



# MEDIA DATA 2022

*Greenkeepers Journal* | **RASEN TURF GAZON**  
European Journal of Turfgrass Science



## PUBLISHING COMPANY

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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.

The *Greenkeepers Journal* is supplemented by the specialist portal [gm-gk-online.de](https://gm-gk-online.de), true to the motto: Competence in golf! The claim: MORE topicality, MORE specialist articles, MORE practical tips, MORE subject areas, MORE portraits, MORE Company presentations and news, MORE news from our golf courses. With almost 3.000 visitors per month, [gm-gk-online.de](https://gm-gk-online.de) is the largest specialist portal in the German-speaking golf market.



## 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 data	Booking deadline	Print document deadline
1/2022	31.03.2022	03.03.2022	17.03.2022
2/2022	30.06.2022	02.06.2022	17.06.2022
3/2022	30.09.2022	02.09.2022	16.09.2022
4/2022	16.12.2022	18.11.2022	02.12.2022

*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.



Ask about online advertising opportunities!

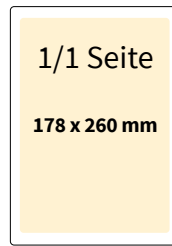


## Ad Formats & Prices

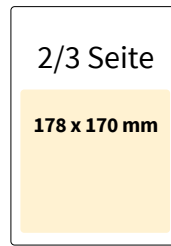
Width x height in millimeters



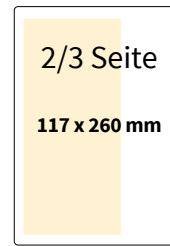
Agency Price: **2.280 €**  
Direct Price: **1.940 €**



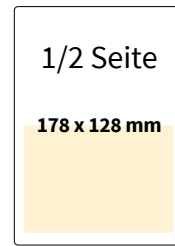
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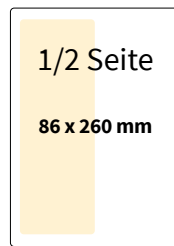
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Direct Price: **1.420 €**



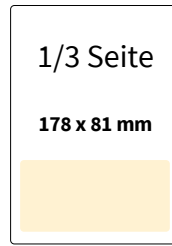
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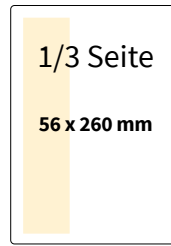
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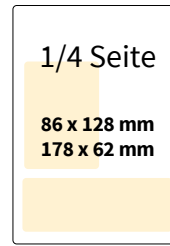
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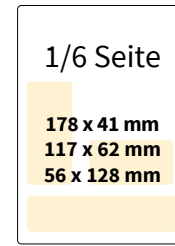
Agency Price: **860 €**  
Direct Price: **735 €**



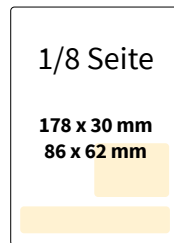
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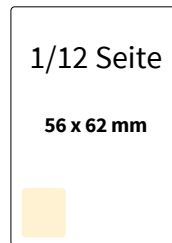
Agency Price: **680 €**  
Direct Price: **580 €**



Agency Price: **470 €**  
Direct Price: **400 €**



Agency Price: **355 €**  
Direct Price: **304 €**



Agency Price: **235 €**  
Direct Price: **200 €**



Agency Price: **199 €**  
Direct Price: **170 €**

### Industrie Reports:

For comprehensive content and editorial processing of industrie reports, we charge: 1 page 300 € / 2 pages 500 € (only in combination with advertisements)

### Online advertising opportunities:

Individual online placements (in / without combination with print ads) at [gmkg-online.de](http://gmkg-online.de) on demand.



## Technical Specifications

<b>Edition:</b>	3.800 copies
<b>Magazine format:</b>	210 mm wide x 297 mm high
<b>Type area:</b>	178 mm wide x 260 mm high
<b>Printing process:</b>	Sheet offset – four-color printing according to Euro scale

<b>Printing material:</b>	Printable PDF files, minimum resolution 300 dpi. Ad design, elaborate typesetting work will be charged separately at cost.
<b>E-mail:</b>	<a href="mailto:anzeigen@koellen.de">anzeigen@koellen.de</a>
<b>Data request profile:</b>	Please request by mail.



## Supplements/Discounts

<b>Supplement:</b>	Fixed price. Direct price 1.420 € / agency price 1.670 € (supplements must be of a type and design so that they can be enclosed by machine).
<b>Bound inserts:</b>	Prices and processing instructions on request
<b>Placement charge:</b>	3rd cover = 10 %    2nd cover = 15 %    1st cover = 20 %
<b>Quantitative scale:</b>	For direct acceptance within a year of 2 advertisements = 5 %; 4 ads = 10 %
<b>Job market discount:</b>	20 %
<b>Subscription Price:</b>	In the annual subscription Germany = 40 € plus VAT; Abroad = 44 € plus VAT