

Official Fair Newspaper  
of **INTERSCHUTZ 2022**  
in Hanover!



# Fair Newspaper 2022

from 20 to 25 June



The Fair Newspaper is being created in cooperation  
of Deutsche Messe AG and Feuerwehr-Magazin



*Dear INTERSCHUTZ Exhibitor,*

Opting to exhibit at INTERSCHUTZ 2022 was a big step on your way to many promising new business leads.

**Now it's time to maximize your tradeshow gains.**

How? By calling added attention to your showcase at INTERSCHUTZ, and all it takes is a **high-impact ad** in the **INTERSCHUTZ News**.

The INTERSCHUTZ News – three editions of which will be published and distributed right on the grounds – are produced by the Ebner Media Group and created by the editors of Feuerwehr-Magazin, in close cooperation with Deutsche Messe.

The editorial team looks forward to helping you decide which ad option to choose.

Best regards,

**Bernd Heinold**

Deutsche Messe AG



# The proper touchpoint for your message

## Print & ePaper

The printed edition will be distributed for free to the trade fair visitors directly at the INTERSCHUTZ.

It is published in German, including English sections.

In a handy tabloid size 255 x 350 mm.

advertising rates  
see page 4



## INTERSCHUTZ-Special-Newsletter

With an advertorial or banner with your advertising message.



## Fair Newspaper Print & ePaper

| Published                  |                    |
|----------------------------|--------------------|
| 3 times during INTERSCHUTZ |                    |
| Publication dates          |                    |
| Monday, 20 June 2022       | circulation 25,000 |
| Wednesday, 22 June 2022    | circulation 25,000 |
| Friday, 24 June 2022       | circulation 30,000 |
| Total circulation          | Pages per copy     |
| 80,000                     | 24                 |

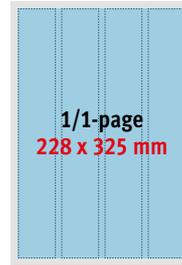
Every Advertisement in the printed Newspaper also appears in the ePaper.

Advertisements in the ePaper only can be booked for a reduced price.

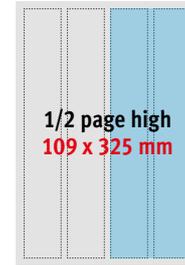
**For all three Newspapers:**  
 Advertising deadline: 20 May 2022  
 Deadline for print data: 3 June 2022



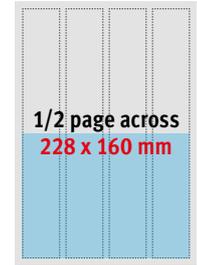
**Print & ePaper:** 6,000 €



**Print** 6,000 €  
 U4 9,000 €  
 U3 / U2 8,000 €  
**ePaper only** 1,500 €



**Print** 4,000 €  
**ePaper only** 700 €



**Print** 4,000 €  
**ePaper only** 700 €

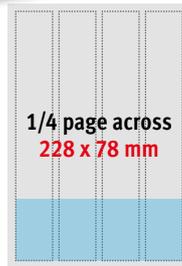
Prices are per issue!

Only these specified sizes (in the type area) can be booked!

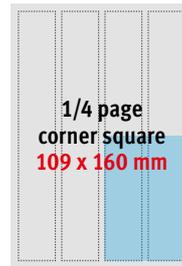
## Special Newsletter

| Publication dates and topics                  |         |                        |
|---|---------|------------------------|
| 14 June 2022: preview & product highlights    |         |                        |
| 16 June 2022: preview & product highlights    |         |                        |
| 18 June 2022: preview focus vehicles          |         |                        |
| 20 June 2022: fair report incidents & technic |         |                        |
| 21 June 2022: fair report focus PPE           |         |                        |
| 27 June 2022: review highlights INTERSCHUTZ   |         |                        |
| Advertorial*                                  | Banner* | Newsletter subscribers |
| 1,000 €                                       | 700 €   | 13,769                 |

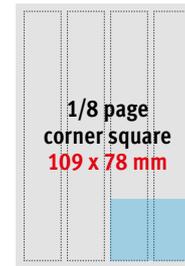
\* Sizes & formats on page 6



**Print** 2,000 €  
**ePaper only** 400 €



**Print** 2,000 €  
**ePaper only** 400 €



**Print** 1,500 €

## Discounts:

When booking all three print issues with the same ad creative: 20 %

Agency commission: 15 %

**Early bird discount:**  
 5% for bookings until  
**31 December 2021**

All commercial prices plus Value Added Tax (only in Germany).

## Interested?

We are happy to advise and support you in the implementation of your advertising ideas.



### Media Consulting Mareike Koch

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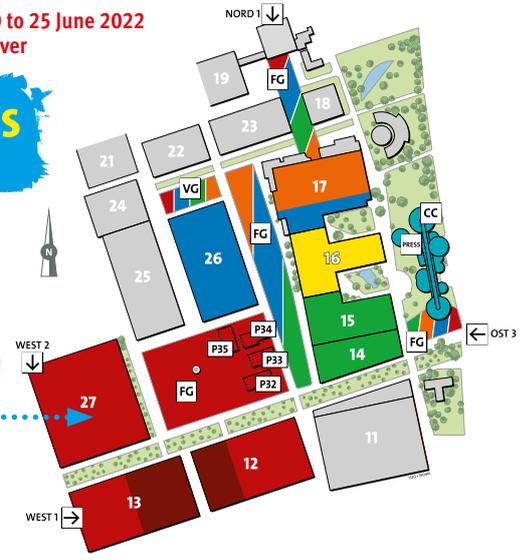
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from 20 to 25 June 2022  
in Hannover

Please meet us  
in Hall 27, booth 37!



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## Technical specifications

In the following guidelines, we provide you with information for the correct distribution of digital advertisement data. With today's completely digital process chain in production, a regulated data handling is necessary.

## Printing materials

Please send by fax to +49 421 701894 or by e-mail [fm@medienhaven.de](mailto:fm@medienhaven.de) the following information:

- Name of the customer or the agency
- With the telephone number and e-mail of the technical contact person
- In which of the three issues your ad should appear.

## Technical specifications

### • Applications

**MAC:** Indesign, Illustrator, Photoshop

**PC:** Indesign, Photoshop

### • Pictures and graphics

Must be created in four colors. Please embed all fonts in your PDF or convert the text in sign ways. The image resolution should be min. 240 dpi, the line dissolution min. 1200 dpi. Lines positive min. 0.1 mm; Negative min. 0.15 mm

### • Data compression

SIT, SITX, SEA (MAC); ZIP (PC)

### • File formats

PDF X3 or PDF X4

Profile: IFRA\_Newspaper\_-\_26\_RP55g\_v8

### • Print out

Please include us a color print or binding proof with FOGRA wedge.

### • Data transmission

on DVD, CD-ROM, USB stick

Fax +49 421 701894 (only for pure text ads)

E-Mail [fm@medienhaven.de](mailto:fm@medienhaven.de)

## Newsletter Banner:

### • Advertising material: Billboard

• **Desktop:** 580 x 250 pixels, maximum 100 KB

• **Mobile:** The banner will be automatic scaled to 320 x 100 pixels.

• **Media:** JPG, GIF

**For all three Newspapers:**

Advertising deadline: 20 May 2022

Deadline for print data: 3 June 2022

For questions about **transmission larger amounts of data** please contact

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E-Mail [fm@medienhaven.de](mailto:fm@medienhaven.de)

## Newsletter Advertorial:

• **Titel:** Maximum 50 characters (including spaces)

• **Text:** maximum 50 words

• **Picture:** maximum 1 picture, 255 x 255 pixels (JPG)