

## CONTACT

Published by: Haymarket Media GmbH & Co. KG  
P.O.Box 83 64  
D-38133 Braunschweig, Germany

Telephone (int.): +49.531.38 00 4-0  
Telefax (int.): +49.531.38 00 4-25

Your contact for advertisements: Mrs. Henrike Niehoff  
Phone +49.531.38 00 4-28  
Fax +49.531.38 00 4-43  
email: henrike.niehoff@haymarket.de

Bank: Deutsche Bank, Account No 261190300  
Bank Code 270 700 30  
IBAN DE 32 270 700 300 261190 300  
B.I.C. DE UT DE 2H270

## ADVERTISEMENT RATES 2010

**Display** (column 45 mm width four colour\*\*)  
1/1 page (186x272 mm) € 2.780,00  
1/2 page (186x136/92x272 mm) € 1.440,00  
1/3 page (186 x 90/60 x 272 mm) € 1.030,00  
1/4 page (186x68/92x136/45x272mm) € 824,00

**Semi display\***  
Price per column millimeter (45 mm width) € 1,45

**Colour**  
1 colour + 30 %  
2 colour + 40 %  
3 colour + 50 %

**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  
\*\* Text Section

## IMPORTANT INFORMATION

- Circulation: 3,079 (IVW II/09)
- Subscribers: 1,881 (IVW II/09)



## READERS

Treeworkers, Tree Care Companies, Landscaper, Landscape Planer, arboristis, dendrologists, Participants of education and training, experts on trees.

Readers of Baumzeitung are spread throughout Germany. 12,3 % (IVW II/09) of the subscribers live in foreign countries.

## INTERNATIONAL SUBSCRIPTIONS 2010

Surface mail € 101,70 (yearly)  
air mail € 101,70 (yearly)

## TECHNICAL DATA

Size of page: 210x297 mm  
Type area: 186x272 mm  
Number of columns: 4 (width 45 mm) or 3 (width 60 mm)  
Printing method: Sheet print  
Transmission via e-mail: anzeigendispo@haymarket.de

## ISSUE PLAN 2010

baumzeitung is published 6 times a year

Issue	Date of publication	Closing date
1	12 Feb 2010	12 Jan 2010
2	23 Apr 2010	19 Mar 2010
3	04 Jun 2010	03 May 2010
4	13 Aug 2010	13 Jul 2010
5	15 Oct 2010	14 Sep 2010
6	10 Dec 2010	10 Nov 2010