



MEDIA DATA 2020



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Magazine Profile

The journal *Greenkeepers Journal* is the only German-speaking specialized magazine, which reaches all members of the Greenkeeper associations in Germany and Switzerland. Also in Austria, reading the "*Journal*" is considered indispensable to be technically up to date. Thus, you have very little to lose with your advertising and reach the professionals who need your products or services.

The same applies to the golf supply industry, product manufacturers and service providers in this area, who use the *journal* as a targeted advertising medium to present their offers to this interesting readership.

The integrated international trade journal *Rasen · Turf · Gazon* is aimed precisely at executives from the fields of green areas, green roofs, gardening and landscaping, garden offices and municipalities, sports, golf course construction and golf course maintenance.



Target Group

Members of the greenkeeper associations, golf courses, landscape architects, experts from (lawn) research and practice



Distribution Area

International with focus on Germany, Austria, Switzerland



Publication Schedule

Issue	Publication date	Booking Deadline	Print document deadline
1/2020	31.03.2020	02.03.2020	16.03.2020
2/2020	30.06.2020	09.06.2020	15.06.2020
3/2020	30.09.2020	02.09.2020	16.09.2020
4/2020	18.12.2020	27.11.2020	07.12.2020

Inquiries also possible after the booking deadline
(subject to change without notice)

Detailed and practical contributions from competent specialist authors for golf course care

Current reports of the Greenkeeper associations and further education institutions

Well-researched articles to lawn science



Each magazine has about 80 pages.

Click here and see a complete issue as e-paper.





Ad Formats & Prices

Width x height in millimeters

<p>1/1 page</p> <p>210 x 297 mm</p> <p>+ 3 mm cut all around</p>	<p>1/1 page</p> <p>178 x 260 mm</p>	<p>3/4 page</p> <p>130 x 260 mm</p>	<p>2/3 page</p> <p>178 x 170 mm</p>	<p>1/2 page</p> <p>178 x 128 mm</p>
Agency Price: 2.180 € Direct Price: 1.850 €	Agency Price: 2.180 € Direct Price: 1.850 €	Agency Price: 1.765 € Direct Price: 1.500 €	Agency Price: 1.590 € Direct Price: 1.350 €	Agency Price: 1.165 € Direct Price: 990 €
<p>1/2 page</p> <p>86 x 260 mm</p>	<p>1/3 page</p> <p>178 x 81 mm</p>	<p>1/4 page</p> <p>178 x 62 mm</p>	<p>1/4 page</p> <p>86 x 128 mm</p>	<p>1/4 page</p> <p>41 x 260 mm</p>
Agency Price: 1.165 € Direct Price: 990 €	Agency Price: 825 € Direct Price: 700 €	Agency Price: 647 € Direct Price: 550 €	Agency Price: 647 € Direct Price: 550 €	Agency Price: 647 € Direct Price: 550 €
<p>1/6 page</p> <p>178 x 41 mm</p>	<p>1/8 page</p> <p>178 x 30 mm 86 x 62 mm 41 x 128 mm</p>	<p>1/16 page</p> <p>41 x 62 mm 86 x 30 mm</p>		
Agency Price: 450 € Direct Price: 380 €	Agency Price: 340 € Direct Price: 290 €	Agency Price: 190 € Direct Price: 160 €		



Technical Specifications

Edition:	3,800 copies	Printing material:	Printable PDF files, minimum resolution 300 dpi. Ad design, elaborate typesetting work will be charged separately at cost.
Magazine format:	210 mm wide x 297 mm high	E-mail:	anzeigen@koellen.de
Type area:	178 mm wide x 260 mm high	Data request profile:	Please request by mail.
Printing process:	Sheet offset – four-color printing according to Euro scale		



Supplements/Discounts

Supplement:	Fixed price. Direct price 1,000 € / agency price 1,200 € (supplements must be of a type and design so that they can be enclosed by machine).
Bound inserts:	Prices and processing instructions on request
Placement charge:	3rd cover = 10 % 2nd cover = 15 % 1st cover = 20 %
Quantitative scale:	For direct acceptance within a year of 2 advertisements = 5 %; 4 ads = 10 %
Job market discount:	20 %
Subscription Price:	In the annual subscription Germany = 40 € plus VAT; Abroad = 44 € plus VAT