

# Advertising rates 2024

## S&G












Magazine for the Belgian horticulture and green areas. S&G is the magazine of the members from AVBS (General Federation of the Belgian ornamental growers) and it is published monthly.

There are a lot of topics and specific information for the specialised horticulture business published in S&G, such as the defence of the interests of his members, the social and fiscal legislation, plant protection, culture techniques and research related to economical matters and the sector in general. All the Flemish research institutions also report in S&G.

Because there is a great need for specialised information in the business, S&G also brings updated information about the defence of the interests of specialist growers in this business.

## Standard formats

Format	B/W*	Quadri	Layout
Dimensions in mm (W x H)		Prices in euro	
<b>Cover 2</b> 			
230 x 297		1040,00	70,00
<b>Cover 3</b> 			
230 x 297		995,00	70,00
<b>Cover 4</b> 			
230 x 297		1080,00	70,00
<b>1/1</b> 			
182 x 263    230 x 297		865,00	70,00
<b>1/2</b> 			
182 x 128    87 x 263		700,00	60,00
<b>1/3</b> 			
182 x 82		185,00	575,00
<b>1/4</b> 			
182 x 60    87 x 128		155,00	440,00
<b>1/8</b> 			
182 x 28    87 x 60		120,00	375,00
<b>1/16</b> 			
87 x 28		65,00	20,00

\* Black and white ads are published in the back half of the magazine

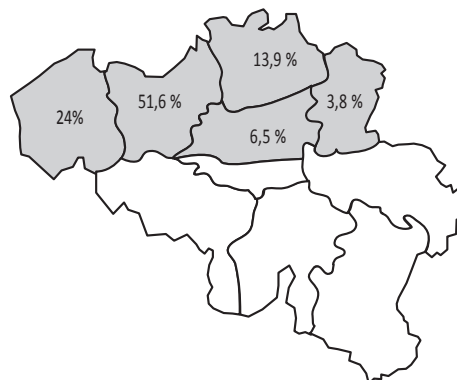


## Publication dates 2024

Edition	Date	Reservation before	Material before
1	31/01	08/01	11/01
2	29/02	06/02	09/02
3	31/03	06/03	11/03
4	30/04	05/04	10/04
5	31/05	03/05	08/05
6	30/06	07/06	12/06
7	31/08	06/08	09/08
8	30/09	05/09	10/09
9	31/10	08/10	11/10
10	30/11	05/11	08/11
11	31/12	05/12	10/12

\* No edition in July

### ■ Geographic coverage



■ **Circulation:** 1.222 ex.

### ■ Target groups:

- Producers of begonias, azaleas and pot-plants, wholesale dealers and export
- Traders of trees and plants on the national and international market
- Contractors in the green business (parks, gardens and trees)
- Floriculture and florists
- Institutions
- Service industries for horticulture and cultivation of trees
- Research and education institutions

■ **Material:** Technical data can be found on: [www.mediaservice.be](http://www.mediaservice.be)

■ **Prices excl. VAT:** The proposed advertising can be refused or adjusted by the responsible publisher of the chosen magazine, if his decision is motivated. General conditions of sale available on request.