

RATE CARD PRINT 2021

Price list No. 25 valid from 01/01/2021




Rates, Formats,
Topics & Dates



The TASPO
garden center
Special with
12 issues per
year

www.taspo.de/gartenmarkt

TASPO
GARTENMARKT

ISSUE	RELEASE DATE	ADVERTISING DEADLINE	TOPIC	FAIRS / EVENTS	
1 2021	08.01. 2021	11.12. 2020	Fertilizer & soil	+ Variety gallery #01: roses / bed & balcony	
2 2021	12.02. 2021	22.01. 2021	Flowers / plants / woody plants /perennials, water / pond, garden lights	+ Variety gallery #02: poinsettias	
3 2021	12.03. 2021	19.02. 2021	Barbecues & -equipment, software / IT / cash systems	+ Variety gallery #03: perennials / lavender / achillea	
4 2021	09.04. 2021	19.03. 2021	Plant protection & -strengthening, mega trends sustainability & bio, preview Christmasworld, preview Ambiente, preview Int. Consumer Goods Show	+ Variety gallery #04: hydrangeas	Int. Consumer Goods Show Frankfurt
5 2021	14.05. 2021	16.04. 2021	Trade fair journal spoga+gafa 2021, preview Interzoo 2021	+ Variety gallery #05: bulb flowers, vegetables	spoga+gafa, Cologne Interzoo, Nurnberg
6 2021	18.06. 2021	28.05. 2021	spoga+gafa highlights I, preview Tendence 2021	+ Variety gallery #06: woody plants / from ornamental- to fruit trees	Tendence, Frankfurt
7 2021	16.07. 2021	25.06. 2021	Plants purchase & logistics, spoga+gafa highlights II, final report Tendence / Interzoo	+ Variety gallery #07: spring blooms	
8 2021	20.08. 2021	30.07. 2021	POS-concepts / sales promotion, advent- / Christmas assortment, preview ProGarten&Tier / Gardiente	+ Variety gallery #08: pelargonium / bed & balcony / impatiens / mandevilla	Oldenburger Variety Ammerland
9 2021	24.09. 2021	03.09. 2021	Workwear, garden tools, Trade fair journal, Flora Holland Trade Fair	+ Variety gallery #09: autumn blooms / azerca / violas	ProGarten & Tier, Kassel Gardiente, Hofheim-Wallau
10 2021	22.10. 2021	01.10. 2021	Planters in- & outdoor, winter fairs I, final report Gardiente	+ Variety gallery #10: cyclamens / chrysanthemums / helleborus / comparison of varieties of Fleuroselect campaign	
11 2021	19.11. 2021	29.10. 2021	Sales facilities / shop fittings, winter fairs II	+ Variety gallery #11: orchids / green- & potted plants	Flora Holland Trade Fair
12 2021	17.12. 2021	26.11. 2021	Herbs / vegetables / seeds, Novelty-Guide 2022, Trade fair journal, Christmasworld 2022	+ Variety gallery #12: cut flowers / potted bulb flowers e.g. hyacinths, daffodils	 GARTENMARKT

[Advertising rates | ad formats-1](#)

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[Advertising rates | surcharges & discounts](#)

RATES+FORMATS

Find out more about our wide variety of ad possibilities.

Advertising rates ad formats-1

FORMAT	NUMBER OF COLUMNS	WIDTH x HEIGHT MM	BASIC PRICE S/W (EUR)		PRICE 4-COLOURED (EUR)	
			AS	TS	AS	TS
1/1 PAGE	6 col	282 x 400	9,168.00	12,840.00	9,777.00	14,058.00
2/3 PAGE	4 col	186 x 400	6,112.00	8,560.00	6,721.00	9,778.00
1/2 PAGE	6 col	282 x 197	4,515.24	6,323.70	5,124.24	7,541.70
	3 col	140 x 400	4,584.00	6,420.00	5,193.00	7,638.00
1/3 PAGE	2 col	92 x 400	3,056.00	4,280.00	3,665.00	5,498.00
	6 col	282 x 132	3,025.44	4,237.20	3,634.44	5,455.20
1/4 PAGE	6 col	282 x 97	2,223.24	3,113.70	2,832.24	4,331.70
	3 col	140 x 197	2,257.62	3,161.85	2,866.62	4,379.85
1/6 PAGE	1 col	45 x 400	1,528.00	2,140.00	2,137.00	3,358.00
1/8 PAGE	6 col	282 x 48	1,100.16	1,540.80	1,709.16	2,758.80
	3 col	140 x 97	1,111.62	1,556.85	1,720.62	2,774.85
DIN FORMATS						
1/1 PAGE	4 col	186 x 272	4,156.16	5,820.80	4,765.16	7,038.80
1/2 PAGE	4 col	186 x 136	2,078.08	2,910.40	2,687.08	4,128.40
1/4 PAGE	2 col	92 x 136	1,039.04	-	1,648.04	-

The table shows format examples and format prices.

AS = advertisement section
TS = text section

Millimeter price:
1 column EUR 3.82

Minimum size of classified ads:
20 mm high/1 column

Ads, text afterwards:
1 column EUR 5.35

Minimum size:
1/8 page = 291 display mm

Advertising rates | ad formats-2

	FORMAT (WIDTH x HEIGHT)	PRICE EUR B/W, AS	VIEW IN PRINT SPACE
1/1 PAGE vertical	282 x 400 mm	9,168.00	
1/2 PAGE vertical	140 x 400 mm	4,584.00	
1/2 PAGE horizontal	282 x 197 mm	4,515.24	
1/3 PAGE vertical	92 x 400 mm	3,056.00	
1/3 PAGE horizontal	282 x 132 mm	3,025.44	

	FORMAT (WIDTH x HEIGHT)	PRICE EUR B/W, AS	VIEW IN PRINT SPACE
1/4 PAGE vertical	140 x 197 mm	2,257.62	
1/4 PAGE horizontal	282 x 97 mm	2,223.24	
1/8 PAGE vertical	140 x 97 mm	1,111.62	
1/8 PAGE horizontal	282 x 48 mm	1,100.16	
DIN vertical 1.)	186 x 272 mm	4,156.16	
DIN horizontal 2.)	186 x 136 mm	2,078.08	
DIN horizontal 3.)	92 x 136 mm	1,039.04	

NEWSPAPER FORMAT	PRINT SPACE (WIDTH x HEIGHT)	SPALTENZAHL 6 COLUMNS
300 x 440 mm (width x height)	282 x 400 mm	Column width: 1 col. = 45 mm 2 col. = 92 mm 3 col. = 140 mm 4 col. = 186 mm 5 col. = 235 mm 6 col. = 282 mm

TASPO GARTENMARKT
12 issues in the year
release dates/booking deadline: see dates & programme Preferred placement: on request

AS = advertisement section/TS = text section
The tables show format examples and format prices.
Advertising rates: b/w in advertisement section

Millimeter price: 1 column EUR 3.82

Minimum size of classified ads: 20 mm high/1 column

Ads, text afterwards: 1 column EUR 5.35

Minimum size: 1/8 page = 291 display mm

Advertising rates surcharges & discounts

1 Colour surcharges

(normal colour according to EURO scale)

Per colour	EUR	406.00
4-coloured in total	EUR	1,218.00

2 Format surcharges

Ads across spine (type space: 596 mm): EUR 1,080.00

3 Bound inserts

Bound inserts are not possible.

4 Discounts

If purchased within 12 months (insertion year).

All technical costs will be discounted!

Quantity table

500 mm	-	3 %	3 x	3 %
1.000 mm	-	5 %	6 x	5 %
2.000 mm	-	10 %	12 x	10 %
5.000 mm	-	15 %	24 x	15 %
8.000 mm	-	20 %	36 x	17 %
12.000 mm	-	25 %	50 x	20 %

Frequency table

3 x	3 %
6 x	5 %
12 x	10 %
24 x	15 %
36 x	17 %
50 x	20 %
72 x	25 %

5 Expanded postcards, samples ect.

(no discount possible) on request

