

Advertising Price List Print and Online

Prices valid from 01.05.2024



Media rates 2024





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ABOUT US

Since December 1983, the Feuerwehr - Magazine has been published monthly, being the highest-circulation trade magazine for firefighting and fire protection in the german-speaking areas of Europe.

The magazine is filled with gripping incident reports, interesting firefighter coverage, news, new emergency vehicles and special vehicle concepts, youth firefighter articles, service articles about equipment and operational tactics, product presentations, and series. Whether website, newsletter, or social media - the editorial team of the Feuerwehr - Magazine keeps the firefighter world up-to-date daily.

Medium	Reach
Print subscriptions	24,000+
Sold circulation	38,000+
Readers per issue	97,000+
Page impressions per month	570,000+
Newsletter subscriptions	15,000+
Instagram followers	136,000+
Facebook followers	160,000+



fotorobs / Shutterstock

OUR TARGET GROUP

Our target group forms the heart of fire and rescue organizations – a professional and decisive readership that relies on us to make informed purchasing decisions.

Daten-Insights

- Almost 100% of our readership is active in the fire service or an organization in the rescue service or disaster control – many in multiple organizations.
- More than half are decision-makers or significantly involved in decision preparation.
- 73.5% of our readers get information about new fire service products from magazines.
- 59.5% of our readers buy equipment themselves, a third even for up to €500 per year.

Characteristics of our Readers

- The readers of the Feuerwehr - Magazin and its online channels are mostly young, tech-savvy professionals with strong doer qualities – always looking for new ideas, impulses, and solutions for their daily operations.
- Our readers are particularly interested in vehicles, technology, products, and innovations from the fire service industry. They make extensive use of our knowledge offerings.

Source: Reader Survey 2023



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YOUR ADVERTISING

Advertising in the Feuerwehr - Magazine means reaching out to the heart of the fire and rescue industry directly. Here you connect with a specialized target group that is not only professionally informed but also highly motivated and willing to buy.

Our content is tailored to the needs of this professional community, and your advertisement becomes part of a trustworthy information offering that plays a role in our readers' daily operations. Your advertising message reaches an audience that is actively seeking solutions and ready to invest in the right products.

The Feuerwehr - Magazine is not just an advertising medium but a partner in your dialogue with your target group. Benefit from our reach and commitment to successfully position your brand in the fire and rescue industry.

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...stands out

- 81% notice advertising on our digital channels and in the magazine
- 42.6% also look at which companies are advertising when reading

...has a lasting impact

- 81% notice advertising on our digital channels and in the magazine
- 42.6% also look at which companies are advertising when reading

...is meaningful

- For 43.8%, advertisements serve as a guide for market developments and prices
- 41% see advertisements as a complement to editorial content

Source: Reader Survey 2023

OUR DATES

Issue/ Book	Publication Date	Advertising Deadline	Copy Deadline	Key Topics*	Planned Fairs and Conferences, Notes**
01/2024	22.12.2023	22.11.2023	29.11.2023	WF DHL Leipzig, BF Basel, Thermal Imaging Cameras	20 to 28 January 2024: boot Düsseldorf
02/2024	26.01.2024	15.12.2023	04.01.2024	FF Straubenhardt, Marine Warnemünde, Market Overview: Hollow Jet Pipes	-
03/2024	23.02.2024	25.01.2024	01.02.2024	FF Bernkastel-Kues, Bavaria-Film, Robot/Tracked Vehicle	Participation in the project "Magazines in School"
04/2024	22.03.2024	22.02.2024	29.02.2024	BF Magdeburg, Power Failure	Participation in the project "Magazines in School"
05/2024	26.04.2024	27.03.2024	04.04.2024	FF Bad Zwischenahn, Power Generators Part 3 ≤ 2 kVA	06 to 08 May 2024: Exhibition at the vfdB Annual Conference in Magdeburg 15 to 17 May 2024: RETTmobil in Fulda
06/2024	31.05.2024	29.04.2024	06.05.2024	FF Kitzingen, PPE Cleaning	05 to 08 June 2024: 112 RESCUE in Dortmund 26 to 27 June 2024: FeuerTrutz in Nuremberg
07/2024	28.06.2024	29.05.2024	06.06.2024	FF Baltrum, BF Frankfurt, Drones: Market Overview/Training	-
08/2024	26.07.2024	27.06.2024	04.07.2024	BF Nordhausen, Digital Solutions	-
09/2024	30.08.2024	01.08.2024	08.08.2024	FF Laboe, Danger from Hydrogen	17 to 22 September 2024: IAA Commercial Vehicles in Hannover 19 to 21 September 2024: FIREmobil in Welzow
10/2024	27.09.2024	29.08.2024	05.09.2024	FF Bocholt, Fire Department Chaplaincy	10 to 12 October 2024: Florian in Dresden
11/2024	25.10.2024	25.09.2024	02.10.2024	FF Gmünd, BF Baden-Baden, Respiratory Protection Emergency	November 2024: PMR Expo in Cologne
12/2024	22.11.2024	23.10.2024	30.10.2024	FF Passau, Rear Loading Cranes	-

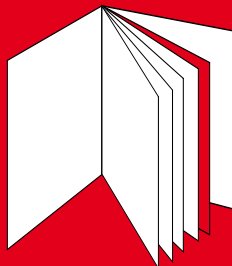
*Changes for editorial reasons or current events reserved. **Status: July 2023 - Information without guarantee.

PRINT ADS

Format	4-c (€)
2/1	10,650
1/1 (Cover Page)	6,512
1/1	5,920
1/2	4,330
1/3	3,440
1/4	3,050
1/8	1,850

Frequency Discount	
3-time appearance	3%
6-time appearance	5%
9-time appearance	10%
12-time appearance	15%

Inserts and supplements on request.



VERTICAL



Trim size: 420 x 280



210 x 280



210 x 140



102 x 280



210 x 100



72 x 280



90 x 120 *



57 x 280



210 x 80



90 x 60 *

Format in mm

(Width x Height)

Trim size

Width x Height plus 3 mm bleed all around

** The formats 1/4 portrait and 1/8 vertical are type area formats. They do not require a 3 mm bleed.

Specifications

- PDF
- 300 dpi
- CMYK
- Bleed ads with 3 mm trim allowance and crop marks
- Content: PSO LWC Improved [ECI], Cover: ISO Coated V2 [ECI]
- Fonts and logos converted to paths

Editing of other formats without guarantee.

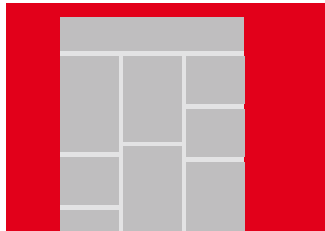
BANNER

Book banner advertising on on feuerwehrmagazin.de and secure an effective presence in our engaged community. Banner advertising is particularly suitable for promotions or product launches.

By booking Ad Impressions, you can determine how often your banner should appear in rotation with other advertising motifs during the selected period.

Specifications

- Maximum file size: 500 KB
- Accepted formats: PNG or JPG
- Deadline for delivery: at least 5 working days before the first insertion
- Minimum quantity: 10,000 Ad Impressions



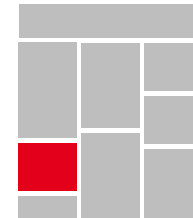
Wallpaper

Desktop: 1,900 x 1,028 pixels
(with 980 pixels blank space
in the middle)
Mobile Version: 300 x 600 pixels
CPM: € 93



Billboard

Desktop: 980 x 250 pixels
Mobile: 320 x 100 pixels
CPM: € 58

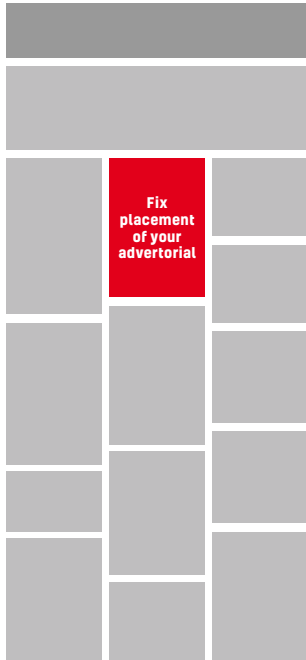


Rectangle

Desktop: 300 x 250 pixels
Mobile: 300 x 250 pixels
CPM: € 47

ADVERTORIAL

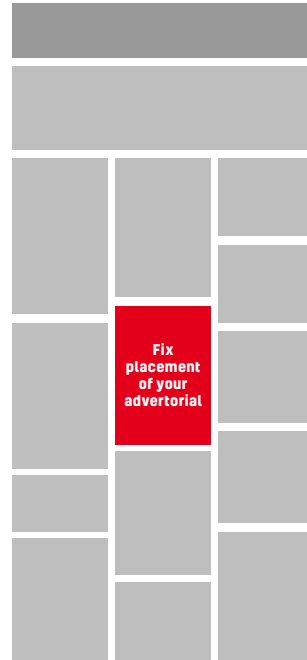
Position 1



Top placement on the homepage for seven days:

€ 1.500

Position 2



Placement in the news section of the homepage for seven days:

€ 1.300

An advertorial resembles an editorial article in content and design but serves to promote products or services. While clearly marked as advertising, it is designed to provide readers with added value through informative or entertaining content.

The goal is to convey the advertising message more credibly and appealingly and to position oneself as an expert.

Specifications

- **Headline:** maximum 50 characters (including spaces)
- **Text:** We recommend 500 to 2,000 characters (excluding spaces); teaser for the homepage is automatically created from the beginning of the text
- **Images:** maximum 2 images (600 x 400 pixels), JPG or PNG (one of the images will be used as a preview image for the homepage)
- **Marking:** Advertisement
- **Link:** a maximum of one related link to the product or website is possible



NEWSLETTER

Advertorial im Newsletter

An advertorial in the look of editorial contributions achieves high attention and enjoys great trust among readers.

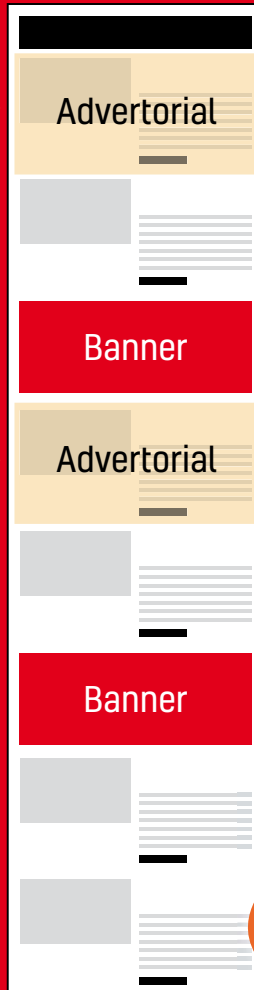
► **Position 1:** € 745 per send-out

► **Position 2:** € 695 per send-out

Specifications

- **Headline:** maximum 50 characters (including spaces)
- **Text:** maximum 50 words
- **Image:** maximum 1 image, 255 x 255 pixels (JPG or PNG)
- **Marking:** Advertisement
- **Link:** to your landing page, placed under a CTA button with the text "Mehr erfahren"

1



1

2

2

Banner im Newsletter

Make yourself known with modern banners in both the desktop and mobile versions.

► **Position 1:** € 695 per send-out

► **Position 2:** € 595 per send-out

Specifications

- **Advertising material:** Billboard
- **Desktop:** 580 x 250 pixels, maximum 250 KB
- **Mobile:** 320 x 100 pixels, maximum 250 KB
- **Media:** JPG
- **Link:** to your landing page

15,000+
Subscribers
every sunday

STAND ALONE NEWSLETTER

Design the content of your newsletter for our mailing list entirely according to your wishes. You provide the design and content, and we ensure the professional implementation and dispatch to our subscriber list. This exclusive format allows you to convey your message without distraction from other advertising content.

Your advantages:

- Look & feel of the editorial newsletter
- Exclusively your content
- Exclusivity of the advertising space

Dispatch by arrangement on working days possible:

€ 4,490



SPECIAL NEWSLETTER

In our specially curated newsletters for important trade fairs, we offer you an exclusive platform to present your brand and products to an engaged audience of industry insiders and decision-makers.

Take the opportunity to address your target group directly with banner advertising or customized advertorials. These special newsletters are your ticket to generating attention, winning leads, and effectively placing your messages.

Book your place now and become part of a unique communication channel that brings your brand directly to the screens and hearts of your potential customers.

Advertorial or Banner

- ▶ **Position 1:** € 990 per send-out
- ▶ **Position 2:** € 890 per send-out
- ▶ **Position 3:** € 790 per send-out



byruineves / Shutterstock

Events	Dispatch Dates
RETTmobil	14.05.2024
112Rescue	04.06.2024
FIREmobil	18.09.2024
Florian	09.10.2024

17,000+
subscribers
(Feuerwehr-Magazine
and Rettungs-
Magazine subscribers
combined)

SOCIAL MEDIA



Facebook

Expand your reach through our Facebook channel, which reaches an active and interested firefighter community. We post your content – an image or video – including an appealing description and targeted hashtags.

Post: € 1,600

Instagram

Use our strong Instagram channel to spread your message quickly and directly. We offer the publication of your content, be it an image or a story, including suitable captions and hashtags.

Post/Story: € 1,300

COMBINATION MODULES



dotshock / Shutterstock

Print

1/1: 5,920 €
1/2: 4,330 €
1/3: 3,440 €
1/4: 3,050 €
1/8: 1,850 €

Website Banner

Wallpaper: € 93 CPM
Billboard: € 58 CPM
Rectangle: € 47 CPM

Website Advertorial

Position 1: € 1,500
Position 2: € 1,300

Newsletter Banner

Position 1: € 695
Position 2: € 595

Newsletter Advertorial

Position 1: € 745
Position 2: € 695

Social Media Instagram

Post: € 1,250
Story: € 1,300

Social Media Facebook

Post: € 1,600

Discount Levels

2 components: 5 %
3 components: 10 %
4+ components: 15 %

Discover the variety of our advertising formats and combine them according to your needs. Choose the appropriate formats to reach your target group on multiple channels simultaneously.

This not only increases your brand visibility but also interaction rates and ultimately the success of your campaign.

**The more advertising formats you combine,
the greater the discount.**

JOB MARKET

Optimize your recruitment by leveraging our job market tailored for rescue services. Reach your target audience directly, starting from just € 795.

All conditions can be found in our job market media data:

- ▶ [Media rates \[available in German only\]](#)
- ▶ www.blaulicht-stellenmarkt.de



Find professionals with our job market:

- Targeted job postings directly in the Blaulicht industry
- Various online packages
- Additional print ads possible
- Integration into the newsletter possible
- Various extras for even higher visibility
- Attractive prices

Specifications

Please note that only one position can be advertised per job ad. Posting is possible 24/7 via the self-entry tool.

<https://bit.ly/40HUp4V>

Contact

Sabine Vockrodt - Phone: +49 731 88005-8222

Reinhold Fritsch - Phone: +49 731 88005-8285

E-Mail: jobs@blaulicht-stellenmarkt.de

AD DELIVERY AND

PAYMENT TERMS

How to submit your print data:

- Assign file names
- Ad customer_RM_Issue (Example: Microsoft_RM_1/24)
- Please send the file via email to sales@feuerwehrmagazin.de

How to submit your online advertising material:

- Delivery of the advertising material five working days before the publication date.
- Please send the file via email to sales@feuerwehrmagazin.de

Technical fees will be charged for late delivery of print material.

Contact:

If you have questions about ad disposition and print processing or problems with data transmission, please contact us at +49 731 88005-4516 or sales@feuerwehrmagazin.de.

PAYMENT TERMS

Reporting

Reports are only available for an additional charge (10% of the net booking value) and upon prior agreement and mention in the offer. There is no automatic obligation to create reports based on customer GTCs.

Agency Discount

Agencies receive a 15% agency discount.

Prompt payment discount:

The Ebner Media Group GmbH & Co. KG does not grant any discount on payments company-wide.

Cancellation

- Cancellation is free of charge until the ad deadline (print) or 10 working days before publication (online).
- 25% of the ad prices will be charged if canceled between the ad deadline and the print material deadline.
- 50% of the ad prices are due if canceled after the print material deadline.

Prices:

All prices in the media rates are net.

<https://www.ebnermedia.de/ebvm/agb/>



CONTACT

We look forward to your inquiry!



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**Courage is not the
absence of fear
but rather the
judgment that
something else
is more important
than fear.**

Ambrose Hollingworth Redmoon