



MEDIA DATA 2023

**Greenkeepers
Journal**
Fachzeitschrift für Greenkeeper auf
Golf- und Sportanlagen

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



PUBLISHING COMPANY

KÖLLEN DRUCK+VERLAG GmbH
Ernst-Robert-Curtius-Straße 14
53117 Bonn

phone: +49 (0) 228 98 98 280
fax: +49 (0) 228 98 98 299
e-mail: verlag@koellen.de
URL: www.koellen-golf.de

EDITOR

Stefan Vogel
phone: +49 (0) 288 98 98 223
e-mail: s.vogel@koellen.de

ADVERTISING MANAGER

Monika Tischler-Möbius
phone: +49 (0) 228 98 98 280
e-mail: m.moebius@koellen.de

Go online with –  gmglk-online.de



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 gmkg-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, gmkg-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
1/2023	31.03.2023	03.03.2023	17.03.2023
2/2023	09.06.2023	12.05.2023	26.05.2023
3/2023	29.09.2023	04.09.2023	18.09.2023
4/2023	15.12.2023	17.11.2023	03.12.2023

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.

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Ad Formats & Prices

Width x height in millimeters

1/1 page 210 x 297 mm + 3 mm cut all around,	1/1 page 178 x 260 mm	2/3 page 178 x 170 mm	2/3 page 117 x 260 mm	1/2 page 178 x 128 mm
Agency Price: 2.280 € Direct Price: 1.940 €	Agency Price: 2.280 € Direct Price: 1.940 €	Agency Price: 1.670 € Direct Price: 1.420 €	Agency Price: 1.670 € Direct Price: 1.420 €	Agency Price: 1.220 € Direct Price: 1.040 €
1/2 page 86 x 260 mm	1/3 page 178 x 81 mm	1/3 page 56 x 260 mm	1/4 page 86 x 128 mm 178 x 62 mm	1/6 page 178 x 41 mm 117 x 62 mm 56 x 128 mm
Agency Price: 1.220 € Direct Price: 1.040 €	Agency Price: 860 € Direct Price: 735 €	Agency Price: 860 € Direct Price: 735 €	Agency Price: 680 € Direct Price: 580 €	Agency Price: 470 € Direct Price: 400 €
1/8 page 178 x 30 mm 86 x 62 mm	1/8 page 41 x 128 mm	1/12 page 56 x 62 mm	1/16 page 86 x 30 mm	
Agency Price: 355 € Direct Price: 304 €	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 gmgk-online.de on demand.

All bleed ads require at least 3 mm bleed. In addition, important content should be placed at least 10 mm from the edge of the final format.



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 1.420 € / agency price 1.670 € (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 %
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