

# Media data 2020



Rate Card No. 25  
Valid from January 01<sup>st</sup> 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](http://www.feuerwehr-ub.de),  
Newsletter, ePaper and calendar.



FORUM VERLAG HERKERT GmbH  
Mandichostr. 18  
86504 Merching



INTERSCHUTZ



With special fair issue to  
INTERSCHUTZ 2020

**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

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**Internet:** [www.feuerwehr-ub.de](http://www.feuerwehr-ub.de)

**Year:** volume 70

**Chief Editor:** Stefan Wagner  
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**Advertising Manager:** Ulrich Leps  
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**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

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

<b>Terms of payment:</b>	Upon receipt of the invoice net cash within 14 days Agency commission rate: 15 % VAT: All prices are excl. VAT
<b>Bank account:</b>	HypoVereinsbank Augsburg BIC: HYVEDEMM408 IBAN: DE94 7202 0070 0002 2554 21
<b>VAT No.:</b>	DE 814199175
<b>Tax ID:</b>	102/115/40430
<b>Last cancellation date:</b>	Up to the deadline for adverts!
<b>Place of jurisdiction:</b>	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
<b>1-2</b> Advertising closing date Deadline for printed matters Publication date	<b>12 December 19</b> <b>03 January 20</b> <b>21 January 20</b>	Environmental hazard prevention vehicles and equipment, light masts, searchlights, floodlights, winter use, ice rescue, flood protection <b>Nuremberg toy fair, GPEC:</b> Preliminary reports	<b>Nuremberg toy fair</b> <b>29.01. - 02.02.</b> in Nürnberg  <b>GPEC</b> - All for Public Security <b>18.02. - 20.02.</b> in Frankfurt/ M.
<b>3</b> Advertising closing date Deadline for printed matters Publication date	<b>29 January</b> <b>11 February</b> <b>26 February</b>	Technical and operational fire protection, fire extinguishing agents and installations, escape-route guidance, fire alarm installations <b>light + building:</b> Preliminary reports	<b>light + building</b> - trade fair for lighting and building services technology <b>08.03. - 13.03.</b> in Frankfurt/ M.
<b>4</b> Advertising closing date Deadline for printed matters Publication date	<b>03 March</b> <b>16 March</b> <b>31 March</b>	Thermal imaging cameras, gas, radiation measuring and detecting apparatus, protective equipment, respiratory apparatus, training equipment <b>INTERSCHUTZ: Preliminary-reports</b>	
<b>5</b> Advertising closing date Deadline for printed matters Publication date	<b>30 March</b> <b>10 April</b> <b>28 April</b>	First-aid and medical-technical equipment, apparel, fire brigade and ambulance vehicles, technology and equipment <b>RETTmobil, INTERSCHUTZ: Preliminary-reports</b>	<b>RETTmobil</b> – European Leading Exhibition for Rescue and Mobility <b>13.05. - 15.05.</b> in Fulda
<b>6</b> Advertising closing date Deadline for printed matters Publication date	<b>29 April</b> <b>13 May</b> <b>02 June</b>	<b>Fair issue to the INTERSCHUTZ 2020, current product novelties and information, fair visitor planner, event notes</b>  <b>High-circulation edition, more extensive issue size</b> <b>FeuerTrutz, Virtual Fires:</b> Preliminary-reports	<b>INTERSCHUTZ - International exhibition</b> for rescue, fire prevention, disaster relief, safety and security <b>15.06. – 20.06.</b> in Hannover  <b>FeuerTrutz</b> – Trade Fair with Congress for Preventive Fire Protection <b>24.06. - 25.06.</b> in Nürnberg <b>Virtual Fires Kongress</b> <b>16.07. - 17.07.</b> in St. Georgen

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

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## 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
<b>Full Banner</b>	468 x 60 Pixel	entire HP above or in the content	922,- €
<b>Half Banner</b>	234 x 60 Pixel	entire HP above or in the content	465,- €
<b>Super Banner (Leaderboard)</b>	728 x 90 Pixel	entire HP above	945,- €
<b>Skyscraper</b>	120 x 600 Pixel	entire HP above right or left	975,- €
<b>Half Skyscraper</b>	120 x 300 Pixel	entire HP above right or left	493,- €
<b>Wide Skyscraper</b>	160 x 600 Pixel	entire HP above right or left	1.029,- €
<b>Wallpaper</b>	468 x 60 + 120 x 600 Pixel	entire HP	1.024,- €
<b>Big Wallpaper</b>	728 x 90 + 160 x 600 Pixel	entire HP	1.135,- €
<b>Rectangle</b>	300 x 250 Pixel	entire HP right	764,- €
<b>Content ad with image</b>	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.

The screenshot shows the homepage of feuerwehr-ub.de. At the top, there's a banner for the '19th International Water Mist Conference'. Below it, the main logo 'FEUERWEHR RETEN · LÖSCHEN · BERGEN' is prominently displayed. The navigation bar includes links for 'START', 'AKTUELLES', 'ZEITSCHRIFT', 'DOWNLOADS', 'PRAXISHILFEN', and 'SERVICE'. The 'AKTUELL' section features a large article titled 'Leistungsnachweis der Feuerwehren in Ennepetal' with a photo of firefighters. To the right, there's a sidebar with 'EINGETRAGENE' (Submitted) articles and 'ANZEIGE' (Advertisements) including 'M1', 'A+4', and 'MSA'.

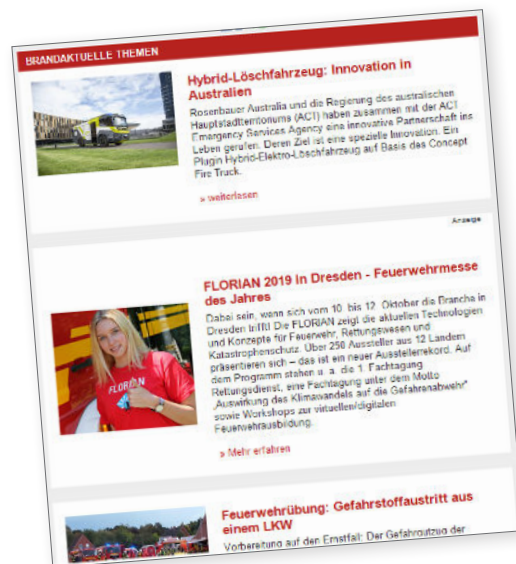


## Newsletter

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](http://www.forum-verlag.com)**