

# BESCHAFFUNGSDIENST GALABAU

SPECIAL MAGAZINE FOR THE  
GREEN-AREA-MANAGEMENT

25.000  
visits

12.000  
copies

## MEDIA-KITS 2024



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



geprüft print und online



### 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](http://www.soll-galabau.de)

### RATE CARD No. 41 gültig ab 01.11.2023

(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 2024

No.	ISSUES	PD	CD	MD	TOPICS	FAIRS
1/2	Jan./Feb.	19.02.24	05.02.24	07.02.24	<ul style="list-style-type: none"> <li>Blue-green city / sponge city</li> <li>Municipal water management</li> <li>Trees and shrubs</li> <li>Felling and clearing work</li> <li>Hedge trimming</li> <li>Shredding - Composting</li> <li>Planting work - Tree care</li> <li>Oak processionary moth control</li> <li>Garden sheds - greenhouses - carports</li> </ul>	
3	March	18.03.24	06.03.24	08.03.24	<ul style="list-style-type: none"> <li>Lawn and meadow maintenance</li> <li>Lawn and seeding work</li> <li>Earthworks and soil movement</li> <li>Fences - view protection - gates</li> <li>Urban design</li> </ul>	<p>FORST live in Offenburg 12.04.-14.04.24</p> <p>Preview Deutsche Baumpflegetage Augsburg 23.04.-25.04.24</p>
4	April	15.04.24	05.04.24	08.04.24	<ul style="list-style-type: none"> <li>Maintenance of public green spaces</li> <li>Weed removal</li> <li>Greening buildings</li> <li>Fertilizers and substrates</li> <li>Water and light in the garden</li> </ul>	<p>Deutsche Baumpflegetage in Augsburg 23.04.-25.04.24</p> <p>Umweltmesse IFAT in München 13.05.-17.05.24</p>
5	May	15.05.24	04.05.24	06.05.24	<ul style="list-style-type: none"> <li>Landscape maintenance</li> <li>Terraces, steps and path construction</li> <li>Cleaning of roads, paths and squares</li> <li>Playground / sportfields, leisure facilities</li> <li>Mini excavators / mobile excavators</li> <li>Working platforms for tree care</li> </ul>	spoga + gafa in Köln 16.06.-18.06.24
6/7	June/July	14.06.24	03.06.24	05.06.24	<ul style="list-style-type: none"> <li>Construction sites and building yards</li> <li>Trailers and tool carriers</li> <li>Maintenance of private gardens</li> <li>Pond construction - swimming ponds</li> <li>Occupational health and safety</li> <li>Robot mowers</li> </ul>	<p>KommTec live in Offenburg 26.06.24-27.06.24</p> <p>NordBau in Neumünster 04.09.-08.09.24</p> <p>Platformers' Days in Karlsruhe 06.09.-07.09.24</p>
8/9	Aug./Sept.	01.09.24	19.08.24	21.08.24	<ul style="list-style-type: none"> <li>TRADE FAIR ISSUE GaLaBau</li> <li>The Green City</li> <li>GaLaBau in Nürnberg</li> <li>machines and devices</li> <li>Blue-green city / sponge city</li> </ul>	GaLaBau in Nürnberg 11.09.-14.09.24
10	October	15.10.24	04.10.24	07.10.24	<ul style="list-style-type: none"> <li>Fall and winter work</li> <li>Tree and shrub care</li> <li>Water and construction / Sponge city</li> <li>Construction machinery for landscaping</li> </ul>	
11/12	Nov./Dec.	21.11.24	07.11.24	11.11.24	<ul style="list-style-type: none"> <li>Winter-service / winter-work</li> <li>Landscaping of company premises</li> <li>Watercourse renaturation / recultivation</li> <li>Landscaping office</li> </ul>	IPM 2025 in Essen

# 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 DIN A4)
loose inserts to 50 g 	€ 3.950,--	total price (format slightly smaller than DIN A4)
mm-price 	45 mm width row = € 2,50   59 mm width row = € 3,40	

### Insert address:

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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](http://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](mailto: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:


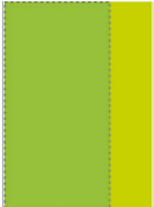
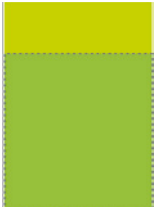
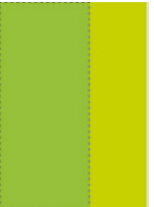

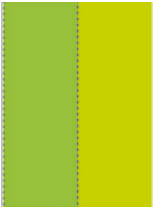
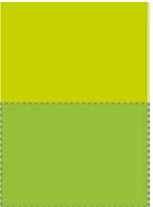
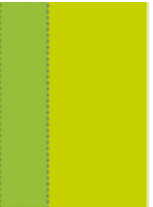
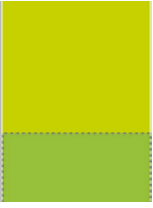

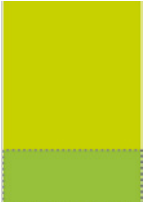

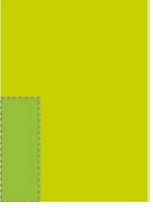

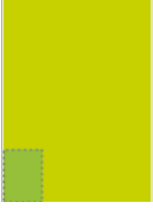

2 ads	3 %
4 ads	5 %
6 ads	10 %
8 ads	15 %

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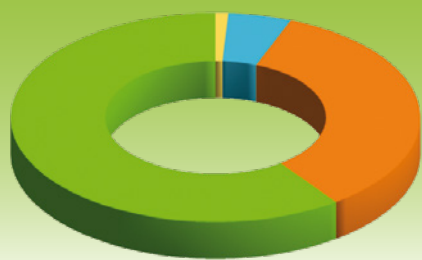
2 pages	3 %
4 pages	5 %
6 pages	10 %
8 pages	15 %

## ADD-SIZES (with and without bleed)

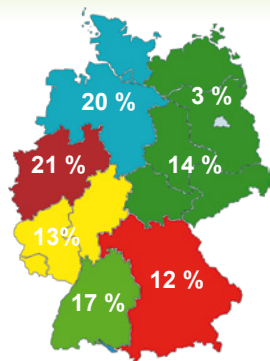
No bleed and collar surcharges. Different formats also possible.

1/1 page  190 x 280 mm 216 x 303 mm	3/4 page portrait  140 x 280 mm 153 x 303 mm	3/4 page landscape  190 x 210 mm 216 x 223 mm	2/3 page portrait  123 x 280 mm 130 x 303 mm	2/3 page landscape  190 x 186 mm 216 x 204 mm	1/2 page portrait  90 x 280 mm 103 x 303 mm	1/2 page landscape  190 x 140 mm 216 x 153 mm	1/3 page portrait  59 x 280 mm 70 x 303 mm
1/3 page landscape  190 x 93 mm 213 x 103 mm	1/4 page portrait  45 x 280 mm 55 x 303 mm	1/4 page landscape  190 x 70 mm 213 x 88 mm	1/4 page  90 x 140 mm 103 x 153 mm	1/8 page portrait  45 x 140 mm 55 x 153 mm	1/8 page  90 x 70 mm 103 x 83 mm	1/16 page portrait  45 x 70 mm 55 x 83 mm	1/16 page landscape  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 2023	paid subscription:	165
printed circulation:	12.000	free copies:	9.053
for sale:	1.565	total circulation:	11.518

## BANNER-PRICES - www.soll-galabau.de

Average visitors per month:

2. Quartal 2023:	25.295
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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.

**25.295**  
Besucher  
durchschnittlich

