

Media information 2012

Ad price list no. 24,
valid from issue 1/2012

Your **no. 1**
media partner

Here's where
the industry
advertises!



certified

The leading information medium about
firefighting, and with the largest sold circulation!

IWW-certified circulation! (IWW II, Quarter 2011)



Schedule and editorial plan

Issue	Publication date	Advertising deadline	Deadline for print data	Topics *
12/2011	25.11.2011	28.10.2011	04.11.2011	FF Nordhorn, WF Vattenfall, Service: Cleaning/Decontamination
01/2012	23.12.2011	25.11.2011	02.12.2011	The world's largest firefighting school: TEEX FIRE Academy (USA), Service: emergency respiratory protection
02/2012	20.01.2012	09.12.2011	16.12.2011	WF Flughafen Leipzig-Halle, FF Bartholomä, Service: firemen's helmets
03/2012	24.02.2012	27.01.2012	03.02.2012	BF Gießen, FF Rhade, Service: portable pumps
04/2012	23.03.2012	24.02.2012	02.03.2012	Analytic taskforce of the Cologne Professional Firefighters, field of application A20, Service: realistic representation of exercises
05/2012	27.04.2012	23.03.2012	30.03.2012	FF Attendorn, Mittelplate Drilling Rig, Service: firehouse hygiene
06/2012	25.05.2012	27.04.2012	04.05.2012	BF Kiel, FF Schiffflange, Service: outdoor and tablet PCs
07/2012	29.06.2012	01.06.2012	08.06.2012	BF Gera, First Responder der FF Stein, Service: fall protection
08/2012	27.07.2012	29.06.2012	06.07.2012	BF Herten, FF Eisenhüttenstadt, Service: hydraulic rescue devices (cutting equipment)
09/2012	31.08.2012	03.08.2012	10.08.2012	FF Hofgeismar, WF Pfalzkliniken, Service: chemical protective suits
10/2012	28.09.2012	31.08.2012	07.09.2012	Münster Firefighting Institute, Service: hydraulic rescue devices (spreaders)
11/2012	26.10.2012	28.09.2012	05.10.2012	BF Oldenburg, FF Wernigerode, Service: unconventional gifts for firefighters
12/2012	23.11.2012	26.10.2012	02.11.2012	FF Stuttgart, Service: rescue platforms

These issues participate in the „Magazines in Schools“ project and are made available to more than 1 000 schoolchildren!



Now also on the iPad!

*) Subject to change due to editorial reasons or other current events.

Profile:

Feuerwehr-Magazin [Firefighting Magazine] has by far the largest circulation, the most extensive reach and the strongest advertising presence of any magazine in its market. This reference medium provides professional and volunteer firefighters with valuable information about missions, techniques and equipment. It reflects current events, illuminates backgrounds and shapes opinion. This makes it truly unique.

The readers of Feuerwehr-Magazin are interested in purchasing the following technologies: motor vehicles, assault turnout garments and gear, personal equipment, radio and headquarters technology, respiratory protection, equipment for fire and rescue brigades, jet tubes and nozzles, rescue devices, warning and alarm systems, hoses, medical devices, fittings, pumps, saws/metal-cutting machinery, environmental technology, ventilators, special clothing to protect against chemicals and/or heat, portable ladder and/or rescue platforms, air- and water-rescue equipment, fire extinguishers and fire-extinguishing systems. Themes such as education and training, law, proactive fire prevention, youth firefighters, models, disaster prevention and emergency services, and many others complete the spectrum. Feuerwehr-Magazin is a communications platform in the firefighting field. Ongoing exchange among readers, editors and advertisers assures objective and diverse opinion-forming about the theme of firefighting.

Copies:

Printed copies:	85 680
Sold copies:	54 679
Distributed copies:	55 032



Distribution:

The Feuerwehr Magazin appears monthly in the Federal Republic of Germany, Switzerland and beyond that subscription in other European countries: Austria, Italy and Luxemburg. Beyond that subscription in several other foreign countries.

Who are the readers?

- Firemen in leadership and decision-making positions
- Firemen from teenager fireman to the seniors
- Factory firemen
- Emergency doctors
- Rescue first-aid personnel
- Decision makers in town councils and villages that are vital for fire-fighting
- Fashion collectors and handicraft enthusiasts.

Editorial Office:

Feuerwehr-Magazin
Branch of the Ebner Verlag GmbH & Co KG
Chief Editor: Jan-Erik Hegemann
Kurt-Schumacher-Allee 2
28329 Bremen/Germany
Phone 0049/4 21/4 68 86 - 0
Fax 0049/4 21/4 68 86 - 30
E-Mail: redaktion@feuerwehrmagazin.de
Web: www.feuerwehrmagazin.de

Advertisement Management:

Ulrike Groß
Große Straße 52, D-21465 Reinbek
Phone 0049/41 04/69 04 46,
E-Mail: gross@ebnerverlag.de

Publisher:

Managing Director: Gerrit Klein
Publishing Director: Martin Metzger
Phone 0049/7 31/15 20 - 1 23, Fax 0049/7 31/15 20 - 1 71
E-Mail: metzger@ebnerverlag.de
Advertising Coordinator: Angela Widder
E-Mail: widder@feuerwehrmagazin.de



Now also on the iPad!

Advertisement format / prices

Magazine format:
210 mm width x 280 mm height

Type area:
188 mm width x 243 mm height

Column width:
58,5 mm

Format	Width x height in mm	Price b/w	1. Extra colour	2. Extra colour	3. Extra colour	Job-Market b/w	Job-Market 4 colour
1/1 page	188 x 243	2699 €	3212 €	3725 €	4238 €	2309 €	3464 €
2/3 page high across	120 x 243 188 x 160	1799 €	2311 €	2826 €	3338 €	1538 €	2308 €
1/2 page high across	90 x 243 188 x 120	1483 €	1996 €	2509 €	3023 €	1154 €	1731 €
1/3 page high across	60 x 243 188 x 80	985 €	1471 €	1962 €	2454 €	770 €	1156 €
1/4 page high across partly	45 x 243 188 x 60 90 x 120	737 €	1226 €	1717 €	2209 €	578 €	866 €
1/8 page across (a) across (b)	90 x 60 188 x 30	369 €	859 €	1351 €	1844 €	287 €	432 €

Same price for formats with bleed or in type area. **Special** formats on request!

Colour: Euro scale
All commercial prices plus Value Added Tax (only in Germany).

Special placements: we charge a 25 % surcharge for placing a 1/3-page or 1/8-page advertisement below/ beside text.

File: The prices apply to the entire edition.
Partial edition available upon request.
File prices are not discountable

4 pages € 5334 12 pages € 10668
8 pages € 8001 16 pages € 13334
(closed at the top, top cut 10 mm,
side and bottom cut, 3 mm)

Inserts: up to 25 g weight € 87 per thousand, plus postage in the case of subscription (above 25g weight upon request).

Small advertisements (designed):
mm-price € 3.08/column width 40 mm + VAT,
booking possible above 30 mm/1 column possible

Plaintext advertisements (24 characters per line possible, incl. punctuations and spaces)

- Private: 5 lines for € 15.50/
every extra line € 2.60
- Commercial: 5 line for € 46 + VAT/6 line
and above extra or advertisement with margin,
calculation per height, mm-price € 2.90 + VAT

Chiffre charge: € 5.40

Advertisement Management: Ulrike Groß
Große Straße 52, D-21465 Reinbek
Phone 0049/41 04/96 04 46, Fax 0049/41 04/9 6297 53

Publisher:

Managing Director: Gerrit Klein
Publishing Director: Martin Metzger
Phone 0049/7 31/15 20 - 123, Fax 0049/7 31/15 20 - 1 71
E-Mail: metzger@ebnerverlag.de
Advertising Coordinator: Angela Widder
Feuerwehr-Magazin
Branch of the Ebner Verlag GmbH & Co KG
Kurt-Schumacher-Allee 2, 28329 Bremen/Germany
Phone 0049/4 21/4 68 86 - 0, Fax 0049/4 21/4 68 86 - 30
E-Mail: widder@feuerwehrmagazin.de,
Web: www.feuerwehrmagazin.de

Publication: monthly

Printing tools: To ensure the best quality of your advert, we need data from you that is as easy to process as possible. Please send us your printing material according to our „Delivery of Printing“ check list.

Discounts: For several advertisements within 12 months

Frequency progression:

3-fold publication **3 %** 9-fold publication **10 %**
6-fold publication **5 %** 12-fold publication **15 %**

Quantity progression:

For 3 Pages **4 %** For 9 Pages **12 %**
For 6 Pages **8 %** For 12 Pages **15 %**

Agency commission: 15 %

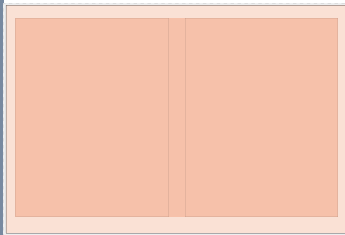
Bank connection:

Sparkasse Ulm, Acc.-No. 90917, BLZ 630 500 00
IBAN: DE 56 6305 000 000 000 90917
SWIFT-BIC: SOLADES 1ULM
St.-No.: 28/88/030/10409
UST-ID-Nr. DE 147041097

Terms of Payment:

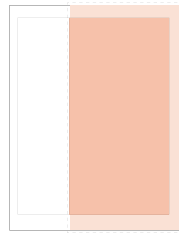
20 Days after the date of invoice, net
2 % Discount for payment within 10 days

An overview of advertising formats



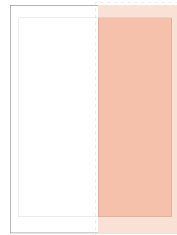
Double page

- Print space: 396 x 243 mm
- Trimmed size: 420 x 280 mm*



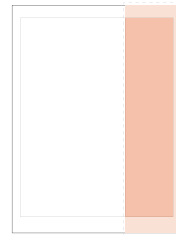
2/3 page high

- Print space: 120 x 243 mm
- Trimmed size: 135 x 280 mm*



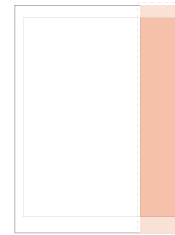
1/2 page high

- Print space: 90 x 243 mm
- Trimmed size: 102 x 280 mm*



1/3 page high

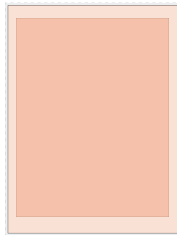
- Print space: 60 x 243 mm
- Trimmed size: 72 x 280 mm*



1/4 page high

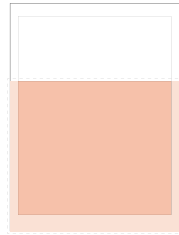
- Print space: 45 x 243 mm
- Trimmed size: 57 x 280 mm*

Please see the following page for technical specifications about your data transfer!



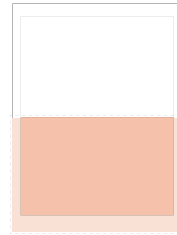
1/1 page

- Print space: 188 x 243 mm
- Trimmed size: 210 x 280 mm*



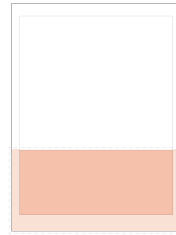
2/3 Seite across

- Print space: 188 x 160 mm
- Trimmed size: 210 x 180 mm*



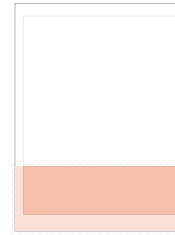
1/2 page across

- Print space: 188 x 120 mm
- Trimmed size: 210 x 140 mm*



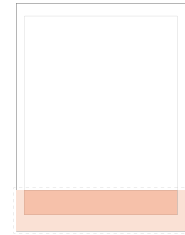
1/3 page across

- Print space: 188 x 80 mm
- Trimmed size: 210 x 100 mm*



1/4 page across

- Print space: 188 x 60 mm
- Trimmed size: 210 x 80 mm*



1/8 page across

- Print space: 188 x 30 mm
- Trimmed size: 210 x 50 mm*

Explanation

- Orange square = Advertising format in print space
- Light orange square = Advertisement in the format of the bound magazine. *Attention: Please design your advertisement with an extra 3 mm of trimming margin on all four sides!

Delivery of printing materials

We can process the following programs

on MAC:

- QuarkXpress
- Indesign
- Illustrator
- Freehand
- Photoshop
- Adobe Acrobat (optimised printed with 2400 dpi)

on the PC:

- QuarkXpress
- Indesign
- CorelDraw (letters basically converted in curves)
- Photoshop

Preferred file delivery

- PDF, EPS, PS-files with imbedded letters created in 4c.
Please avoid open QuarkXPress or Freehand documents, otherwise deliver any used pictures, graphics and fonts.
- used Photoshop "pictures"
(TIFF or EPS, resolution at least 300 dpi)

Prints

- Deliver necessarily a colourprint or a binding proof.

Media

- CD-Rom • FTP • ISDN • E-Mail

Telefax: 0049 / 4 21 / 70 18 94
 ISDN: 0049 / 4 21 / 7 06 01 61
 E-Mail: fm@medienhaven.de

FTP: ftp.medienhaven.de
 Name: fm
 Password: Anzeige
 (Make sure cookies are activated on your computer)

Medienhaven GmbH

Mrs. Heide Rüdiger
 Humboldtstraße 6
 28203 Bremen/Germany
 Phone 0049 / 4 21 / 72 66 017



Experience Feuerwehr-Magazin on Your iPad

Since January 2010, Feuerwehr-Magazin has also been published in a version for the iPad. Each new animated iPad version is available in the app store simultaneously with the debut of its corresponding printed issue at newsstands. But unlike the situation in newsstands, older issues don't become unavailable when new issues arrive in the app store: all issues since 1/2010 remain available. There's no time limit to the offer.

Additional advantages for subscribers:

- All advertisements from the printed issue are transferred unaltered into the iPad issue.
- All advertisements of a ¼ page or larger are linked.
- The iPad version reaches other users in addition to those who read the printed editions.
- Long-term effect through digital storage of the editions.
- The advertisements can be augmented with additional material (films, documents, sound files, etc.).



Interested? Contact us!
We'll be pleased to advise you.