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A MEDIA BRAND OF

**GEORG**



## BRAND PROFILE

### PRINT\*

TOTAL CIRCULATION	1.842
SUBSCRIBER COPIES	1.460
APPEARANCE	quarterly

### DIGITAL\*\*

UNIQUE USER	5.214
PAGEIMPRESSIONS	13.474
NEWSLETTER-SUBSCRIBERS	4.311

\* Data source print: Publisher information - Circulation breakdown, issue 115

\*\* Data source digital: Website: Google Analytics 07/20 - 06/21, Newsletter: CleverReach 06/21

## TOPOS

topos addresses internationally active landscape architects, urban planners and decision-makers interested in keeping abreast with international trends and developments in other countries.

The magazine showcases best practice projects and product solutions, delivers current news and places focus on the effects, contexts and implications of urban design and landscape architecture.

Renowned urbanists, landscape architects and pioneers in other disciplines discuss their views and answers to these and other questions, providing the reader with a variety of different perspectives and introduce them to cutting-edge research in their fields.

Its high percentage of subscribers (80 % of the total circulation) indicates the degree to which the target group identifies with the periodical. topos is thus a must-have for successful landscape architects, planners, urban designers and architects all over the world.

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## EDITORIAL SCHEDULE

ISSUE	DEADLINES	COVER STORY	PRODUCT SPECIAL
<b>118</b> MARCH	<b>AD: 11.02.2022</b> CD: 18.02.2022 PD: 11.03.2022	<b>Overtourism</b>	<b>Site Furniture / Playground equipment</b> <b>Outdoor light / Drainage systems</b> <b>Path and square construction</b> <b>Outdoor floor coverings / Greening / Plants</b>
<b>119</b> JUNE	<b>AD: 08.04.2022</b> CD: 15.04.2022 PD: 09.06.2022	<b>Curated - Copenhagen</b>	<b>Urban planners and best products</b>
<b>120</b> SEPTEMBER	<b>AD: 12.08.2022</b> CD: 19.08.2022 PD: 09.09.2022	<b>Circular City</b>	<b>Site Furniture / Playground equipment</b> <b>Outdoor light / Drainage systems</b> <b>Path and square construction</b> <b>Outdoor floor coverings / Greening / Plants</b>
<b>121</b> DECEMBER	<b>AD: 11.11.2022</b> CD: 18.11.2022 PD: 13.12.2022	<b>Urban Security</b>	<b>Site Furniture / Playground equipment</b> <b>Outdoor light / Drainage systems</b> <b>Path and square construction</b> <b>Outdoor floor coverings / Greening / Plants</b>

## PRINT

FORMATS (Prices quoted in the table do not include relevant VAT costs)	b/w in €	4c in €	Type area w x h in mm	Bleed* w x h in mm	Surcharge in €
<b>1/1 PAGE</b>	3.560	<b>4.720</b>	200 x 263	240 x 297	356
<b>1/2 PAGE</b> landscape	1.835	<b>2.820</b>	200 x 129	240 x 145	183
portrait			98 x 263	106 x 297	183
<b>1/3 PAGE</b> landscape	1.290	<b>2.360</b>	200 x 85	240 x 110	129
portrait			64 x 263	84 x 297	129
<b>1/4 PAGE</b> landscape	845	<b>1.890</b>	200 x 63	240 x 86	85
portrait			98 x 129	122 x 152	
<b>2/1 PAGE</b>	7.125	<b>9.440</b>		480 x 297	713
<b>SPECIAL PLACEMENTS</b>					
<b>INSIDE FRONT COVER</b>		<b>5.420</b>		240 x 297	
<b>OUTSIDE BACK COVER</b>		<b>5.670</b>		240 x 297	
<b>FIRST RIGHT HAND ADVERTISING PAGE</b>		<b>4.845</b>	200 x 263	240 x 297	356

\*Please add on 3 mm trim to each outer edge (Please make crop marks clearly visible)

BOUND-IN INSERTS		LOOSE INSERTS			STICK-ON PROMOTIONAL MATERIAL	
1 sheet = 2 pages	<b>3.060</b>	Item weight	Price per 1.000	Sample price*	Price per 1.000	Sample price*
2 sheets = 4 pages	<b>4.900</b>	up to 25g	<b>495</b>	<b>891</b>	<b>260</b>	<b>468</b>
3 sheets = 6 pages	<b>6.425</b>	up to 35g	<b>525</b>	<b>945</b>	Plus technical costs for the sticking on of the promotional material on request. Higher postal charges may arise due to increases in total weight.	
4 sheets = 8 pages	<b>7.345</b>	up to 45g	<b>555</b>	<b>999</b>		
		up to 55g	<b>590</b>	<b>1.062</b>		
For other formats, please enquire.		*Calculated on the basis of the total circulation. Circulation figures can change over the course of the year. Current prices can be provided on request.				
For sheet paper weighing over 180g/m <sup>2</sup> , please enquire.		For heavier items, please enquire. We do not offer split runs.			Plus the charge for the carrier advertisement (1/1 or 1/2 page)	
Eligible for discount. Discount rates according to volume. 1 sheet = 1/1 advertising page		Not subject to discount			Not subject to discount	

### DISCOUNTS

FREQUENCY SCALE		QUANTITY SCALE	
2 TIMES OR MORE	<b>5%</b>	2 PAGES OR MORE	<b>10%</b>
4 TIMES OR MORE	<b>10%</b>	3 PAGES OR MORE	<b>15%</b>
8 TIMES OR MORE	<b>20%</b>	4 PAGES OR MORE	<b>20%</b>

Discounts are based on the total number of insertions run within a 12-month period, beginning with the date of the first insertion.

JOB ADVERTISEMENTS - PRINT	Type area w x h in mm	s/w in €	4c in €
<b>1/1 PAGE</b>	200 x 263	2.450	2.940
<b>1/2 PAGE</b>	98 x 263	1.300	1.560
<b>1/4 PAGE</b>	98 x 129	720	865

**NEW MONDAY**

JOB-MATCHING →

[new-monday.de/produkte](https://new-monday.de/produkte)

## DIGITAL

DISPLAY AD	DESKTOP SIZE	MOBILE SIZE	TKP € RUN OF SITE*	TKP € RUN OF NETWORK**
<b>Billboard Premium</b>	1.180 x 250 px	320 x 50 px Mobile Content Ad 6:1 STICKY at the top	<b>120</b>	<b>100</b>
<b>Billboard</b>	1.180 x 160 px	320 x 100 px Large Mobile Content Ad 4:1	<b>110</b>	<b>90</b>
<b>Leaderboard</b>	728 x 90 px	320 x 75 px Mobile Content Ad 4:1	<b>90</b>	<b>75</b>
<b>Medium Rectangle</b>	300 x 250 px	300 x 250 px Mobile Content Ad 1:1	<b>70</b>	<b>60</b>
<b>Skyscraper Wide</b>	160 x 600 px	320 x 75 px Mobile Content Ad 4:1	<b>50</b>	
<b>Halfpage Ad</b>	300 x 600 px	320 x 100 px Large Mobile Content Ad 4:1	<b>60</b>	
<b>Ad Bundle</b> Leaderboard Medium Rectangle Skyscraper Wide	728 x 90 px 300 x 250 px 160 x 600 px	320 x 75 px Mobile Content Ad 4:1 300 x 250 px Mobile Content Ad 1:1	<b>60</b>	
<b>Roll Over Parallax</b>	1.180 x 708 px	600 x 450 px Mobile Understitial	<b>120</b>	<b>100</b>
<b>Floor Ad</b>	1.180 x 200 px STICKY am unteren Bildrand	320 x 50 px Mobile Content Ad 6:1 STICKY at the bottom	<b>80</b>	

\*Run of Site: the booked display ads will run desktop and mobile. Delivery of the specified formats required.

\*\*Run of Network: The booked ads will be displayed on toposmagazine.com (desktop and mobile), new monday.de (desktop only) and all other GEORG media brands.

### NATIVE ADVERTISING

ADVERTORIAL PACKAGE	Basic	Fixed Price/Month
<b>Online-Advertorial Classic</b>	Editorial preparation of customer information	<b>1.450</b>
<b>Online-Advertorial Premium</b>	Journalistic creation after customer briefing	<b>2.985</b>

### DIGITAL SPECIALS

SPECIAL PACKAGE	Basic	Fixed Price/Month
<b>Branded Content Special</b>	Stand-Alone topic special with online advertorial premium and editorial articles plus branding with display ads and social media posts	<b>4.985</b>

### NEWSLETTER

TOPOS NEWSLETTER	Fixed Price/Emanation
<b>Text/logo link</b>	<b>470</b>
<b>Fullwidth Banner</b>	<b>320</b>
STAND-ALONE-NEWSLETTER	Fixed Price/Emanation
<b>Customers individually</b>	<b>1.350</b>