Online media data
2022

pricelist No. 14, valid from January 2022

www.feuerwehrmagazin.de
For VOLUNTEER FIRE FIGHTERS ONLINE is the primary information source.

63% of full-time fire fighters (professional and factory fire brigades) play at least an important role in the decision-making regarding equipment and vehicle purchases.*

Professional fire fighters use print and online equally.

FACEBOOK is the first choice for the entire TARGET GROUP. This is proven by reach, engagement and other metrics.

47% of fire fighters finance their personal protective equipment (PPE) privately. And pay an amount of up to 100€ per year.**

*) source: online survey on feuerwehrmagazin.de, 1259 participants, period of questioning: Spring 2019, **) source: online survey on feuerwehrmagazin.de, 617 participants, period of questioning: Spring 2019
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Feuerwehr-Magazin, Ebner Media Group GmbH & Co. KG, Karlstraße 3, 89073 Ulm  
post office box 30 60, 89020 Ulm

**Bank details**  
Sparkasse Ulm, Kto.-Nr.: 90917, BLZ 63050000  
IBAN: DE56 6305 000 000 000 90917, BIC: SOLADES 1ULM  
St.-Nr.: 28/88/030/10409, UST-ID-Nr.: DE 147041097

**Terms and conditions**  
Online  
Print

Mareike Koch is your contact person for the fair journal INTERSCHUTZ-News 2022.  
Ask for our separate Interschutz media data.
Fresh ideas for your success: How we inspire for your brand

www.feuerwehrmagazin.de is the most popular news portal of the branch! The online news portal gained immense popularity among professional and volunteer fire fighters, and therefore it is perfectly suited for targeting specific consumer groups. Because of the clear structure of our page and easy to understand rubrics our readers can comfortably explore the spectrum of topics and benefit from valuable specialist knowledge. Our editors have insider knowledge on the hottest topics of the branch. That is because on one hand they are volunteer fire fighters themselves, on the other hand they use the most modern research tools like Searchmetrics or Google Analytics for precise topic analyses. This pays off in the raising number of clicks on our page. With a reach of 517,143 Visits per month, www.feuerwehrmagazin.de is the perfect place for the medial staging of your brand, products and sales. The portal provides classic display advertisements (banners), native advertising (text ads), social media, newsletter advertising and many special advertisement forms.

New Ebner Strategy

Dossier TRANSFORMATION OF A SPECIALIST PUBLISHING HOUSE

Learn everything about the new Ebner strategy. The Kress-report provides information on how our parent publishing house – the EBNER MEDIA GROUP – faces the challenge of transforming a specialist publishing house. Here you can get to the free download:

Fairs and Congresses

For your media planning, we have compiled important industry-relevant trade fair and congress dates in 2022* (click on the name to go directly to the trade fair page!).

- January 22-31: Boot (Boat) in Düsseldorf
- May 11-13: REITmobil international in Fulda
- June 20-25: INterschutz in Hannover
- June 29-30: Feuertrutz in Nürnberg
- September 20-23: Security in Essen
- September 20-25: IAA Commercial Vehicles in Hannover
- October 13-15: Florian in Dresden
- November 23-25: PMR Expo in Köln

*status as of August 2021. All statements without guarantee.
The here portrait “persona” are not in reality existing people but stereotypical representatives of our most important reader/user groups. They help our editors to always consider the readers’ needs, wishes and goals during their research, writing and planning.

David Do-it*
- firefighter since 20 years
- vehicle care, handover and defect detection
- has a say in purchase
- responsible for training schedules
Also gets information from
- manufacturer courses, internet, Facebook
Especially interested in
- vehicles and equipment, new technology

Julia Youthful*
- at the fire station every week
- lots of training, sometimes allowed to come real operations
- goal: joining the volunteer fire brigade
- sometimes buys own equipment
Also gets information from
- internal seminars, social media channels
Especially interested in
- reportages, videos

Ben Burner*
- owns non-corporate protective clothing and equipment
- tries to participate in as many operations as possible
- has several duties/tasks/jobs in his fire station
Also gets information from
- further training and seminars, newsletter, fairs, Facebook
Especially interested in
- training, equipment, product tests and comparisons, operation reports

Leo Leader*
- lots of management, not a technician
- only at major operations
- administrative duties
- responsible for purchase of new equipment and vehicles
Also gets information from
- seminars, further training, magazines, manufacturer websites
Especially interested in
- critical specialist reports on equipment and vehicles, tests, organizing, specialized fairs

*in german language: Marko Macher/Julia Jugendfeuerwehr/Ben Brenner/Leo Leader

We prepare all of our content in a way that suits the respective audience, and we publish it on the ideal channel to reach the particular “persona”. This is relevant for our advertising partners too because our readers are your costumers!
We inform on all channels!

Media consumption today takes place on many different (digital) channels besides print. In addition to the company homepages and their visibility on Google, the social networks Facebook, Instagram and YouTube are the most important communication channels for the fire fighting industry. Each of these communication channels requires a different form of content preparation, e.g. text (short & long format), image, video (short & long format). It is our daily work to successfully implement this knowledge. As a media partner of the Feuerwehr-Magazin you benefit from our know-how.

With us you are going to reach your target audience on all channels – everywhere and every time!

Print subscribers¹)
25,510
Digital subscribers²)
3,667
Sold copies²)
41,061
Readers (2,2 readers/copy)³)
90,334
Visits/month¹)
517,143
Pls/month¹)
709,960
Instagram followers¹)
122,000
Newsletter subscribers¹)
13,769

Twitter followers¹)
21,321
YouTube subscribers¹)
12,800
Pinterest impressions⁶)
288,400
eDossier downloads⁴)
78,255
Facebook fans⁴)
158,875
XING followers¹)
7,890

Total reach
2,103,869
people per month

¹) as of August 2021
²) average value October 2020 until June 2021
³) source: online reader survey 2013 with 2,100 participants (readers of Feuerwehr-Magazin)
⁴) RM and RD altogether, timeframe January 2016 until July 2021
Today, anyone who wants to catch the customer’s attention needs a mix of editorial content and advertising or brand messages, in a nutshell: Native Advertising!

How does Native Advertising work?
Native Advertising is storytelling. Your advertising or brand message is published in our platforms’ editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company’s and your products’ leading position in your relevant target groups.

What does Native Advertising achieve at Feuerwehr-Magazin [Firefighting Magazine]?
- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand(s)
- Publication of your content within the look & feel of our editorial environment. We are happy to handle the content creation for you
- Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects
- The only way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers in the process
- Helps to reach your company’s and products’ whole target group by creating a larger audience for your topic
- Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of Feuerwehr-Magazin [Firefighting Magazine]?
- Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
- Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)

Content is king and we are the topic champions
We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take over the campaign conception, the content creation, the multichannel publishing, the campaign management and the reporting. A one-stop full service – from your target group’s content specialists.
Native advertising example

Pictures, videos, texts and the reach into the fire fighting industry as well as the publication in the editorial content stream. The experienced editors of the Feuerwehr-Magazin with excellent knowledge of the industry create detailed product presentations as well as technically correct press releases. **Marketing on all our channels.**

**Price on request.**
Banner on the website

Rotation
The banner is **guaranteed** to appear in the booked period exactly as often as agreed. With 100,000 booked ad impressions in a period of time (for example, one month), the booked banner will be shown 100,000 times on feuerwehrmagazin.de at the desired location. Other banners can be delivered at the same location if a potential customer repeatedly clicks on the page. This makes it possible for several motifs to alternate on one position.

- Expandable formats (special formats) in each case +20% of the pf1000*
- all banner formats up to 500 KB, format SWF, JPG or GIF. Delivery of advertising material no later than 5 working days before the first publication of the advertising material. For Flash formats, please include a failure GIF or JPG.

*) price for 1,000 Ad impressions in the rotation, delivery via the entire website (run-on-site)

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**Superbanner**
*(Leaderboard)*
728 x 90 pixels
pf1000*: 43 €

**Skyscraper**
120 x 600 pixels or
160 x 600 pixels
pf1000*: 48 €

**Content Ad**
*(Medium Rectangle)*
300 x 250 pixels
pf1000*: 53 €

**Hockeystick**
*(Superbanner combined with Skyscraper)*
728 x 90 + 160 x 600 pixels
pf1000*: 75 €

**Billboard**
970 x 250 pixels
pf1000*: 85,- €

**Superbanner mobile**
300 x 100 pixels
pf1000*: 43 €

**Billboard mobile**
320 x 100 pixels
pf1000*: 85,- €

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**Mobile banners on request**
Minimum order value 500 €. All prices plus value added tax.

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Interested? I would love to provide advice.
Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de
Advertorial on the website
(Advertisements in text with picture)

**NEW Advertorial SUPREME**

SUPREME position in the content area on the start page guaranteed fixed on top, seven days
Price: 1,400 €

**Advertorial TOP**

TOP-Position in the content area, 4th article on the start page, seven days
Price: 1,200 €

Applies for both offers:

**Headline:** maximum 50 characters (with spaces)

**Text:** minimum 500 to maximum 2,000 characters (without spaces); teaser for the start page is automatically created from the beginning of the text

**Images:** maximum 2 images (600 x 400 pixels), JPG (one of the images is used as a preview image for the start page)

**Marking:** Advertisement

**Link:** maximum one related link to the product or website is possible

**Hosting:** 12 month under the category feuerwehrmagazin.de/nachrichten/advertorial

**Content creation:** Our experienced editors will be happy to create your SEO-optimized advertorial – with a high utility value for your customers.

Price: upon request

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Interested? I would love to provide advice.
Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de

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+++ FAIR PRICES +++ in May + 5 % +++ in June + 10 % +++
WEBSITE + FACEBOOK

Advertorial on the website combined with Facebook posting

- Advertorial with up to 2,000 characters, two pictures and a link to your website
- 517,143 visits per month
- 158,875 fans

- The text for the post will be created by our online editorial team.
- The post will be linked to the previously published advertorial on feuwerhmagazin.de.
- We are going to need the link to your Facebook fan page.
- Marking: Advertisement

All prices plus value added tax.

Our widest reach offer!

INTERESTED? I WOULD LOVE TO PROVIDE ADVICE.
Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de

2,950 €
Advertorial SUPREME
+ Facebook Posting

2,750 €
Advertorial TOP
+ Facebook Posting

+++ FAIR PRICES +++ in May + 5 % +++ in June + 10 % +++
Banner in the newsletter

guaranteed onetime delivery to 13,769 subscribers.
The newsletter is published every Sunday.

1st Banner position: 650 € per delivery
2nd Banner position: 560 € per delivery
3rd Banner position: 500 € per delivery

Banner format and size:
Advertising material: Billboard
Desktop: 580 x 250 pixels, maximum 250 KB
Mobile: The banner will automatically be scaled to 320 x 100 pixels.
Media: JPG, GIF

Your banner can be seen in both – the desktop and the mobile version.

Interested? I would love to provide advice.
Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de

All prices plus value added tax.

+++ FAIR PRICES +++ in May + 5 % +++ in June + 10 % +++
**NEWSLETTER**

### Advertorial in the newsletter
(Advertisement in text with picture)

Through an advertorial, the reader/subscriber receives the high attention for the presentation of your solution, as he/she finds the content in familiar surroundings of the editorial articles.

**Guaranteed onetime delivery to 13,769 subscribers.**
The newsletter is published every Sunday.

- **Placement:** First article in the editorial newsletter
- **Headline:** maximum 50 characters (including spaces)
- **Text:** maximum 50 words
- **Image:** maximum 1 image, 255 x 255 pixels (JPG)
- **Identification:** Advertisement
- **Link:** maximum one related link
- **Price:** 680 €

**All prices plus added value tax.**

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**Interested? I would love to provide advice.**
Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de
Stand-Alone Newsletter

Stand-alone newsletter (business information): a special mailing in the look & feel of the editorial newsletter exclusively with your content, images and optional advertising space to address all subscribers directly at a time of your choice.

**We send out a maximum of one stand-alone newsletter per week.**

Your message therefore receives the unrestricted attention of over 13,769 subscribers.

Shipping on request.

Possible 5 working days (from Monday to Friday) to **13,769 + X subscribers guaranteed** (as of August 2021).

**Preis:** 4,150 €

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**Your advantages:**

- **Look & feel of the editorial newsletter**
  - Exclusively your content
  - Exclusivity of advertising space
  - More than 13,769 subscribers
  - Image suppression is usually already deactivated

---

**Could we spark your interest?**

For a detailed presentation of this form of advertising you are welcome to contact me at any time.

**Mareike Koch**
Media consulting online
Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de

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*All prices plus added value tax.*
INSTAGRAM

Instagram – more than 122,000 subscribers!

So far no experience with the new communication channels?

Content creation and multi-channel distribution is our daily work. Please contact us, we will be happy to advise you.

We publish your content on our Instagram channel. A picture or video (max 60 sec.) including caption and hashtags. You can’t reach your target group more direct.

Price: 990 €

• Marking: Advertisement

Visible in the feed for at least 3 months

All prices plus added value tax.

Interesting? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de
YouTube – more than 12,800 subscribers!

The consumption of videos is increasing! Communicate wherever your target group is and in the type of content that users consume today. We would be happy to produce the appropriate content for you: As text, image, video and graphic. Please contact us!

Use our reach of more than 12,800 You-Tube subscribers for your video.

Price for one publication: 790 €

• Marking: Display

All prices plus added value tax.
Your premium listing

Be found always and everywhere!

Use the reach of feuerwehrmagazin.de and rettungsdienst.de and introduce yourself to the target group.

The premium listing is part of the full-text search function on our websites. Here, decision-makers can easily find your contact details and your portfolio at any time!

Book the premium entry to inform your potential customers in the best possible way.

The premium listing includes:
- contact details
- logo placement
- link to your website
- text about your company and product portfolio
- presentation on feuerwehrmagazin.de and rettungsdienst.de
- duration: 12 months

Price: 500 €

The premium listing is automatically renewed for one year if the entry is not cancelled at least six weeks before the end of the contract.

All prices plus added value tax.
Become a sponsor of one of our topic pages and position yourself as an expert for a topic important to your company.”

**Your advantages:**
- Link to your website
- Company logo will be published
- Your expert knowledge will be quoted in the text
- Your application examples will be mentioned
- Your product pictures will be published
- Price: 1,100 €
- Duration: 12 months

**Examples:**

https://www.feuerwehrmagazin.de/wissen/praxistipps-was-eine-waermebildkamera-fuer-angriffstrupps-leisten-sollte-60522

https://www.feuerwehrmagazin.de/wissen/beschaffung-der-feuerwehrhelme-53846

*All prices plus added value tax.*
Your company logo on the cover page + 1/1 advertisement in the issue
– in 10 of our electronic dossiers –

Our eDossiers offered in the shop deal on 4 to 12 pages with the most diverse, interesting and relevant topics for the fire fighting industry.

Present your company directly next to your the topic and remain constantly in the awareness of your target group.

Feel free to contact us and together we will find the perfect e-dossiers for your topic.

**Duration 6 months**
Logo will be placed on the cover page + one 1/1 advertisement each.
**Price:** 1,300 €

**Duration 12 months**
Logo will be placed on the cover page + 1/1 advertisement.
**Price:** 2,000 €

All prices plus added value tax.
WEBINARS

Since a couple of years the Feuerwehr-Magazin is regularly organizing webinars with relevant topics of the fire fighting industry. These webinars distinguish themselves with extremely valuable learning content and are getting more and more popular.

You have the possibility to host a webinar together with us. You present valuable content for the fire fighting industry and yourself as the topic champion for your issues.

Don’t hesitate to contact us and let us know more about your webinar topic!

Benefit now from our offer:

- We create the desired webinar for you and take over the entire registration process of the webinar participants.
- We advertise the webinar intensively on our channels and give your webinar the attention it deserves.
- For the welcome and during the webinar we support you in technical questions as well as in communication with the participants.
- A few days before the webinar, you will get an instruction for the technical system. This one is really easy to handle and we will carry out a test together.

Basic Information about the webinar:

- up to 1000 participants possible
- participation fee: 10 €
- duration: around 60 minutes including Q&A

Prices for the webinar sponsorships

You are holding the presentation by yourself or bring your own expert to hold the presentation

Price: 1,200 €

We engage the professional speaker

Price: 1,500 €

All prices plus added value tax.

Interested? I would love to provide advice.
Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de
You are launching a new product, which you want to introduce intensively in your target group? Or you want your company to become better known in the fire fighting branch?

Expand your target group und present your company or your product directly to our readers. You assign the content and hold the presentation by yourself.

Benefit now from our offer:

- You use our high ranges for your company communication and reach an already interested target group directly.
- We take care of the whole technical procedure before, during and after the presentation and take over the entire registration process of the participants.
- We advertise the presentation intensively on our channels and give it the attention it deserves.
- For the welcome and during the presentation we support you in technical questions as well as in the communication with the participants.
- A few days before the presentation, you will get an instruction for the technical system. This one is really easy to handle and we will carry out a test together.

Basic Information about the presentation:

- up to 1,000 participants possible
- free of charge for the participants
- our suggestion is a duration of around 60 minutes including Q&A

Price for the product- or company presentation: 4,900 €

All prices plus added value tax.
JOB ADVERTISEMENT

Print

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>Black &amp; white</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>188 x 243 mm</td>
<td>2,870 €</td>
<td>4,225 €</td>
</tr>
<tr>
<td>2/3 page portrait/landscape</td>
<td>120 x 243 mm</td>
<td>1,905 €</td>
<td>2,885 €</td>
</tr>
<tr>
<td>1/2 page portrait/landscape</td>
<td>90 x 243 mm</td>
<td>1,480 €</td>
<td>2,405 €</td>
</tr>
<tr>
<td>1/3 page portrait/landscape</td>
<td>60 x 243 mm</td>
<td>1,040 €</td>
<td>1,625 €</td>
</tr>
<tr>
<td>1/4 page portrait/landscape square</td>
<td>45 x 243 mm</td>
<td>756 €</td>
<td>1,320 €</td>
</tr>
<tr>
<td>1/8 page portrait (a) landscape (b)</td>
<td>90 x 60 mm</td>
<td>420 €</td>
<td>780 €</td>
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</table>

Online offer + print advertisement in the format...

<table>
<thead>
<tr>
<th></th>
<th>package price black &amp; white</th>
<th>package price 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>...1/1 page</td>
<td>5,470 €</td>
<td>6,825 €</td>
</tr>
<tr>
<td>...2/3 page portrait or landscape</td>
<td>4,505 €</td>
<td>5,485 €</td>
</tr>
<tr>
<td>...1/2 page portrait or landscape</td>
<td>4,080 €</td>
<td>5,005 €</td>
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<tr>
<td>...1/3 page portrait or landscape</td>
<td>3,640 €</td>
<td>4,225 €</td>
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<tr>
<td>...1/4 page portrait or landscape (square)</td>
<td>3,356 €</td>
<td>3,920 €</td>
</tr>
<tr>
<td>...1/8 page portrait (a) or landscape (b)</td>
<td>3,020 €</td>
<td>3,380 €</td>
</tr>
</tbody>
</table>

You are looking for employees (m/f/d)?
A job ad in our publications could solve your problem!

Package print + online
Profit from our unparalleled print and online reach. This way you will reach the entire fire fighting branch and thereby your potential applicants.

Included online services:
- Publication on feuerwehrmagazin.de (one week on the home page)
- Posting on the Facebook fan page of feuerwehrmagazin.de (Only possible if customer has his own Facebook fan page)
- 2 publications each in the editorial Newsletter »weekly« of feuerwehrmagazin.de (published on sundays) and in the »daily« (mondays to fridays)
- Publication on the Feuerwehr-Magazin Twitter channel.

You can also book our online offer separately at a price of 2,600 €.

Interested? We would love to provide advice.
Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de

Ulrike Groß | Phone +49 4104 690446
E-Mail gross@ebnermedia.de

FAIR PRICES in May + 5 %
and in June + 10 %
CROSSMEDIA OFFER

Benefit from our packages. Or ask for individualized cross media packages.

We are happy to advise you!

<table>
<thead>
<tr>
<th>Cross media package »gold«</th>
<th>Cross media package »silver«</th>
<th>Cross media package »bronze«</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Magazine</strong></td>
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<td><strong>Magazine</strong></td>
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</tr>
<tr>
<td>45,000 guaranteed views</td>
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<td>30,000 guaranteed views</td>
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<tr>
<td>• Newsletter banner,</td>
<td>• Newsletter banner,</td>
<td>• Newsletter banner,</td>
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<tr>
<td>first position</td>
<td>first position</td>
<td>first position</td>
</tr>
</tbody>
</table>

Package price  
9,900 €

Regular price: 11,000 €
10% savings: 1,100 €

Package price  
7,775.75 €

Regular price: 8,185 €
5% savings: 409.25 €

Package price  
5,490.20 €

Regular price: 5,660 €
3% savings: 169.80 €

Interested? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de

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All prices plus added value tax.
Prices minus 15% AE provision for printable printing material.

+++ FAIR PRICES +++ in May + 5 % +++ in June + 10 % +++
# Our Online Offer at a Glance

## feuerwehrmagazin.de

| Banner on feuerwehrmagazin.de | Advertorial on feuerwehrmagazin.de | Advertorial + facebook posting | Banner in the weekly newsletter | Advertorial in the weekly newsletter | Stand-alone newsletter | eDossiers | Instagram | YouTube | Videos | Customer magazines | Events | Content marketing |

## rettungsdienst.de

| Banner on rettungsdienst.de | Advertorial on rettungsdienst.de | Advertorial + facebook posting | Banner in the weekly newsletter | Advertorial in the weekly newsletter | Stand-alone newsletter | Events | Customer magazines | Videos | Content marketing |

**Interested? I would love to provide advice.**

Mareike Koch | Phone +49 731 88005-4255
E-Mail koch@feuerwehrmagazin.de