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ADVERTISEMENT RATES 2010

Mono Rates (black + white)*

Display	
Full page (186x272 mm)	€ 2.502,40
Half page (186x136/92x272 mm)	€ 1.251,20
Quarter page (186x68/92x136/45x272mm)	€ 625,60
Eighth page (186x34/92x68/45x136 mm)	€ 312,80

Semi display
Price per column millimeter (45 mm width) € 2,30

Colour
Each extra colour (only from 4c Euro scale) € 406,00
Four colour € 1.218,00

Discounts (within 12 month)
500 mm = 3%
3 ads or 1,000 mm = 5%
6 ads or 2,000 mm = 10%
12 ads or 5,000 mm = 15%
24 ads or 8,000 mm = 20%
36 ads or 12,000 mm = 25%
* Advertising Section

IMPORTANT INFORMATION

- Circulation: 2,885 (IVW II/09)
- Subscribers: 2,210 (IVW II/09)
- Published first in 1901



The only specialized german magazine for entrepreneurs and executives in the field of ornamental plants cultivation.

INTERNATIONAL SUBSCRIPTIONS 2010

Surface mail € 150,00 (yearly)
air mail € 150,00 (yearly)

READERS

Readers of Gb – Das Magazin für Zierpflanzenbau are spread throughout Germany. 13,9 %* of the subscribers live in other countries.

* (IVW II/09)

TECHNICAL DATA

Size of page: 210x297 mm
Type area: 186x272 mm
Number of columns: 4 (width 45 mm)
Printing method: Sheet print
Transmission via e-mail: anzeigendispo@haymarket.de

ISSUE PLAN 2010

Gärtnerbörse is published monthly

Issue	Date of public.	Closing date	Topics
1	16 Jan 2010	14 Dec 2009	Young Plants, Bedding Plants, IPM-Preview
2	13 Feb 2010	15 Jan 2010	Orchids, Education, Pot Plants
3	13 Mar 2010	12 Feb 2010	IPM-Reports (Plants, Technology, Trade), Greenhouse-Technology
4	10 Apr 2010	10 Mar 2010	Poinsettias, Substrates
5	15 May 2010	14 Apr 2010	Spring Plants, Autumn crop
6	12 Jun 2010	11 May 2010	Greenhouse-Projects, Cut Flowers, Energy
7	17 Jul 2010	18 Jun 2010	New Varieties, Retail Market
8	14 Aug 2010	16 Jul 2010	Azaleas, Pots and Trays
9	18 Sep 2010	20 Aug 2010	Pelargonics, HortiFair-Journal
10	16 Oct 2010	17 Sep 2010	Bedding Plants
11	13 Nov 2010	14 Oct 2010	Heating, Climate, HortiFair-Reports (Plants, Technology, Trade)
12	11 Dec 2010	12 Nov 2010	Cyclamens, Pot Plants, Finances