

Advertising Price List Print and Online

Valid from 01.01.2026



Media Rates 2026



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ABOUT US

The Feuerwehr-Magazin has been published monthly since December 1983, the highest-circulation trade journal for fire brigades and fire protection in German-speaking Europe.

The issues are packed with exciting operational reports, interesting fire fighting documentaries, news, new emergency vehicles and special vehicle ideas and special vehicle concepts, youth fire brigade articles, service articles about equipment and operational tactics, product presentations and series. Whether website, newsletter or social media - the editorial team of the Feuerwehr-Magazin keeps the fire service world up to date on a daily basis.

Medium	Reach
Circulation	63,000+
Print Subscriptions	24,000+
Page Impressions per Month	530,000+
Newsletter Subscriptions	15,000+
Instagram Follower	151,000+
Facebook Follower	164,000+



Foto: Jan-Erik Hegemann

OUR TARGET GROUP

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

Data insights

- Almost 100 % of our readership is in the fire service or an organisation in the emergency services or disaster control - many in several organisations at the same time.
- More than one in two is authorised to make decisions or is involved significantly in preparing decisions.
- 73.5 % of our readers inform themselves in magazines about new fire service products
- 59.5% of our readers buy their own equipment, one in three even for up to €500 a year.

Characteristics of our readers

- The readers of Feuerwehr-Magazin and the associated online channels are predominantly young technology enthusiastic professionals with strong doer qualities - always on the lookout for new ideas, impulses and solutions for their daily operations.
- Our readers are particularly interested in vehicles, technology, products and innovations from the fire firefighting industry. They make extensive use of our knowledge offerings.

Source: 2023 reader survey



Gorgev / Shutterstock

YOUR ADVERTISING

Advertising in Feuerwehr-Magazin means reaching the heart of the fire and rescue industry. Here you connect with a specialised target group that is not only technically sound, but also highly motivated and that also has purchasing power.

Our content is customised to the needs of this professional community, and your advertising presence becomes part of a trustworthy information offering, that plays a role in our readers' daily business. Your message reaches an audience that is actively looking for solutions and is willing to invest in the right products.

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

UlfFotoart / Shutterstock

...stands out

- 81 % perceive advertising on our digital channels and in the magazine
- 42.6 % also observe while reading, which companies advertise

...has a lasting effect

- 77.2% pick up the fire brigade magazine more than 3 times

...makes sense

- For 43.8 %, adverts have an orientation function for market developments and prices
- 41 % experience adverts as a supplement editorial content

Source: 2023 reader survey

OUR DATES

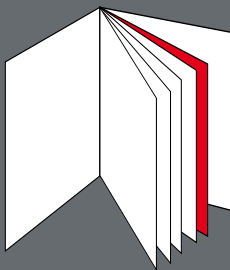
Issue	Publication Date	Editorial Editing	Advertising Deadline	Planned Trade Fairs and Congresses, Notes*
01/2026	19.12.2025 (Fr)	18.11.2025 (Tu)	27.11.2025 (Thur)	-
02/2026	30.01.2026 (Fr)	16.12.2025 (Tu)	08.01.2026 (Thur)	-
03/2026	27.02.2026 (Fr)	27.01.2026 (Tu)	05.02.2026 (Thur)	-
04/2026	27.03.2026 (Fr)	25.02.2026 (Tu)	05.03.2026 (Thur)	-
05/2026	24.04.2026 (Fr)	24.03.2026 (Tu)	02.04.2026 (Thur)	May 06th to 08th 2026: RETTmobil in Fulda
06/2026	29.05.2026 (Fr)	28.04.2026 (Tu)	07.05.2026 (Thur)	01th to 06th of June 2026: Interschutz in Hannover 24th to 25th of June 2026: FeuerTrutz in Nürnberg
07/2026	26.06.2026 (Fr)	26.05.2026 (Tu)	04.06.2026 (Thur)	-
08/2026	31.07.2026 (Fr)	30.06.2026 (Tu)	09.07.2026 (Thur)	-
09/2026	28.08.2026 (Fr)	28.07.2026 (Tu)	06.08.2026 (Thur)	-
10/2026	25.09.2026 (Fr)	25.08.2026 (Tu)	03.09.2026 (Thur)	08th to 10th of Oktober 2026: Florian in Dresden
11/2026	23.10.2026 (Fr)	22.09.2026 (Tu)	01.10.2026 (Thur)	-
12/2026	20.11.2026 (Fr)	20.10.2026 (Tu)	29.10.2026 (Thur)	-
01/2027	18.12.2026 (Fr)	17.11.2026 (Tu)	26.11.2026 (Thur)	-

*Status: As of August 2025 - Information without guarantee

PRINT ADS

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

Inserts and
supplements
on request.



Trim: [Width x Height + 3 mm all around]



420 x 280



210 x 280



210 x 140



102 x 280



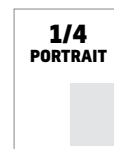
210 x 100



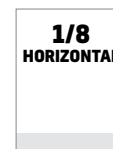
72 x 280



210 x 80



90 x 120

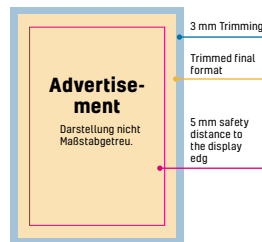


210 x 50

Type Area Format

Please note!

Please position the ad so that all important content such as text, web addresses, etc. have a safety margin of at least 5 mm from the ad edge (based on the trimmed final format).



Specifications:

- PDF
- 300 dpi
- CMYK
- Bleed adverts with 3 mm bleed and register crosses
- Content: PSO LWC Improved (ECI), cover: ISO Coated V2 (ECI)
- Fonts and logos converted to paths

Processing of other formats without guarantee

PRINT ADVERTORIAL

Maximum reach and minimum effort

Present your products or services in a print advertorial in the Feuerwehr-Magazin, the leading trade journal for fire brigades and fire protection in the German-speaking world. With over 97,000 readers per issue, this is the ideal platform to place your messages in a targeted manner.

Cross-media extension:

In addition to the print edition, your advertorial will also be published in our daily newsletter and on our social media channels (Instagram & Facebook). This allows you to reach a large and engaged target group.

Your advantages:

- Over 97,000 readers in print
- Cross-media distribution in print, newsletter and social media
- Maximum visibility with minimum effort

Print-Advertorial:

Format	4-c (€)
2/1	10.650
1/1	5.920
1/2	4.330
1/3	3.440
1/4	3.050
Digital Extension	990



Advertorial / Anzeige

Headline steht hier

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilis. Lorem ipsum dolor sit amet,odo consequat. it praesent luptatum zzril delenit augue dui dolore te feugDuis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et accumsan et



Headline steht hier

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Headline steht hier

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SPECIAL PRINT

With our print or digital special prints you can use our contributions for your PR purposes, whether for marketing campaigns, at trade fairs or in the field.

Contents:

The special print consists of the Feuerwehr-Magazin front page including banderole with your company name and the pages of the specialised article about your product or service. It does not necessarily have to be a report published in the Feuerwehr-Magazin - we would be happy to write an article for you!

Self-Promotion and Changes:

You also have the option of placing your own advertising or make editorial changes. These are charged according to the time [60€ per hour or part thereof].

Dispatch:

Delivery is free of charge up to a maximum of 10 days after print approval.



Print & Digital

(page format 210x280mm, glossy art paper)

	1,000 copies	2,000 copies	3,000 copies	5,000 copies	Processing
4-seitig	1,960,- €	2,195,- €	2,430,- €	2,820,- €	Centrefold
6-seitig	2,100,- €	2,410,- €	2,750,- €	3,320,- €	Zig-zag fold
8-seitig	2,595,- €	3,040,- €	3,480,- €	4,430,- €	Staple stitching
12-seitig	3,390,- €	4,850,- €	5,290,- €	6,330,- €	Staple stitching
u.v.m.					



4-sided - Centrefold



6-sided -Zig-zag fold



from 8-pages - Staple stitching

Digital as PDF

Digital use only permitted

► Per inside page: 150 €

Extended range through inclusion in the Feuerwehr-Shop

► Download flat rate: 195 €

Article in fire Feuerwehr-Magazin style

► Flat rate: On request

SPECIAL ISSUE



Topic & Relevance

The increasing complexity of operational scenarios – from flood disasters and wildfires to cyberattacks – combined with a growing military threat, makes seamless cooperation between civilian emergency services and military structures indispensable. Civil-Military Cooperation (CMC) closes operational gaps, establishes common standards, and strengthens resilience in civil protection.

Content & Focus

- Operational analyses, technology and innovation reports
- International best practices & legal frameworks
- Human factor focus: leadership, communication, resilience
- Integration of innovative formats such as a gamification booth and VR training (Interschutz)
- Employer branding modules for dual careers

Target Groups

- Senior staff from fire brigades, emergency medical services, THW, and armed forces
- Industry (security, defense, dual-use technologies)
- Politics & government agencies (BBK, Ministries of the Interior)
- Education & simulation sector

Ad Formats & Rates

Print advertisements and advertorials in various formats are offered – in line with the Feuerwehr-Magazin – at the same rates as in the Feuerwehr-Magazin [see pp. 7-8 of the media kit].

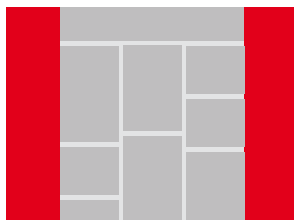
BANNER

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

By booking ad impressions, you can determine how often your banner 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 of advertising material:
At least 5 working days before the first insertion
- Minimum quantity: 30,000 ad impressions for sufficient visibility



Fireplace

Desktop: 2x 460 x 1.028 Pixel
Mobile Version: 300 x 600 Pixel

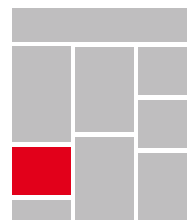
TKP: 93€



Billboard

Desktop: 980 x 250 Pixel
Mobile: 320 x 100 Pixel

TKP: 58€



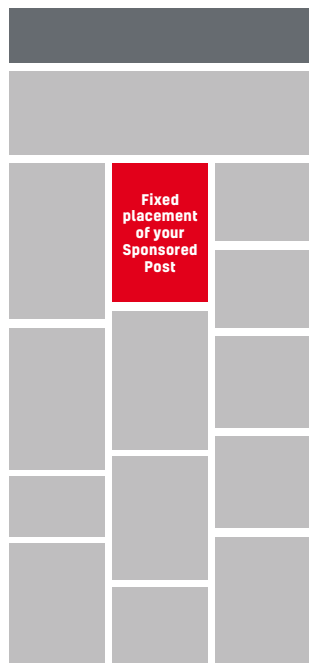
Content Ad

Desktop: 300 x 250 Pixel
Mobile: 300 x 250 Pixel

TKP: 47€

SPONSORED POST

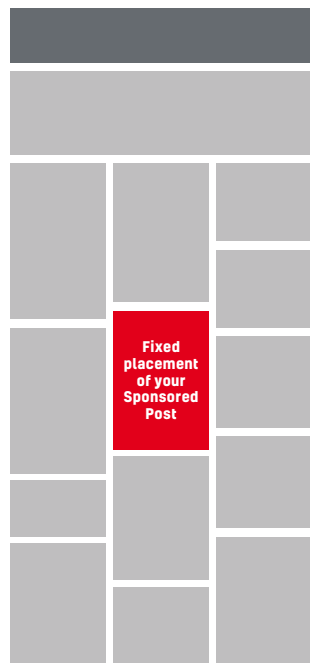
Position 1



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 €

A sponsored post is similar in content and presentation to an editorial contribution, but serves to advertise products or services. It is designed in such a way that it offers readers, viewers or listeners added value through informative or entertaining content, clearly labelled as advertising. The aim is to make the advertising message more credible and appealing and to position itself as an expert in an area.

The sponsored post is also embedded in the Daily Newsletter and in the sidebar on the website.

Specifications

- **Headline:** maximum 50 characters (with spaces)
- **Text:** We recommend 500 to 2,000 characters (without spaces) characters (without spaces); teaser for the start page is automatically created automatically 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 start page used)
- **Labelling:** Advertisement
- **Link:** A maximum of one related link to the product or to the website is possible



NEWSLETTER

Native Text Ad in the newsletter

A Native Text Ad in the look of the editorial articles attracts a lot of attention and enjoys a high level of trust among readers.

- **1st position:** 875 € per mailing
- **2nd position:** 795 € per mailing

Specifications

- **Headline:** maximum 50 characters (including spaces)
- **Text:** maximum 50 words
- **Image:** maximum 1 image, 255 x 255 pixels (JPG or PNG)
- **Labelling:** Display
- **Link:** to the landing page, which is placed under a CTA button with the text 'Learn more' is placed

1

Native Text Ad

Banner

1

2

Native Text Ad

Banner

2

Banner in the newsletter

Use modern banners to attract attention on a large scale in both the desktop and mobile versions.

- **1st position:** 695 € per mailing
- **2nd position:** 595 € per mailing

Specifications

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

15,000+
Subscribers
each
Sunday

STAND ALONE MAILING

Customise the content of your newsletter completely according to your wishes. You provide the design and content, we take care of the professional realisation and dispatch to our subscriber list. This exclusive format allows you to communicate your message without the distraction of other content.

Your Advantages:

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

Dispatch possible on working days by arrangement.

4,490 €



SOCIAL MEDIA



Facebook

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

Post: 1,600€



Instagram

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

Post/Story: 900€

COMBINATION-MODULES



dotshock / Shutterstock

Print Ads

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

Advertorial Print

1/1: 5,920 €
1/2: 4,330 €
1/3: 3,440 €
1/4: 3,050 €
Digital Extension: 990 €

Website Sponsored Post

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

Website Banner

Fireplace: 93 € TKP
Billboard: 58 € TKP
Content Ad: 47 € TKP

Newsletter Native Text Ad

1. Position: 890 €
2. Position: 840 €

Newsletter Banner

1. Position: 695 €
2. Position: 595 €

Social Media

Facebook: 1,600 €
Instagram: 900 €

Discount levels

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

Discover the variety of our advertising formats and combine them according to your needs.

Choose the right formats to reach your target group on several channels at the same time. This not only increases the visibility of your brand, but also

the interaction rates and ultimately the success of your campaign.

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

ADVERTISING MATERIAL DELIVERY

How to submit your print data

- Assign a file name
- Advertiser_FM_edition (example: Microsoft_FM_1/26)
- Please send the file by e-mail to clientsuccess@ebnermedia.de

How to send your online advertising material

- Delivery of the advertising material five working days before publication date.
- Please send the file by e-mail to clientsuccess@ebnermedia.de

If the print material is not delivered on time, technical fees will be charged.

Contact:

If you have any questions about ad scheduling and print processing or problems with data transmission, please contact clientsuccess@ebnermedia.de.

TERMS OF PAYMENT

Reports

Reports are only available for an additional charge (10 % of the net booking value) and with prior agreement and mention in the offer. An automatic obligation to prepare reports on the basis of customer GTCs does not exist.

AE Discount

Agencies receive an AE discount of 15%.

Cash Discount

The Ebner Media Group GmbH and Co. doesn't offer cash discounts on payments.

Cancellation

- Cancellations can be made free of charge up to the advertising deadline (print) or 10 working days before publication (online).
- We charge 25 % of the advertising rates if cancellation is made between advertising deadline and printing deadline.
- 50 % of the advertising rates will be charged if cancelled after the print deadline.

Prices

All prices in these media rate list are net.

GENERAL TERMS AND CONDITIONS

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



CONTACT

We are looking forward to your enquiry!



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E-Mail christiane.veyres@ebnermedia.de



Britta Stein

Media Sales

Phone +49 731 88005 - 4516

E-Mail britta.stein@ebnermedia.de

PS: DO YOU KNOW OUR PARTNER MAGAZINES?



Rettungs-Magazin

Rescue magazine has been the leading specialist magazine for rescue service workers since 1996 and covers all areas of rescue services, from ground to air rescue, from water rescue to mountain rescue.

With a circulation of around 15,000 copies, it is the highest-circulation magazine in German-speaking countries, supported by an online reach of over 50,000 page views per month. The combination of well-founded information and practical tips makes your advertising messages particularly effective.

Contact: Julia Pagelkopf, sales@rettungsmagazin.de



vfdb-Zeitschrift

The leading trade publication reaches the most important decision-makers in fire protection and is an ideal platform for establishing a year-round, cost-effective presence in the industry. With four issues per year, it provides compact technical and scientific information and enjoys the highest reputation in the industry.

For 2025 we are offering a new one at the vfdb magazine. modern advertising package with 4x 1/2-page advertisements for only €490 net per ad.

Contact: Britta Stein, britta.stein@ebnermedia.de

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

Ambrose Hollingworth Redmoon