

# Online media data

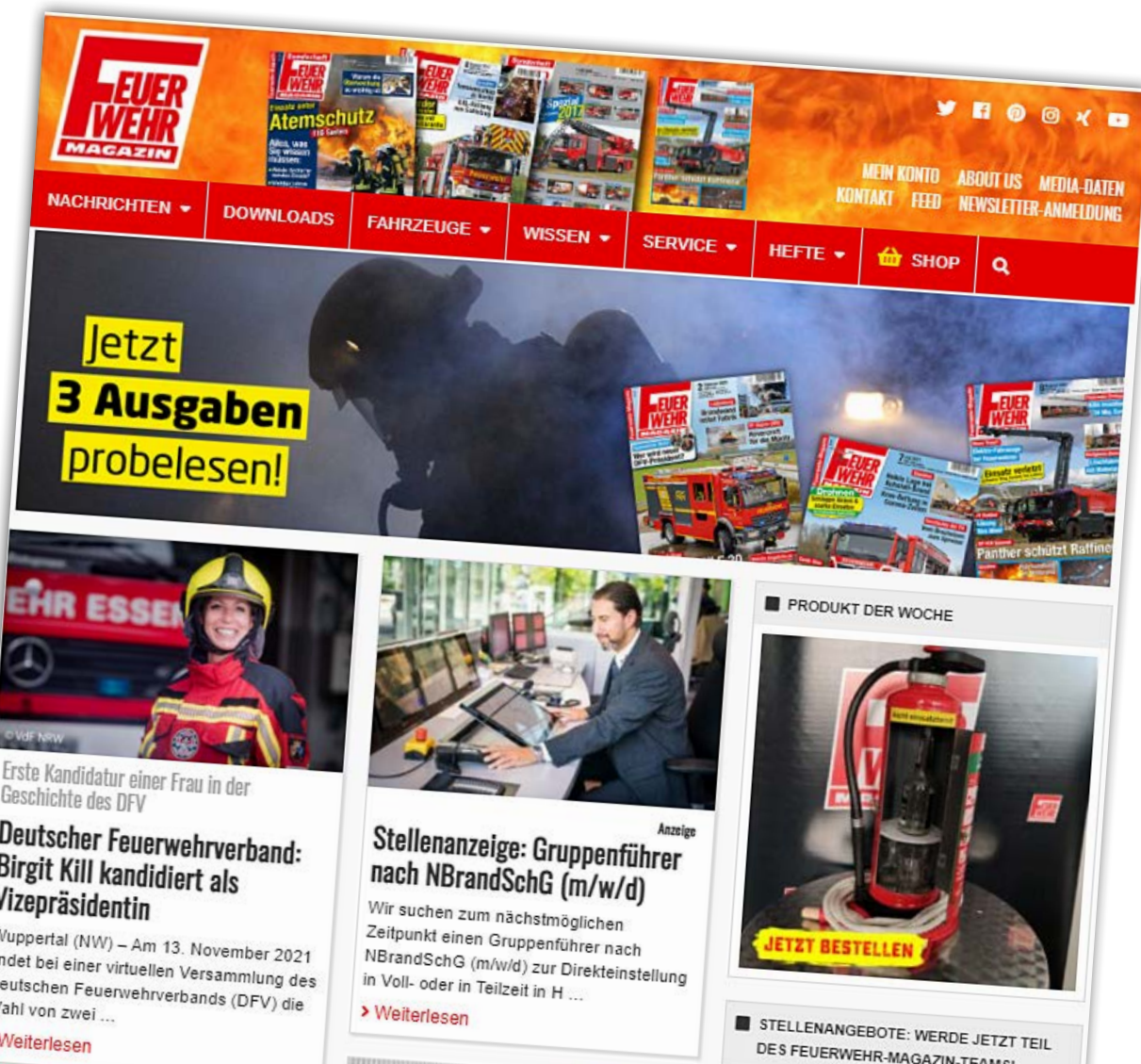
## 2022

pricelist No. 14, valid from January 2022

We are  
where your  
target  
group is!



www.feuerwehrmagazin.de



## DID YOU KNOW...

For  
**VOLUNTEER  
FIRE FIGHTERS  
ONLINE**  
is the primary  
information source.

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.

**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.\*

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

## CONTACT



### Media consulting focus Online

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### Publishing firm address

Feuerwehr-Magazin, Ebner Media Group GmbH & Co. KG, Karlstraße 3, 89073 Ulm  
post office box 30 60, 89020 Ulm

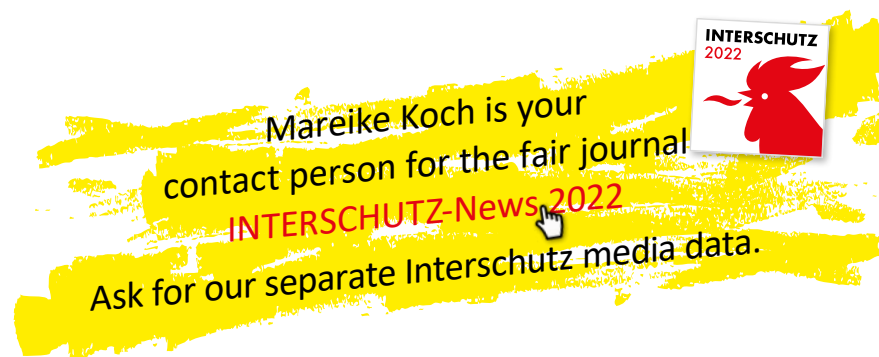
### Bank details

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](#)



## PROFILE FEUERWEHR-MAGAZIN

### *Fresh ideas for your success: How we inspire for your brand*

[www.feuerwehrmagazin.de](http://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 volun-

teer 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](http://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: [RETTmobil 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.

## OUR TARGET AUDIENCE/PERSONA

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.

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!**



*»I find reportages about vehicles and equipment as well as operation reports exciting.«*

### 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



*»I already prepare myself intensively for my first real operation with the volunteer fire brigade.«*

### 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



*»I privately bought a second set of almost all my protective clothing and equipment. This way I am always ready.«*

### 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



*»I want to learn from other firefighters mistakes in order to find my own solution approaches.«*

### 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

## OUR 360° STRATEGY

### 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.

<b>Print subscribers<sup>1)</sup></b>	<b>Twitter followers<sup>1)</sup></b>
25,510	21,321
<b>Digital subscribers<sup>1)</sup></b>	<b>YouTube subscribers<sup>1)</sup></b>
3,667	12,800
<b>Sold copies<sup>1)</sup></b>	<b>Pinterest impressions<sup>1)</sup></b>
41,061	288,400
<b>Readers (2,2 readers/copy)<sup>3)</sup></b>	<b>eDossier downloads<sup>4)</sup></b>
90,334	78,255
<b>Visits/month<sup>1)</sup></b>	<b>Facebook fans<sup>1)</sup></b>
517,143	158,875
<b>PIs/month<sup>1)</sup></b>	<b>XING followers<sup>1)</sup></b>
709,960	7,890
<b>Instagram followers<sup>1)</sup></b>	
122,000	
<b>Newsletter subscribers<sup>1)</sup></b>	
13,769	

**Total reach**  
**2,103,869**  
**people per month**

<sup>1)</sup> as of August 2021

<sup>2)</sup> average value October 2020 until June 2021

<sup>3)</sup> source: online reader survey 2013 with 2,100 participants (readers of Feuerwehr-Magazin)

<sup>4)</sup> RM and RD altogether, timeframe January 2016 until July 2021

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



## NATIVE ADVERTISING PORTFOLIO

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!

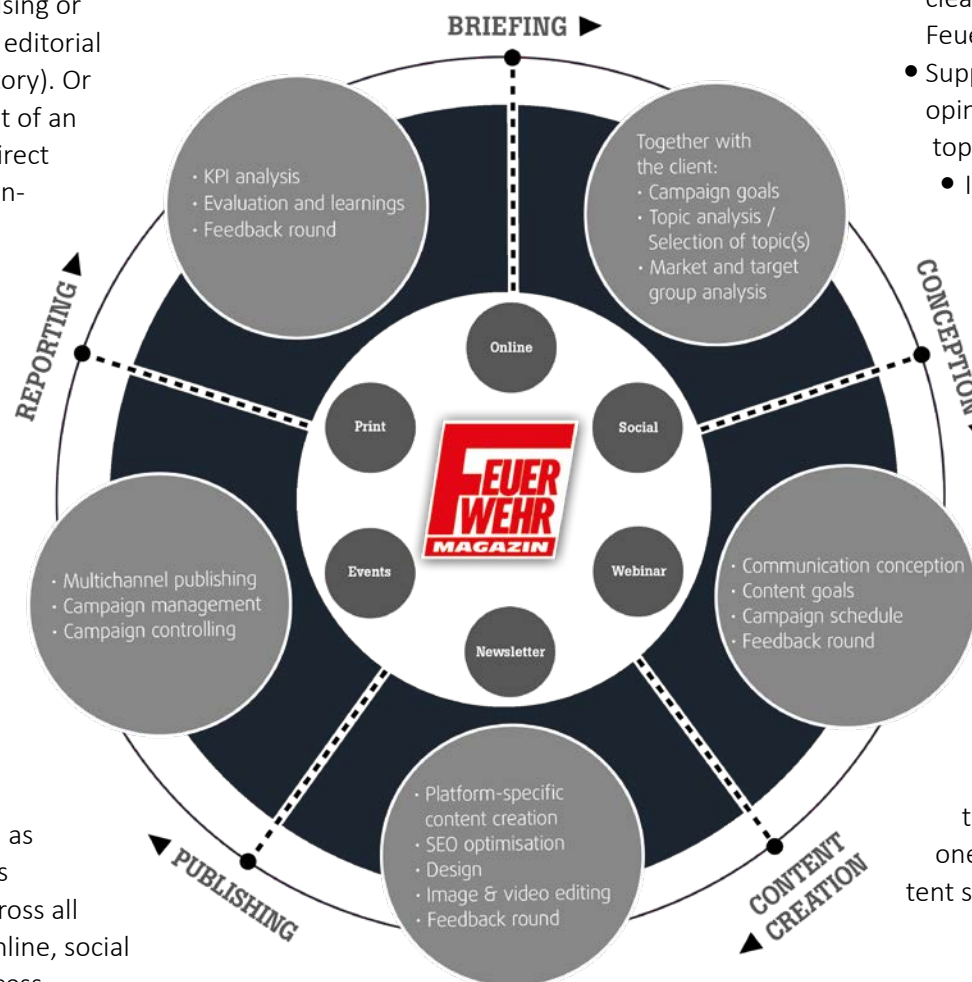
### How does Native Advertising work?

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

### Our process for a successful ↓ Native Advertising campaign ↓



- 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.

## CONTENT MARKETING

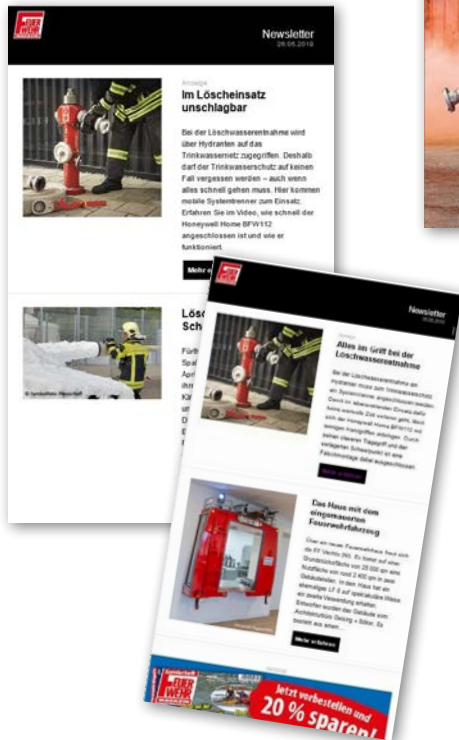
### Native advertising example

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.



Newsletter



Instagram



YouTube



Website



Facebook

Print version



## WEBSITE

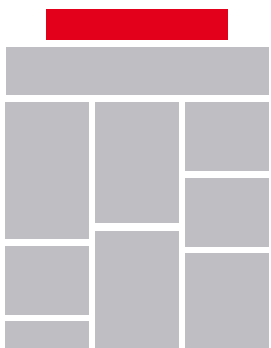
### Banner on the website

#### 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)



#### Superbanner

(Leaderboard)

728 x 90 pixels

#### Superbanner mobile

300 x 100 pixels

pf1000\*: 43 €

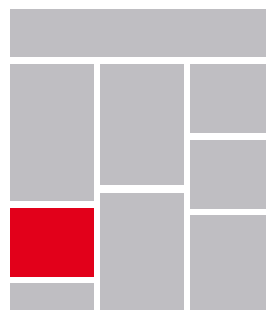


#### Skyscraper

120 x 600 pixels or

160 x 600 pixels

pf1000\*: 48 €

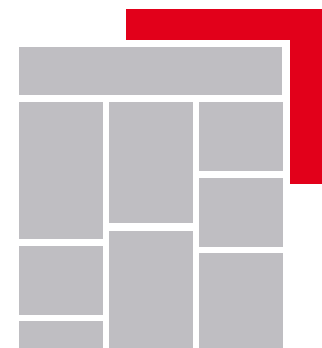


#### Content Ad

(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

#### Billboard mobile

320 x 100 pixels

pf1000\*: 85,-- €

#### Mobile banners on request

Minimum order value 500 €. All prices plus value added tax.

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

**Mareike Koch** | Phone +49 731 88005-4255

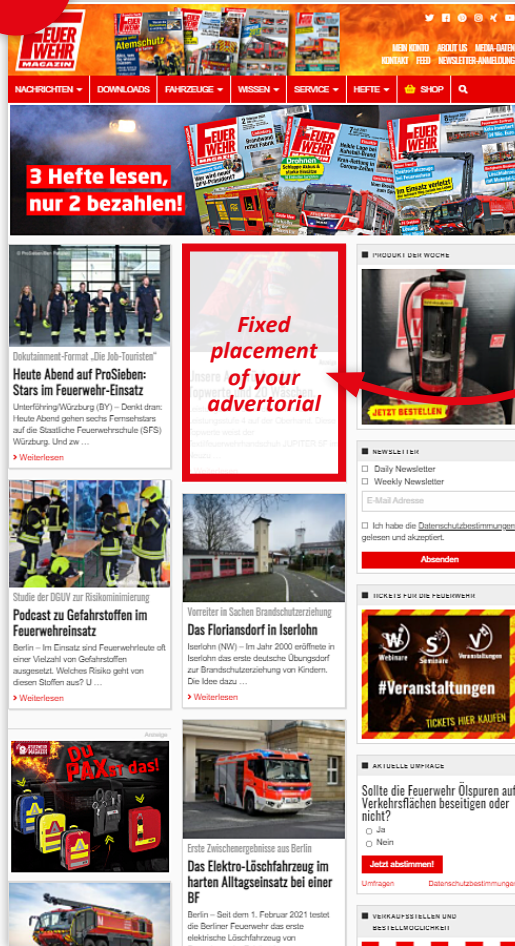
E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

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

### Advertorial on the website

(Advertisements in text with picture)

#### NEW Advertorial **SUPREME**

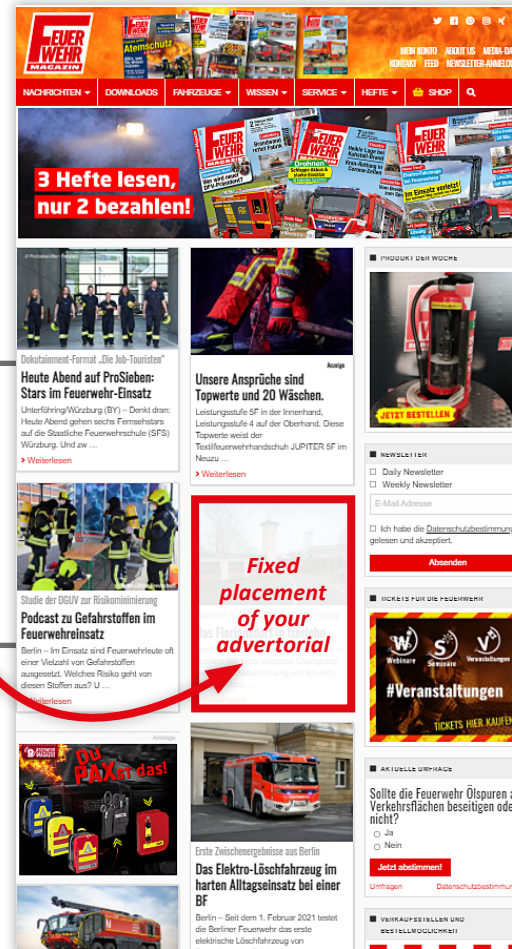


**SUPREME** position  
in the content area  
on the start page  
**guaranteed fixed**  
**on top**, seven days  
**Price: 1,400 €**

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

All prices  
plus value added tax.

#### Advertorial **TOP**



**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](https://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

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

**Mareike Koch** | Phone +49 731 88005-4255

E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

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

### Advertorial on the website combined with Facebook posting



linking

linking

517,143 visits per month



- advertorial with up to 2,000 characters, two pictures and a link to your website

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 [feuerwehrmagazin.de](http://feuerwehrmagazin.de).
- We are going to need the link to your Facebook fan page.
- Marking: Advertisement

Our widest reach offer!



**2,950 €**

Advertorial *SUPREME* + Facebook Posting

**2,750 €**

Advertorial *TOP* + Facebook Posting

All prices plus value added tax.

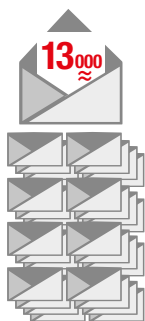
**Interested? I would love to provide advice.**

**Mareike Koch** | Phone +49 731 88005-4255

E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

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

## NEWSLETTER



### Banner in the newsletter

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



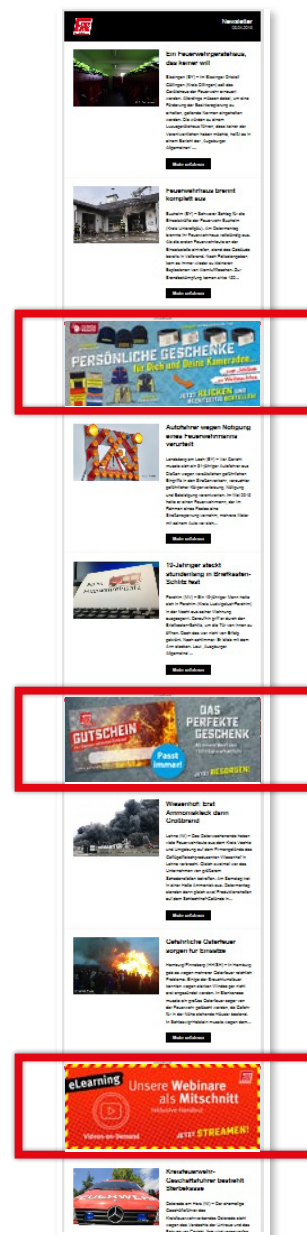
- 1<sup>st</sup> Banner position: 650 € per delivery
- 2<sup>nd</sup> Banner position: 560 € per delivery
- 3<sup>rd</sup> Banner position: 500 € per delivery

#### 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**.

All prices plus value added tax.



**Billboard**  
1<sup>st</sup> Banner position  
Top positioning!

**Billboard**  
2<sup>nd</sup> banner position

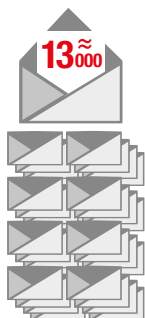
**Billboard**  
3<sup>rd</sup> banner position

Interested? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255

E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

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



### Advertorial in the newsletter

(Advertisement in text with picture)

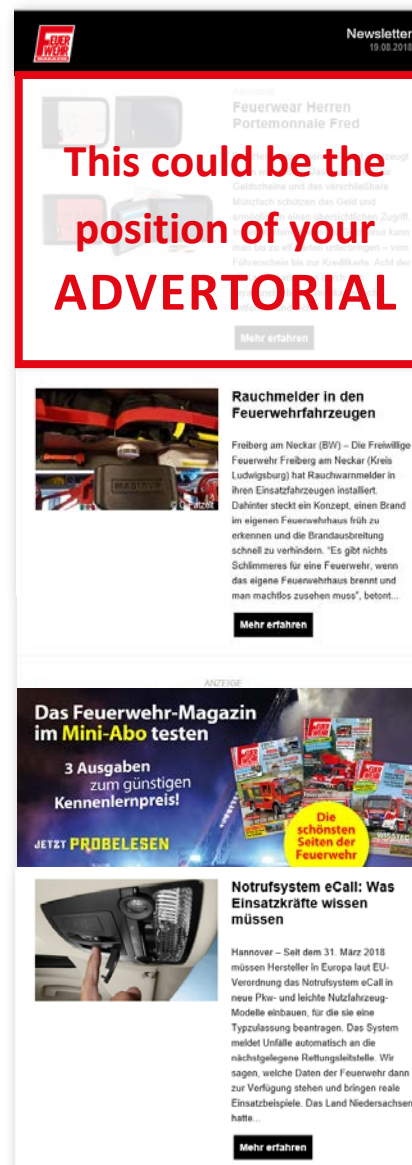
Through an advertorial, the reader/subscriber receives the high attention for the presentation of your solution, as he/she finds the content in familiar surroundings of the editorial articles.

**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.*



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

**Mareike Koch** | Phone +49 731 88005-4255

E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

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

## 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 €

*All prices plus added value tax.*

### ***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](mailto:koch@feuerwehrmagazin.de)



## INSTAGRAM

Instagram – more than 122,000 subscribers!



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.*

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

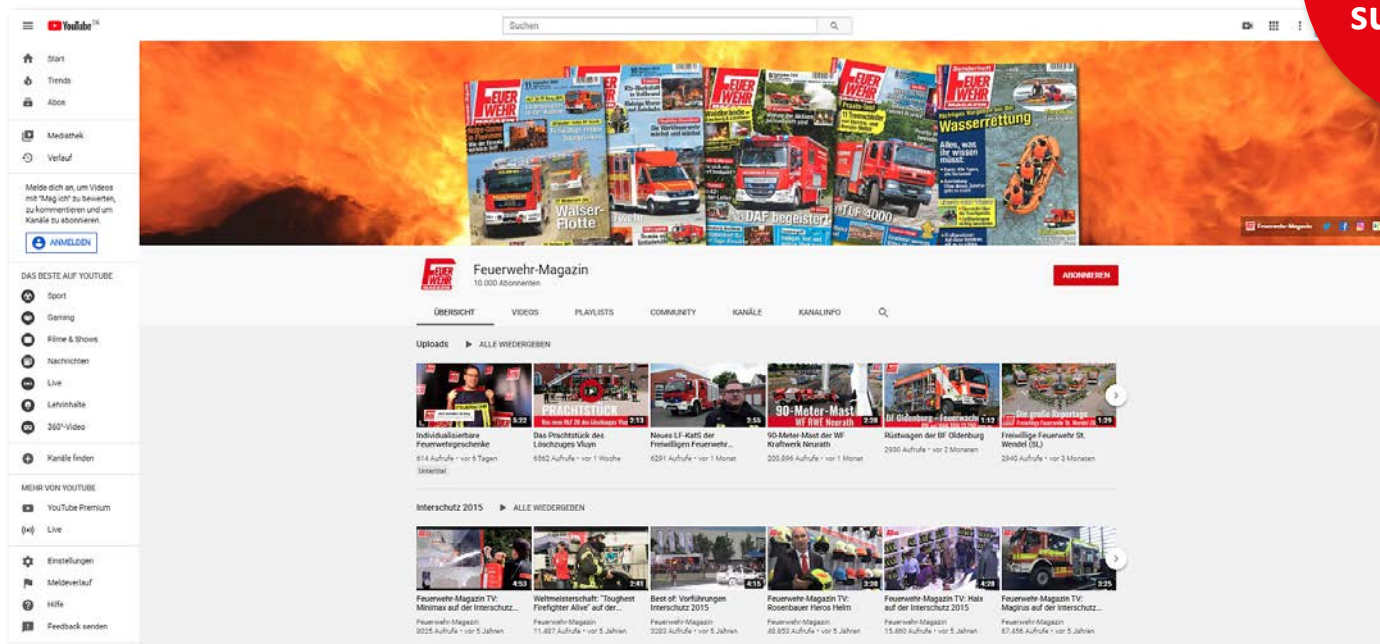
**Interested? I would love to provide advice.**

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E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

YouTube – more than 12,800 subscribers!

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.*

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

**Mareike Koch** | Phone +49 731 88005-4255

E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

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

### 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.*

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E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

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

## TOPIC PAGES



“ 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.

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

## E-DOSSIERS

### 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 €**





Themen-Special  
des Feuerwehrmagazins

**Kleine Übungen 4**

Bullard

eDossier

DOWNLOADS

**Download "Kleine Übungen" Teil 4**

Mit dem vierten Teil der „Kleinen Übungen“ kommen 12 weitere abwechslungsreiche Übungen für Feuerwehrleute dazu. Die Übungen sind so gestaltet, dass sie mit wenig Aufwand an die örtlichen Gegebenheiten Ihrer Wehr angepasst werden können.

**2,90 €**

Österreich: 2,90 € Schweiz: 3,50 CHF International: 2,90 €

[Produkt anzeigen](#)



Themen-Special  
des Feuerwehrmagazins

**Kleine Übungen 3**

Bullard

eDossier

DOWNLOADS

**Download "Kleine Übungen" Teil 3**

Kleine Übung - Teil 3 - Elf weitere, abwechslungsreiche Übungen für Feuerwehrleute.

**2,90 €**

Österreich: 2,90 € Schweiz: 3,50 CHF International: 2,90 €

[Produkt anzeigen](#)



Themen-Special  
des Feuerwehrmagazins

**Kleine Übungen 2**

Bullard

eDossier

DOWNLOADS

**Download "Kleine Übungen" Teil 2**

Kleine Übung - Teil 2 - 12 weitere, kreative Ideen für Übungen in der Feuerwehr – zum Nachmachen bestens geeignet!

**2,90 €**

Österreich: 2,90 € Schweiz: 3,50 CHF International: 2,90 €

[Produkt anzeigen](#)

*All prices plus added value tax.*

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

**Mareike Koch** | Phone +49 731 8800542-55

E-Mail [koch@feuerwehrmagazin.de](mailto:koch@feuerwehrmagazin.de)

## WEBINARS

Since a couple of years the Feuerwehr-Magazin is regularly organising 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 the 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.

***We offer you  
to hold your  
own Webinar  
with our help.***

### Basic Informations 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](mailto:koch@feuerwehrmagazin.de)

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

## PRODUCT- AND COMPANY PRESENTATIONS

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 commuciation 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 Informations about the presentation:

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

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

*All prices plus added value tax.*

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

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

## JOB ADVERTISEMENT

# JOB ADVERTISEMENT

## Print

90,334  
readers

Format	Width x Height	Black & white	4c
1/1 page	188 x 243 mm	2,870 €	4,225 €
2/3 page portrait landscape	120 x 243 mm 188 x 160 mm	1,905 €	2,885 €
1/2 page portrait landscape	90 x 243 mm 188 x 120 mm	1,480 €	2,405 €
1/3 page portrait landscape	60 x 243 mm 188 x 80 mm	1,040 €	1,625 €
1/4 page portrait landscape square	45 x 243 mm 188 x 60 mm 90 x 120 mm	756 €	1,320 €
1/8 page portrait (a) landscape (b)	90 x 60 mm 188 x 30 mm	420 €	780 €

issue/ edition	Date of publication	Deadline for advertisements	Deadline for print- ing documents
01/2022	17.12.2021	19.11.2021	26.11.2021
02/2022	28.01.2022	17.12.2021	07.01.2022
03/2022	25.02.2022	28.01.2022	04.02.2022
04/2022	25.03.2022	25.02.2022	04.03.2022
05/2022	29.04.2022	01.04.2022	08.04.2022
06/2022	27.05.2022	29.04.2022	06.05.2022
07/2022	24.06.2022	27.05.2022	03.06.2022
08/2022	29.07.2022	01.07.2022	08.07.2022
09/2022	26.08.2022	29.07.2022	05.08.2022
10/2022	30.09.2022	02.09.2022	09.09.2022
11/2022	28.10.2022	30.09.2022	07.10.2022
12/2022	25.11.2022	28.10.2022	04.11.2022

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

## Package print + online

800,294  
readers and user

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

Online offer + print advertisement in the format...	package price black & white	package price 4c
...1/1 page	5,470 €	6,825 €
...2/3 page portrait or landscape	4,505 €	5,485 €
...1/2 page portrait or landscape	4,080 €	5,005 €
...1/3 page portrait or landscape	3,640 €	4,225 €
...1/4 page portrait or landscape (square)	3,356 €	3,920 €
...1/8 page portrait (a) or landscape (b)	3,020 €	3,380 €

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

### 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 €**.



**Ulrike Groß** | Phone +49 4104 690446

E-Mail [gross@ebnermedia.de](mailto:gross@ebnermedia.de)

## CROSSMEDIA OFFER

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

**We are happy to advise you!**

### Cross media package »gold«

Magazine  
1/1 page 4c

**+**

Digital

- Advertorial + facebook posting
- Skyscraper on feuerwehrmagazin.de, 45,000 guaranteed views
- Newsletter banner, first position

**Package price**  
**9,900 €**

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

### Cross media package »silver«

Magazine  
1/2 page 4c

**+**

Digital

- Advertorial + facebook posting
- Skyscraper on feuerwehrmagazin.de, 30,000 guaranteed views

**Package price**  
**7,775.75 €**

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

### Cross media package »bronze«

Magazine  
1/4 page 4c

**+**

Digital

- Advertorial + facebook posting

**Package price**  
**5,490.20 €**

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

*All prices plus added value tax.*

*Prices minus 15% AE provision for printable printing material.*

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

## OUR ONLINE OFFER AT A GLANCE



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



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

Online media data [rettungsdienst.de](http://rettungsdienst.de)



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