

Huge Special Edition with Features on Planning a Garden.



Features.

The 21st volume of **TRENDMAGAZIN GARTENIDEE** will be appearing in 2011 and a special edition will be issued in March as well as a summer edition in May.

The summer edition in May will be sold together with **DAS EINFAMILIENHAUS** and **HÄUSER MODERNISIEREN** magazines in a piggy-back system. This results in an enormous expansion of circulation to in excess of 42,000 copies while advertising prices remain the same!

Use a new concept to reach your potential customers at the best possible moment: just as they are focusing on planting, garden

maintenance and garden design – and want to beautify their gardens for the summer. The editorial space provides valuable information on the theme as well as helpful tips on gardens and their maintenance.

Large scale garden reports show beautiful gardens with exceptional designs, whereby the editors place particular emphasis reproducible concepts: the aim is to give readers ideas, inspiration and information on competent companies and partners for the design of their own unique garden world. In addition to this Trendmagazin Gartenidee presents numerous new products and tips which we have tracked down at international trade fairs and garden exhibitions.

As you will be able to see for yourself from the following theme plan all the attractive, important topics which attract garden lovers are covered.

GARTENIDEE is a Swiss magazine and fulfils the highest demands with regard to paper quality, design and editorial content. Long term advertising impact and advert response rates which are routinely excellent have served to make GARTENIDEE increasingly popular with advertisers and readers from year to year.

CONTENT & THEMES

SPECIAL EDITION March 2011, date 04.03.2011		Editorial deadline: 10.12.10
		Insertion deadline: 07.01.11
		Artwork deadline: 04.02.11
Garden reports	Beautiful gardens, garden designs and garden designers	
Garden planning	Sample plans with ideas and tips	
Garden trends	Innovations, fair preview Giardina 2011	
Materials	Paths, open spaces, fences, boundaries, garden/outdoor lighting	
Planting Special	A new take on plants, plant containers	
Ideas for garden lovers	Furniture and accessories for gardens and gardening, book recommendations	
Market News	Garden equipment and garden maintenance	
Extra	Conservatories	

SUMMER SPECIAL EDITION May 2011, date 20.05.2011		Editorial deadline: 25.02.11
(Piggy-back with "Das Einfamilienhaus" 3/11 and "Häuser Modernisieren" 2/11, Circulation > 42,000 copies)		Insertion deadline: 25.03.11
		Artwork deadline: 22.04.11
Garden reports	Beautiful gardens, garden designs and garden designers	
Garden trends	Fair highlights Giardina Zürich 2011	
Garden season	Furniture and parasols	
Ideas for garden lovers	Accessories for summer in the garden, book recommendations	
Markt-News	Innovations, plants, garden equipment and garden maintenance	
Extra	Water in the garden: ponds and pools	

ADVERT PROMOTIONS

1/1 page 4c	Fr. 5'500.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
1/2 page 4c	Fr. 3'100.-	184 mm x 137 mm (horizontal) 90 mm x 278 mm (vertical)
1/3 page 4c	Fr. 2'600.-	184 mm x 90 mm (horizontal) 60 mm x 278 mm (vertical)
1/4 page 4c	Fr. 1'800.-	184 mm x 66 mm (horizontal) 90 mm x 137 mm (vertical)
2 nd cover-page 4c	Fr. 6'200.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
4 th cover-page 4c	Fr. 6'900.-	199 mm x 278 mm (type area) 225 mm x 297 mm (+ bleed)
All prices are net excluding V.A.T.		(bleed = 3 mm)

SURCHARGES / DISCOUNTS / INSERTS / SUPPLEMENTS

Discounts

Repeat discount: 5%

Surcharge

Placing surcharge: 10%

Stickers

Only in association with an advert 1/1 page
CHF 95.- per thousand. Multiple page
stickers CHF 190.- per thousand.

Inserts/Supplements

2 pages Fr. 5'000.-
4 pages Fr. 6'250.-
8 pages Fr. 7'800.-

These prices include postage;
Prices for larger brochures
on request.

PROMOTION SPREADS

Promotion spreads are editorial colour pages newly created by the publisher according to the customers' requirements, which are primarily product-related and have a strong advertising character. They are marked «promotion» and their layout is suited to the magazine concept (Thus copyright is with the publisher).

Coupons and logos are possible; on request we can give each product shown a separate reader service number. These promotions spreads are placed in a corresponding editorial area.

On request we offer business associates, resellers and partners of the advertiser ten copies free of charge each or further

copies with a discount of around 50% per copy.

Publication price:

2/1 pages 4 colour CHF 6'240.-. The costs for production of the print documents are included in the price!

TARGET AUDIENCE, PRINT RUN, DISTRIBUTION

Target audience

The editorial concept targets single-family homeowners who want to improve their garden's appearance, to redesign it or to modernize it. It also speaks to building owners planning a completely new layout in conjunction with the construction of their building.

Distribution

Purchasers can pick up a copy of GARTENIDEE at any leading Swiss Kiosk, where it is sold from March through August. POS displays support sales of the magazine at the retail level. GARTENIDEE is also sold at all leading trade shows and exhibitions (SWISSBAU, Giardina, Baumusterzentrale Zürich, etc.). Over and above that, GARTENIDEE has a direct marketing campaign where reply cards with peel and stick labels are used with advertisements in leading Swiss architectural and lifestyle magazines.

Print-run circulation March 2011

Kiosk sales (with several replenishment deliveries)	11'500 copies
Sales at trade shows and exhibitions	6'500 copies
Retail sales through coupon advertisements	3'000 copies
Archive, advertising samples	1'200 copies
Total print run	22'200 copies

May 2011

Piggy-back	
DAS EINFAMILIENHAUS 3/11	23'300 copies
HÄUSER MODERNISIEREN 2/11	19'200 copies
Total	42'500 copies

PUBLISHER AND TECHNICAL DATA

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Data formats: QuarkXPress, InDesign, Illustrator, Freehand, Photoshop and as Acrobat PDF file or PDF/X-3. Enclose all fonts. Colours defined as CMYK. Image resolution 300 dpi. Advertisements which run off the edge plus 3 mm. Data delivery: CD, FTP or per e-mail to the advertisement administration with binding colour proof. The production of print documents on the basis of originals, photos, retouch or prints is not included in the price.

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