



**PLAYGROUND@LANDSCAPE**

INTERNATIONAL TRADE JOURNAL FOR PLAY, SPORTS AND LEISURE AREAS

# MEDIADATA

2022 | 2023

Valid from 01.01.2022

**INCLUSIVE  
SPORTS & LEISURE FACILITIES**



**WWW.PLAYGROUND-LANDSCAPE.COM**

The international trade journal **PLAYGROUND@LANDSCAPE** has for many years covered a broad spectrum of themes related to the planning, installation and maintenance of play, sports and leisure facilities. Taking account of the everyday professional concerns of its readership, the emphasis is on design innovations, practical information, scientific contexts and the latest developments in the sector. From extensive written and photographic reports on playgrounds, presentation of the latest research findings and analysis of controversial issues to key developments with regard to standards and the law –



**PLAYGROUND@LANDSCAPE** provides extensive information for a broad target group. The publication also strives to foster awareness of attractive, contemporary and sustainable design of play and exercise areas. A reader-friendly and appealing layout coupled with structured and serious specialist content make **PLAYGROUND@LANDSCAPE** the leading trade magazine in its field.

The **S&L - SPORTS & LEISURE FACILITIES** trade magazine focuses primarily on sports and leisure facilities. It is published as a magazine-in-a-magazine with **PLAYGROUND@LANDSCAPE** and reports on local authority and private sports ground construction and modern leisure and trend sport facilities. There are also sports-political, scientific and planning topics.



## FACTS & FIGURES

Frequency of publication:	6 issues / year (in the even calendar months)
Print run:	7,000 copies
Length:	104 + 4 to 136 + 4 pages (larger extent possible)
Language:	German and English
Distribution:	international
Subscription cost:	45 EUR / year
Homepage:	Modern website with lots of information and freely readable articles from the magazine. Almost all issues since 2008 can be viewed free of charge.

## READERSHIP

**61,2 %** Local authority decision-makers in building, sports, youth, green space and gardens departments, garden landscapers, building yard employees, mayors

**21,1 %** Landscape architects and urban planners

**10,5 %** Operators of private leisure facilities, zoos, housing associations, federations, clubs and private individuals

**7,2 %** Play, sports and leisure facility manufacturers, specimen copies

The readership of the print edition is largely from Germany, Austria and Switzerland.

Around 18% of readers are from non German-speaking countries, of which approximately 89% are from Europe and 11% from other continents, in particular the USA/Canada and Asia/Australia. Readers of the free online edition are not included.

*(Extrapolation from 2019)*

## TOPICS COVERED

- Presentation of playground projects and exercise areas
- Examples of international practice
- Playground safety
- Planning of construction of play areas
- Laws and standards
- Maintenance and funding
- Safety surfacing / impact protection
- Scientific research findings
- Current controversies and political discussions
- Reports from and on sector trade fairs
- Interviews
- Construction and maintenance of sports facilities
- Surfaces for sports areas
- Materials
- Sport and exercise in parks / green spaces
- Current trends
- Association news
- And much more

You can find the current editorial calendars with the main topics covered in the year in

**PLAYGROUND@LANDSCAPE** and **S+L**

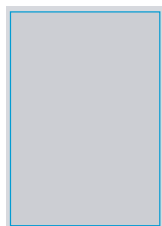
in the download section on the website:

**[www.playground-landscape.com](http://www.playground-landscape.com)**.



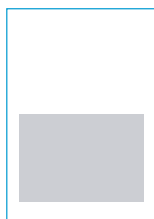
## ADVERTISEMENTS – FORMATS & PRICES

*All advertisements will be printed as 4C-advertisements*



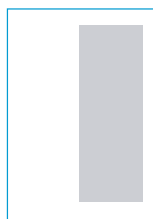
**1/1 page**  
210 x 297 (+ 4 mm)

**3.500 €**



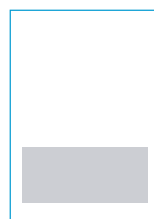
**1/2 page landscape**  
180 x 126 mm

**2.500 €**



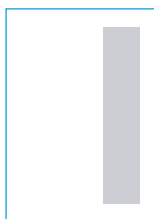
**1/2 page portrait**  
87 x 257 mm

**2.500 €**



**1/3 page landscape**  
180 x 82 mm

**1.800 €**



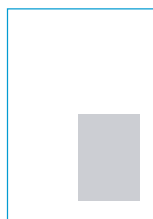
**1/3 page portrait**  
57 x 257 mm

**1.800 €**



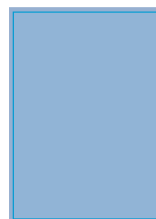
**1/4 page landscape**  
180 x 60 mm

**1.500 €**



**1/4 page portrait**  
87 x 126 mm

**1.500 €**



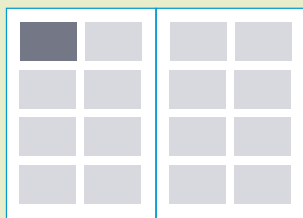
**FRONT- & BACKCOVER**  
210 x 297 (+ 4 mm)

**U II 5.000 €**

**U III 5.000 €**

**U IV 5.500 €**

**Employment ad 1/4 page: 500 €**



### BUSINESS MIRROR

Print & Online: 85 x 55 mm **250 €**

Print & Online + Online-Product Database: **350 €**

**<https://playground-landscape.com/en/business-mirror/>**

Placement only possible for a whole year (6 issues). This entry can automatically extend to a further year, if it is not canceled before the last booked edition is published..

Please consult the current editorial calendar for the advertising deadlines for the respective issue.

All prices are net prices exclusive VAT. Valid from January 2022

- Depending on size you will receive a discount of from **10%** when you place several advertisements in different issues of **PLAYGROUND@LANDSCAPE** in a year. Please contact our editorial department for an offer.
- **AGENCY COMMISSION: 15%**
- **SUPPLEMENTS | LOOSE INSERTS | BOUND-IN INSERTS:**  
Prices on request - individual advertising possible

## TECHNICAL DATA

### ● POSSIBLE DATA FORMATS

Please submit your advertisement as a **printable PDF**.

**Important:** Please convert all contained fonts into paths (No open font information)

Please create all images and pictures in the PDF in **print mode CMYK**.

Please note that full-page advertisements are provided with **4 mm bleed on every side**.

### ● DATA DELIVERY

By e-mail to [t.mueller@playground-landscape.com](mailto:t.mueller@playground-landscape.com) or [t.thierjung@playground-landscape.com](mailto:t.thierjung@playground-landscape.com)

### ● LAYOUT OF ADVERTISEMENTS

We will be happy to carry out the design / setting of your advertisement: **Price on request**

## SHOWROOM SECTION

In the "Showroom" section various appropriate products with manufacturer details and prices are presented under a special umbrella theme. The inclusion of products in the Showroom section is free and reserved for advertising customers.



## PLAYGROUND@LANDSCAPE – ONLINE

The [www.playground-landscape.com](http://www.playground-landscape.com) website has been a popular platform for a many years based on the content of the trade magazine. Here domestic and international visitors can find out about the latest topics, events, sector companies, the publishing house and much more besides. In addition, almost every published edition of **PLAYGROUND@LANDSCAPE** is available free of charge in PDF and e-paper formats on the website. Select specialist articles are also published individually and are found by many potential new readers when they are looking for specialist content online. Like the trade journal, the website is available in German and English, making it an internationally accessible source of information for everyone involved with play, sport and leisure facilities on a professional or private basis.

### ● BANNER

<b>STORY BANNER</b>	<b>(630 x 690 px)</b>	position: front page	<b>175 € / month</b>
<b>RUBRIK BANNER</b>	<b>(630 x 390 px)</b>	position: articles overview	<b>100 € / month</b>
<b>MEGA BANNER</b>	<b>(1200 x 120 px)</b>	position: front page	Price on request

### ● ADVERTORIAL on the homepage:

Do you have an exciting new product or a great reference project - here you can draw the attention of the visitors of our website with a self-written article in German and English plus picture. Optically embedded in the structure of the front page, detailed information and links can be passed on here.

**300 €** (month, German or English only), text up to 1.500 words + picture + links

**400 €** (month, German and English), text up to 1.500 words (each language) + picture + links

## TECHNICAL DATA:

### ● POSSIBLE DATA FORMATS:

Banners are supplied to us in the data formats .jpg, .gif or .swf.

All prices are net prices exclusive VAT.

## INFORMATION

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### PUBLISHING HOUSE:

#### **Playground + Landscape Verlag GmbH**

Celsiusstr. 43

53125 Bonn, Germany

### CONTACT:

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[www.playground-landscape.com](http://www.playground-landscape.com)

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### PHOTOS:

Coverphoto S+L page 2: © Jenny Sturm / stock.adobe.com

Photo below: © Sergey Novikov / stock.adobe.com





# GENERAL TERMS AND CONDITIONS FOR ADVERTISING ORDERS

1. "Advertising order" in the meaning of the following general terms and conditions is the contract regarding the publishing of one or more advertisements by an advertiser in a printed publication within the scope of the agreement.

2. In cases of doubt, advertisements must be requested to be published within 12 months of signing the contract. If the right to request single advertisements is included in the contract, the order must be fulfilled within 12 months of publication of the first advertisement, provided that the first advertisement is published within the deadline period given above.

3. The price for publication of the adverts is determined by the advertisement price list valid at the time of signing the contract. Advertising agencies and brokers are forbidden to pass on to the ordering party the commission or any part of the commission received by them from the publisher.

4. If an order is not fulfilled through no fault of the publisher, the ordering party must pay the publisher an amount representing the difference between the intended services and those actually carried out, independent of any other legal responsibilities. If, in the case of superior force (e.g. war, military mobilisation, industrial conflict or any other unforeseeable events) the magazine is not published at all, only partially or not punctually, the ordering party has no rights to claim compensation.

5. Orders for advertisements and supplements, which are stated to only apply to specified issues or in a particular position within the publication, must arrive with the publisher in good time to enable the publisher to inform the ordering party if the publication cannot be carried out as intended, before the deadline for submitting the advertising material. Rubricated advertisements will be printed in the corresponding rubric without this requiring a specific agreement.

6. The publisher is authorised to clearly mark advertisements with the word "Advertisement" if they are not distinctly recognisable as such due to their editorial design.

7. The publisher reserves the right to refuse acceptance of an advertisement order – including single advertisements in an agreed series – or supplements, according to uniform, factually justifiable principles, due to their technical form or origin. The same applies if the contents violate legal or official regulations or if publisher cannot be reasonably expected to publish the advertisement. This also applies to orders which are submitted to branch offices, receiving offices or representatives. Orders for inserts are only binding for the publisher after a sample has been presented to the publisher and has been approved. Inserts which may cause the reader to believe they are part of the magazine through their design or appearance, or which contain third-party advertising, will not be accepted.

8. The ordering party is responsible for punctual delivery of the advertising text and correctly printed documents or supplements. The publisher guarantees the usual standard of printing for publications where the advertisement will appear within the framework of the printing possibilities.

9. In the case of illegible or partially illegible, incorrect or incomplete printing of the advertisement, the ordering party is entitled to a price reduction to the extent that publication of the advertisement was affected, or to a correct, complete replacement advertisement. If the publisher does not fulfil the given deadline for publication of the replacement advertisement or if it is again not correct, the ordering party is entitled to a price reduction or cancelling of the order.

10. Claims for compensation resulting from breach of an obligation, default on signing the contract and unauthorised action are excluded, in particular in the case of orders received by telephone. Claims for compensation arising from the impossibility of providing the service or due to delays, are limited to refund of the foreseeable damage and the price due for publication of the advertisement. This does not apply to wilful intent or grave negligence on the part of the publishers, their legal representatives or assistants. Liability of the publisher for damages which result from a lack of the properties guaranteed by him, remains unchanged. In addition, in commercial business relations, the publisher is also not liable for grave negligence on the part of assistants. In all other cases, liability towards other commercial business repre-

sentatives for negligence is limited according to the scope of the foreseeable damage up to the amount of the price for the corresponding advertisement. Except in cases of obvious shortcomings, complaints must be submitted within four weeks after receipt of the invoice and specimen copy.

11. Printing proofs will only be provided on special request. The ordering party is responsible for the correctness and accuracy of printing proofs returned to the publisher. The publisher will correct all mistakes of which he is notified by the ordering party within the deadline given when the printing proofs are sent.

12. If no specific size limitations are given, the effective printed size, usual for the type of advertisement will be taken as calculation basis for the invoice.

13. If the ordering party does not make a down payment, the invoice will be sent immediately, as far as possible within 14 days of publication of the advertisement. Payment of the invoice is due within the period from its receipt as given in the price list, as long as no other payment period or down payment has been agreed on.

14. With a delay in payment, the publishers, conditional to further legislation, will charge interest on arrears at the rate of 1% above the respective bank rates of the Deutschen Bundesbank. In the case of delayed payment, the publisher can suspend further execution of the existing order until payment has been made, and can demand payment in advance for the remaining advertisements. In the case of reasonable doubt of the solvency of the ordering party, the publisher has the right, even during the validity period of an existing order and without taking any originally agreed payment into account, to make publication of further advertisements dependent on payment in advance and payment of any outstanding invoices.

15. The publisher will provide a copy of the advertisement on request. Depending on the size and type of the advertisement, cuttings, single pages or whole issues may be provided. If a copy is no longer available it will be replaced by a legally valid certification of publication and distribution of the advertisement provided by the publisher.

16. The ordering party must pay the costs for delivery of ordered printer's copies and drawings and for substantial changes requested or caused by him to originally approved layouts.

17. If a reduction in circulation occurs, a price reduction can be requested if the total average number of issues in circulation within a period of 12 months starting from publication of the first advertisement, is lower than the average number of issues in the previous calendar year as given in the price list or otherwise stated. A price reduction is however impossible, if the publisher has informed the ordering party of the decline in circulation at an early date, and has offered to void the contract.

18. Printer's copies will only be returned to the ordering party at their special request. The obligation to keep copies on file expires three months after completion of the order.

19. Confirmation of position are only conditional and may be changed for technical reasons. In such cases no liability exists for the publisher.

20. Place of performance is the domicile of the publisher. In commercial business relations, with legal entities of public law or public-legal special assets, place of jurisdiction is the domicile of the publisher. As far as claims by the publisher are not asserted during enforcement proceedings, jurisdiction is determined for non-commercial persons by their place of residence. If the place of residence or normal location of the ordering party, also for non-commercial persons, is not known at the time of charges being brought against them or if the ordering party has transferred his place of residence or normal location outside the jurisdiction of the law, jurisdiction is agreed to be domicile of the publisher.

**PLAYGROUND+LANDSCAPE Verlag GmbH | Celsiusstraße 43 | D-53125 Bonn**

*No liability towards companies exists for carelessly negligent infringement of inessential contractual obligations. This limited liability does not apply to damages caused with intention or by grave negligence or for damages caused through injury to life, body or health. This is a translation of the original German text. In cases of litigation, the original text applies.*