

- 1 Format:** 297 mm depth x 220 mm width
- 2 Type area:** 250 mm depth x 189 mm width  
4 columns x 43 mm wide
- 3a Printing and binding processes:** offset printing and adhesive binding
- 3b Copy, reproduction costs:**  
Copy up to 70 lines per cm/300dpi. However, please pay careful attention to the technical instructions.
- 4 Publication Dates:**  
refer to time schedule

- 5 Dähne Verlag GmbH**  
P.O. Box 10 02 50, 76256 Ettlingen, Germany  
Am Erlengraben 8, 76275 Ettlingen, Germany  
Phone: +49/72 43/575-105, Fax: +49/72 43/575-100,  
advertising@gartenteich.com, www.gartenteich.com

- 6 Terms of payment:**  
Net payment due within 20 days of date of invoice

**7 Bankers:**

- (D) Deutsche Bank; Kaiserstr. 90, 73133 Karlsruhe, Germany, Nr. 714 600 00 (BLZ 660 700 04)  
BIC: DEUTDE33HAN / IBAN: DE68 6607 0004 0071 4600 00  
Sparkasse Ettlingen, Nr. 108 906 9 (BLZ 660 512 20)  
Volksbank Ettlingen, Nr. 506 000 1 (BLZ 660 912 00)  
Postbank Karlsruhe, Nr. 999 007 58 (BLZ 660 100 75)
- (A) Raiffeisenverband Salzburg Nr. 160 178 65 (BLZ 35000) BIC: RVSAAT2S, IBAN: AT84 3500 0000 1601 7865
- (CH) Coop Bank Basel Nr. 481116.290000-8, Clear. Nr. 8440, PC-Kto 40-8888-1, BIC: COOPCHBB, IBAN: CH84 0844 0481 1162 9000 0

**8 Advertisement formats and rates:**

Format	number of columns	Width x Depth in millimetres	Basic price black/white €	2 colours €	3 colours €	4 colours €
1/1 page	4 columns	189 x 250	2,640.–	3,365.–	4,090.–	4,815.–
1/2 page	4 columns 2 columns	189 x 122 horizontal 89 x 250 vertical	1,340.–	2,010.–	2,680.–	3,350.–
1/3 page	4 columns	189 x 80	890.–	1,440.–	1,990.–	2,540.–
1/4 page	4 columns 2 columns 1 column	189 x 58 horizontal 92 x 122 vertical 43 x 250	680.–	1,170.–	1,660.–	2,150.–
1/8 page	4 columns 2 columns 1 column	189 x 26 horizontal 92 x 58 vertical 43 x 122	350.–	720.–	1,090.–	1,460.–
1/16 page	2 columns 1 column	92 x 26 horizontal 43 x 58 vertical	180.–	420.–	660.–	900.–
back cover	4 columns	189 x 250	3,040.–	3,765.–	4,490.–	5,215.–
inside front cover	4 columns	189 x 250	2,910.–	3,635.–	4,360.–	5,085.–
inside back cover	4 columns	189 x 250	3,170.–	3,895.–	4,620.–	5,345.–

Rate per single-column millimetre: € 3.00

Discounts given on colour surcharges  
No advertising with price quotation of products

**9 Surcharges per standard colour (Euro scale)/ special colour (basic 4c):**

	€
≥ 1/1 page	725.–
1/2 page	670.–
1/3 page	550.–
1/4 page	490.–
1/8 page	370.–
≤ 1/16 page	240.–
HKS, Pantone or Metallic colours surcharge	800.–

**10 Special formats/Position:**

Guaranteed positions	€ 270.–
Print over gutter margin:	€ 135.–
Bleed	10% of basic price

**11 Discounts:**

valid for one year from publication date of first insertion	Frequency rates	Volume rates
	2 x 3 %	2 pages 5 %
	4 x 5 %	4 pages 10 %
	8 x 10 %	6 pages 15 %

No discount on loose or bound inserts.

**12 Bound inserts**

	2-page	4-page
€	2,880.–	4,040.–

**13 Loose inserts**

maximum size 215 x 292 mm	€
up to 25 g %	90.–
up to 50 g %	120.–

**14 Adhesive postcard**

% € 65.–

**Postal addresses (for Nos 12-14):**

Kraft Druck GmbH  
Ref.: GT Nr. ...  
Industriestraße 5  
76275 Ettlingen (Oberweier), Germany

A sample copy must be supplied in advance to Dähne Verlag GmbH,  
P.O. Box 10 02 50, 76256 Ettlingen, Germany

## 1 In brief

GARTENTEICH is the only regular consumer magazine in Germany that deals specifically with the construction, design and care of garden ponds, with the subject of water in the garden, and with pond plants and animals. Renowned specialists write about laying out a pond and give a variety of suggestions for the improvement of water gardens. Attractive and lavish in design, the magazine makes it easier to create an individual biotope. The beginner and the more advanced pond enthusiast will find sound information on construction and technology, design and maintenance, and on flora and fauna. Special issues provide in-depth treatment of topics concerning garden ponds.

2 Membership	VDZ, SZV, Börsenverein des deutschen Buchhandels
3 Publisher	Karl-Heinz Dähne
4 Editorial	Harro Hieronimus
5 Advertising	Thomas Heinen, Angelika Müller
6 Volume	Volume 10, 2009
Frequency of publication	March, June, September, December

7 Publishing house	Dähne Verlag GmbH
8 Postal address	P.O. Box 10 02 50, 76256 Ettlingen, Germany
9 Telephone	+49/72 43/575-105
10 Fax	+49/72 43/575-100
11 e-mail	advertising@daehne.com

## 12 Editorial and advertising schedules

see enclosed programme and copy dates

## 13 Subscription rates

Annual subscription EU and all other countries € 22.80 incl. p+p

Single issue EU and all other countries € 6.50 incl. p+p

## 14 Print figure 27,000

Actual circulation 22,132

Paid circulation 18,112

there from subscriptions 6,912

Free copies 4,020

Remitter and file copies 4,868

## Procedures and specifications for the supply of advertising material

**All data must be supplied as print quality PDF or directly processable EPS.**

**Please also ensure that:**

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, gray-scale or CMYK mode. By no means may "indexed" colours, RGB or other modes be used. Image format either TIFF or EPS.
- images are not stored as DCS images, since we process uncommitted data. We must be informed if any DCS images are included in the material (to avoid any possibility of accidentally poor resolution). If you do include any DCS images, we will convert them and invoice you as appropriate.
- you provide a reliable printout of the data, since we have no other way of checking the accuracy of the proof.

**We can not guarantee correct reproduction unless we receive your printout before the copy closing date. This is particularly important for colour reproduction.**

### Data transfer by E-mail:

Such files should not exceed 20 MB in size.

E-mail: copy@daehne.com

### Data file upload via FTP:

Send us an E-mail to copy@daehne.com and ask for your personal log-in information.

### Data transfer per ISDN or modem:

ISDN No.: +49/72 43/591-284

The ISDN line is open from 8 a.m. to 6 p.m.

Please ensure that you also send a hard copy printout, which must include the file name, by fax on +49/72 43/575-100.

Receive program is Grand Central Pro, which can process all current ISDN programs from Mac or PC.

**Please utilise the following procedure for naming your file: abbreviation\* of publication title + issue number + name of advertiser e.g.: diy3-07Miller.pdf**

### \*Abbreviations:

diy = diy-Fachmagazin; DIE = DIY International; HF = HOLZFORUM; GL = Garten & Lifestyle; pet = pet-Fachmagazin; PIE = PET worldwide; AA = Aquaristik; Car = Caridina; GT = Gartenteich

### Data by data carrier:

Use can be made of any current data carrier.

### Programs suitable for direct processing:

QuarkXPress 4.11, 5.01, 6.5, 7.3, 8.0 (Mac + PC);  
InDesign CS2 + CS3 (Mac + PC);  
Illustrator CS2 + CS3 (Mac + PC); PhotoShop 7.0, CS2 + CS3 (Mac + PC);  
Freehand 10 + MX (Mac); CorelDraw 12 (Mac + PC);  
Mac Office X 2004 (Mac); FrameMaker 6.0 (PC)

# Garten Teich

Publication  
and Copy Dates **2009**

Issue	Date	Trade fairs
<b>1/09</b>	Publication date 17.12.2008 Advertising deadline 27.10.2008 Copy deadline 29.10.2008	<b>Int. Grüne Woche</b> , Berlin, 16-25 January <b>IPM</b> , Essen, 29 January - 1 February <b>Giardina</b> , Hamburg, 7-10 February <b>Giardina</b> , Karlsruhe, 12-15 February
<b>2/09</b>	Publication date 04.03.2009 Advertising deadline 19.01.2009 Copy deadline 21.01.2009	<b>AquaFisch</b> , Friedrichshafen, 5-8 March <b>Interkoi</b> , Rheinberg, 15-26 April
<b>3/09</b>	Publication date 03.06.2009 Advertising deadline 20.04.2009 Copy deadline 22.04.2009	<b>Spoga</b> , Cologne 30 August - 1 September
<b>4/09</b>	Publication date 02.09.2009 Advertising deadline 20.07.2009 Copy deadline 22.07.2009	<b>ZooEvent + GartenEvent</b> , Kassel, 10-11 October
<b>1/10</b>	Publication date 16.12.2009 Advertising deadline 02.11.2009 Copy deadline 04.11.2009	<b>Int. Grüne Woche</b> , Berlin, January 2010 <b>IPM</b> , Essen, January 2010

# Your Dähne advertisement team



**Advertisement sales**  
**diy-Fachmagazin**  
**DIY International**  
**HOLZFORUM**  
**Garten & Lifestyle**  
Simone de Lorenzi  
s.delorenzi@daehne.de,  
(-107)



**Advertisement sales**  
**diy-Fachmagazin**  
**DIY International**  
**HOLZFORUM**  
**Garten & Lifestyle**  
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**Advertisement sales**  
**pet-Fachmagazin**  
**PET worldwide**  
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**Advertisement sales**  
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**Caridina**  
**Gartenteich**  
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# The advertising agent for your country



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