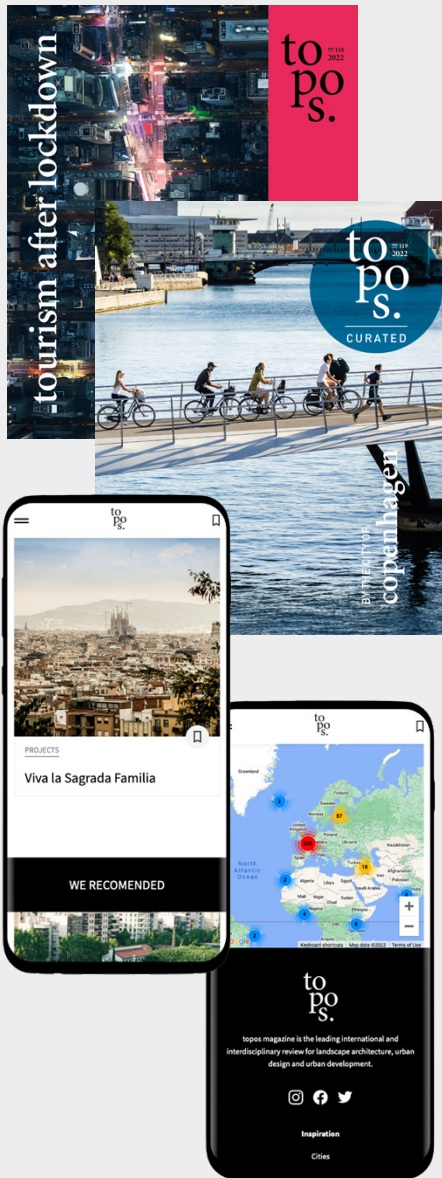


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MEDIA-INFORMATIONS 2023

A BRAND OF GEORG MEDIA



PRINT

TOTAL CIRCULATION	1.721
SUBSCRIBER COPIES	1.422
APPEARANCE	quarterly

Data source print: Publisher information - Circulation breakdown, issue 118

DIGITAL

UNIQUE USER	8.000 / month
AD-IMPRESSIONS	35.000 / month
NEWSLETTER-SUBSCRIBERS	5.000+

Data source digital: Website: Google Analytics, Newsletter: CleverReach

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
122 MARCH	AD: 17.02.2023 CD: 24.02.2023 PD: 15.03.2023	Work-Life-City	Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction Outdoor floor coverings / Greening / Plants
123 JUNE	AD: 17.05.2023 CD: 24.05.2023 PD: 16.06.2023	Climate Escape	Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction Outdoor floor coverings / Greening / Plants
124 SEPTEMBER	AD: 21.08.2023 CD: 28.08.2023 PD: 15.08.2023	Youth	Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction Outdoor floor coverings / Greening / Plants
125 DECEMBER	AD: 20.11.2023 CD: 27.11.2023 PD: 15.12.2023	Poverty	Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction Outdoor floor coverings / Greening / Plants

PRINT

FORMATS (All prices excluding VAT of the respective country)		Type area w x h in mm	Bleed* w x h in mm	4c + b/w in €
1/1 PAGE		200 x 263	240 x 297	4.955
1/2 PAGE	landscape	200 x 129	240 x 145	2.960
	portrait	98 x 263	106 x 297	
1/3 PAGE	landscape	200 x 85	240 x 110	2.480
	portrait	64 x 263	84 x 297	
1/4 PAGE	landscape	200 x 63	240 x 86	1.985
	portrait	98 x 129	122 x 152	
2/1 PAGE			480 x 297	9.910
STAND ALONE-ADVERTORIAL				
1/1 PAGE				4.490
2/1 PAGE				8.975
SPECIAL PLACEMENTS				
INSIDE FRONT COVER			240 x 297	5.690
OUTSIDE BACK COVER			240 x 297	5.955
FIRST RIGHT HAND ADVERTISING PAGE		200 x 263	240 x 297	5.085

*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	3.520	Item weight	Price per 1.000	Sample price in €* 1.302	Price per 1.000 300	Sample price in €* 630
2 sheets = 4 pages	5.635	up to 25g	620			
3 sheets = 6 pages	7.390	up to 35g	655	1.375	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	8.445	up to 45g	690	1.449		
		up to 55g	725	1.522		
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 ² , 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	

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4 TIMES OR MORE	10%	3 PAGES OR MORE	15%
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1/4 PAGE	98 x 129	910

DIGITAL

DISPLAY AD	Desktop Size	Mobile Size	TKP in € Run of Site*	TKP in € Run of Network**
Billboard Premium	1.180 x 250 px	320 x 50 px Mobile Content Ad 6:1 STICKY at the top	123	103
Billboard	1.180 x 160 px	320 x 100 px Large Mobile Content Ad 4:1	113	92
Leaderboard	728 x 90 px	320 x 75 px Mobile Content Ad 4:1	92	77
Medium Rectangle	300 x 250 px	300 x 250 px Mobile Content Ad 1:1	72	62
Skyscraper Wide	160 x 600 px	320 x 75 px Mobile Content Ad 4:1	51	
Halfpage Ad	300 x 600 px	320 x 100 px Large Mobile Content Ad 4:1	62	
Ad Bundle 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	62	
Roll Over Parallax	1.180 x 708 px	600 x 450 px Mobile Understitial	123	103
Floor Ad	1.180 x 200 px STICKY at the bottom	320 x 50 px Mobile Content Ad 6:1 STICKY at the bottom	82	

*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.

DIGITAL

NATIVE ADVERTISING	Package price in €		
ONLINE-ADVERTORIAL CLASSIC Frequency (every 4 weeks)	Small 1x	Medium 3x	Big 6x
Advertorial Content-Teaser / Homepage Editor / Text Adaptation / SEO	1.700	4.590	8.160
Price / Advertorial	1.700	1.530	1.360
ONLINE-ADVERTORIAL PREMIUM Frequency (every 4 weeks)	Small 1x	Medium 3x	Big 6x
Advertorial Content-Teaser / Homepage Social Media Post Insta-Story Integration Archived in the Specials section Editor / Text creation / SEO	2.985	7.605	12.540
Price / Advertorial	2.985	2.535	2.090
BRANDED CONTENT SPECIAL	Runtime		
PREMIUM Advertorial to the Special Special-Site Website: Content-Teaser "Sponsored by" NL: Content-Teaser "Sponsored by" (2x) Social Media Post "Sponsored by" Insta-Story Integration "Sponsored by" Content-Branding: Display Ads (Billboard/Medium Rectangle/HalfpageAd) - TKP 10.000 AdImpressions (desktop/mobile) Editor / Text creation / SEO Special creation / Graphics	4 Weeks		4.985

NEWSLETTER

TOPOS NEWSLETTER		Fixed Price/Emanation
Text/logo link	Published: 2x monthly	480
Fullwidth Banner	Published: 2x monthly	330
STAND-ALONE-NEWSLETTER		Fixed Price/Emanation
Customers individually	Dispatch: by arrangement	1.385

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