

## CONTACT

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## IMPORTANT INFORMATION

- Circulation: 7,280 (IVW II/09)
- Subscribers: 6,079 (IVW II/09)
- Published first in 1991



One of the leading monthly magazines for florists and retailers in Germany.

Each issue contains reports on current trends, practical examples of calculation and ideas for presentation and assortment of goods.

## READERS

96,5%\* of the readers are decision makers in the companies they work for.

Readers of gestalten & verkaufen are spread throughout Germany. 7,2% (IVW II/09) of the subscribers live in foreign countries.

\* readership analysis, 2006 CZAIA Marktforschung GmbH

## ADVERTISEMENT RATES 2010

Mono Rates (black + white) \*

<b>Display</b>	
Full page (186x272 mm)	€ 2.720,00
Half page (186x136/92x272 mm)	€ 1.360,00
Quarter page (186x68/92x136/45x272mm)	€ 680,00
Eighth page (186x34/92x68/45x136 mm)	€ 340,00

### Semi display

Price per column millimeter (45 mm width) € 2,50

### Colour

Each extra colour (only from 4c Euro scale) € 434,00  
Four colour € 1.302,00

### Discounts (within 12 month)

500 mm =	3%
3 ads or 1,000 mm =	5%
6 ads or 2,000 mm =	10%
12 ads or 5,000 mm =	15%
24 ads or 8,000 mm =	20%
36 ads or 12,000 mm =	25%

\* Advertising Section

## INTERNATIONAL SUBSCRIPTIONS 2010

Surface mail	€ 117,00 (yearly)
air mail	€ 117,00 (yearly)

## TECHNICAL DATA

Size of page:	210x297 mm
Type area:	186x272 mm
Number of columns:	4 (width 45 mm)
Printing method:	Sheet print
Transmission via e-mail:	anzeigendispo@haymarket.de

## ISSUE PLAN 2010

No.	Date of public.	Closing date	Main focus themes
1	04 Jan 2010	27 Nov 2009	<b>Off to the spring parade – table decoration / IPM-preliminary reports / Sales cultivating products</b> / Wellness, natural cosmetics, wine, tea and luxury products
2	01 Feb 2010	29 Dec 2009	<b>Easter in pastel</b> / Decorative pieces, flower stakes, figurines decorative cloths, wool, felt
3	01 Mar 2010	25 Jan 2010	<b>Wedding floristry / Floristry ideas with primroses</b> / Button holes, florist foam, ribbons and stands
4	01 Apr 2010	02 Mar 2010	<b>Mamma Mia (Mother's Day)</b> Cut flowers, Flower food / Accessories / <b>Transporter</b>
5	03 May 2010	30 Mar 2010	<b>Construction Site Summer Balcony</b> / Balcony boxes and hanging baskets Potting compost and substrates, fertiliser, maintenance products
6	01 Jun 2010	28 Apr 2010	<b>Summer Fair / Dry floristry/silk floristry / Perennials for the terrace</b> Ceramics
7	01 Jul 2010	31 May 2010	<b>Cuba Libre</b> Accessories / <b>Shop Fitting, Lighting / Work Clothes: Aprons, Gloves, Shoes</b>
8	02 Aug 2010	01 Jul 2010	<b>Everyday resources</b> Scissors, knives, wire, tape, staples, glue / <b>Stationery shop:</b> Cards, Paper, packing bags
9	01 Sep 2010	02 Aug 2010	<b>Recommendations for Christmas shopping</b> Ribbons, Candles, Advent and Christmas products
10	01 Oct 2010	01 Sep 2010	<b>Mourning:</b> ribbon printing, ribbons, candles, cards / <b>Accessories for the New Year</b>
11	02 Nov 2010	30 Sep 2010	<b>Beautifully decorated</b> The herbal Christmas messengers have arrived! / EDV, POS systems, software
12	01 Dec 2010	29 Oct 2010	<b>Glass, Porcelain, Ceramic / Spring trends / Spring exhibitions 2011</b>