

Media information 2012

Ad price list no. 18,
valid from issue 1/2012

Advertise
Successfully
and Without
Scattering
Losses!



Rettungs-Magazin is the only magazine in the field
of emergency and rescue services with IVW-certified circulation!

schedule and editorial plan

Issue	Publication date	Advertising deadline	Deadline for print data	Topics*
01/2012	23.12.2011	25.11.2011	02.12.2011	Video-Laryngoscopy
02/2012	24.02.2012	27.01.2012	03.02.2012	Intraosseous accesses
03/2012	27.04.2012	23.03.2012	30.03.2012	Preliminary report about RETTmobil [mobile rescue]
04/2012	29.06.2012	01.06.2012	08.06.2012	Follow-up report about RETTmobil
05/2012	31.08.2012	03.08.2012	10.08.2012	Water rescue
06/2012	26.10.2012	28.09.2012	05.10.2012	Market overview: personal protective equipment
01/2013	21.12.2012	23.11.2012	30.11.2012	Protective clothing and turnout gear

Trade-fair issues

Profile:

Better rescue! Rettungs-Magazin (Rescue Magazine) shows how specialized rescue personnel can improve their lifesaving work through practical examples, technical applications and devices, as well as with the latest medical and scientific knowledge.

The thematic focal points are practical application at the mission site, technology and techniques, education and continuing education.

Rettungs-Magazin is the only magazine in the field of emergency and rescue services with IVW-certified circulation! IVW II. Quarter 2011

The readers of Rettungs-Magazin are interested in purchasing deployment technology in the following fields: emergency vehicles, assault turnout garments, personal equipment, medical technology, radio technology, vehicle technology, respiratory devices, immobilization equipment, patient-transport equipment, large-scale catastrophes, material transport and water rescue. The themes of education and training, law, trade fairs, presentation of the work of aid organizations, mission reports, etc. augment the spectrum.

Copies:**Sold copies: 13 088****Readers:**

all rescue-service personnel, e.g.

- paramedics
- paramedical assistants,
- emergency physicians
- members of aid organizations
- firefighters
- armed forces personnel
- conscientious objectors performing community service, etc.

Editorial Office:

Rettungs-Magazin

Branch of the Ebner Verlag GmbH & Co KG

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Publishing Director: Martin Metzger

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E-Mail: metzger@ebnerverlag.de

Advertising Coordinator: Angela Widder

E-Mail: widder@feuerwehrmagazin.de

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

Advertisement Management: Ulrike Groß
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Advertising formats and prices – Industrie					Schools, further education and vocational training			Job market	
Format	Width x height in mm	b/w	1 additional colour	4/coloured advertisement	b/w	1 additional colour	4/coloured advertisement	b/w	4/coloured advertisement
1/1 page	188 x 243	2412 €	2872 €	3790 €	1794 €	2137 €	2821 €	1277 €	1917 €
2/3 page high across	120 x 243 188 x 160	1608 €	1913 €	2643 €	1197 €	1423 €	1965 €	886 €	1329 €
1/2 page high across	90 x 243 188 x 120	1206 €	1437 €	1895 €	897 €	1068 €	1411 €	752 €	1128 €
1/3 page high across	60 x 243 188 x 80	804 €	954 €	1264 €	598 €	709 €	941 €	512 €	768 €
1/4 page high across partly	45 x 243 188 x 60 90 x 120	604 €	718 €	949 €	449 €	534 €	706 €	433 €	649 €
1/8 page across (a) across (b)	90 x 60 188 x 30	307 €	359 €	474 €	221 €	267 €	353 €	216 €	324 €

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

Publisher:
Managing Director: Gerrit Klein
Publishing Director: Martin Metzger
Phone 0049/7 31/1520 - 123, Fax 0049/7 31/1520 - 171
E-Mail: metzger@ebnerverlag.de
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E-Mail: widder@feuerwehrmagazin.de,
Web: www.rettungsmagazin.de

Publication: 6 issues per year

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

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 € 4789
8 Pages € 7181
(closed at the top, top cut 10 mm,
side and bottom cut, 3 mm)

Inserts: up to 25 g weight € 78 per thousand, plus postage in the case of subscription (above 25g weight upon request).

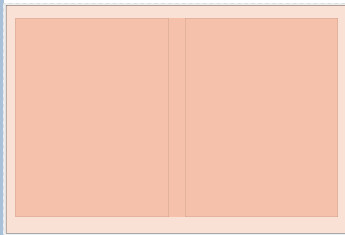
Small advertisements (designed):
mm-price € 2.87/column width 42 mm + VAT,
booking possible above 30 mm/1 column possible

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 € 2.70 + VAT

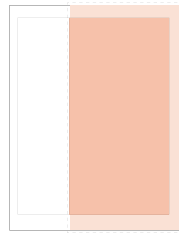
Chiffre charge: € 5.40

an overview of advertising formats



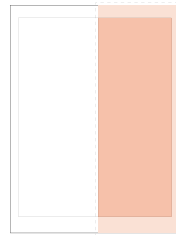
Double page

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



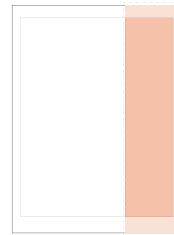
2/3 page high

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



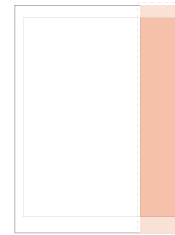
1/2 page high

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



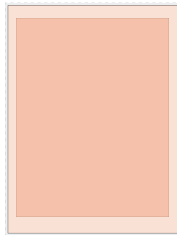
1/3 page high

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



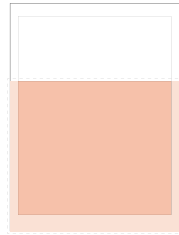
1/4 page high

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



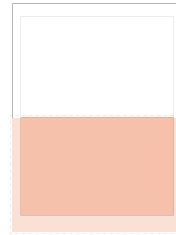
1/1 page

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



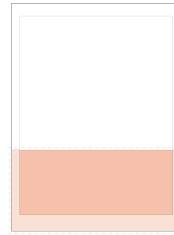
2/3 Seite across

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



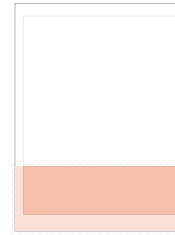
1/2 page across

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



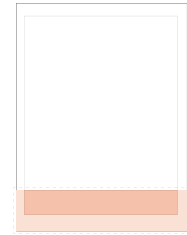
1/3 page across

- = 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

- = Advertising format in print space
- = 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!

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

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Name: fm
Password: Anzeige
(Make sure cookies are activated on your computer)

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