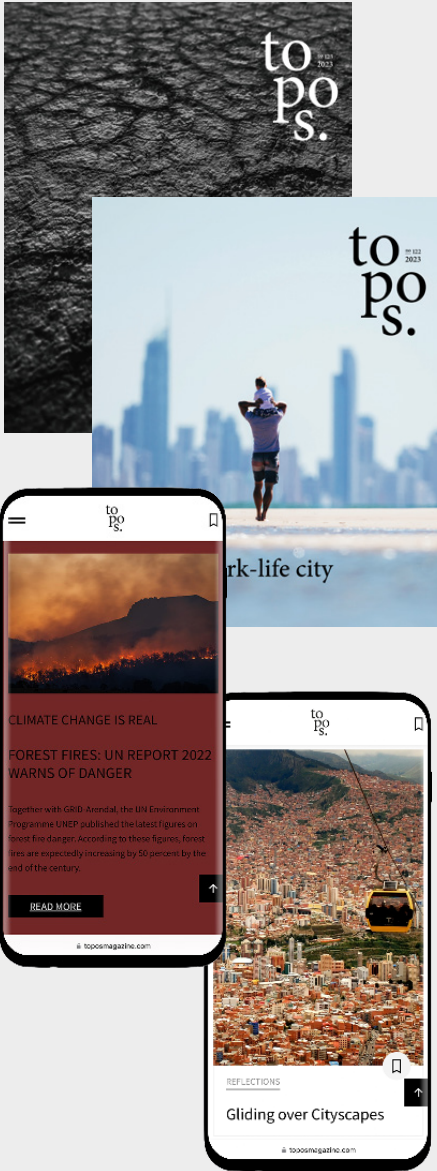


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MEDIA INFORMATION 2024



PRINT

TOTAL CIRCULATION	1.664
SUBSCRIBER COPIES	1.306
APPEARANCE	quarterly

Data source print: Publisher information - Circulation breakdown, issue 122

DIGITAL

UNIQUE USER	20.000 / month
AD-IMPRESSIONS	140.000 / 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
126 MARCH	AD: 16.02.2024 CD: 21.02.2024 PD: 15.03.2024	Public transport (+ Paris – Olympia 2024)	Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction Outdoor floor coverings / Greening / Plants
127 JUNE	AD: 14.05.2024 CD: 21.05.2024 PD: 14.06.2024	Heat	Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction Outdoor floor coverings / Greening / Plants
128 SEPTEMBER	AD: 16.08.2024 CD: 21.08.2024 PD: 13.09.2024	Biophilic cities	Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction Outdoor floor coverings / Greening / Plants
129 DECEMBER	AD: 15.11.2024 CD: 20.11.2024 PD: 13.12.2024	Urban disposal	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	Price per 1.000
2 sheets = 4 pages	5.635	up to 25g	620	300
3 sheets = 6 pages	7.390	up to 35g	655	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	
		up to 55g	725	
For other formats, please enquire.		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

DISCOUNTS			
Frequency Scale		Quantity Scale	
2 TIMES OR MORE	5%	2 PAGES OR MORE	10%
4 TIMES OR MORE	10%	3 PAGES OR MORE	15%
8 TIMES OR MORE	20%	4 PAGES OR MORE	20%

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	4c + b/w in €
1/1 PAGE	200 x 263	3.085
1/2 PAGE	98 x 263	1.640
1/4 PAGE	98 x 129	910

DIGITAL

DISPLAY AD	Desktop Size	Mobile Size	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	105
Billboard	1.180 x 160 px	320 x 100 px Large Mobile Content Ad 4:1	96
Leaderboard	728 x 90 px	320 x 75 px Mobile Content Ad 4:1	78
Medium Rectangle	300 x 250 px	300 x 250 px Mobile Content Ad 1:1	61
Skyscraper Wide	160 x 600 px	320 x 75 px Mobile Content Ad 4:1	43
Halfpage Ad	300 x 600 px	320 x 100 px Large Mobile Content Ad 4:1	52
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	52
Roll Over Parallax	1.180 x 708 px	600 x 450 px Mobile Understitial	105
Floor Ad	1.180 x 200 px STICKY at the bottom	320 x 50 px Mobile Content Ad 6:1 STICKY at the bottom	

DELIVERY OF ADVERTISING MATERIALS

5 working days before campaign launch

REPORTING

Within 2 weeks after the end of the booking period

*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.

NEWSLETTER

TOPOS NEWSLETTER

Fixed Price/Emanation

Text/logo link Published: 2x monthly **350**

Fullwidth Banner Published: 2x monthly **250**

STAND-ALONE-NEWSLETTER

Fixed Price/Emanation

3-5 Contributions
(Individual customer - text creation by customer with integration of images / video / podcast) Dispatch: by arrangement **1.200**

DELIVERY OF ADVERTISING MATERIALS

10 working days before dispatch

REPORTING

Within 2 weeks after the end of the booking period

OUR JOB PORTAL FOR LANDSCAPE ARCHITECTS, URBAN PLANNERS AND ARCHITECTS

NEW MONDAY

JOB-MATCHING →

NEWMONDAY.DE/PRODUKTE

DIGITAL

PREMIUM-ONLINE-ADVERTORIAL

Advertising Medium:	Exklusive online article
Duration:	4 weeks
Advertising Service:	Ad impressions on online article
Guaranteed	3.000 ad impressions on online article

SERVICE / PUBLISHING OF

Text	In-house creation in coordination with the client
Picture	Provided by the client
Video	Provided by the client
Podcast	Provided by the client

TRAFFIC MARKETING

Duration	Booking period
SEO	by publisher
Content-Integration	by publisher Slider / Category / All Texts
Facebook	by publisher Social media posts
Instagram	by publisher Insta-Story Integration

RETENTION TIME OF ADVERTORIALS

The booked online advertorial remains online on the website after the end of the booking period. It is Google-indexed and can still be found on the website.

DELIVERY OF MATERIALS

15 working days before start date

REPORTING

Within 2 weeks after the end of the booking period

FIXED RATE

2.200,-

ONLINE TOPIC SPECIAL

Means of Communiation: A topic special created by the editorial team that is continuously being developed – on its own subsite

Duration: No limit

MUNICATION PACKAGE

Advertising Medium:	PREMIUM-Online-Advertorial See above for services
Guaranteed:	4.000 ad impressions on online article
Additional Advertising Integration:	ContentAd to the booked PREMIUM - Online Advertorial in the online topic special
	Billboard 20.000 AdImpressions, Run of Network
	Skyscraper 20.000 AdImpressions, Run of Network

DELIVERY OF ADVERTISING MATERIALS

15 working days before start date

REPORTING

Within 2 weeks after the end of the booking period

COMBINATION OFFER

3.150,-