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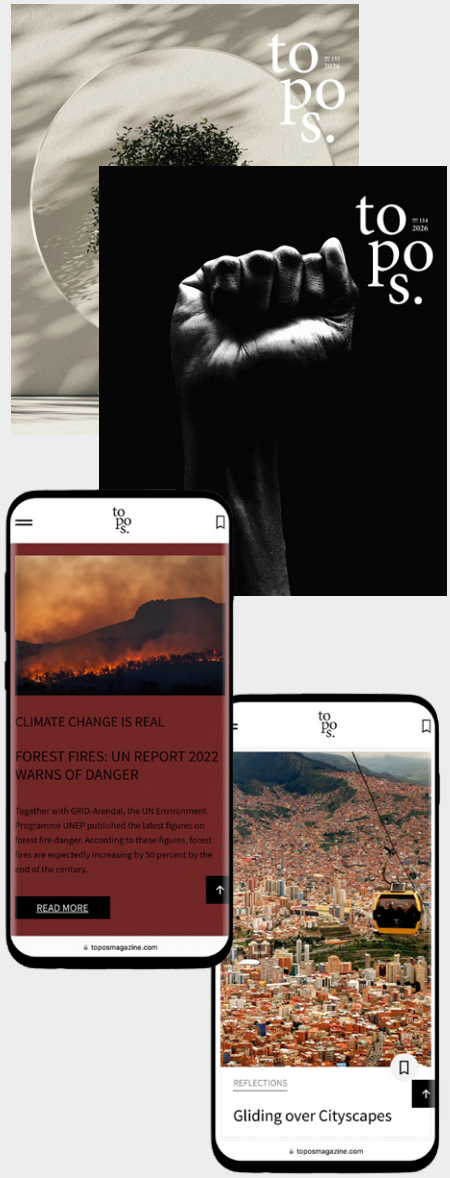
topos.

MEDIA INFORMATION 2027

A BRAND OF GEORG MEDIA



PRINT	
TOTAL CIRCULATION	**7.000**
SUBSCRIBER COPIES	**1.040**
APPEARANCE	**quarterly**

Data source print: Publisher information - Circulation breakdown, issue 130

DIGITAL	
UNIQUE USER	**40.000 / month**
AD-IMPRESSIONS	**170.000 / month**
FACEBOOK	**12.000 Follower**
INSTAGRAM	**7.000 Follower** (toposmagazine)
NEWSLETTER-SUBSCRIBERS	**5.000+**

Data source digital: Website: Google Analytics /
Social Network: Server Tracking / Newsletter: rapidmail

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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TOPOS - EDITORIAL SCHEDULE 2027

ISSUE	DEADLINES	COVER STORY	PRODUCT SPECIAL
138 MARCH	**AD: 12.02.2027** CD: 17.02.2027 PD: 16.03.2027	**PRICED OUT** Successful cities are becoming unaffordable to the people who make them work. Rising rents, scarce housing and the commodification of urban space are reshaping who gets to live, work and belong in the city. This issue of topos examines the forces driving urban exclusion and the strategies cities are using to remain accessible, mixed and liveable.	**Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction / Outdoor floor coverings / Greening / Plants / Infrastructure**
139 JUNE	**AD: 12.05.2027** CD: 14.05.2027 PD: 15.06.2027	**THE ART OF GROWTH** 35th anniversary of TOPOS Cities and buildings are never truly finished. They evolve, adapt and acquire new meanings over time. For its 35th anniversary, topos revisits projects, places and ideas that have continued to grow long after their first completion. We explore what makes transformation successful and what today's planners can learn from designs that were made to endure change.	**Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction / Outdoor floor coverings / Greening / Plants / Infrastructure**
140 SEPTEMBER	**AD: 18.08.2027** CD: 23.08.2027 PD: 15.09.2027	**LIBERTARIO** Across the world, alternative forms of living, working and organising urban life are moving from the margins into the mainstream. Intentional communities, self-organised neighbourhoods and autonomous spaces are testing different models of ownership, participation and belonging. This issue of topos explores where these experiments are happening, what they can teach established planning systems and how much freedom a city can accommodate.	**Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction / Outdoor floor coverings / Greening / Plants / Infrastructure**
141 DECEMBER	**AD: 17.11.2027** CD: 22.11.2027 PD: 15.12.2027	**NOCTURNAL** The night is becoming a new urban planning frontier. Safety, mobility, nightlife, light pollution, ecology and the 24-hour economy increasingly compete for the same spaces after dark. This issue of topos explores how cities function at night and how planners can design for activity without sacrificing darkness. Because the city after sunset is no longer an afterthought.	**Site Furniture / Playground equipment / Outdoor light Drainage systems / Path and square construction / Outdoor floor coverings / Greening / Plants / Infrastructure**

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/m2, 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		**Quantitiy 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 ADVERTISMENTS - 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	**45**
Leaderboard	728 x 90 px	320 x 75 px Mobile Content Ad 4:1	**35**
Medium Rectangle	300 x 250 px	300 x 250 px Mobile Content Ad 1:1	**25**
Skyscraper Wide	160 x 600 px	320 x 75 px Mobile Content Ad 4:1	**20**
DELIVERY OF ADVERTISING MATERIALS			
5 working days before campaign launch			
REPORTING			
on request			

*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	**450**
Fullwidth Banner	Published: 2x monthly	**350**
STAND-ALONE-NEWSLETTER		**Fixed Price/Emanation**
3-5 Contributions (Individual customer - text creation by customer with integration of images / video / podcast)	Dispatch: by arrangement	**1.500**
DELIVERY OF ADVERTISING MATERIALS		
10 working days before dispatch		
REPORTING		
on request		

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

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DELIVERY OF MATERIALS	REPORTING
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FIXED RATE	**590,-**

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