

# RATE CARD ONLINE 2021

Enclosure to rate card print,  
price list No. 33 valid from 01/01/2021



The g&v  
idea portal for  
your advertising  
campaign



Online advertising,  
rates & ad formats



[www.gundv.de](http://www.gundv.de)

**g&v**  
GESTALTEN UND VERKAUFEN

### 3 Contact

### 4 Publisher

### 5 Rates/Ad Formats

6 Online advertising | ad formats start page/home

7 Online advertising | ad formats newsletter

### 8 Crossmedia

### 9 Technical Info



# CONTACT

I would be happy to help you.



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Media Consulting g&v

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## 1 Publisher, Haymarket Media GmbH

Frankfurter Str. 3d  
38122 Braunschweig  
P.O. Box 8364  
38133 Braunschweig

Tel. +49 531 38004-0  
Fax +49 531 38004-25  
Email [info@haymarket.de](mailto:info@haymarket.de)  
Internet [www.haymarket.de](http://www.haymarket.de)

## 2 Your contacts

Content: Daniela Sickinger

Media Disposal: Bianca Przywara

Tel. +49 531 38004-12  
Fax +49 531 38004-40  
Email [red.online@haymarket.de](mailto:red.online@haymarket.de)

Tel. +49 531 38004-26  
Fax +49 531 38004-25  
Email [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de)

## 3 Bank details

Postbank AG

IBAN DE68 1001 0010 0950 0601 05  
BIC PBNKDEFFXXX

Payment Terms:

Within 14 days of receipt of the invoice.

For advance payment 3% discount. When  
paying within 8 days of receipt of the invoice  
or direct debit 2% discount. In case of  
late payment default commercial interest.

[Online advertising | ad formats start page/home](#)

[Online advertising | ad formats newsletter](#)

# RATES+AD FORMATS

Find out about our digital advertising opportunities.

## Online advertising start page/home

www.gundv.de

Visits: 4,217 /Month  
Page Impressions:  
9,763 /Month

(includes news tags on TASPO.de)  
Source: Google Analytics,  
Ø 11/01/19 - 10/30/2020

The screenshot shows the homepage of g&v (Gestalten und Verkaufen) with several ad placements marked:

- 1. SUPERBANNER**: Located at the top left of the page.
- 2. SUPERBANNER**: Located at the top right of the page.
- SKYSCRAPER LEFT**: A vertical ad placement on the left side of the page.
- WIDE SKYSCRAPER RIGHT**: A vertical ad placement on the right side of the page.
- HALF BANNER**: A horizontal ad placement in the middle right section of the page.
- MEDIUM RECTANGLE**: A square ad placement in the bottom middle section of the page.
- 3. FOOTER SUPERBANNER**: Located at the bottom left of the page.
- 4. FOOTER SUPERBANNER**: Located at the bottom right of the page.

### 1. + 2. SUPERBANNER

Format: 728 x 90 px  
Price /Month: EUR 800.00

### SKYSCRAPER LEFT

Format: 120 x 600 px  
Price /Month: EUR 900.00

### WIDE SKYSCRAPER RIGHT

Format: 160 x 600 px  
Price /Month: EUR 1,100.00

### HALF BANNER

Format: 234 x 60 px  
Price /Month: EUR 300.00

### MEDIUM RECTANGLE

Format: 300 x 250 px  
Price /Month: EUR 500.00

### 3. + 4. FOOTER SUPERBANNER

Format: 728 x 90 px  
Price /Month: EUR 400.00

We would be happy to design  
your online advertisement.

[Technical info](#)

### NEW! ONLINE ADVERTORIAL

on www.gundv.de:  
Price /Month: EUR 795.00  
Range: text up to 5 pictures,  
1 video, logo, contact details  
and links

## Online advertising Newsletter

**Publication details:**  
twice a month  
**Number of newsletter  
recipients:** > 1,434  
(as of 11/2020)



NEWS | REZEPTE | TERMINE | DOWNLOADS | GRÜNDLINGS | AND



„Elternstolz“: Reportage über Nachwuchs-Floristin [mehr](#)

3. CONTENT AD



Porträt: Zeigen, dass was passiert

Die Floristmesse vom Karm Vliesbach ist in der vierten Generation des 1902 gegründeten Enderkaufbetriebes Gärtnerei-Lange im süddeutschen Augsburg. In der Gärtnerei werden hauptsächlich Frühjahrsblüher und Beek- und Behangpflanzen sowie Christmas, Adventsmotivs, Sommersträuße und Hochzeitsblumen produziert.

[mehr](#)

Termin für die Regionalmessen 2017

Die Termine für die Regionalmessen 2017 stehen fest. Zum Beispiel findet die 19. und 20. großen Wochenende im Januar statt. Dieser Markt wird freizeithilfen. Bedingt durch den Schuljahr 2016 sprachen die Veranstalter im kommenden Jahr bereits zwei Tage nach vorne, wie der Bundesverband für den geduldeten Tisch, Haus- und Röhrenkultur (BFR) meinte.

[mehr](#)

4. HALF BANNER



Daher Sie kein Interesse am weiteren Erhalt des Newsletters haben, können Sie sich [hier abmelden](#)

1. SKYSCRAPER TOP

### 1. SKYSCRAPER TOP

Format: 120 x 600 px  
Price /mailing: EUR 240.00

### 2. SKYSCRAPER BOTTOM

Format: 120 x 600 px  
Price /mailing: EUR 190.00

### 3. CONTENT AD

Format: 300 x 250 px  
Price /mailing: EUR 340.00

### 4. HALF BANNER

Format: 234 x 60 px  
Price /mailing: EUR 280.00

We would be happy to design  
your online advertisement.  
Price on request.

Technical info

The delivered data must be  
in the booked format!

Data formats for newsletter  
advertising:  
JPEG or GIF (max. 30 KB)



### NEW! Facebook POST

on facebook.com/gestaltenundverkaufen  
Price /month: EUR 995.00  
Range: text with picture and link



**Number of Facebook recipients:** 12.297  
(as of 11/2020)

www.gundv.de

**g&v**  
GESTALTEN UND VERKAUFEN



## Crossmedia deals

## Digital

## Newsletter



## Combined discounts

Extend your advertising campaign to our other trade media with attractive combined discounts!

CLICK ON YOUR FAVORITE MAGAZINE >>





## Technical info terms & conditions

### 1 Formats for online advertising

All data for online advertising may be delivered as JPG, GIF or PNG and may not exceed a data volume of 40 KB per advertisement.

Formats for newsletter advertising:  
JPEG or GIF (file size max. 30 KB)

Please send data to [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de).

### 2 Delivery

The sender is responsible for the timely delivery (advertising deadline) of the data. The publisher assumes no responsibility if the publication of the advertisement is not possible due to failure to comply with the requirements or other reasons.

Please submit data for online banner advertisement 5 working days before agreed date for publication.

### 3 Contact

For all technical questions, please contact the media office on +49 531 38004-38/-26 or at [anzeigendispo@haymarket.de](mailto:anzeigendispo@haymarket.de).

### 4 Terms & conditions

[www.gundv.de/agb](http://www.gundv.de/agb)