it possible to guarantee the number of publications, unless the ordering party has expressly made the validity of the contract dependent upon same.
  6. Text section advertisements are advertisements that are placed in the editorial portion of the publication. Advertisements that are not recognisable as such on account of their editorial design shall be clearly identified as advertisements by the publishing house.
  7. The publishing house reserves the right to refuse contracts for advertisements, supplements and inserts – including individual placements as part of a contract – on account of their content, origin or technical form in accordance with the uniform principles of the publishing house. No advertisement contract shall be legally binding until the publishing house has issued a written confirmation. Supplement and insert contracts shall not be binding for the publishing house until they have been presented with and approved a proof of the supplement and/or tip-in. Supplements and inserts whose format or presentation might cause readers to believe they are part of the publication itself or which contain third-party advertisements will not be accepted. If a contract is rejected, the ordering party will be informed of this without delay.
  8. The ordering party shall be responsible for the timely delivery of the faultless printing material or corresponding supplements, inserts, tip-ins / the advertisement text. The publishing house shall be responsible for the typographically faultless reproduction of the advertisement. This shall be based on the average print performance for the printing process and paper quality being used. In the event of recognisably unsuitable or damaged printing material, the publishing house requests replacements without delay.
  9. The ordering party shall be entitled to a reduction in the fee due or to a replacement advertisement in the event that the advertisement is – in whole or in part – illegible, incorrect or incomplete, unless the fault does not have a significant impact on the purpose of the advertisement; incorrectly printed numbers do not have a significant impact on the purpose of the advertisement. Complaints must be submitted within four weeks of the receipt of the invoice and sample. The publishing house shall not be responsible for errors of any kind related to communication by telephone.
  10. Proofs will only be supplied if expressly requested. The ordering party shall be responsible for the correctness of the proofs that are submitted. If the ordering party does not return the proof that was sent to them on time by the time specified, the ordering party shall be considered to have issued approval for printing.
  11. If no special dimensions are specified, the price calculation shall be based on the actual printing height.
  12. In the event that payment is delayed or deferred, interest shall be charged at 1% above the discount rate of the German Bundesbank; collection fees will also be charged. In the event of delayed payment, the publishing house shall be entitled to cease performance of the ongoing contract until payment is received, and to demand payment in advance for the remaining advertisements. Any discounts become null and void in the event of bankruptcy or compulsory settlement. If there is sufficient cause, the publishing house shall be authorised to halt the appearance of subsequent advertisements during the term of an advertising contract, regardless of the originally agreed payment terms, until such time as prepayment is made and any open invoices are paid, without the ordering party being entitled to any recompense from the publishing house.
  13. The publishing house shall supply an advertisement sample with the invoice upon request. If it is no longer possible to supply a sample, this shall be replaced by a legally binding declaration by the publishing house regarding the publication and distribution of the advertisement.
  14. The ordering party shall be responsible for bearing the costs of production for ordered print templates, as well as for any changes requested by the ordering party or reasonable and significant changes made to the agreed versions on behalf of the ordering party.
  15. A fall in the circulation shall only have an impact upon the contractual relationship if a specific circulation has been guaranteed, and the actual circulation is more than 20% below this figure. In addition, any claims for damages or modified pricing shall be excluded if the publishing house has informed the ordering party of the reduction in circulation in time for them to have withdrawn from the contract before their advertisement was run.
  16. Print templates and films are only returned to the ordering party if this is expressly requested. The obligation to retain these ends three months after the publication of the advertisement.
  17. The place of fulfilment and jurisdiction for both parties shall be the location of the publishing house.
- The currently valid advertising rate card no. 41 dated 1<sup>st</sup> November, 2020 shall apply.

## specialist topic

within section "Unternehmen & Produkte" (companies and products)

AD\*

CD\*

DB\*

IPM

1	Sports grounds, golf courses, playgrounds: machines and devices for law care, overhead irrigation; facilities, fertiliser; - Computing: data processing	12/01/20	12/07/20	01/06/21
2	All aspects of private gardens: planning, construction, greenery, facilities, lighting + sound, maintenance, overhead irrigation, terrace design	01/06/21	01/11/21	02/05/21
3	Earthwork and cultivation: machines and attachments, devices	02/02/21	02/08/21	03/05/21
4	Swimming ponds and garden ponds, pools, sauna: planning, construction, maintenance, cleaning, plants, facilities, lighting	03/04/21	03/10/21	04/06/21
5	Building terraces: natural stone/concrete, wood, plastic; installation, cleaning	04/07/21	04/13/21	05/05/21
6	Innovations: Construction machines and attachments, machinery, green space management, sports ground and golf course maintenance, municipal equipment	05/03/21	05/07/21	06/07/21
7	Building footways and squares: floorings, transportation, installation, cleaning, weed removal, drainage	06/02/21	06/09/21	07/05/21
8	Urban Design: street furniture, playgrounds, building squares, facilities, cleaning, drainage, irrigation	07/06/21	07/12/21	08/05/21
9	Greenery: greenery for open spaces, facades and rooftops; plants, tree care and tree protection	08/05/21	08/11/21	09/06/21
10	Floorings in public and private spaces: terraces, building footways and squares, maintenance, cleaning, weed removal	09/06/21	09/10/21	10/05/21
11	Open space management, municipal equipment, winter services: machinery and devices, battery technology	10/06/21	10/12/21	11/05/21
12	Green space management: seeds, substrates, fertilisers; turf, maintenance and mowing machines	11/04/21	11/10/21	12/06/21

demo-  
park

\*AD = advertising deadline, CD = copy deadline, DB = date of publication