

Online media data 2023

Pricelist no. 15,
valid from January 2023

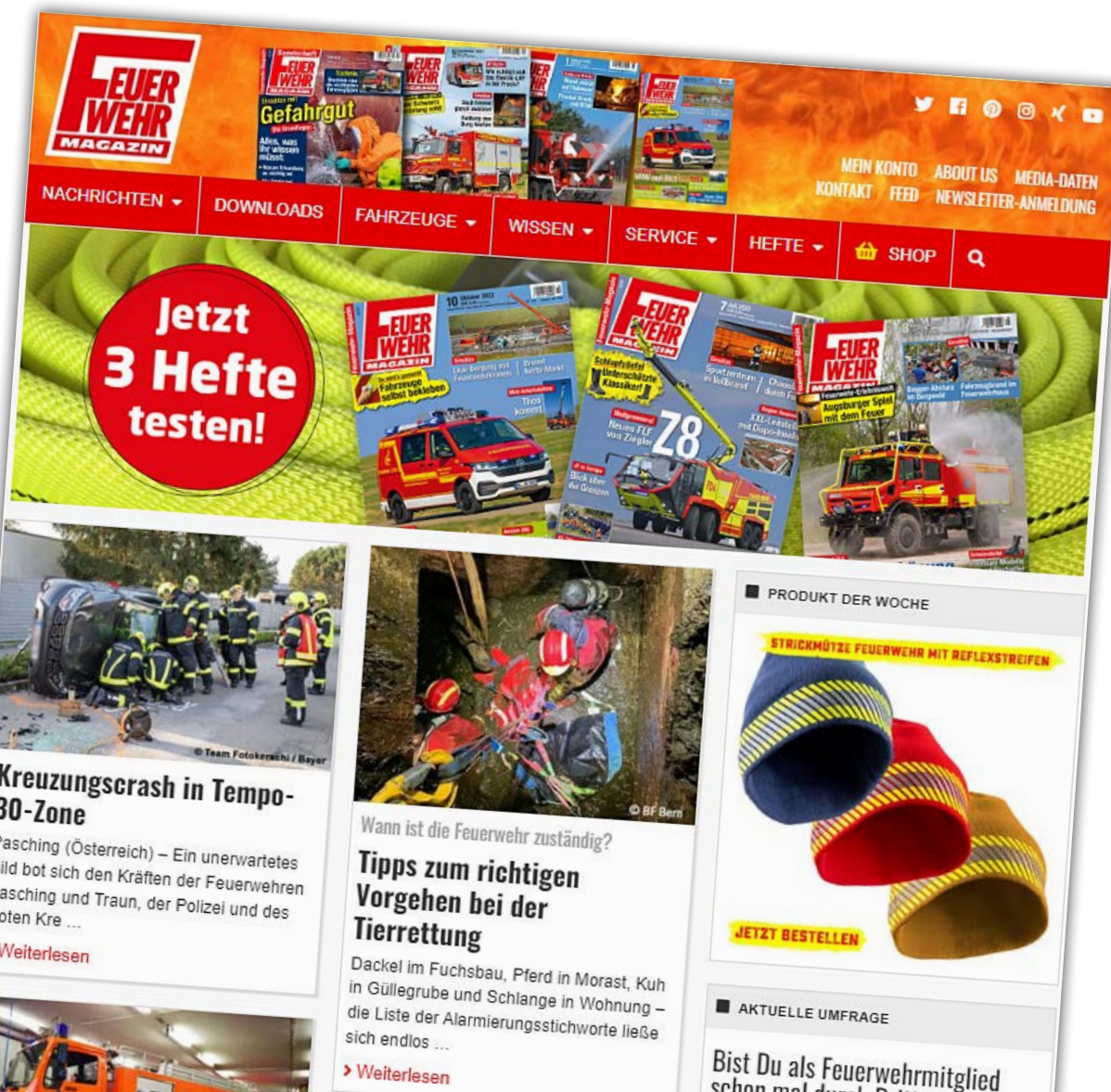
WE ARE
WHERE YOUR
TARGET
GROUP IS!



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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.**

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Terms and conditions

[Online](#) / [Print](#)

PROFILE FEUERWEHR-MAGAZIN

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 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 386.589 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 2023* (click on the name to go directly to the trade fair page!).

- January 21-29: [Boot](#) (Boat) in Düsseldorf
- May 10-12: [RETTmobil international](#) in Fulda
- June 14-17: [112 Rescue](#) in Dortmund
- June 21-22: [Feuertrutz](#) in Nürnberg
- September 5-10: [IAA Mobility](#) in München
- October 12-14: [Florian](#) in Dresden
- November 28-30: [PMR Expo](#) in Köln

*status as of August 2022, 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.

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

Print subscribers¹⁾	Twitter followers¹⁾
25,274	24,281
Digital subscribers¹⁾	YouTube subscribers¹⁾
3,993	12,800
Sold copies¹⁾	Pinterest impressions¹⁾
40,675	274,800
Readers (2,2 readers/copy)³⁾	eDossier downloads⁴⁾
89,485	74,471
Visits/month¹⁾	Facebook fans¹⁾
386,143	162,570
PIs/month¹⁾	XING followers¹⁾
524,812	7,890
Instagram followers¹⁾	
131,000	
Newsletter subscribers¹⁾	
14,033	

Total reach
1,795,770
people per month

¹⁾ as of August 2022

²⁾ average value August 2021 until July 2022

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

⁴⁾ RM and RD altogether, timeframe January 2016 until July 2022



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!

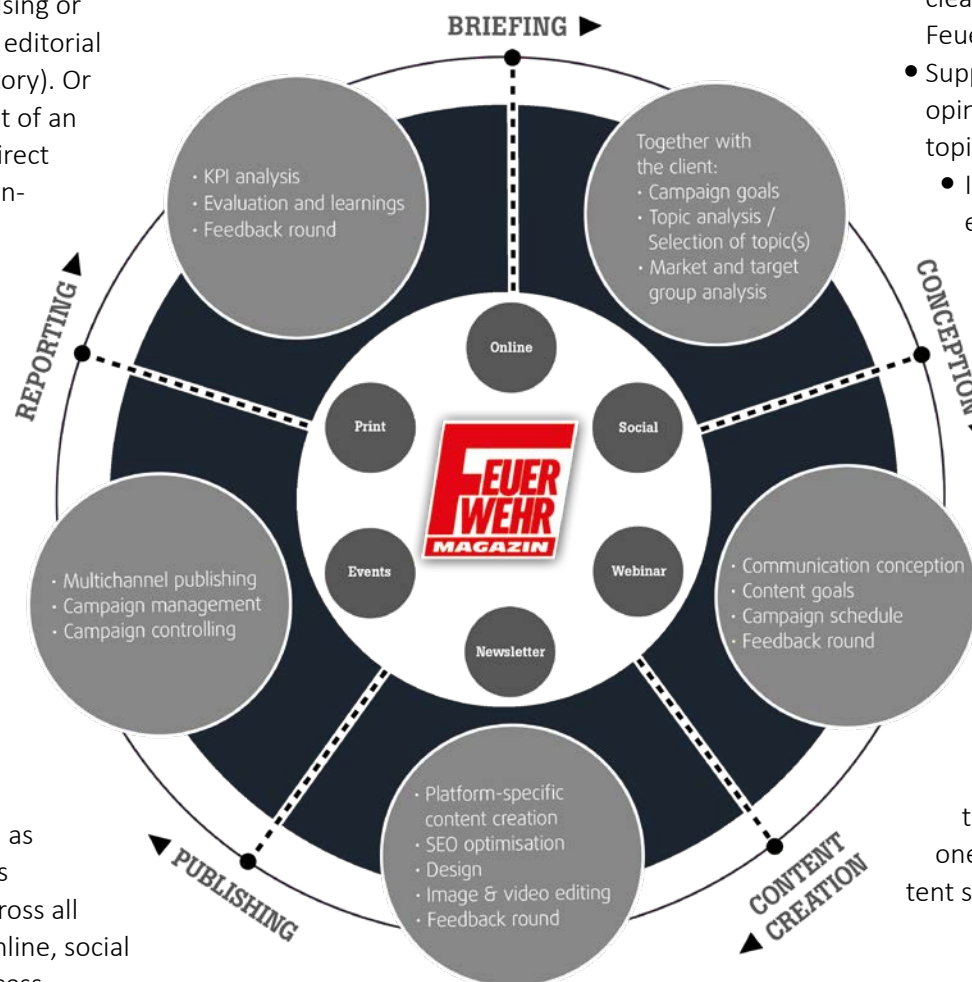
How does Native Advertising work?

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

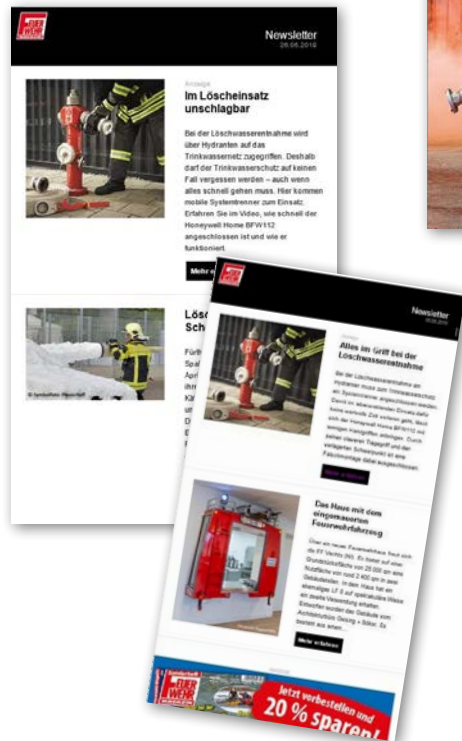
Native advertising example

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



Interested? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255

E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de

WEBSITE

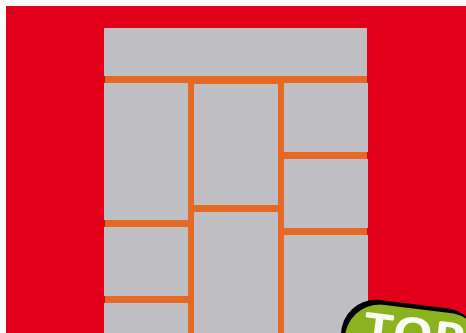
Banner on the website

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.

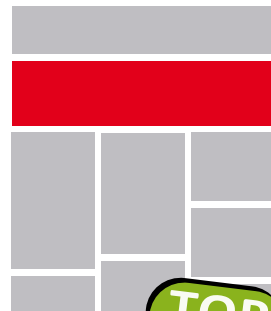
- Expandable formats (special formats) in each case +20% of the pf1000*
- all banner formats up to 500 KB, format SWF, JPG or GIF. Delivery of advertising material no later than 5 working days before the first publication of the advertising material. For Flash formats, please include a failure GIF or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

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



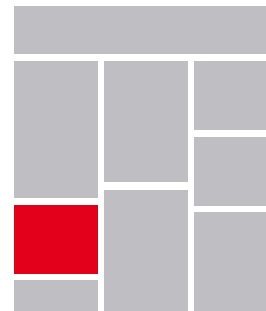
Wallpaper

Background-/desktop version
Only jpg possible (static)
1.900 x 1.028 pixels
pf1000*: 150 €



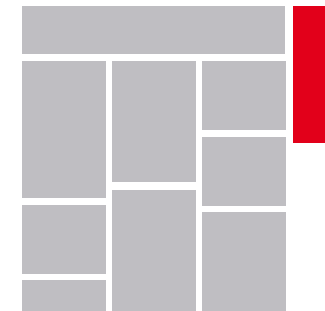
Billboard

970 x 250 pixels
Billboard mobile
320 x 100 pixels
pf1000*: 90 €



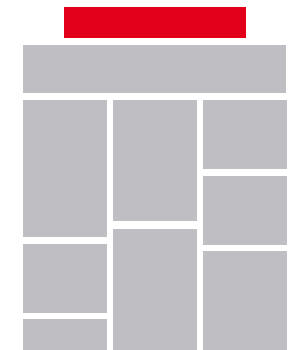
Content Ad

(Medium Rectangle)
300 x 250 pixels
pf1000*: 56 €



Skyscraper

120 x 600 pixels or
160 x 600 pixels
pf1000*: 51 €



Superbanner

(Leaderboard)
728 x 90 pixels
Superbanner mobile
300 x 100 pixels
pf1000*: 46 €

Mobile banners on request

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

Interested? I would love to provide advice.

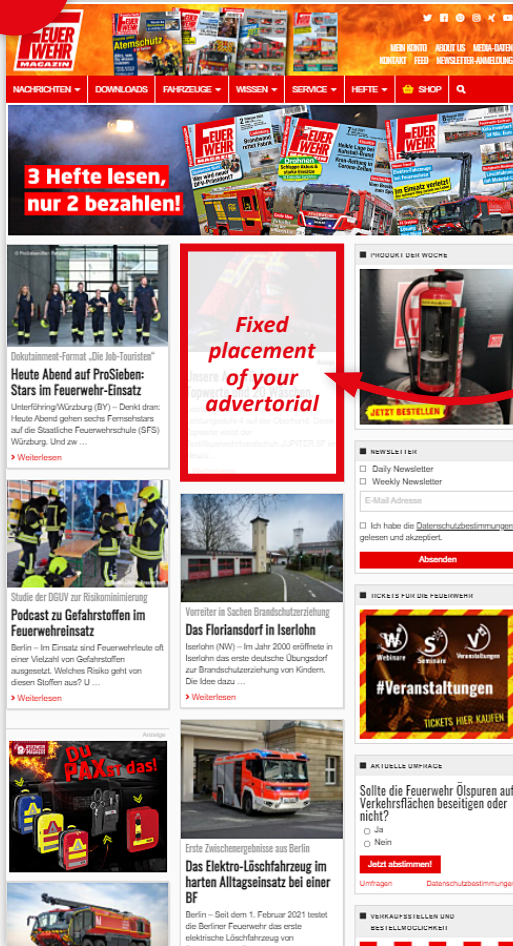
Mareike Koch | Phone +49 731 88005-4255

E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de

Advertorial on the website

Text/image ad directly in the editorial environment, in the editorial look & feel

NEW Advertorial SUPREME

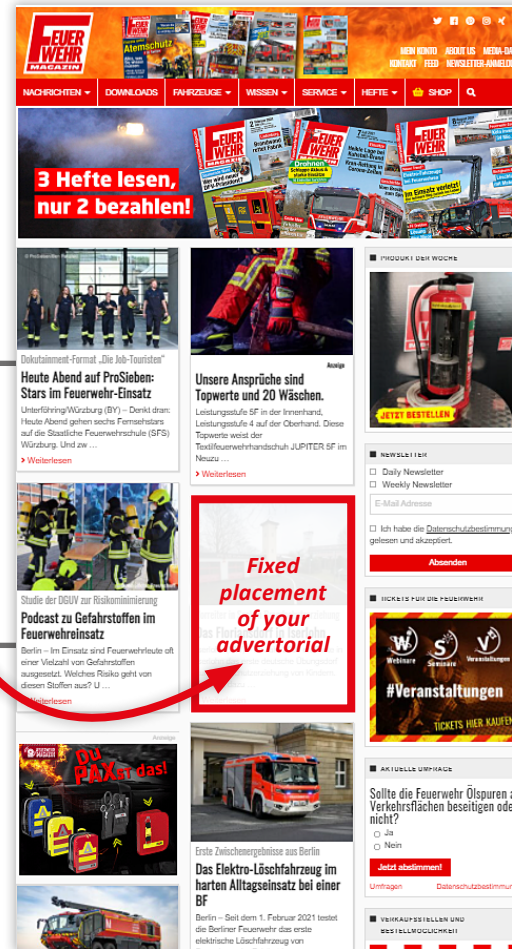


SUPREME position in the content area on the start page
guaranteed fixed on top, seven days
Price: 1,490 €

TOP-Position in the content area, **4th article on the start page**, seven days
Price: 1,290 €

All prices plus value added tax.

Advertorial TOP



Applies for both offers:

Headline: maximum 50 characters (with spaces)

Text: We recommend 500 to 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

Interested? I would love to provide advice.

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E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de

Advertorial on the website combined with Facebook post



linking

linking

517,143 visits per month



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

Text/image ad directly in the editorial environment, in the editorial look & feel

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.
- We are going to need the link to your Facebook fan page.
- Marking: Advertisement

Our widest reach offer!



3,090 €
Advertorial *SUPREME* + Facebook post

2,890 €
Advertorial *TOP* + Facebook post

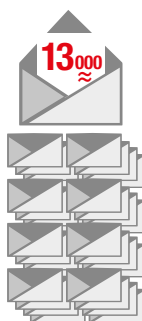
All prices plus value added tax.

Interested? I would love to provide advice.

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NEWSLETTER



Banner in the newsletter

guaranteed onetime delivery to 14,033 subscribers.
The newsletter is published every Sunday.



1st banner position: 680 € per delivery

2nd banner position: 580 € per delivery

3rd banner position: 530 € per delivery

Banner format and size:

Advertising material: Billboard

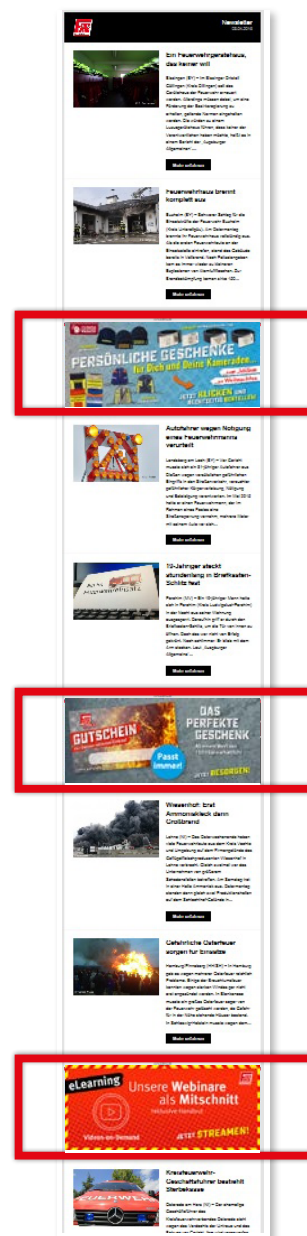
Desktop: 580 x 250 pixels, maximum 250 KB

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
1st banner position
Top positioning!

Billboard
2nd banner position

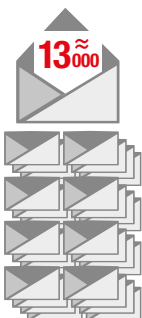
Billboard
3rd banner position

Interested? I would love to provide advice.

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E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de

Text/image ad directly in the editorial environment, in the editorial look & feel



Advertorial in the newsletter

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 14,033 subscribers.

The newsletter is published every Sunday.

1st position: 725 € per delivery

2nd position: 675 € per delivery

Placement: First article in the editorial newsletter

Headline: maximum 50 characters (including spaces)

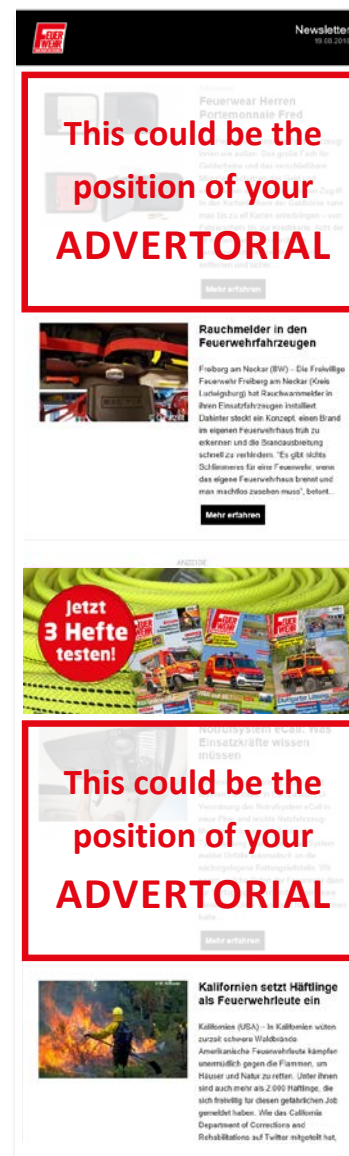
Text: maximum 50 words

Image: maximum 1 image, 255 x 255 pixels (JPG)

Identification: Advertisement

Link: maximum one related link that is placed under a button with the text "Learn more"

All prices plus added value tax.



1st position

2nd position

Interested? I would love to provide advice.

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Standalone newsletter

Standalone 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 standalone
newsletter per week.**

Your message therefore receives the unrestricted
attention of over 14,033 subscribers.

Shipping on request.

Possible 5 working days (from monday to friday)
to **14,033 + X subscribers guaranteed**
(as of August 2022).

Preis: 4,390 €

All prices plus added value tax.

Your advantages:

Look & feel of the editorial newsletter

- Exclusively your content
- Exclusivity of advertising space
- More than 14,033 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 koch@feuerwehrmagazin.de
sales@feuerwehrmagazin.de

INSTAGRAM

Instagram – more than 131,000 subscribers!



More than
131,000
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: 1,090 €

- Marking: Advertisement

Visible in the feed for at least 3 months

All prices plus added value tax.

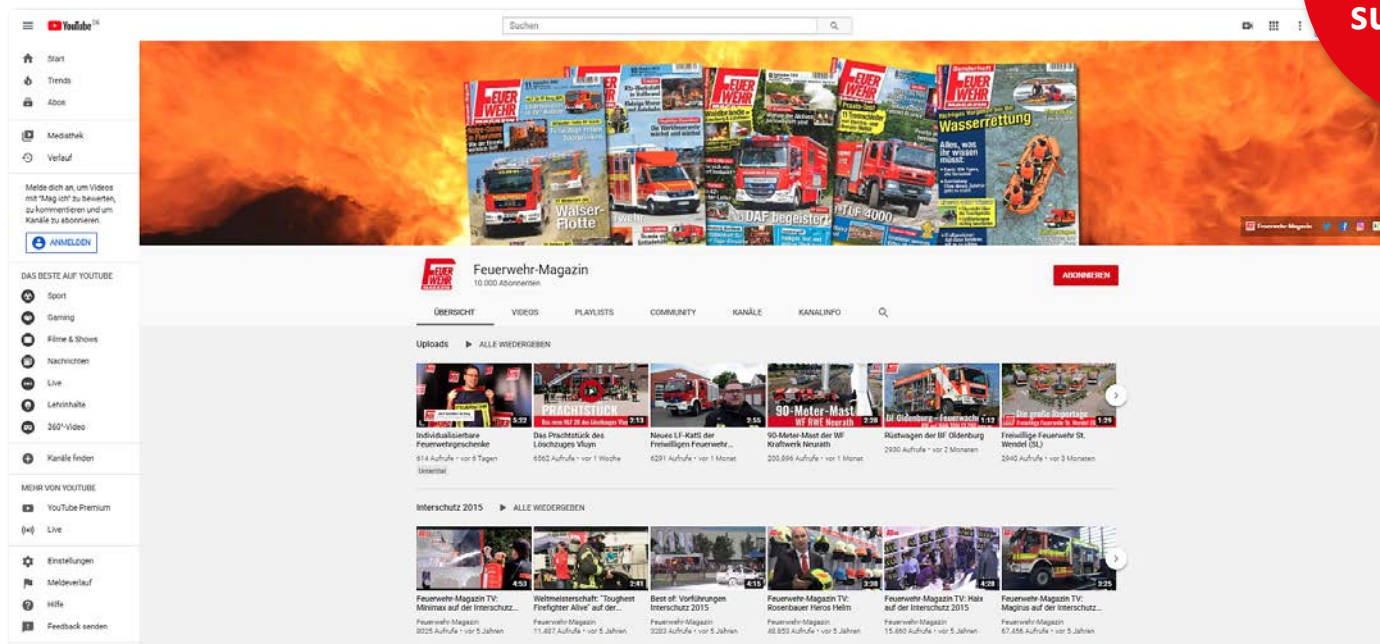
Interested? I would love to provide advice.

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E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de

YouTube – more than 14,500 subscribers!

More than
14,500
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 14,500 You-Tube subscribers for your video.

Price for one publication:
850 €

All prices plus added value tax.

• Marking: Display

Interested? I would love to provide advice.

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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 €

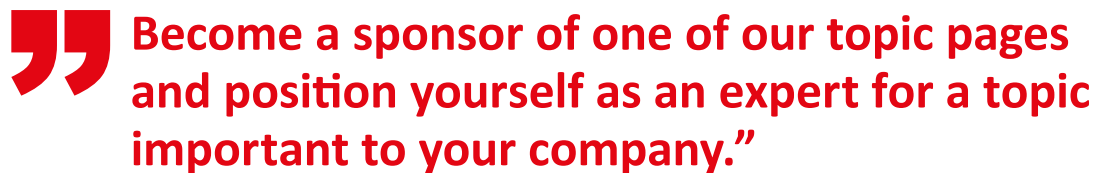
The premium listing is automatically renewed for one year if the entry is not cancelled at least six weeks before the end of the contract.

All prices plus added value tax.

Interested? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255

E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de



Your advantages:

- Link to your website
- Company logo will be published
- 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-eingriffstrupps-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 eDossiers 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 88005-4255

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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.

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LEAD GENERATION



Interested? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255

E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de

JOB ADVERTISEMENT

JOB ADVERTISEMENT

Print

89,485
readers

Format	Width x Height	Black & white	4c
1/1 page	188 x 243 mm	3,500 €	4,600 €
2/3 page portrait landscape	120 x 243 mm 188 x 160 mm	2,100 €	3,170 €
1/2 page portrait landscape	90 x 243 mm 188 x 120 mm	1,640 €	2,640 €
1/3 page portrait landscape	60 x 243 mm 188 x 80 mm	1,200 €	1,790 €
1/4 page portrait landscape square	45 x 243 mm 188 x 60 mm 90 x 120 mm	840 €	1,450 €
1/8 page portrait (a) landscape (b)	90 x 60 mm 188 x 30 mm	470 €	860 €

issue/ edition	Date of publication	Deadline for advertisements	Deadline for print- ing documents
01/2023	16.12.2022	18.11.2022	25.11.2022
02/2023	27.01.2023	16.12.2022	06.01.2023
03/2023	24.02.2023	27.01.2023	03.02.2023
04/2023	24.03.2023	24.02.2023	03.03.2023
05/2023	28.04.2023	24.03.2023	31.03.2023
06/2023	26.05.2023	28.04.2023	05.05.2023
07/2023	30.06.2023	02.06.2023	09.06.2023
08/2023	28.07.2023	30.06.2023	07.07.2023
09/2023	25.08.2023	28.07.2023	04.08.2023
10/2023	29.09.2023	01.09.2023	08.09.2023
11/2023	27.10.2023	29.09.2023	06.10.2023
12/2023	24.11.2023	27.10.2023	03.11.2023

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

Package print + online

624,297
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	6,250 €	7,350 €
...2/3 page portrait or landscape	4,850 €	5,920 €
...1/2 page portrait or landscape	4,390 €	5,390 €
...1/3 page portrait or landscape	3,950 €	4,540 €
...1/4 page portrait or landscape (square)	3,590 €	4,200 €
...1/8 page portrait (a) or landscape (b)	3,220 €	3,610 €

Interested? We would love to provide advice.
Mareike Koch | Phone +49 731 88005-4255

E-Mail koch@feuerwehrmagazin.de
sales@feuerwehrmagazin.de


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(Only possible if customer has his own Facebook fan page)
- 2 publications each in the editorial **Newsletter**
»weekly« of feuerwehrmagazin.de
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E-Mail gross@ebnermedia.de

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1/1 page 4c

+

Digital

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

Package price
10,674 €

Regular price: 11,860 €
10 % savings: 1,186 €

Cross media package »silver«

Magazine
1/2 page 4c

+

Digital

- Advertorial + Facebook post
- Skyscraper on feuerwehrmagazin.de, 30,000 guaranteed views

Package price
8,379 €

Regular price: 8,820 €
5 % savings: 441 €

Cross media package »bronze«

Magazine
1/4 page 4c

+

Digital

- Advertorial + Facebook post

Package price
5,887.90 €

Regular price: 6,070 €
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OUR ONLINE OFFER AT A GLANCE



Our cancellation terms

Banner on feuerwehrmagazin.de

Advertorial on feuerwehrmagazin.de

Advertorial + Facebook post

Banner in the weekly newsletter

Advertorial in the weekly newsletter

Standalone newsletter

eDossiers

Instagram

YouTube

Videos

Customer magazines

Events

Content marketing

Banner on rettungsdienst.de

Advertorial on rettungsdienst.de

Advertorial + Facebook post

Banner in the weekly newsletter

Advertorial in the weekly newsletter

Standalone newsletter

Events

Customer magazines

Videos

Content marketing

It is possible to cancel your order **free of charge** up to three months before your placement.

After that, the following regulations apply:

- up to 2 months before placement **10 %***
- up to 1 month before placement **20 %***
- up to 1 week before placement **30 %***
- 1 week to placement **50 %***
- **Full price** from the day of placement

If you wish to postpone your order later than one month before the placement, we charge an additional **10 %** of the order value.

*of the order value

Online media data rettungsdienst.de



Interested? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255

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