

MEDIA RATE CARD 2020  
NO. 28  
valid from January 1<sup>st</sup> 2020

to  
po  
s.

[WWW.TOPOSMAGAZINE.COM](http://WWW.TOPOSMAGAZINE.COM)

2020

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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.



**BRAND WORLD**

Communication channels

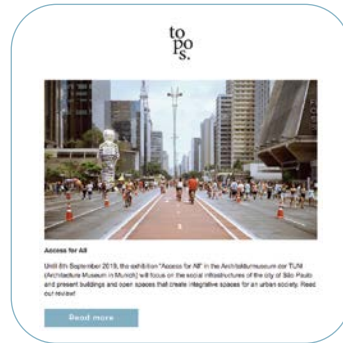
**MAGAZINE**



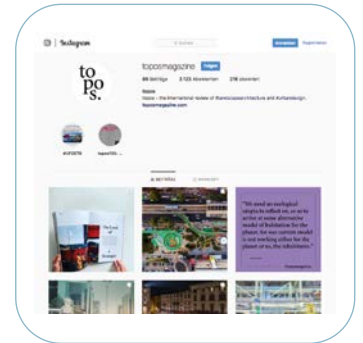
**WEBSITE**



**NEWSLETTER**



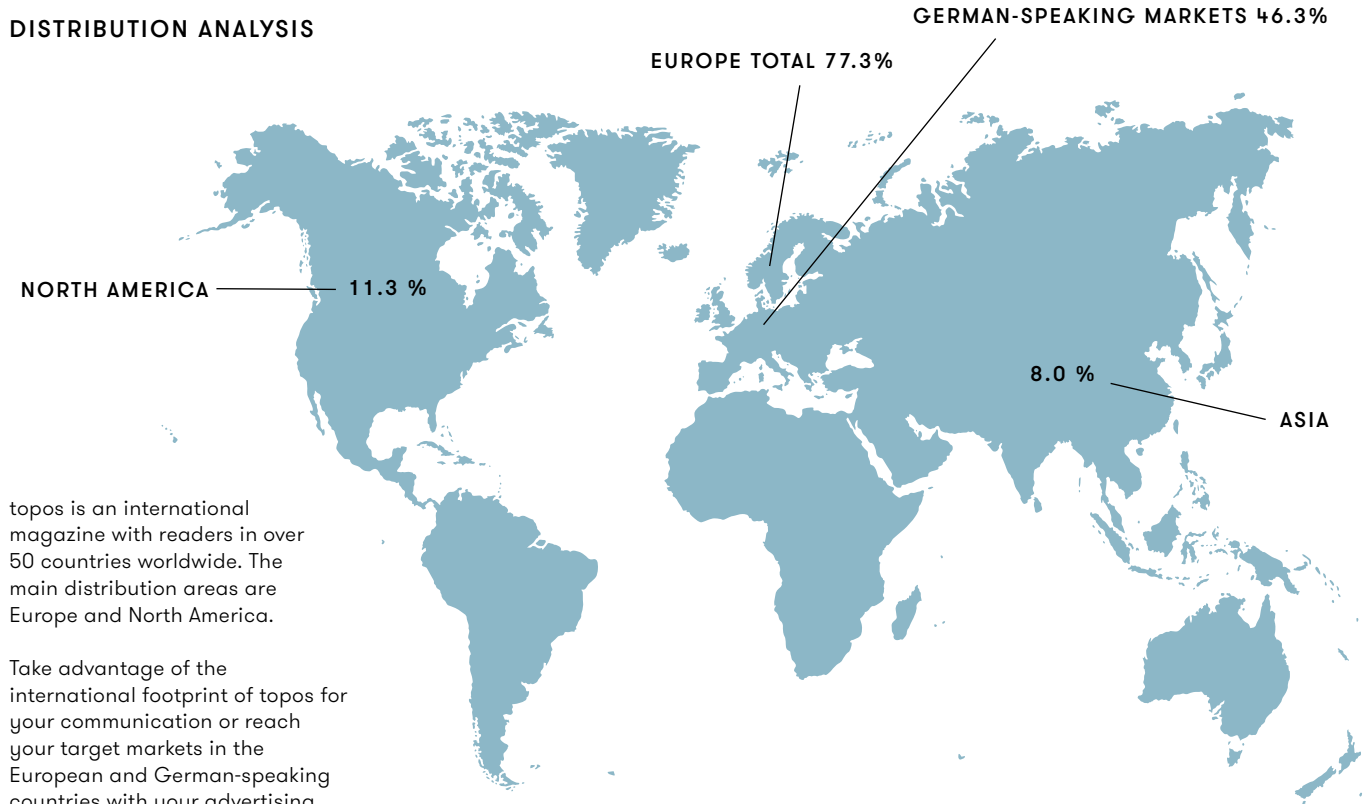
**SOCIAL**



As experts for specialized target groups, we create tailor-made, cross-channel campaign solutions for your communication needs.

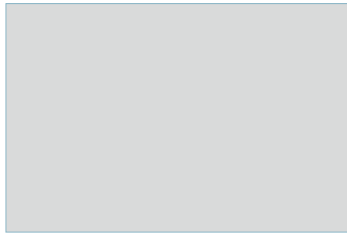
The right concept for your B2B communication! Feel free to contact us.

**DISTRIBUTION ANALYSIS**

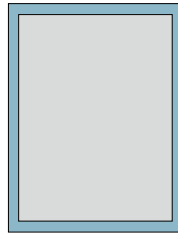


topos is an international magazine with readers in over 50 countries worldwide. The main distribution areas are Europe and North America.

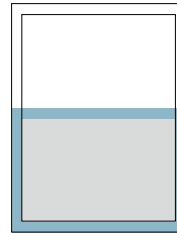
Take advantage of the international footprint of topos for your communication or reach your target markets in the European and German-speaking countries with your advertising message!



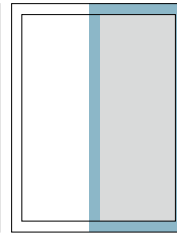
**2/1 page**  
Bleed\*:  
(480 x 297 mm)  
€ 9,505.00



**1/1 page**  
Type area:  
200 x 263 mm  
€ 4,515.00  
Bleed\*:  
(240 x 297 mm)  
€ 4,779.00



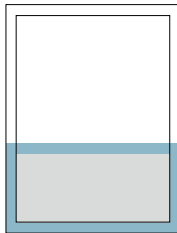
**1/2 page landscape**  
Type area:  
200 x 129 mm  
€ 3,100.00  
Bleed\*:  
(240 x 145 mm)  
€ 3,240.50



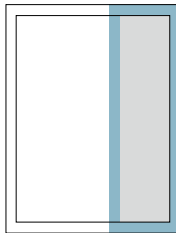
**1/2 page portrait**  
Type area:  
98 x 263 mm  
€ 3,100.00  
Bleed\*:  
(106 x 297 mm)  
€ 3,240.50

**BASIC FORMATS 4C**

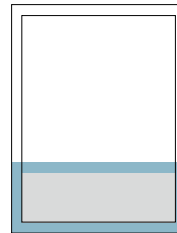
\*Please add on  
3 mm trim to each  
outer edge  
(Please make crop  
marks clearly visible)



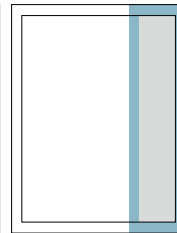
**1/3 page landscape**  
Type area:  
200 x 85 mm  
€ 2,680.00  
Bleed\*:  
(240 x 110 mm)  
€ 2,782.00



**1/3 page portrait**  
Type area:  
64 x 263 mm  
€ 2,680.00  
Bleed\*:  
(84 x 297 mm)  
€ 2,782.00



**1/4 page landscape**  
Type area:  
200 x 63 mm  
€ 2,330.00  
Bleed\*:  
(240 x 86 mm)  
€ 2,404.00



**1/4 page portrait**  
Type area:  
98 x 129 mm  
€ 2,330.00  
Bleed\*:  
(122 x 152 mm)  
€ 2,404.00

<b>FORMATS</b> (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>	2,640.00	<b>4,515.00</b>	200 x 263	240 x 297	264.00
<b>1/2 PAGE</b> landscape	1,405.00	<b>3,100.00</b>	200 x 129	240 x 145	140.50
portrait			98 x 263	106 x 297	140.50
<b>1/3 PAGE</b> landscape	1,020.00	<b>2,680.00</b>	200 x 85	240 x 110	102.00
portrait			64 x 263	84 x 297	102.00
<b>1/4 PAGE</b> landscape	740.00	<b>2,330.00</b>	200 x 63	240 x 86	74.00
portrait			98 x 129	122 x 152	74.00
<b>2/1 PAGE</b>	4,750.00	<b>9,030.00</b>		480 x 297	475.00
<b>SPECIAL PLACEMENTS</b>					
<b>INSIDE FRONT COVER</b>		<b>5,185.00</b>		240 x 297	
<b>OUTSIDE BACK COVER</b>		<b>5,420.00</b>		240 x 297	
<b>FIRST RIGHT HAND ADVERTISING PAGE</b>		<b>4,635.00</b>	200 x 263	240 x 297	264.00

## DISCOUNTS

FREQUENCY SCALE		QUANTITY SCALE	
<b>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%

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
<b>PRICES</b> (All prices in Euros, excluding VAT)	1 sheet = 2 pages      € 2,915.00	Item weight    Price per 1,000    Sample price*	Price per 1,000    Sample price*
	2 sheets = 4 pages      € 4,665.00	up to 25g            € 470.00            € 987.00	€ 260.00            € 546.00
	3 sheets = 6 pages      € 6,120.00	up to 35g            € 500.00            € 1,050.00	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      € 6,995.00	up to 45g            € 530.00            € 1,113.00	
	For other formats, please enquire.	up to 55g            € 560.00            € 1,176.00	
		*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 <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)
<b>TERMS</b>	Eligible for discount. Discount rates according to volume. 1 sheet = 1/1 advertising page	Not subject to discount	Not subject to discount
<b>SIZES</b>	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.
<b>SAMPLE ITEM</b>	Our ad management (see page 20) requires 10 sample items by the advertising closing date.		
<b>TECHNICAL INFORMATION</b>	Lumbeck processing. No exact placement instructions possible.		
<b>DELIVERY DETAILS</b>	Transport costs paid to optimal media GmbH, Glienholzweg 7, 17207 Röbel / Müritzt.	Transport costs paid to A & O GmbH – Aboversand, Elisabeth-Selbert-Str. 5, 63110 Rodgau-Dudenhofen	
	<b>Please quote:</b> For topos no. ... <b>Delivery quantity:</b> Please enquire for details. <b>Delivery date:</b> By the 25 <sup>th</sup> of every month before issue publication.		



## TECHNICAL SPECIFICATIONS – PRINT

<b>MISCELLANEOUS</b>	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, 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 <b>CMYK (Euroscale)</b> 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).
<b>IMAGE FORMATS</b>	EPS, Tiff, JPEG, PDF (please do not integrate JPEGs into PostScript). When submitting compressed files, use self-extracting compression software.
<b>DATA FORMATS</b>	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!)
<b>ADDITIONAL TERMS AND CONDITIONS OF BUSINESS</b>	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. <b>Colour profile: Fogra ISO coated V2</b>
<b>ADDITIONAL COSTS</b>	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
<b>CONTACT AD MANAGEMENT</b>	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 STORY	PRODUCT SPECIAL	TRADE FAIRS & CONGRESSES
<b>110</b> MARCH	<b>AD: 14.02.2020</b> CD: 14.02.2020 PD: 16.03.2020	<b>Mobility</b>	<b>Site Furniture</b>	28.-31.01.2020: <b>IPM</b> , Essen/Germany 08.-13.03.2020: <b>Light+Building</b> , Frankfurt a. M./Germany 04.-08.05.2020: <b>IFAT</b> , Munich/Germany
<b>111</b> JUNE	<b>AD: 14.05.2020</b> CD: 14.05.2020 PD: 15.06.2020	<b>Water / Blue infrastructure</b>	<b>Playgrounds</b>	13.-15.08.2020: <b>IFLA</b> , George Town (Penang)/Malaysia
<b>112</b> SEPTEMBER	<b>AD: 14.08.2020</b> CD: 14.08.2020 PD: 14.09.2020	<b>Green technology</b>	<b>Light</b>	16.-19.09.2020: <b>GoLaBau</b> , Nuremberg/Germany September 2020: <b>BIENNIAL OF LANDSCAPE ARCHITECTURE</b> , Barcelona/Spain 02.-05.10.2020: <b>ASLA</b> , Miami/USA 05.-07.10.2020: <b>EXPO REAL</b> , Munich/Germany 19.-21.11.2020: <b>SMART CITY EXPO</b> , Barcelona/Spain
<b>113</b> DECEMBER	<b>AD: 13.11.2020</b> CD: 13.11.2020 PD: 14.12.2020	<b>topos CURATED</b>	<b>Urban planners best products</b> Site furniture – playground equipment and accessories – light – floorings – software – greening – dewatering systems	

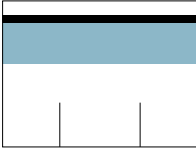
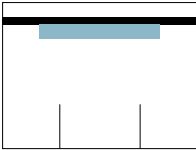
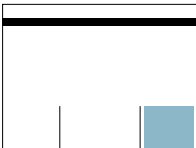
Please note that issue topics may shift or change for reasons of topicality. **We therefore ask you to expressly inform us if you are making a booking on a specific topic.** \*AD = advertising closing date, \*CD = copy closing date, \*PD = publication date

**PRINT RUN AND CIRCULATION**

Circulation breakdown, issue 107

PRINT RUN	2,500 Copies
<b>TOTAL CIRCULATION</b>	<b>2,069 Copies</b>
GERMANY	797 Copies
THEREOF COPIES SENT ABROAD	1,272 Copies
COPIES SOLD IN TOTAL	1,780 Copies
GERMANY	643 Copies
THEREOF COPIES SENT ABROAD	1,137 Copies
SUBSCRIBER COPIES IN TOTAL	1,627 Copies
THEREOF ASSOCIATION MEMBER COPIES	-
OTHER SALES	65 Copies
SINGLE COPY SALES	43 Copies
FREE COPIES	289 Copies
REMAINDER, ARCHIVE AND VOUCHER COPIES	432 Copies

**ONLINE ADVERTISING**

<b>CORE TARGET GROUP</b>		Landscape architects, architects, city planners and urban designers		
<b>DISPLAY AD - FORMS OF ADVERTISING</b>	<b>FIXED PRICE*/MONTH</b>	<b>FORMAT (WxH)</b>	<b>PLACEMENT / ROTATION</b>	
Billboard	€ 750.00	1,180 x 250 px	Run of Site (RoS) on all editorial sites	
				
Leaderboard	€ 400.00	728 x 90 px	Run of Site (RoS) on all editorial sites	
				
Medium Rectangle	€ 320.00	300 x 250 px	Run of Site (RoS) on all editorial sites	
				
<b>DELIVERY OF DISPLAY ADS</b>	At least 5 working days before start of campaign. Send to e.stranegger@callwey.de. For data formats and online specifications, please see <a href="http://www.toposmagazine.com/media">www.toposmagazine.com/media</a>			

\*Plus the valid VAT rate

SPECIAL ADS

CREATIVE	FIXED PRICE*/MONTH	FORMAT DESKTOP	FORMAT MOBILE	PLACEMENT / ROTATION – DESKTOP AND MOBILE
Roll Over Parallax	€ 1,650.00	1,180 x 708	600 x 450	Run of Site (RoS) on all editorial sites
Floor Ad	€ 1,200.00	1,180 x 200	320 x 50	Run of Site (RoS) on all editorial sites
<b>DELIVERY OF SPECIAL ADS</b>	At least 5 working days before campaign starts to e.stranegger@callwey.de. For data formats and online specifications please see on <a href="http://www.toposmagazine.com/media">www.toposmagazine.com/media</a>			



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

The 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.**

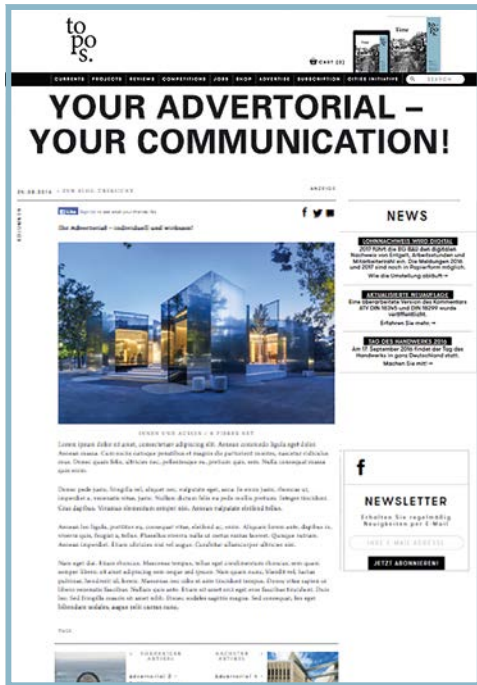
ADVERTORIAL PACKAGE	FIXED PRICE*/MONTH	FORMAT	TRAFFIC-MANAGEMENT**: CONTENT-TEASER, WHICH LINK TO THE ADVERTORIAL
Online Advertorial	€ 1,250.00	Editorial article plus content teaser on the website and in our newsletter (designated as advertising)**	<b>Website:</b> Integration in the topic preview and in the editorial environment (upper website area) on the start page as well as directly on the content pages. <b>Email:</b> In the editorial newsletter, 3 x send outs
<b>ADVERTORIAL DATA SUBMISSION</b>	Advertorial material at least 10 working days before the start of campaign to e.stranegger@callwey.de. For data formats and online specifications please see on <a href="http://www.toposmagazine.com/media">www.toposmagazine.com/media</a> .		
<b>CORRECTION RUN</b>	1 correction run included		
<b>PAGE IMPRESSIONS</b>	Upon request		
<b>DISCOUNTS</b>	On page 7 section discounts – frequency discount		
<b>PAYMENT TERMS</b>	On page 18		

\*Plus the valid VAT rate | \*\* Further information on page 15.

**MECHANIC ADVERTORIAL**

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

**YOUR ADVERTORIAL SITE**



Start page



Integration in the topic preview



Integration in the editorial environment

**CONTENT-TEASER TO YOUR ADVERTORIAL**

Topic overview and article pages



Integrated into editorial environment

Newsletter



3 x newsletter send outs

## 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	4,668	€ 1,400.00
Urban planning & architecture	7,695	€ 3,350.00
Urban planning & landscape	6,763	€ 3,000.00
Urban planning & stone specialist	5,569	€ 2,200.00

### Our editorial team will require the following material from you:



- Editorial headline and editorial text (maximum 350 characters, including spaces and image sources)
- Editorial image (600 x 350 px)
- 3 – 5 written articles (maximum 235 characters, including spaces)
- 3 – 5 images (290 x 200 px) and image sources
- Text for subject line of email campaign (maximum 40 characters including spaces)
- Target URLs

### Material delivery at least 10 days before your campaign starts.

Further information on specifications can be obtained from our data sheet upon order confirmation.

\*Plus the valid VAT rate | \*\* International + DE Database: 01/09/2019

Über den Newsletter nicht richtig informiert? [Klicken Sie hier](#)





**Holz – für spannendes Architekturdesign**

Nachhaltiger als mit Holz kann man nicht bauen. Der nachwachsende Rohstoff ist dabei nicht nur ein Klimaschützer, sondern beweist auch: Der architektonischen Gestaltung sind quasi keine Grenzen gesetzt. Kebony, imprägniert mit Bio-Alkohol, ist aufgrund der Verscheil- und Witterungsbeständigkeit dabei das optimale Material.

Quelle: Even Mathisen/SPINN Architekt

[Zum Beitrag](#)



**Über den Dächern der Stadt**

Für diese Dachterrasse musste neben der Langlebigkeit der Terrassenelemente auch ein spezieller Aufbau sichergestellt werden, weil die Windlast in dieser Höhe (ca. 100 m) entsprechend ist.

Quelle: René Sievert / Jan Klinker Architekten


[Zum Beitrag](#)

**Schicke Hütte am Polarkreis**

Für diese Wanderröhre am Polarkreis wurde wetterfestes Kebony eingesetzt. Das Holz, imprägniert mit Bio-Alkohol, erwies sich aufgrund des besonderen Looks als perfektes Fassadenmaterial.

Quelle: Even Mathisen/SPINN Architekt

[Zum Beitrag](#)



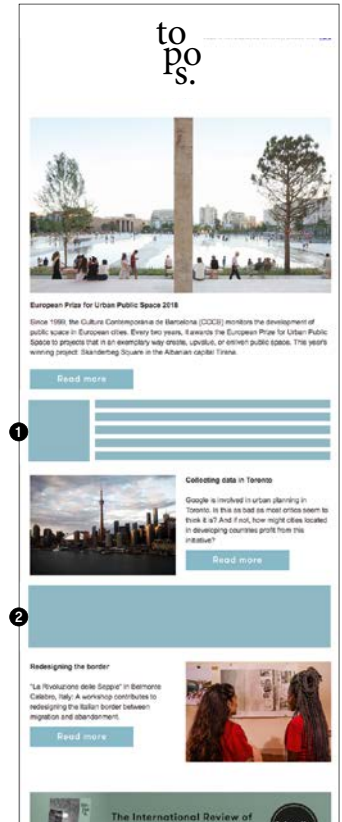


NEWSLETTER

<b>CORE TARGET GROUP</b>	Landscape architects, architects, city planners and urban designers	
<b>SUBSCRIBERS WORLDWIDE**</b>	4,668	
<b>MAILING DELIVERY</b>	Monthly	
<b>ADVERTISING MATERIAL</b>	At least 5 working days before mailing to e.stranegger@callwey.de	
<b>DATA FORMATS</b>	On www.toposmagazine.com/media	
<b>DISCOUNTS</b>	On page 7 section discounts	
<b>PAYMENT TERMS</b>	On page 18	
<b>ADVERTISING OPTIONS</b>	<b>FORMAT (WxH)</b>	<b>FIXED RATE PER TRANSMISSION*</b>
1 Text / logo link	Image max. 290 x 200 px, Text max. 200 characters + 35 characters in the heading (including spaces)	€ 470.00
2 Fullwidth banner	600 x 120 px	€ 320.00
<b>CHANNELS</b>	<b>SUBSCRIBERS**</b>	<b>TEXT/LOGO LINK*</b>
Urban planning & architecture	7,695	€ 650.00
Urban planning & landscape	6,763	€ 590.00
Urban planning & stone specialists	5,569	€ 495.00
Placement is determined according to the order of order receipt.		

\*Plus the valid VAT rate, fixed rate per transmission

\*\* International + DE Database: 01/09/2019



<b>MEDIA HOUSE</b>	Georg GmbH & Co. KG
<b>VISITORS' ADDRESS</b>	Streitfeldstraße 35, D-81673 Munich, GERMANY
<b>POSTAL ADDRESS</b>	PO Box 80 04 09, D-81604 Munich, GERMANY
<b>WEBSITE</b>	www.toposmagazine.com
<b>PHONE</b>	+49 (0) 89 / 43 60 05-0
<b>FAX</b>	+49 (0) 89 / 43 61 161
<b>EMAIL</b>	advertising@toposmagazine.com
<b>ADVERTISING DIRECTOR</b>	Andreas Schneider +49 (0) 89 / 43 60 05-197 a.schneider@callwey.de
<b>EDITORIAL CONTACT</b>	Anja Koller +49 (0) 89 / 43 60 05-189 a.koller@callwey.de
<b>VOLUME</b>	28 <sup>th</sup> year
<b>PUBLISHER</b>	Georg GmbH & Co. KG
<b>PUBLICATION FREQUENCY</b>	4 times a year towards the middle of March, June, September and December

<b>JOURNAL FORMAT</b>	DIN A4 (type area: 240 mm wide x 297 mm high)
<b>PRINTING AND BINDING METHOD</b>	Offset printing; binding: Perfect Advertising copy, data production of scribbles possible for an extra charge.
<b>SUBSCRIPTION PRICE (INCLUDING SHIPPING CHARGE)</b>	
<b>ANNUAL</b>	Germany € 139.00 foreign countries € 143.00
<b>SINGLE COPY</b>	€ 35.00
<b>PAYMENT TERMS</b>	Net 10 days from invoice date
<b>BANK DETAILS</b>	Münchner Bank IBAN DE48 7019 0000 0002 7417 68 BIC (SWIFT) GENODEF1M01
<b>TERMS AND CONDITIONS</b>	Please see www.toposmagazine.com/media

# GEORG

## GEORG PROFESSIONAL JOURNALS – OUR TARGET AUDIENCE



### BAUMEISTER

The architectural magazine  
Monthly publication  
[www.baumeister.de](http://www.baumeister.de)



### GARTEN + LANDSCHAFT

Magazine for landscape architecture and urban planning  
Monthly publication  
[www.gartenlandschaft.de](http://www.gartenlandschaft.de)



### TOPOS

The international review of landscape architecture and urban design  
Quarterly publication  
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