

MEDIA RATE CARD 2019
NO. 27
valid from January 1st 2019

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WWW.TOPOSMAGAZINE.COM

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TOPOS – THE INTERNATIONAL REVIEW OF LANDSCAPE ARCHITECTURE AND URBAN DESIGN

topos is the leading international review of landscape architecture and urban design in English.

The monothematic issues provide a global overview of new developments and trends in the profession. topos deals with a broad array of projects and planning work in various countries, plus it acts as a discussion forum for a profession experiencing growing social significance due to such issues as climate change and land conversion.

The periodical is published quarterly and focuses not only on established markets in Europe, North America and Australia but also on countries with an emerging landscape architecture scene.

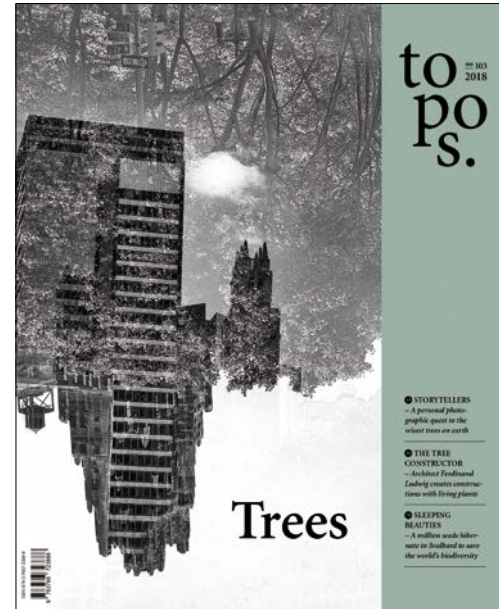
TOPOS – TARGET GROUP

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

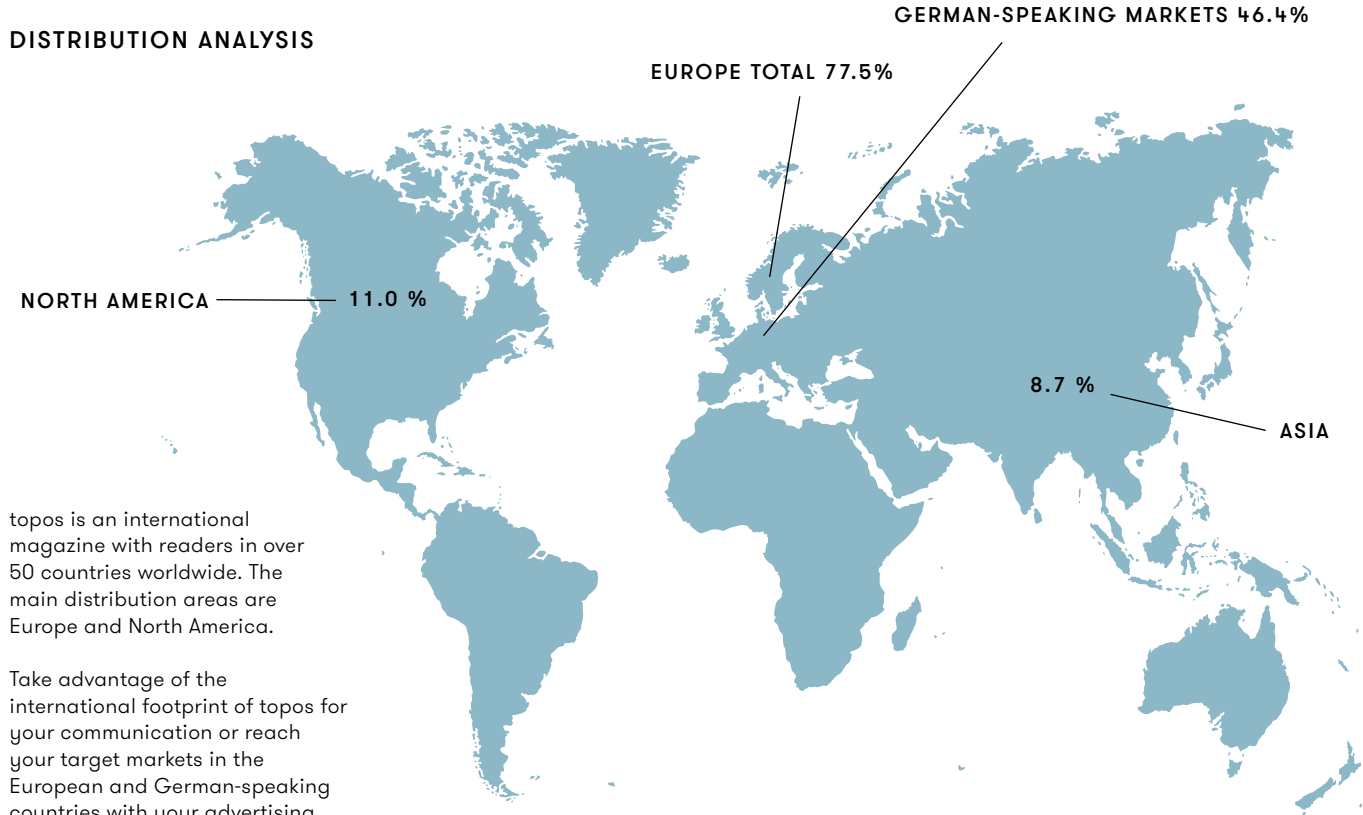
The magazine showcases best practice projects and product solutions, delivers current news and places focus on the effects, contexts and implications of urban design and landscape architecture. Renowned urbanists, landscape architects and pioneers in other disciplines discuss their views and answers 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.



DISTRIBUTION ANALYSIS



topos is an international magazine with readers in over 50 countries worldwide. The main distribution areas are Europe and North America.

Take advantage of the international footprint of topos for your communication or reach your target markets in the European and German-speaking countries with your advertising message!

	%-distribution
NORTHERN EUROPE	8.3
DENMARK	0.7
ESTONIA	0.4
FINLAND	1.0
ICELAND	0.1
LATVIA	0.2
LITHUANIA	0.1
NORWAY	2.7
SWEDEN	3.1
CENTRAL EUROPE	48.7
GERMANY	37.1
LIECHTENSTEIN	0.1
AUSTRIA	3.3
POLAND	0.5
SWITZERLAND	5.9
SLOVAKIA	0.2
SLOVENIA	0.4
CZECH REPUBLIC	1.0
HUNGARY	0.2
THEREOF GERMAN-SPEAKING AREA	46.4

	%-distribution
SOUTHERN EUROPE	6.1
GREECE	0.4
ITALY	3.4
CROATIA	0.1
PORTUGAL	0.3
MALTA	0.1
SAN MARINO	0.1
SPAIN	1.5
TURKEY	0.2
BENELUX/WESTERN EUROPE	14.4
BELGIUM	2.3
FRANCE	2.7
GREAT BRITAIN	5.9
IRELAND	0.4
LUXEMBOURG	0.3
NETHERLANDS	2.8
EUROPE TOTAL	77.5
AFRICA	0.1
SOUTH AFRICA	0.1

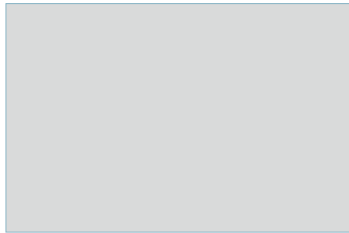
	%-distribution
AUSTRALIA/OCEANIA	3.0
AUSTRALIA	2.0
NEW ZEALAND	1.0
NORTH AMERICA	11.0
CANADA	1.4
USA	9.6
SOUTH AMERICA	0.3
ARGENTINA	0.1
BRAZIL	0.1
CHILE	0.1
ASIA	8.7
CHINA	0.5
HONG KONG	2.0
INDIA	0.7
IRAN	0.1
ISRAEL	0.4
JAPAN	1.9
LEBANON	0.1
RUSSIAN FEDERATION	0.2
SAUDI ARABIA	0.1
SINGAPORE	0.1
SOUTH KOREA	1.7
TAIWAN	0.6
THAILAND	0.2
UNITED ARAB EMIRATES	0.1
TOTAL	100.0

Distribution analysis topos: 2,243 copies / issue 103, 2018*

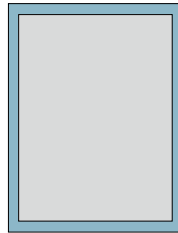
Source: Shipping update vertriebsunion meynen

* According to shipping structure

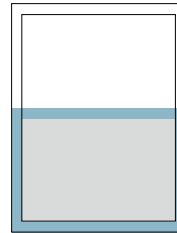
{Subscriptions incl. free copies and discounted copies}



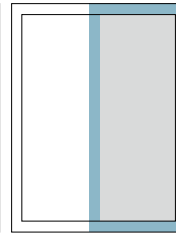
2/1 page
Bleed*:
(480 x 297 mm)
€ 9,197.00



1/1 page
Type area:
200 x 263 mm
€ 4,385.00
Bleed*:
(240 x 297 mm)
€ 4,625.00



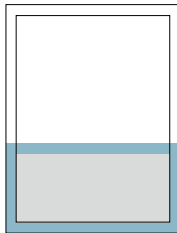
1/2 page landscape
Type area:
200 x 129 mm
€ 3,100.00
Bleed*:
(240 x 145 mm)
€ 3,227.50



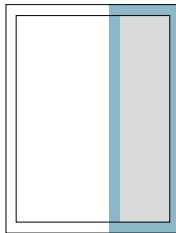
1/2 page portrait
Type area:
98 x 263 mm
€ 3,100.00
Bleed*:
(106 x 297 mm)
€ 3,227.50

BASIC FORMATS 4C

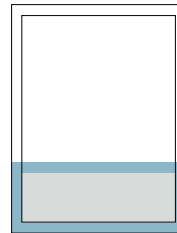
*Please add on
3 mm trim to each
outer edge
(Please make crop
marks clearly visible)



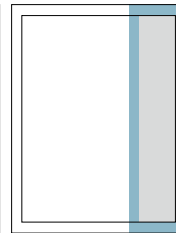
1/3 page landscape
Type area:
200 x 85 mm
€ 2,680.00
Bleed*:
(240 x 110 mm)
€ 2,772.50



1/3 page portrait
Type area:
64 x 263 mm
€ 2,680.00
Bleed*:
(84 x 297 mm)
€ 2,772.50



1/4 page landscape
Type area:
200 x 63 mm
€ 2,330.00
Bleed*:
(240 x 86 mm)
€ 2,397.00



1/4 page portrait
Type area:
98 x 129 mm
€ 2,330.00
Bleed*:
(122 x 152 mm)
€ 2,397.00

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 €
1/1 PAGE	2,400.00	4,385.00	200 x 263	240 x 297	240.00
1/2 PAGE landscape	1,275.00	3,100.00	200 x 129	240 x 145	127.50
portrait			98 x 263	106 x 297	127.50
1/3 PAGE landscape	925.00	2,680.00	200 x 85	240 x 110	92.50
portrait			64 x 263	84 x 297	92.50
1/4 PAGE landscape	670.00	2,330.00	200 x 63	240 x 86	67.00
portrait			98 x 129	122 x 152	67.00
2/1 PAGE	4,320.00	8,765.00		480 x 297	432.00
SPECIAL PLACEMENTS					
INSIDE FRONT COVER		5,035.00		240 x 297	
OUTSIDE BACK COVER		5,260.00		240 x 297	
FIRST RIGHT HAND ADVERTISING PAGE		4,500.00	200 x 263	240 x 297	240.00

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 date of the first insertion.

*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
PRICES (All prices in Euros, excluding VAT)	1 sheet = 2 pages € 2,650.00	Item weight Price per 1,000 Sample price*	Price per 1,000 Sample price*
	2 sheets = 4 pages € 3,975.00	up to 25g € 425.00 € 935.00	€ 250.00 € 550.00
	3 sheets = 6 pages € 5,565.00	up to 35g € 455.00 € 1,001.00	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 € 7,235.00	up to 45g € 485.00 € 1,067.00	
	For other formats, please enquire.	up to 55g € 515.00 € 1,133.00	
		*Calculated on the basis of the current 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)
TERMS	Eligible for discount. Discount rates according to volume. 1 sheet = 1/1 advertising page	Not subject to discount	Not subject to discount
SIZES	Material for bound-in inserts must be provided in the following format: 217 mm wide, 315 mm in height (including 5 mm head trim and 5mm on the right, 13 mm bleed on the bottom, and 2 mm on the inner edge towards the binding). For supplements which require folding or adhesion, please inquire.	Max. size: 205 x 292 mm	Please allow a distance of at least 10 mm between the edge of the stick-on item and the edge trim of the magazine. The distance from the gutter margin to the stick-on item may not exceed 47 mm. Please also allow an adhesive margin of 3 mm in all directions.
SAMPLE ITEM	Our ad management (see page 20) requires 10 sample items by the advertising closing date.		
TECHNICAL INFORMATION	Lumbeck processing. No exact placement instructions possible.		
DELIVERY DETAILS	Transport costs paid to optimal media GmbH, Glienholzweg 7, 17207 Röbel / Müritz.	Transport costs paid to A & O GmbH – Aboversand, Elisabeth-Selbert-Str. 5, 63110 Rodgau-Dudenhofen	
	Please quote: For topos no. ... Delivery quantity: Please enquire for details. Delivery date: By the 25 th of every month before issue publication.		

TECHNICAL SPECIFICATIONS – PRINT

MISCELLANEOUS	Please place your order via email or fax (+49 (0)89 43 61 161) and include a copy of the motif complete with colour details (b/w, 2c, 3c or 4c), the software format (incl. version no.) and a hard copy of the advertisement. Please also state whether the file will be supplied on CD, DVD, as an email attachment (no larger than 5 MB) or uploaded to our FTP site (transfer.callwey.de; our user ID and password can be obtained on request). Virus-infected files will be deleted. Please convert spot colours (such as HKS, Pantone) as well as RGB and indexed colours into CMYK (Euroscale) process colours. Images in the ad copy should be positioned 1:1 as far as possible and supplied at a resolution of 300 dpi (1200 dpi in the case of line art).
IMAGE FORMATS	EPS, Tiff, JPEG, PDF (please do not integrate JPEGs into PostScript). When submitting compressed files, use self-extracting compression software.
DATA FORMATS	PDF/X-3 InDesign CC in current version or as .idml-transferformat (Please send the file package including all image materials incl. logos and fonts!)
ADDITIONAL TERMS AND CONDITIONS OF BUSINESS	The Publisher will not be liable for any error in a published advertisement supplied in an open format. A colour proof must be provided simultaneously with colour advertisements supplied by digital means; non-compliance excludes the right to claim for compensation on the grounds of colour deviations in the printed advertisement. A colour proof can be produced with costs by the publisher on request. Should supplied data not fulfil the above criteria, services having to be furnished on our part in this connection are charged for at cost; this also applies to resetting or composing an advertisement at the customer's instruction. Colour profile: Fogra ISO coated V2
ADDITIONAL COSTS	Digital proof up to A4 in size: € 45.00 Digital proof up to A3 in size: € 55.00 Hourly rate for DTP and design work: € 65.00
CONTACT AD MANAGEMENT	Evelyn Stranegger Phone: +49 (0)89 / 43 60 05-122, Fax: +49 (0)89 / 43 61 161 FTP: transfer.callwey.de email: e.stranegger@callwey.de

ISSUE	DEADLINES	COVER TOPIC	PRODUCT SPECIAL
106 MARCH	AD: 14.02.2019 CD: 14.02.2019 PD: 15.03.2019	Healing Cities	Site Furniture
107 JUNE	AD: 16.05.2019 CD: 16.05.2019 PD: 14.06.2019	Utopia	Playgrounds
108 SEPTEMBER	AD: 14.08.2019 CD: 14.08.2019 PD: 13.09.2019	Topical Theme	Light
109 DECEMBER	AD: 14.11.2019 CD: 14.11.2019 PD: 13.12.2019	Topical Theme	Current Products



Please note that issue themes may change or be subject to postponement as developments occur. **If your ad placement is related to the theme of a specific issue, please let us know. *AD = advertising closing date, *CD = copy closing date, *PD = publication date**

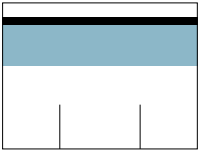
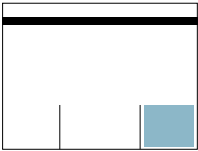
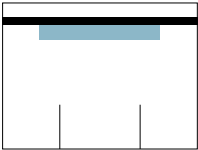


PRINT RUN AND CIRCULATION

Circulation breakdown, issue 103

PRINT RUN	2,476 Copies
TOTAL CIRCULATION	2,243 Copies
GERMANY	918 Copies
THEREOF COPIES SENT ABROAD	1,325 Copies
COPIES SOLD IN TOTAL	1,912 Copies
GERMANY	599 Copies
THEREOF COPIES SENT ABROAD	1,313 Copies
SUBSCRIBER COPIES IN TOTAL	1,800 Copies
THEREOF ASSOCIATION MEMBER COPIES	-
OTHER SALES	76 Copies
SINGLE COPY SALES	36 Copies
FREE COPIES	332 Copies
REMAINDER, ARCHIVE AND VOUCHER COPIES	233 Copies

ONLINE ADVERTISING

CORE TARGET GROUP		Landscape architects, architects, city planners and urban designers		
DISPLAY AD - FORMS OF ADVERTISING	FIXED PRICE*/MONTH	FORMAT (WxH)	PLACEMENT/ROTATION	
Billboard	€ 800.00 €	1,180 x 250 px	Run of Site (RoS) on all editorial sites	
				
Medium Rectangle	€ 485.00 €	300 x 250 px	Run of Site (RoS) on all editorial sites	
				
Leaderboard	€ 320.00 €	728 x 90 px	Run of Site (RoS) on all editorial sites	
				
DELIVERY OF DISPLAY ADS	At least 5 working days before start of campaign. Send to e.stranegger@callwey.de . For data formats and online specifications, please see www.toposmagazine.com/media			

*Plus the valid VAT rate

SPECIAL AD

SPECIAL ADS	FIXED PRICE*/MONTH	FORMAT	EXCLUSIVE PLACEMENT
Roll Over Parallax	€ 2,585.00	1,180 x 708	Run of Site (RoS) on all editorial sites
Floor Ad	€ 1,775.00	1,180 x 200	Run of Site (RoS) on all editorial sites
DELIVERY OF SPECIAL ADS	At least 5 working days before start of campaign. Send to e.stranegger@callwey.de. For data formats and online specifications, please see www.toposmagazine.com/media		



Roll Over Parallax

Form: Stretches under the text, creates a spatial depth effect.
Placement: In the middle, within the editorial environment.

Impact: The creative is activated during scrolling. It is perceived as an integral part of the editorial content and adapts to the user's reading flow.

Floor Ad

Form: Cross-page footer.
Placement: Fixed at the bottom of the browser window.
Impact: intensive target group approach through prominent integration of the creative on website



*Plus the valid VAT rate

ADVERTORIAL – NATIVE ADVERTISING

INTEGRATION & IMPACT

Communication Media: For b2b products and services requiring explanation.

Integration: b2b users search on trade media websites for industry information, products and services that make them more successful in their profession. This is what our trade media brand topos stands for. With an online advertorial you are able to place your communication solution into our professional environment of specialised knowledge and information. The advertorial is integrated directly into the editorial environment and marked as „AD“.

Impact: This form of advertising does not disturb the reading flow and adapts the information needs of our users.

Make use of the environment of our high-quality content for your communication.

ADVERTORIAL PACKAGES	FIXED PRICE*/MONTH	FORMAT	INTEGRATION** OF CONTENT-TEASER, WHICH LINK TO THE ADVERTORIAL
Online Advertorial „XXL“	€ 1,625.00	Editorial article plus content teaser on the website and in our newsletter (designated as advertising)**	Website: Integration in the topic preview and in the editorial environment (upper website area) on the start page as well as directly on the content pages. Email: In the editorial newsletter, 2 x send outs
Online Advertorial „SMALL“	€ 985.00	Editorial article plus content teaser on the website and in our newsletter (designated as advertising)**	Website: Integration in the editorial environment (upper website area) on the start page as well as directly on the content pages. Email: In the editorial newsletter, 1 x send outs
ADVERTORIAL DATA SUBMISSION	Advertorial material at least 10 working days before the start of campaign. Send to e.stranegger@callwey.de. For data formats and online specifications, please see www.toposmagazine.com/media .		
CORRECTION RUN	1 correction run included		
PAGE IMPRESSIONS	Please enquire for details		
DISCOUNTS	See page 7 under the section discounts – frequency discount		
PAYMENT TERMS	See page 18		

*Plus the valid VAT rate | ** For further information see page 15.

MECHANIC ADVERTORIAL

Content teaser are directly integrated into the editorial environment and linked to your advertorial

ONLINE ADVERTORIAL-PACKAGE „XXL“

ONLINE ADVERTORIAL-PACKAGE „SMALL“



Start page: Integration in the topic preview



Start page: Integration in the editorial environment



Your advertorial site



Start page: Integration in the editorial environment



Topic overview and article pages: integrated into editorial environment



2 x newsletter send outs



Topic overview: integrated into editorial environment



1 x newsletter send outs

Price: € 1,625 plus VAT per month

Price: € 985 plus VAT per month

EMAIL CAMPAIGN

Make use of our database to address our target groups directly. With dedicated emails you are able to send your communication directly to the email box of our specialized subscriber groups.

CHANNELS	SUBSCRIBERS**	FIXED RATE PER TRANSMISSION*
Urban planning	4,810	€ 1,890.00
Urban planning & landscape	7,001	€ 2,950.00
Urban planning & architecture	7,959	€ 3,145.00
Urban planning & stone specialists	5,774	€ 2,350.00

Our editorial team will require the following material from you:

- Editorial headline and editorial text (maximum 350 characters, including spaces)
- Editorial image
- 3 – 5 written articles (maximum 235 characters, including spaces)
- 3 – 5 images (incl. captions and image sources)
- Text for subject line of email campaign (maximum 40 characters including spaces)
- Target URLs

Please submit this material at least 10 days before the start of your campaign.

You will receive more information concerning technical specifications on our data sheet as soon as you place an order.

*Plus the valid VAT rate | ** International + DE Database: 01/10/2018

Hier die Newsletter nicht richtig angezeigt wird, klicken Sie [hier](#)

to
po
s.
– Update

Sondernewsletter / Anzeige



Sehr geehrte Damen und Herren,

mit unserem neuen Produkt PaveAndGo gibt es nun ein hochqualitatives Keramikfliesensystem mit einer Aufbauhöhe von lediglich 28 mm auf dem Markt, das sich in Rekordzeit auf Balkonen, Dächern und Terrassen verlegen lässt. Besuchen Sie uns auf Stand 2-405 in Halle 2 der GaLaBau 2018.

Wir freuen uns auf Sie!
Ihr Team von Emli Germany

[Mehr ansehen](#)



PaveAndGo
Die keramischen Fliesen PaveAndGo sind dank des patentierten Nul- und Verriegelungssystems fugenfertig, leicht verlegbar und sofort belastbar. Sie können bei jeder Wetterlage, egal ob bei heißen Sommertemperaturen oder in kalten Wintermonaten verlegt werden.

[Mehr ansehen](#)

Harmonische Farbschattierungen
Als Inspiration für Rainbow Zömm diente der Naturstein Cardoso, dessen bewegte Struktur und Farbschattierungen durch Sedimentierung entstehen. Diese Strukturen finden sich in der Keramikkollektion wieder und geben ihr eine

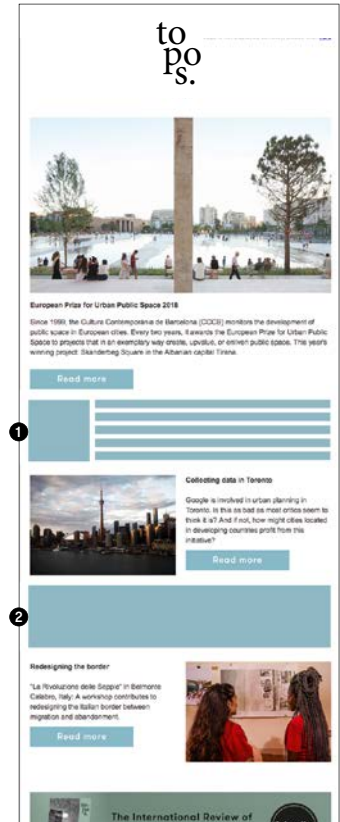


NEWSLETTER

CORE TARGET GROUP	Landscape architects, architects, city planners and urban designers	
SUBSCRIBERS WORLDWIDE**	4,816	
PUBLICATION FREQUENCY	Monthly	
ADVERTISING DATA SUBMISSION	At least 5 working days before the newsletter mailing. Please submit data to e.stranegger@callwey.de	
DATA FORMATS	See www.toposmagazine.com/media	
DISCOUNTS	See page 7 under section discounts	
PAYMENT TERMS	See page 18	
ADVERTISING OPTIONS	FORMAT (WxH)	FIXED RATE PER TRANSMISSION*
① Text / logo link	Image max. 290 x 200 px, Text max. 200 characters + 35 characters in the heading (including spaces)	€ 665.00
② Fullwidth banner	600 x 120 px	€ 595.00
CHANNELS	SUBSCRIBERS**	TEXT/LOGO LINK*
Urban planning & landscape	7,001	€ 850.00
Urban planning & architecture	7,959	€ 960.00
Urban planning & stone specialists	5,774	€ 680.00
Placement is determined according to the order of order receipt.		

*Plus the valid VAT rate, fixed rate per transmission

** International + DE Database: 01/10/2018



①

②

MEDIA HOUSE	Georg D.W. Callwey GmbH & Co. KG
VISITORS' ADDRESS	Streitfeldstraße 35, D-81673 Munich, GERMANY
POSTAL ADDRESS	PO Box 80 04 09, D-81604 Munich, GERMANY
WEBSITE	www.toposmagazine.com
PHONE	+49 (0) 89 / 43 60 05-0
FAX	+49 (0) 89 / 43 61 161
EMAIL	advertising@toposmagazine.com
ADVERTISING DIRECTOR	Andreas Schneider +49 (0) 89 / 43 60 05-197 a.schneider@callwey.de
EDITORIAL CONTACT	Anja Koller +49 (0) 89 / 43 60 05-189 a.koller@callwey.de
VOLUME	27 th year
PUBLISHER	Callwey Verlag, Munich, GERMANY
PUBLICATION	4 times a year towards the middle of March, June, September and December

JOURNAL FORMAT	DIN A4 (type area: 240 mm wide x 297 mm high)
PRINTING AND BINDING PROCESS	Offset printing; binding: Perfect Advertising copy, incl. incorporation of scribbles can be produced on request and is charged for at cost
PURCHASE PRICE (INCLUDING SHIPPING CHARGE)	
ANNUAL SUBSCRIPTION	Germany € 135.00 foreign countries € 139.00
SINGLE COPY PRICE	€ 35.00
PAYMENT TERMS	Net 10 days from invoice date – VAT ID no. DE 130490784
BANK DETAILS	Münchner Bank IBAN DE34 7019 0000 0001 9915 31 BIC (SWIFT) GENODEF1M01
TERMS AND CONDITIONS	Please see www.toposmagazine.com/media

CALLWEY PROFESSIONAL JOURNALS – OUR TARGET AUDIENCE



BAUMEISTER

The architectural magazine
Monthly publication
www.baumeister.de



GARTEN + LANDSCHAFT

Landscape architecture magazine
Monthly publication
www.gartenlandschaft.de



TOPOS

The international review of landscape architecture and urban design
Quarterly publication
www.toposmagazine.com



MAPPE

The magazine for painters and decorators
Monthly publication
www.mappe.de



STEIN

Magazine for natural stone
Monthly publication
www.stein-magazin.de



RESTAURO

Magazine for conservation and restoration
Published eight times a year
www.restauro.de



CALLWEY VERLAG – YOUR CONTACTS

CENTRAL / INTERNATIONAL SALES

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ADVERTISING SALES MANAGER



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Fax +49 (0)89 / 43 61 161
e.stranegger@callwey.de

LOCAL SALES DACH-REGION

SALES REGION NORTH: GERMANY (NIELSEN REGIONS 1, 2, 5, 6, 7)

Bremen, Hamburg, Lower Saxony, Schleswig-Holstein, North Rhine-Westphalia, Berlin, Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt, Saxony, Thuringia

Verlagsbüro Siegfried Pachinger GmbH
Sven Pachinger
33615 Bielefeld, Germany | Wertherstr. 17
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