



MEDIA DATA 2025



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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 [gmgk-online.de](https://www.gmgk-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, [gmgk-online.de](https://www.gmgk-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
1/2025	31.03.2025	20.02.2025	27.02.2025
2/2025	10.06.2025	23.04.2025	30.04.2025
3/2025	30.09.2025	18.08.2025	25.08.2025
4/2025	16.12.2025	03.11.2025	10.11.2025

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!

Go online with - gmgk-online.de





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>2/3 page</p> <p>178 x 170 mm</p>	<p>2/3 page</p> <p>117 x 260 mm</p>	<p>1/2 page</p> <p>178 x 128 mm</p>	
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 €	
<p>1/2 page</p> <p>86 x 260 mm</p>	<p>1/3 page</p> <p>178 x 81 mm</p>	<p>1/3 page</p> <p>56 x 260 mm</p>	<p>1/4 page</p> <p>86 x 128 mm 178 x 62 mm</p>	<p>1/6 page</p> <p>178 x 41 mm 117 x 62 mm 56 x 128 mm</p>	
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 €	
<p>1/8 page</p> <p>178 x 30 mm 86 x 62 mm</p>	<p>1/8 page</p> <p>41 x 128 mm</p>	<p>1/12 page</p> <p>56 x 62 mm</p>	<p>1/16 page</p> <p>86 x 30 mm</p>		
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 %
Subscription Price:	In the annual subscription Germany = 42,60 € plus VAT; Abroad = 46,60 € plus VAT