

BESCHAFFUNGSDIENST GALABAU

PROFESSIONAL MAGAZINE FOR THE GREEN-AREA-MANAGEMENT



MEDIA-KITS 2012



Magazine with a large circulation for the construction of gardens and landscapes

14.000 copies

DATES / THEMES / FAIRS 2012

ISSUES	PD	CD	MD	TOPICS	FAIRS
1/2 - Jan./Feb.	15.02.12	03.02.12	08.02.12	<ul style="list-style-type: none"> way- and place development (machines / materials) tree- and woody care public design mow-robots 	
3 - März	15.03.12	02.03.12	07.03.12	<ul style="list-style-type: none"> care of lawn and meadow design of terraces commercial vehicles for the GaLaBau 	Forst Live Süd in Offenburg 13.-15.04.12
4 - April	16.04.12	02.04.12	10.04.12	<ul style="list-style-type: none"> city green care of golf courses building site and building yards playgrounds / amenity / theme parcs 	public 12 in Stuttgart 24.-25.04.12
5 - Mai	15.05.12	07.05.12	09.05.12	<ul style="list-style-type: none"> irrigation / sprinkling wild-haulm remove wood building materials 	Stone+tec in Nürnberg 29.05.-01.06.12

PD: publication-DATE | CD: closing-DATE | MD: material-DEADLINE

ISSUES	PD	CD	MD	TOPICS	FAIRS
6/7 - Jun./Jul.	15.06.12	06.06.12	09.06.12	<ul style="list-style-type: none"> construction machines for the GaLaBau possibilities of protection of nature design of side walks and public places 	Baumschultechnik in Ellerhop 23.-24.08.12
8 - August	10.08.12	31.07.12	03.08.12	<ul style="list-style-type: none"> green of buildings: roof-facade-inside urban design preview reports to the fair „GaLaBau“ in Nürnberg 	spoga+gafa in Köln 02.-04.09.12
9 - September	05.09.12	27.08.12	29.08.12	<ul style="list-style-type: none"> main-issue to the fair „GaLaBau“ in Nürnberg IAA-Nutzfahrzeuge in Hannover 	Platformer's Days in Hohenrode 06.-07.09.12
10 - Oktober	15.10.12	05.10.12	08.10.12	<ul style="list-style-type: none"> winterservice for the GaLaBau tree- and plants care noise save and privacy shield after reports to the fair „GaLaBau“ in Nürnberg 	NordBau in Neumünster 06.-11.09.12 GaLaBau in Nürnberg 12.-15.09.12
11/12 - Nov./Dez.	15.11.12	05.11.12	08.11.12	<ul style="list-style-type: none"> the privat garden the GaLaBau-office mulching / composting roadside greening waterworks / flood protection 	IAA-Nutzfahrzeuge in Hannover 20.-27.09.12 IPM in Essen 22.01.-25.01.13

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RATE CARD No. 29 of 01.01.2012 netto-prices in EUR

1/1 page		3/4 page		2/3 page		1/2 page	
s/w	2.620,-	s/w	1.965,-	s/w	1.747,-	s/w	1.310,-
2c	3.060,-	2c	2.295,-	2c	2.040,-	2c	1.530,-
3c	3.496,-	3c	2.622,-	3c	2.330,-	3c	1.748,-
4c	3.934,-	4c	2.952,-	4c	2.622,-	4c	1.967,-
190 x 280 mm*		140 x 280 mm* 190 x 210 mm*		123 x 280 mm* 190 x 186 mm*		90 x 280 mm* 190 x 140 mm*	
1/3 page		1/4 page		1/8 page		1/16 page	
s/w	873,-	s/w	655,-	s/w	328,-	s/w	164,-
2c	1.020,-	2c	765,-	2c	383,-	2c	192,-
3c	1.165,-	3c	874,-	3c	437,-	3c	219,-
4c	1.311,-	4c	984,-	4c	492,-	4c	246,-
59 x 280 mm* 190 x 93 mm*		45 x 280 mm* 90 x 140 mm*		45 x 140 mm* 90 x 70 mm*		45 x 70 mm* 90 x 35 mm*	

Further formats and medien

frontpage	
s/w	2.725,-
2c	3.163,-
3c	3.600,-
4c	4.038,-

postcards/DVD/samples price per 0/00 on demand

* trim on all edges of 3 mm



bound inserts 2-page

210 x 297 mm (plus 5 mm adhesive edge left)
2.620,- EUR trim of 3mm right, above and below



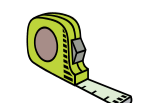
bound inserts 4-page

technical informations o demand
3.780,- EUR



loose inserts (per 0/00 - no rates for postal charges)

to 25 g = 185,- EUR
to 50 g = 250,- EUR



mm-prices for s/w

width: 45 mm width row = 2,50 EUR
59 mm width row = 3,40 EUR

Source of supply listings of A-Z print/online

playgrounds



Standard-Entries:

- 45 x 30 mm, b/w oder 4c = 80,- EUR
- 45 x 60 mm, b/w oder 4c = 160,- EUR

Includes: a Internet-Entry with a link connection and logo under www.soll-galabau.de „PRODUCTS“ for one year.

All ad-sizes are possible. (price on demand)

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resolution minimum 300 dpi -

preferential formats: .pdf, .pdfX3, .eps, .tiff, .jpg QuarkXPress, Adobe-CS (Word-Documents are not able for the print.)

Delivery by E-Mail: info@soll.de
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Don't hesitate to contact us for further questions.

Booklet-Size

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

Type-Area

190 mm x 280 mm (w x h)

4 columns each 45 mm width,
3 columns each 59 mm width

Discounts for the ad-booking

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2 ads	3 %
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6 ads	10 %
9 ads	15 %

by volume:

2 pages	3 %
4 pages	5 %
6 pages	10 %
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All ad-sizes are possible.

SHORT DESCRIPTION

In view of the various ecological problems the topic of garden- and landscaping become more important. The result of this evolution is the creation of many new field of activities. Fields of activities: Roof and facade greening, construction of ponds and green sewage plants, green keeping in the cities, bioremediation, the cultivation of privat gardens and golf courses and many more fields of activities are increasing. Every project needs corresponding materials, machines and equipments.

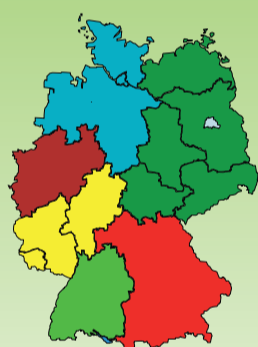
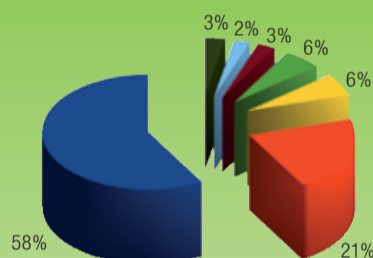
The reports of „**BESCHAFFUNGSDIENST GALABAU**“ focus on a handable and praxis oriented articles. Different special interest topics are reported in every issue.

Filled up with news from every field of interest. With this offer of information our readers are always up-to-date for their business. By our keyword system, the readers got the possibility to order further information to your products & services.

Beyond this service we are also often approach place with the search for products & services for the daily planning process. This is the reason why we have build up a strong relationship to our readers.



READERSPROFILE 2012



receptionist	copies	procent
garden- and landscaping and open space construction	8.250	59,0
local building authorities, offices for green areas, highways departments	3.000	21,4
garden- and landscaping-architects	900	6,4
golf courses / camping grounds	800	5,7
tree nursery / garden-center	400	2,9
housebuilding-enterprises	300	2,1
other / copies / complimentary copies	350	2,5

nielsen-areas	procent
Schleswig Holstein, Hamburg, Bremen, Niedersachsen (1)	20,0
Nordrhein-Westfalen (2)	21,0
Hessen, Rheinland-Pfalz, Saarland (3a)	13,0
Baden Württemberg (3b)	17,0
Bayern (4)	12,0
West Berlin (5a)	3,0
Neue Bundesländer (5b/6/7)	14,0

Circulation-Control

average-number each issue	1. Halbjahr 2011	average-number each issue	
circulation-analysis:	1. Halbjahr 2011	free-copies:	12.785
printed circulation:	14.695	out of Germany:	142
for sale:	1.568	total circulation:	14.353
paid subscription:	168	copies on file, vouchers:	343

online-pricelist www.soll-galabau.de

prices and formats

size w x h - banner	1 month	3 month	6 month	12 month
468 x 60 px (Full-Size-Banner) above - overall visible	€ 300,00	€ 750,00	€ 1.500,00	€ 3.200,00
180 x 180 px (Banner small) links - overall visible	€ 250,00	€ 550,00	€ 1.200,00	€ 2.600,00
120 x 600 px (Skyscraper) rechts - not overall visible	€ 200,00	€ 450,00	€ 1.000,00	€ 2.000,00
490 x 490 px (Page-Peel) diagonal - above/right	€ 300,00	€ 750,00	€ 1.500,00	€ 3.200,00
Textlink max. 80 signs links - overall visible	€ 20,00	€ 50,00	€ 100,00	€ 200,00

The BESCHAFFUNGSDIENST Galabau is actually the once title, who was checked by IWV for our portal www.soll-galabau.de. (effective: 01.10.11).

More informations under <http://ausweisung.iwv-online.de/index.php>

NOTICE

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The working-time is max. 3 days. Accepted formats are: JPG, GIF, PNG and SWF. The Alt-text is max. 30 signs and we need from you the link.

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