

BESCHAFFUNGSDIENST GALABAU

SPECIAL MAGAZINE FOR THE GREEN-AREA-LANDSCAPING-MANAGEMENT

MEDIA-KITS 2025

Werben ohne Streuverlust

The service-oriented special magazine for gardening and landscaping online under www.soll-galabau.de

25.000 Visits
12.000 copies



SHORT DESCRIPTION

The themes of environmental protection and climate protection play a special role in all considerations and decisions. This will be even more the case in the future. This means for the „green area“ a great appreciation and also a special responsibility.

In addition to the design of private gardens, the areas of landscape development, greening of buildings, conversion of company areas and, in particular, the development of „urban green“ will be the focus of considerations.

The failure to make necessary investments in existing infrastructure and the challenges posed by the ecological transformation of our industrial landscape are also creating new growth opportunities for the entire construction

industry. We have been accompanying this development in the media with our print title „Beschaffungsdienst Galabau“ for over 40 years. Since 1996, this has also been done online, thus creating additional up-to-date reporting.

With a circulation of 12.000 copies, we reach company owners and middle and upper management in both the GaLaBau and public sectors.

The increasing number of visitors on the internet also shows, that our overall concept is successful. The average visits per month were 25.000 visitors. It should be noted here that these are different visitors (unique users).

www.soll-galabau.de

RATE CARD No. 42 valid from 01.11.2024

(netto-prices in EUR)






	W x H	W x H	W x H	b/w	2c	3c	4c
1/1 page	190 x 280 mm			€ 2.860,--	€ 3.298,--	€ 3.820,--	€ 4.300,--
3/4 page	140 x 280 mm	190 x 210 mm		€ 2.200,--	€ 2.500,--	€ 2.890,--	€ 3.200,--
2/3 page	123 x 280 mm	190 x 186 mm		€ 1.900,--	€ 2.200,--	€ 2.550,--	€ 2.860,--
1/2 page	90 x 280 mm	190 x 140 mm		€ 1.490,--	€ 1.720,--	€ 1.995,--	€ 2.250,--
1/3 page	59 x 280 mm	190 x 93 mm		€ 1.020,--	€ 1.175,--	€ 1.360,--	€ 1.600,--
1/4 page	45 x 280 mm	90 x 140 mm	190 x 70 mm	€ 780,--	€ 895,--	€ 1.020,--	€ 1.280,--
1/8 page	45 x 140 mm	90 x 70 mm	190 x 35 mm	€ 395,--	€ 490,--	€ 525,--	€ 600,--
1/16 page	45 x 70 mm	90 x 35 mm		€ 215,--	€ 240,--	€ 280,--	€ 320,--
JuniorPage	130 x 180 mm			€ 1.490,--	€ 1.720,--	€ 1.995,--	€ 2.250,--
FrontPage	190 x 140 mm			€ 1.600,--	€ 1.800,--	€ 2.200,--	€ 2.500,--

All prices are subject to VAT at the statutory rate.

TERMS AND TOPICS 2025

No.	ISSUES	PD	CD	MD	TOPICS	FAIRS
1	Jan./Feb.	18.02.25	10.02.25	12.02.25	<ul style="list-style-type: none"> • Blue-green city / sponge city • Plants, trees and shrubs • Fertilizers and substrates • Felling and clearing work • Hedge trimming • Shredding - Composting • Planting work - Tree care • Oak processionary moth control • Workwear and work protection • Work platforms • commercial vehicles 	Preview bauma 2025 in München
2	March/April	20.03.25	10.03.25	12.03.25	<ul style="list-style-type: none"> • Lawn and meadow maintenance • Weed removal • Robotic mowers • Lawn and seeding work • Greening buildings • Earthworks and soil movement • Garden sheds - greenhouses - carports 	bauma 2025 in München 07.04.-13.04.25 FORST live in Offenburg 11.04.-13.04.25 Deutsche Baumpflegetage in Augsburg 06.05.-08.05.25
3	May/June	28.05.25	14.05.25	16.05.25	<ul style="list-style-type: none"> • TRADE FAIR ISSUE demopark • Terraces, path and square construction • Water and light in the garden • Pond and swimming pool construction • Fences - view protection - gates • Play and sports facilities, leisure facilities • Cleaning of roads, paths and squares 	demopark in Eisenach 22.06.-24.06.25 spoga + gafa in Köln 24.06.-26.06.25 NordBau in Neumünster 10.09.-14.09.25
4	Aug./Sept.	19.09.25	05.09.25	08.09.25	<ul style="list-style-type: none"> • Tree and shrub care • Property cleaning • Sponge City / The Green City • Water and light in the garden • Mini excavators / mobile excavators • Construction machinery for landscaping • Landscape maintenance 	NUFAM in Karlsruhe 25.09.-28.09.25
5	October	17.10.25	06.10.25	08.10.25	<ul style="list-style-type: none"> • Fall and winter work • Construction sites and building yards • Trailers and tool carriers • Work platforms for tree care • Urban design 	
10	Nov./Dec.	20.11.25	06.11.25	10.11.25	<ul style="list-style-type: none"> • Winter-service / winter-work • Commercial vehicles • Landscaping of company premises • Watercourse renaturation / recultivation • Landscaping office • Maintenance of public green spaces • Maintenance of private gardens • Investment planning for 2026 	IPM 2026 in Essen 27.01.-30.01.26

BOUND INSERTS / LOOSE INSERTS

bound inserts 2-page 	€ 3.500,--	213 x 303 mm incl. 5 mm adhesive edge left trim of 3 mm right, above and below
bound inserts 4-page 	€ 4.800,--	technical informations on demand
loose inserts to 25 g 	€ 2.980,--	total price (format slightly smaller than DINA4)
loose inserts to 50 g 	€ 3.950,--	total price (format slightly smaller than DINA4)
mm-price 	45 mm width row = € 2,50 59 mm width row = € 3,40	

Insert address:

Strube Druck & Medien GmbH
(ehemals Printec Offset)
Ochshäuser Str. 45
34123 Kassel
Tel.: 0561/57015-0 Fax: -555
E-Mail: zentrale@printec-offset.de
Internet: www.printec-offset.de

* Partial inserts are possible up 3.000 copies.

Source of supply listings of A-Z print/online

Garten-Werkzeuge



Standard-Entries:

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

You will also receive a company entry for one year in the „Products“ section at www.soll-galabau.de.

Format deviations are possible. (Price on request.)

Technical Dates

Resolution at least 300 dpi -preferred formats: .pdf, .pdfX3, .eps, .tiff, .jpg QuarkXPress, Adobe-CS (Word documents are unfortunately not suitable for printing).

Sending by e-mail info@soll.de. by post, ISDN or FTP. If you have any further questions, please do not hesitate to contact us.

Booklet size

DIN A4 = 210 x 297 mm (W x H)

Type area

190 mm x 280 mm (W x H)

4 columns je 45 mm breit,
3 columns je 59 mm breit

DISCOUNTS

by frequency:


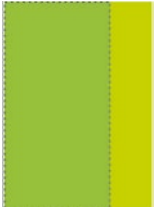
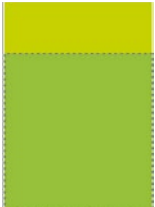
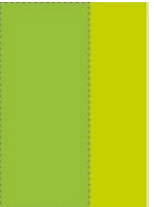

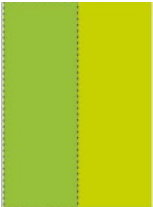

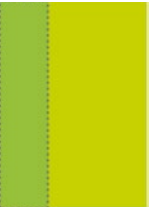
2 ads	3 %
4 ads	5 %
6 ads	10 %
8 ads	15 %

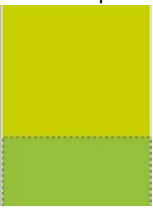



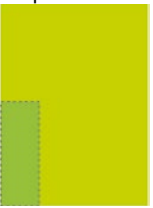

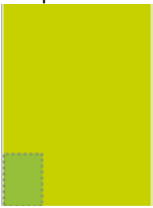

by volume:

2 pages	3 %
4 pages	5 %
6 pages	10 %
8 pages	15 %

ADD-SIZES (with and without bleed)

No bleed and collar surcharges. Different formats also possible.

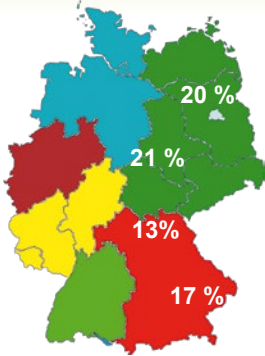
1/1 page 	3/4 page portrait 	3/4 page landscape 	2/3 page portrait 	2/3 page landscape 	1/2 page portrait 	1/2 page landscape 	1/3 page portrait 
190 x 280 mm 216 x 303 mm	140 x 280 mm 153 x 303 mm	190 x 210 mm 216 x 223 mm	123 x 280 mm 130 x 303 mm	190 x 186 mm 216 x 204 mm	90 x 280 mm 103 x 303 mm	190 x 140 mm 216 x 153 mm	59 x 280 mm 70 x 303 mm

1/3 page landscape 	1/4 page portrait 	1/4 page landscape 	1/4 page 	1/8 page portrait 	1/8 page 	1/16 page portrait 	1/16 page landscape 
190 x 93 mm 213 x 103 mm	45 x 280 mm 55 x 303 mm	190 x 70 mm 213 x 88 mm	90 x 140 mm 103 x 153 mm	45 x 140 mm 55 x 153 mm	90 x 70 mm 103 x 83 mm	45 x 70 mm 55 x 83 mm	90 x 35 mm 103 x 48 mm

Structural analysis of the recipients



Recipients	Copies	Procent
Area GREEN Garten-, Landschafts- und Sportplatzbau-Betriebe	7.200	60,0
Area ORANGE Grünflächenämter / Bau- und Straßenbauämter / Stadtbetriebe / Bauhöfe	4.050	34,0
Others BLUE Garten- und Landschaftsbau-Architekten / Wohnungswirtschaft / Dienstleister	630	5,0
Archiv / Copies	120	1,0



Area (Nielsengebiet)	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 figures per issue		Average figures per issue	
circulation-analysis:	1. Halbjahr 2024	paid subscription:	133
printed circulation:	12.000	free copies:	9.977
for sale:	1.400	total circulation:	11.510

BANNER-PRICES - www.soll-galabau.de

Average visitors per month:

2. Quartal 2023:	25.374
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= unique user

= controlled by the IVW



You can find the designation at <http://ausweisung.ivw-online.de>

Banner-prices and formats:

Bannergröße (BxH) / Bannerart	Platzierung	Bannerpreis
728 x 90 Pixel (Superbanner) in rotation overall visible	all above (see grafic)	EUR 980,-- + MwSt.
468 x 60 Pixel (Standard) in rotation overall visible	above and below (see grafic)	EUR 650,-- + MwSt.
190 x 150 Pixel (Video) HomePage	right (see grafic)	EUR 780,-- + MwSt.
120 x 600 Pixel (Skyscraper) in rotation News/Archive/Products/Specialist companies	right (see grafic)	EUR 500,-- + MwSt.
180 x 150 Pixel (rectangle) overall visible	left (see grafic)	EUR 390,-- + MwSt.
Textlink to max. 80 signs overall visible	left (see grafic)	EUR 150,-- + MwSt.

Further banner formats, discounts and prices on request.

25.374
Besucher
durchschnittlich