

Print and Online Advertising Rate Card

Prices valid from 01.01.2027



Media Kit 2027



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ABOUT US

Since December 1983, Feuerwehr-Magazin has been published monthly. It is the highest-circulation trade journal for fire services and fire protection in German-speaking Europe.

The issues are packed with gripping incident reports, engaging fire-service features, news, new emergency vehicles and special vehicle concepts, youth fire brigade articles, service pieces on equipment and operational tactics, product presentations, and series. Whether website, newsletter, or social media, the Feuerwehr-Magazin editorial team keeps the fire-service world up to date every day.

Medium	Reach
Total circulation	63,000+
Print subscriptions	24,000+
Page impressions per month	510,000+
Newsletter subscribers	16,000+
Instagram followers	157,000+
Facebook followers	168,000+



Photo: Christian Schwier / Shutterstock

OUR TARGET AUDIENCE

Our target audience forms the heart of fire and rescue organizations, a professional and decisive readership that relies on us to make well-founded purchasing choices.

Data Insights

- Nearly 100% of our readership works in the fire service or in a rescue or civil protection organization, many in several organizations at the same time.
- More than every second reader is authorized to make decisions or substantially prepares them.
- 73.5% of our readers inform themselves about new fire-service products through magazines.
- 59.5% of our readers buy equipment themselves, with one in three spending up to €500 per year.

Characteristics of our readers

- The readers of Feuerwehr-Magazin and its associated online channels are predominantly young, technology-minded professionals with strong hands-on qualities, always looking for new ideas, impulses, and solutions for their daily operations.
- Our readers are especially interested in vehicles, technology, products, and innovations from the fire-service sector. They make extensive use of our knowledge resources.

Source: Reader survey 2023



Gorgev / Shutterstock

YOUR ADVERTISING

Advertising in Feuerwehr-Magazin means reaching directly into the heart of the fire and rescue sector. Here you connect with a specialized target audience that is not only professionally well-informed but also highly motivated and has strong purchasing power.

Our content is tailored to the needs of this professional community, and your advertising becomes part of a trusted information resource that plays a role in our readers' operations every day. Your advertising message thus reaches an audience that actively looks for solutions and that is ready to invest in the right products.

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

UlfFotoart / Shutterstock

...stands out

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

...has lasting effect

- 77.2% pick up Feuerwehr-Magazin more than 3 times

...makes sense

- For 43.8% ads serve an orientation function for market developments and prices
- 41% experience ads as a complement to editorial content

Source: Reader survey 2023

OUR SCHEDULE / KEY DATES

Issue	Publication Date	Editorial Editing	Advertising Deadline	Planned Trade Fairs and Congresses, Notes*
01/2027	18.12.2026 (Fri)	17.11.2026 (Tue)	26.11.2026 (Thu)	-
02/2027	29.01.2027 (Fri)	15.12.2026 (Tue)	07.01.2027 (Thu)	25-27 February 2027: BOS:Expo in Augsburg
03/2027	26.02.2027 (Fri)	26.01.2027 (Tue)	04.02.2027 (Thu)	-
04/2027	25.03.2027 (Thu)	23.02.2027 (Tue)	04.03.2027 (Thu)	-
05/2027	30.04.2027 (Fri)	30.03.2027 (Tue)	08.04.2027 (Thu)	12-14 May 2027: RETTmobil in Fulda
06/2027	28.05.2027 (Fri)	27.04.2027 (Tue)	05.05.2027 (Wed)	10-12 June 2027: 112Rescue in Dortmund
07/2027	25.06.2027 (Fri)	25.05.2027 (Tue)	03.06.2027 (Thu)	-
08/2027	30.07.2027 (Fri)	29.06.2027 (Tue)	08.07.2027 (Thu)	-
09/2027	27.08.2027 (Fri)	27.07.2027 (Tue)	05.08.2027 (Thu)	-
10/2027	24.09.2027 (Fri)	24.08.2027 (Tue)	02.09.2027 (Thu)	07-09 October 2027: Florian in Dresden
11/2027	22.10.2027 (Fri)	21.09.2027 (Tue)	30.09.2027 (Thu)	November 2027: BOS-Fachtag in TBA November 2027: PMRExpo in Cologne
12/2027	19.11.2027 (Fri)	19.10.2027 (Tue)	28.10.2027 (Thu)	December 2027: vds Fire Protection Days in Cologne
01/2028	17.12.2027 (Fri)	16.11.2027 (Tue)	25.11.2027 (Thu)	-

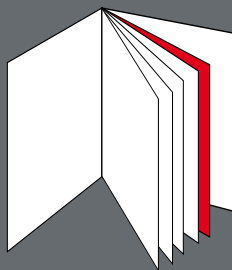
*As of August 2026 - subject to change

PRINT ADS

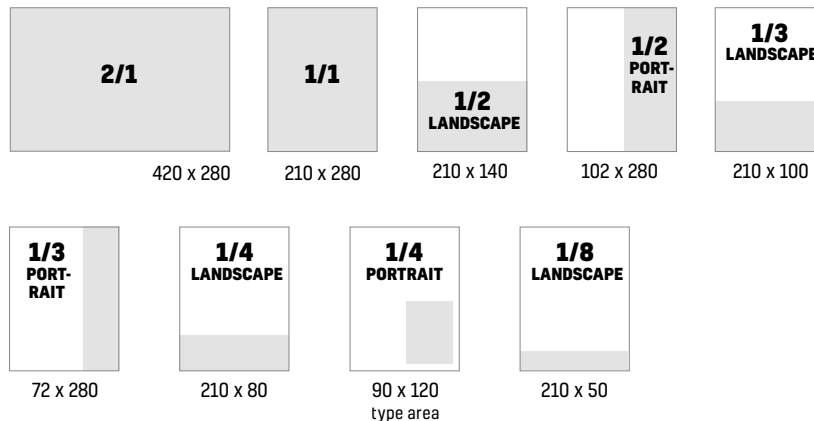
Format	4-color (€)
2/1	10,650
1/1 (U2/U4, inside/ back cover)	6,512
1/1	5,920
1/2	4,330
1/3	3,440
1/4	3,050
1/8	1,850

**50 % discount
for job listings**

Inserts and
bound-in
supplements
on request.

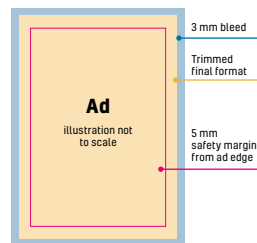


Bleed: (width x height plus 3 mm bleed all around) Format dimensions (mm)



Please note!

Please lay out the ad so that all important content such as text, web addresses, etc. keeps a safety margin of at least 5 mm from the ad edge (relative to the trimmed final format).



Specifications:

- PDF
- 300 dpi
- CMYK
- Bleed ads with 3 mm bleed allowance and registration marks
- 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 minimal effort

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

Digital extension (for a surcharge):

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

Your benefits:

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

Print-Advertorial:

Format	4-color [€]
2/1	10,650
1/1	5,920
1/2	4,330
1/3	3,440
1/4	3,050
Digital extension	990

**50 % discount
for job listings**



INTERSCHUTZ 2026: Innovative Technologien für den Feuerwehreinsatz von Kopf bis Fuß

Wie die Marke GORE-TEX Antworten auf die Herausforderungen moderner Einsatzszenarien liefert

Feuerwehreinsätze werden vielfältiger und anspruchsvoller: Technische Hilfeleistungen, Vegetationsbrände, Starkwetterereignisse oder Innengriffe unter Extrembedingungen verlangen Einsatzkräfte körperliche Höchstleistungen ab. Umso wichtiger ist persönliche Schutzausrüstung, die zuverlässig schützt und zugleich den Tragekomfort erhöht.

Die Marke GORE-TEX präsentierte auf der INTERSCHUTZ 2026 innovative Produkttechnologien für moderne Einsatzkräfte - von modularer Einsatzbekleidung bis hin zu einer neuen Generation von Feuerwehrstiefeln des Herstellers von Funktionsschuhen und -bekleidung HAX. Ziel aller Technologien: Schutz und Leistungsfähigkeit im Einsatz zu verbessern, ohne die körperliche Belastung zusätzlich zu erhöhen.

Modulare Einsatzbekleidung für unterschiedliche Einsatzszenarien

Viele Einsatzkräfte tragen im Alltag dieselbe Schutzkleidung wie für den Innengriff. Gleichzeitig entfallen zahlreiche Einsätze auf technische Hilfeleistung, Rettungsdienst oder Vegetationsbrände. Die Folge: Die Bekleidung ist oft schwerer und weniger flexibel als nötig.

Die Marke GORE-TEX hat deshalb eine Konzeptstudie für modulare Feuerwehr-

einsatzbekleidung entwickelt - das System basiert auf zwei aufeinander abgestimmten Bekleidungslagen, die je nach Einsatz einzeln oder kombiniert getragen werden können:

- **Lage 1** basiert auf der GORETEX CROSSTECH PYRAD Stretch Produkttechnologie. Speziell für technische Hilfeleistung und andere häufige Einsatzarten entwickelt, bietet sie hohe Beweglichkeit, geringes Gewicht sowie hohen Tragekomfort.
- **Lage 2** mit der GORETEX CROSSTECH Produkttechnologie ist als eigenständige Lösung für Vegetationsbrände und Außenangriffe konzipiert. Sie erfüllt die Anforderungen nach EN 469 Stufe 1 sowie EN ISO 13084.
- Werden beide Lagen kombiniert getragen, entsteht ein Schutzniveau für den Innengriff gemäß EN 469 Stufe 2 - verteilt auf zwei funktional abgestimmte Bekleidungslagen statt auf einen schweren Allround-Ansatz.



Mit diesem modularen Ansatz lassen sich drei unterschiedliche Einsatzszenarien mit zwei Bekleidungslagen abdecken. Gleichzeitig kann die Anzahl benötigter Anzüge reduziert werden, was Beschaffung und Instandhaltung vereinfachen kann.

EXTRAGUARD Obermaterialtechnologie im HAX FIRE EAGLE 3.0 EXG

Die EXTRAGUARD Obermaterialtechnologie ermöglicht eine völlig neue Klasse von Feuerwehrstiefeln, die auch im nassen Zustand leicht bleiben und schnell trocknen. Gemeinsam mit HAX präsentiert die Marke GORE-TEX nun den Feuerwehrstiefel HAX FIRE EAGLE 3.0 EXG - einen der weltweit ersten Feuerwehrstiefel mit dem innovativen EXTRAGUARD Obermaterial.

Das mehrschichtige Materialsystem kombiniert eine robuste, flammhemmende Außenschicht mit einer isolierenden Mittel- und einer Konstruktionsschicht, die kaum Wasser aufnimmt. Dadurch bleibt der FIRE EAGLE 3.0 EXG auch bei langanhaltender Nässe leichter als herkömmliche Feuerwehrstiefel und trocknet deutlich schneller. Gleichzeitig bleibt die Wärmeisolierung erhalten - ein Vorteil bei Einsätzen in kalter und feuchter Umgebung.

In Kombination mit dem GORE-TEX CROSSTECH Innenfutter schützt der Stiefel dauerhaft vor Wasser, Chemikalien und Krankheitserregern und erfüllt zugleich hohe Anforderungen an Atmungsaktivität und Tragekomfort.

Der FIRE EAGLE 3.0 EXG basiert auf der langjährigen Entwicklungszusammenarbeit zwischen HAX und der Marke GORE-TEX - mit dem Ziel, Feuerwehrkleidung unter realen Einsatzbedingungen bestmöglich zu unterstützen.

7|2026 Feuerwehr-Magazin 59

SPECIAL PRINT

With our print or digital special prints, you can use our articles for your PR purposes, whether for marketing campaigns, at trade shows, or in field sales.

Content:

The special print consists of the Feuerwehr-Magazin cover including a banner with your company name, plus pages of the feature article about your product or service. It does not have to be a report that appeared in Feuerwehr-Magazin; we are also happy to write an article for you.

Own advertising and changes:

You also have the option to place your own advertising or make editorial changes. These are billed separately according to time spent (€60 per hour or part thereof).

Shipping:

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



Print & Digital

(page format 210 x 280 mm, glossy art paper)

	1.000 pcs	2.000 pcs	3.000 pcs	5.000 pcs	Finishing
4 pages	1,960 €	2,195 €	2,430 €	2,820 €	center fold
6 pages	2,100 €	2,410 €	2,750 €	3,320 €	zig-zag fold
8 pages	2,595 €	3,040 €	3,480 €	4,430 €	saddle stitching
12 pages	3,390 €	4,850 €	5,290 €	6,330 €	saddle stitching
and more					



4 pages - center fold



6 pages - zig-zag fold



from 8 pages - saddle stitching

Digital as PDF

Digital use only permitted

► Per inside page: €150

Extended reach through inclusion in the Feuerwehr Shop

► Download flat rate: €195

Article in Feuerwehr-Magazin style

► Flat rate: on request

SPECIAL ISSUE



Topic & Relevance

The increasing complexity of operational situations, from floods to wildfires to cyberattacks, combined with a growing military threat, makes smooth cooperation between civilian emergency forces and military structures indispensable. Civil-military cooperation (ZMZ) closes operational gaps, creates common standards, and increases resilience in civil protection.

Content & Focus

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

Target groups

- Leaders from fire service, rescue service, THW (Federal Agency for Technical Relief), Bundeswehr (armed forces)
- Industry (security, defense, dual-use technologies)
- Politics & public authorities (BBK Federal Office of Civil Protection, interior ministries)
- Training & simulation sector

Ad formats & prices

Print ads and advertorials in various formats are offered, as with Feuerwehr-Magazin, at the same prices as in Feuerwehr-Magazin (see pp. 7-8 of the media kit).

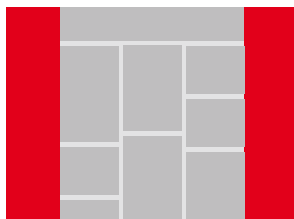
BANNER

Book banner advertising on Feuerwehrmagazin.de and secure an effective presence in our engaged community. Banner advertising is especially well suited for campaigns or product launches.

By booking ad impressions, you can determine how often your banner appears in rotation with other advertising motifs during the selected period.

Specifications

- Maximum file size: 500 KB
- Accepted formats: PNG or JPG
- Deadline for ad material delivery: at least 5 working days before the first insertion
- Minimum quantity: 30,000 ad impressions per month for sufficient visibility



Fireplace

Desktop: 2x 460 x 1,028 pixels
Mobile Version: 300 x 600 pixels

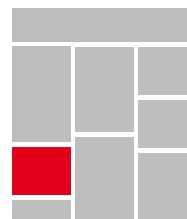
CPM: €93



Billboard

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

CPM: €58



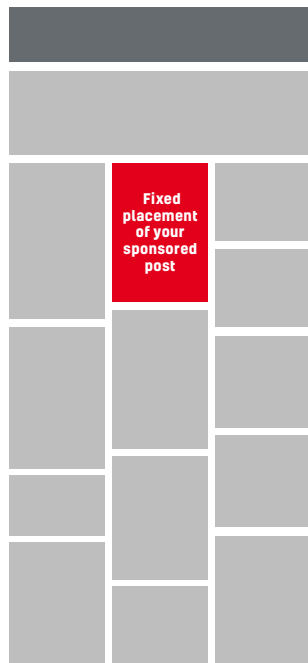
Content Ad

Desktop: 300 x 250 pixels
Mobile: 300 x 250 pixels

CPM: €47

SPONSORED POST

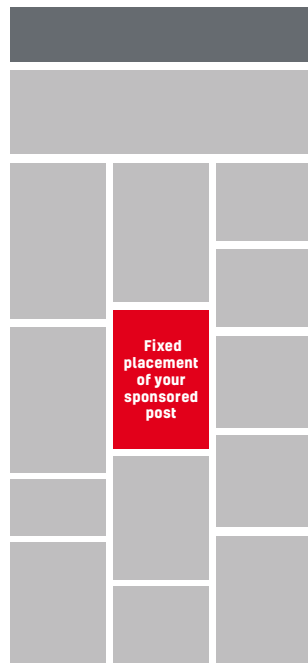
Position 1



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

50 % discount for job listings

A sponsored post resembles an editorial article in content and presentation but serves to promote products or services. It is designed to offer readers added value through informative or entertaining content while being clearly labeled as advertising.

The goal is to convey the advertising message more credibly and appealingly and to position yourself as an expert in a field.

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

Specifications

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



NEWSLETTER

Native Text Ad in the newsletter

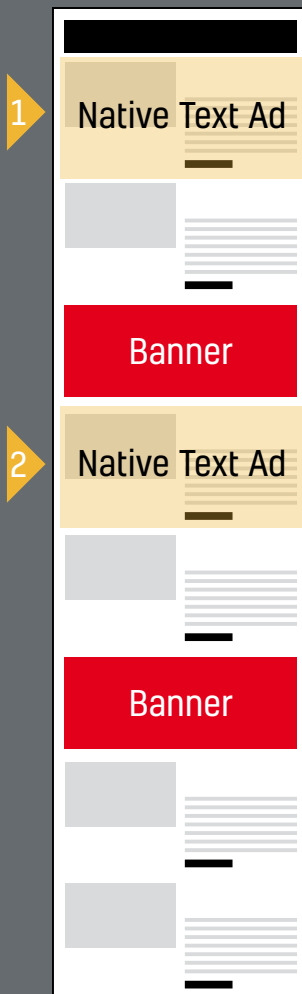
A native text ad in the look of editorial articles achieves high attention and enjoys great trust among readers.

- **1st position:** €890 per mailing
- **2nd position:** €840 per mailing

Specifications

- **Headline:** maximum 50 characters (including spaces)
- **Text:** maximum 400 characters (including spaces)
- **Image:** maximum 1 image, 255 x 255 pixels (JPG or PNG)
- **Labeling:** Advertisement
- **Link:** to the landing page, placed under a CTA button with the text "Learn more"

50 % discount
for job listings



Banner in the newsletter

Make yourself noticed in large format with modern banners in both the desktop and mobile versions.

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

Specifications

- **Ad material:** banner
- **Desktop:** 580 x 250 pixels, maximum 250 KB
- **Mobile:** 320 x 100 pixels, maximum 250 KB
- **Media:** JPG
- **Link:** to the landing page



STAND ALONE MAILING

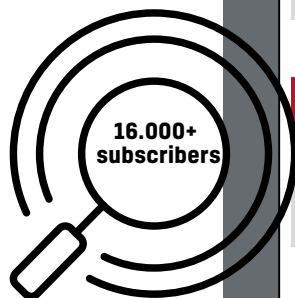
Design the content of your stand alone mailing to our mailing list entirely according to your wishes. You supply the design and the content; we handle the professional execution and distribution to our subscriber list. This exclusive format lets you convey your message without distraction from other advertising content.

Your benefits:

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

Distribution possible on working days by arrangement.

€4,490



50 % discount
for job listings



SPECIAL NEWSLETTER

For selected events such as RETTmobil, Florian, and PMRExpo, we offer special newsletters with information about the event. Within these, you can specifically increase attention for your brand, whether through announcements of your stand and activities or, even without your own presence on site, through professional articles and clear positioning on the topic.

► **Native Text Ad:** €990

► **Banner:** €795

SOCIAL MEDIA



Facebook

Extend your reach through our Facebook channel, which reaches an active and interested fire-service 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 publication of your content, whether an image or a story, including matching captions and hashtags.

Post/Story: €900

Post + Story: €1,100

50 % discount for job listings

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

1st position: €1,500
2st position: €1,300

Website Banner

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

Newsletter Native Text Ad

1st position: € 890
2st position: € 840

Newsletter Banner

1st position: €695
2st position: €595

Social Media

Facebook: €1,600
Instagram: €900

Discount tiers

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

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

Choose the right formats to reach your target audience across several channels at the same time. This increases not only your brand's visibility

but also engagement rates and, ultimately, the success of your campaign.

The more advertising formats you combine, the bigger the discount.

AD MATERIAL DELIVERY

How to submit your print data:

- Assign a file name
- Advertiser_FM_Issue (example: Microsoft_FM_1/27)
- Please send the file by email to **clientsuccess@ebnermedia.de**

How to submit your online ad material:

- Deliver the ad material five working days before the publication date.
- Please send the file by email to **clientsuccess@ebnermedia.de**

If print materials are not delivered on time, technical fees apply.

Contact:

For questions about ad scheduling and print processing, or problems with data transmission, please contact **clientsuccess@ebnermedia.de**.

PAYMENT TERMS

Reportings

Reportings are available only for a surcharge (10% of the net booking value) and by prior agreement, and must be mentioned in the offer. There is no automatic obligation to produce reportings on the basis of customer GTCs.

Agency discount (AE)

Agencies receive an agency discount of 15%. The agency discount (AE) is granted only when billing is done through the agency.

Cash discount (Skonto):

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

Cancellation

- Free cancellation is possible until ad closing (print) or 28 days before publication (online).
- We charge 25% of the ad price if cancellation occurs between ad closing and the print material deadline.
- 50% of the ad price is due if cancellation occurs after the print material deadline.

Prices

All prices in this media kit are net.

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



CONTACT

We look forward to your inquiry!



Christiane Weyres

Brand Partnerships Manager

Phone +49 731 88005 - 2074

Email christiane.veyres@ebnermedia.de



Britta Stein

Brand Partnerships Manager

Phone +49 731 88005 - 4516

Email britta.stein@ebnermedia.de

PS: DO YOU KNOW OUR PARTNER MAGAZINES?



Rettungs-Magazin

Since 1996, Rettungs-Magazin has been the leading trade journal for rescue-service personnel, covering all areas of the rescue field, from ground to air rescue and from water rescue to mountain rescue.

With a circulation of around 15,000 copies, it is the highest-circulation magazine in the German-speaking region, 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 especially effective.

Contact: Mark-Oliver Felchner, sales@rettungsmagazin.de



vfdb-Zeitschrift

This 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 sector. With four issues per year, it delivers concise technical and scientific information and enjoys the highest reputation in the industry.

For 2025 we are offering a new, modern advertising package for the vfdb-Zeitschrift with 4x half-page ads 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