

Media data 2020



Rate Card No. 25
Valid from January 01st 2020

Subjects: vehicles and vehicle equipment;
extinguishing appliances and systems;
extinguishing agents; personal protective equipment;
technical assistance and
environmental protection; control-station
and signalling equipment; information and
organization; building construction,
fire protection for buildings; equipment for
fire stations and fire workshops; first-aid and medical
equipment; measuring and detection apparatus; asso-
ciations, organizations,
service companies; current information about new
products.


FEUERWEHR offers additional information with
the homepage www.feuerwehr-ub.de,
Newsletter, ePaper and calendar.



FORUM VERLAG HERKERT GmbH
Mandichostr. 18
86504 Merching



Publisher:	FORUM VERLAG HERKERT GMBH
Distribution:	Mainly in Germany. In a lower number in Austria, Switzerland and Netherlands
Associations:	Information for the country fire brigade associations Schleswig-Holstein, Mecklenburg-Vorpommern, Bremen, Brandenburg, Thuringia and Saxony
Address:	Mandichostr. 18 D-86504 Merching
Phone:	+49 30 42151 483
Fax:	+49 30 42151 234
Internet:	www.feuerwehr-ub.de
Year:	volume 70
Chief Editor:	Stefan Wagner +49 30 611 9634 stefan.wagner@feuerwehr-ub.de
Advertising Manager:	Ulrich Leps +49 30 42151-483 ulrich.leps@feuerwehr-ub.de

Readership:	FEUERWEHR reaches persons who are responsible and experts in fire brigades, rescue crews, disaster control organizations, offices, associations, engineering office, industry and insurances. The magazine supports the readers at the orientation on new technology and equipment.
Circulation/issue:	 III/18-II/19 certified circulation printed copies: 30.000 total distributed: 27.723 subscribers: 7.145 paid circulation: 13.496
Frequency:	10/year
Editorial calendar:	see pages 5–6

Magazine format:	210 mm width x 297 mm height
Type area:	185 mm width x 265 mm height
Bleed adverts:	+3 mm
Printed method:	Offset
Printed material:	Suitable for the offset printing, very dissolved files in the PDF format with embedded documents (PDF/X-3 or PDF/X-1a standard)
Issuance:	monthly + annual FEUERWEHR -Calendar (see page 7), ePaper, Website, Newsletter
Issued:	Merching

Terms of payment:	Upon receipt of the invoice net cash within 14 days Agency commission rate: 15 % VAT: All prices are excl. VAT
Bank account:	HypoVereinsbank Augsburg BIC: HYVEDEMM408 IBAN: DE94 7202 0070 0002 2554 21
VAT No.:	DE 814199175
Tax ID:	102/115/40430
Last cancellation date:	Up to the deadline for adverts!
Place of jurisdiction:	Augsburg only

Advertisement sizes and basic rates:

Formats	width x height horizontal format	standard	portrait format	basic prices bw
1/1 page		185 x 265 mm		€ 2.702
3/4 page		185 x 197 mm	138 x 265 mm	€ 2.070
2/3 page	185 x 175 mm		122 x 265 mm	€ 1.825
1/2 page	185 x 130 mm		90 x 265 mm	€ 1.398
1/3 page	185 x 85 mm		59 x 265 mm	€ 976
1/4 page	185 x 62 mm	90 x 130 mm	43 x 265 mm	€ 744
1/8 page	185 x 30 mm	90 x 62 mm	43 x 130 mm	€ 392

Column-millimetre for special shape: € 3.45 (column width 43 mm)

Cover positions (basic prices bw):

Front cover page (4c only) on inquiry
2nd, 3rd and 4th cover pages: € 3.052

Colour surcharges:

€ 400 per colour and page (European range),
€ 1.200 four-colour
Order of colours: cyan, magenta, yellow, black.
The publishers reserve the right also to compose special
colours from the four-colour process
if technically necessary.
€ 750 per special colour (e.g. pantone)

Other surcharges:

bleed adverts € 270,20
across the gutter € 270,20
particular placement € 270,20

Discounts:

For orders within one calendar year:

3 ads or	2 pages	5 %
6 ads or	4 pages	8 %
9 ads or	6 pages	10 %
12 ads or	8 pages	12 %

No discount for colour and other surcharges
and loose and bound-in inserts.

Loose inserts:

€ 125 per 1.000 pieces up to 25 g incl. postage,
more than 25 g only on request, maximum size:
205 x 290 mm

Bound-in inserts:

2 pages:	€ 2.702
4 pages:	€ 5.404
more on request	

DIN A4 format, untrimmed 213 x 303 mm
only on total

Delivery address for inserts:

MediaBind GmbH
Raudtenerstraße 13
90475 Nürnberg
Germany

For **FEUERWEHR** issue XX/2020

FEUERWEHR reports about technical and organizational innovations for fire brigade, fire protection, rescue service and disaster control monthly currently. The topics are completed by the permanent categories: names & news, vehicles & equipment, operation, technology, rescue service, portrait & report, knowledge & training. So you are informed about all areas of the branch monthly. Extra supplements for Schleswig-Holstein, Mecklenburg-Vorpommern, Bremen, Brandenburg, Thuringia and Saxony inform in addition regional.

Issue		Topics	Trade fairs
1-2 Advertising closing date Deadline for printed matters Publication date	12 December 19 03 January 20 21 January 20	Environmental hazard prevention vehicles and equipment, light masts, searchlights, floodlights, winter use, ice rescue, flood protection Nuremberg toy fair, GPEC: Preliminary reports	Nuremberg toy fair 29.01. - 02.02. in Nürnberg GPEC - All for Public Security 18.02. - 20.02. in Frankfurt/ M.
3 Advertising closing date Deadline for printed matters Publication date	29 January 11 February 26 February	Technical and operational fire protection, fire extinguishing agents and installations, escape-route guidance, fire alarm installations light + building: Preliminary reports	light + building - trade fair for lighting and building services technology 08.03. - 13.03. in Frankfurt/ M.
4 Advertising closing date Deadline for printed matters Publication date	03 March 16 March 31 March	Thermal imaging cameras, gas, radiation measuring and detecting apparatus, protective equipment, respiratory apparatus, training equipment INTERSCHUTZ: Preliminary-reports	
5 Advertising closing date Deadline for printed matters Publication date	30 March 10 April 28 April	First-aid and medical-technical equipment, apparel, fire brigade and ambulance vehicles, technology and equipment RETTmobil, INTERSCHUTZ: Preliminary-reports	RETTmobil – European Leading Exhibition for Rescue and Mobility 13.05. - 15.05. in Fulda
6 Advertising closing date Deadline for printed matters Publication date	29 April 13 May 02 June	Fair issue to the INTERSCHUTZ 2020, current product novelties and information, fair visitor planner, event notes High-circulation edition, more extensive issue size FeuerTrutz, Virtual Fires: Preliminary-reports	INTERSCHUTZ - International exhibition for rescue, fire prevention, disaster relief, safety and security 15.06. – 20.06. in Hannover FeuerTrutz – Trade Fair with Congress for Preventive Fire Protection 24.06. - 25.06. in Nürnberg Virtual Fires Kongress 16.07. - 17.07. in St. Georgen

7-8 Advertising closing date Deadline for printed matters Publication date	24 June 07 July 22 July	Technical aid and environmental protection, hoisting, drawing, cutting and parting equipment, lighting apparatus INTERSCHUTZ: After-reports	
9 Advertising closing date Deadline for printed matters Publication date	31 July 13 August 28 August	Fire brigade vehicles and equipment, elevating rescue vehicles, aerial ladder, container and special vehicles, vehicles equipment INTERSCHUTZ: After-reports Security, IAA: Preliminary reports	security – World's Leading Fair for Civil Security 22. 09. - 25. 09. in Essen IAA Commercial Vehicles 24. 09. - 30. 09. in Hannover
10 Advertising closing date Deadline for printed matters Publication date	01 September 15 September 30 September	Personal protective equipment and apparel, respiratory apparatus, helmets, footwear, gloves, fabrics for protective wear, uniforms, textiles, training equipment	Arbeitsschutz aktuell 06.10. - 08.10. in Stuttgart
11 Advertising closing date Deadline for printed matters Publication date	30 September 13 October 28 October	Extinguishing appliances and systems, extinguisher vehicles, pumps, jet pipes, valves and fittings, fire hoses, exercise areas, wireless communication acqua alta, PMRExpo: Preliminary reports	acqua alta 04.11. - 05.11. in Essen PMRExpo – Professional Mobile Radio and Control Rooms 24.11. - 26.11. in Cologne
12 Advertising closing date Deadline for printed matters Publication date	30 October 12 November 27 November	Appliances and equipment for fire houses, exhaust removal, hall doors, breathing apparatus workshops, hose, radio maintenance installations, training equipment	VdS-FireSafety 02.12. - 03.12. in Cologne
1-2/21 Advertising closing date Deadline for printed matters Publication date	10 December 20 04 January 21 20 January 21	Environmental hazard prevention vehicles and equipment, light masts, searchlights, floodlights, winter use, ice rescue, flood protection	

Book your advertisement for the calendar 2021 now!

- **Scale:** about 160 pages
105 mm x 148 mm cut flush binding, coloured
Edition: 5.000 copies (planned)
- **Contents:** In addition to the calendar (60 pages) the calendar offers important special informations (100 pages) for the fire brigades, the operation and the training (among other things duty rosters, forms addresses and appointments).
- **Readership:**
- all fire-fighters
 - all responsible persons for fire-brigades, fire-protection, rescue service, disaster control
 - all who are engaged in fire-department

Space sizes and advertisement rates (4-coloured):

Format	Width x Height	Prices/ad
1/1 page	85 x 130 mm	€ 1.662
Advert in the calendar	85 x 25 mm	€ 290
		€ 269 (2 x)
		€ 259 (4 x)
		€ 249 (8 x)

Deadline for adverts: June 29th 2020

Date of dispatch: September 2020

All prices are excl. VAT.

**Your advertisement-order
in FEUERWEHR-Calendar 2021
don't forget it!**



Contact:

Advertising Manager: Ulrich Leps, Fon +49 30 42151-483, Fax: +49 30 42151-234, E-Mail: ulrich.leps@feuerwehr-ub.de

Homepage

All banner formats up to a maximum of 100 kB; GIF, JPG or PNG format. We need to receive your advertising materials no later than five days prior to the first appearance of your advertising.

Advertising Materials	Format (Width x Height)	Placement each issue	Price
Full Banner	468 x 60 Pixel	entire HP above or in the content	922,- €
Half Banner	234 x 60 Pixel	entire HP above or in the content	465,- €
Super Banner (Leaderboard)	728 x 90 Pixel	entire HP above	945,- €
Skyscraper	120 x 600 Pixel	entire HP above right or left	975,- €
Half Skyscraper	120 x 300 Pixel	entire HP above right or left	493,- €
Wide Skyscraper	160 x 600 Pixel	entire HP above right or left	1.029,- €
Wallpaper	468 x 60 + 120 x 600 Pixel	entire HP	1.024,- €
Big Wallpaper	728 x 90 + 160 x 600 Pixel	entire HP	1.135,- €
Rectangle	300 x 250 Pixel	entire HP right	764,- €
Content ad with image	maximum 500 characters, including spaces + image 330 x 240 Pixel	entire HP or in the content	869,- €

Use the reach of feuerwehr-ub.de and present your product to your target group. Decision-makers will find your company, your contact and your portfolio continually. We are happy to advise on advertising material for mobile devices.

Newsletter

The editorial newsletter is a service for newsletter subscribers. It contains the most important messages for the industry – every two week new. All banner formats up to a maximum of 100 kB; GIF or JPG format. We need to receive your advertising materials no later than five days prior to the first appearance of your advertising.

Advertising Materials	Format (Width × Height)	Placement each issue	Price
Full Banner	468 × 60 Pixel	horizontally over the content	494,- €
Special Banner*	650 × 85 Pixel	horizontally over the entire newsletter width	542,- €
Medium Rectangle	300 × 250 Pixel	integrated pages	429,- €
Content ad	maximum 600 characters including spaces	implemented in the newsletter	381,- €
Content ad with image	maximum 500 characters, including spaces + image (maximum 117 × 177 Pixel, no portrait)	implemented in the newsletter + image	435,- €

* Other formats on request.





WISSEN,
DAS ANKOMMT.

www.forum-verlag.com