

MEDIA DATA 2024



fokus GEFAHR/GUT
The magazine for the hazardous goods practice
www.fokus-gefahrgut.de

***WHAT DOES fokus GEFÄHR/GUT OFFER?***

fokus GEFÄHR/GUT combines classic specialist media such as the magazine **GEFÄHR/GUT**, numerous additional editions and a website with useful tools and work aids at www.fokus-gefahr-gut.de.

Hazardous goods advisors, persons responsible for hazardous goods and persons responsible for occupational safety find comprehensive information and tools for their daily tasks. The practice-oriented reporting covers all areas of hazardous goods and substances – from manufacturing to disposal. The printed contents are extended digitally by extensive information and research, for example through hazardous goods regulations in full text (ADR/RID, ADN and IMDG-code), basic knowledge and substance database.

THE BRAND fokus GEFÄHR/GUT COMPRISES

- Magazine
- Online portal
- Newsletter
- Events (e.g. specialist conference & lithium batteries seminars)
- Webinars
- Books





monthly

10 ISSUES

32. year

2024

www.fokus-gefahrhut.de

WEB ADDRESS (URL)

88.8 % of B2B decision-makers use regularly or occasionally one or more trade magazines.

52.6 % of the users fall back on them on a regular basis.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022



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WHO ARE THE READERS OF fokus GEFÄHR/GUT?

fokus GEFÄHR/GUT is aimed at hazardous goods advisors, persons responsible for hazardous goods and persons responsible for occupational safety in all industries.

SUBSCRIPTION

ISSN 0944-6117

Annual subscription price (specialist information package with hazardous goods database and online premium service)

Inland: € 666.20 incl. packing/posting plus statutory VAT.

European countries: € 678.20 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail vertriebsservice@tecvia.com

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **56.6 %** use trade magazines, whereas above 40 the percentage is **51.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022

General conditions:

Please note the General Terms and Conditions you can find at www.mediacentrum.de.

Bank account:

UniCreditBank AG, Munich, Germany

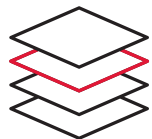
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Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001

**3,000****PRINT RUN GEFÄHR/GUT*****PRINT****2,321****ACTUAL DISTRIBUTED CIRCULATION (ADC):*****1,506****PAID CIRCULATION*****DIGITAL****7,833****SESSIONS****

(average of three months, January to March 2023)

26,472**PAGE IMPRESSIONS****

(average of three months, January to March 2023)

3,486**NEWSLETTER SUBSCRIBERS****

(March 2023)

Advertising is perceived as valuable content and information and serves the purpose of staying in the loop of what happens in the industry.

78 % agreed: „Advertising is a useful component in trade media“.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Association of Business Media) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

TOPICS

SUPPLEMENTS

FAIRS

ISSUE 1-2

AD 19.12.23 **Energy storage:** Sodium-ion-batteries
 Filling material for shipping packaging
CD 05.01.24 Hazardous goods and disposal rules for accident-damaged vehicles
PD 01.02.24 Vessels for storage and dispatch (also electrical devices)
 Packaging and transportation solutions, take-back systems
 Approval procedures

Lithiumbatterien: 17. Fachkonferenz + Seminare
 (Lithium Batteries: 17. Trade Conference + Seminars),
 Göttingen, 22.01.-26.01.2024
Logistics & Automation, Bern, 24.01.-25.01.2024
Internationale Gefahrgut-Tage (Hazardous
 Goods Days), Hamburg, 26.02.-27.02.2024

ISSUE 3

AD 30.01.24 **Hazardous goods logistics:**
 Service providers for dispatch by air traffic
CD 08.02.24 Hazardous goods forwarding agents
PD 07.03.24 Intra logistics: Packaging and storage technology
 Container transportation and depots
 Management systems
 Preview report LogiMAT

Container Depot Map

Deutscher Materialfluss-Kongress
 (German Materialflow Congress)
 Munich, 29.02.-01.03.2024
LogiChem, Rotterdam, 12.03.-14.03.2024
StocExpo, Rotterdam, 12.03.-14.03.2024
SITL Europe, Paris, 19.03.-21.03.2024
LogiMAT, Stuttgart, 19.03.-21.03.2024

Digital Innovation Days 2024
 13.03.2024 Lithium batteries
 14.03.2024 Fire protection for storage of
 hazardous goods and materials

ISSUE 4

AD 27.02.24 **Digitization:** Digital automated coupling in rail traffic
 Digital product passport/digital battery passport
CD 07.03.24 Artificial intelligence and logistics
PD 04.04.24 Consignment tracking
 Sensors (warning devices)
 Follow-up report Lithium Batteries

Booklet
 Lithium Batteries Special 2024

Hanover Fair + Logistics 4.0,
 Hanover, 22.04.-26.04.2024

TOPICS

SUPPLEMENTS

FAIRS

ISSUE 5

AD 22.03.24
CD 04.04.24
PD **02.05.24**

Packaging: Thin metal sheets: buckets, pots, hobbocks, cans
Combination packagings, IBC and large packagings
Special packagings (salvage packaging, pallet-boxes Paloxe,
gas cylinders, cryogenic containers, airbags)
Disposal containers: aerosol cans, lithium batteries,
waste electronic and electrical equipment, paints
Preview report IFAT

34. Münchner Gefahrgut-Tage (Munich Hazardous Goods Days), 06.05.-08.05.2024
IFAT, Munich, 13.05.-10.05.2024
EMPACK, Dortmund, 15.05.-16.05.2024
Logistics & Distribution, Dortmund, 24.05.-25.05.2024

ISSUE 6

AD 26.04.24
CD 08.05.24
PD **06.06.24**

Sustainability: Lithium batteries: interface between hazardous goods and waste legislation
Reconditioning and recycling processes
Packaging: upcoming requirements e.g. for plastics
Deposit and return systems for IBC and barrels
Foils, straps and other load securing aids in the light of sustainability
Labels and labelling

Reconditioning Map

SMTconnect, Nuremberg, 11.06.-13.06.2024
Intersolar Europe, Munich, 19.06.-21.06.2024
Chemspec Europe, Düsseldorf, 19.06.-20.06.2024
ECTA Annual Conference, Prague, June 2024

ISSUE 7-8

AD 12.06.24
CD 24.06.24
PD **18.07.24**

Who's Who GEFÄHR/GUT:

The International Trade Directory for the Hazardous Goods Industry - bilingual issue in German/English.
Portraits appear in the magazine, in the digital industry guide and as an in-app-solution.

You can find further information on page 14.

ISSUE 9

AD 31.07.24
CD 09.08.24
PD **05.09.24**

Training/Seminars: Generation change: Round table
Innovations: Hazardous goods regulations 2025 for all modes of transport
Training hazardous goods advisers
Training methods: in presence - virtually - hybrid
Fire department and hazardous goods
Range of packagings

Booklet:
Packaging Special 2024

IAA Transportation, Hanover 17.09.-22.09.2024
Security, Essen, 17.09.-22.09.2024
FACHPACK, Nuremberg, 24.09.-26.09.2024
22. Schweizer Gefahrguttag (Swiss Hazardous Goods Day), Lucerne, September 2024

TOPICS

SUPPLEMENTS

FAIRS

ISSUE 10

AD 29.08.24

CD 09.09.24

PD 04.10.24

Class 9:

Lithium batteries: legal developments for all transport modes

Transport of dangerous goods in heated conditions

Tank vehicles for transport of chemicals and mineral oil

Pumps, tubes, fittings, safety technologies,

billing software, level measurement

Preview report: Gefahrgut & Gefahrstoff (Hazardous Goods

& Hazardous Materials) and Fuel & Gas Logistics

EXPO REAL, Munich, 07.10.-09.10.2024

Gefahrguttag Schweiz (Hazardous Goods Day Switzerland), Wallisellen, Oktober 2024

Fuel & Gas Logistics, Leipzig, 22.10.-24.10.2024

Gefahrgut & Gefahrstoff (Hazardous Goods & Hazardous Materials), Leipzig, 22.10.-24.10.2024

InnoTrans - Int. Fachmesse f. Verkehrstechnik (Int. Trade Fair for Transport Technology), Berlin, 24.09.-27.09.2024

ISSUE 11

AD 27.09.24

CD 10.10.24

PD 07.11.24

Storage and fire protection concepts for lithium batteries

Fire water retention

Storage service providers

Explosion protection in general, forklifts and equipment

Real estate properties for storage of hazardous goods and materials

Safety cabinets

Collecting basins

Storage Map

MEDICA, Düsseldorf, 11.11.-14.11.2024

Münchner Gefahrstoff- und Sicherheits-Tage

(Munich Hazardous Materials and Security Days), Munich, 23.11.-25.11.2024

ISSUE 12

AD 29.10.24

CD 11.11.24

PD 05.12.24

Road traffic: Departure and roadside inspections

Handling terminals

Transport of liquid hazardous goods

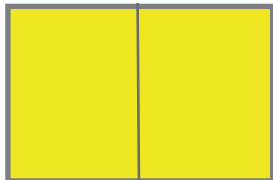
FVK tanks

Follow-up report: Gefahrgut & Gefahrstoff (Hazardous Goods & Hazardous Materials) and Fuel & Gas Logistics

Test process for class 7 transports

Tank Cleaning:
Booklet and Map

**MAGAZINE
FORMAT**
210 X 279 mm

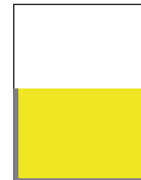


MAIN MAGAZINE
Type area (w x h)
Bleed size (w x h)

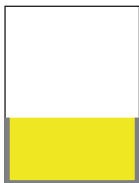
2/1 PAGES ACROSS GUTTER
385 x 236 mm
420 x 279 mm*



1/1 PAGE
175 x 236 mm
210 x 279 mm*

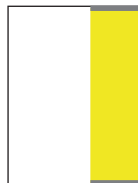


1/2 PAGE LANDSCAPE
175 x 117 mm
210 x 137 mm*



MAIN MAGAZINE
Type area (w x h)
Bleed size (w x h)

1/3 PAGE LANDSCAPE
175 x 76 mm
210 x 91 mm*



1/3 PAGE PORTRAIT
55 x 236 mm
71 x 279 mm*



1/4 PAGE LANDSCAPE
175 x 56 mm
210 x 71 mm*

* + 3 mm bleed



FORMAT	4-COLORS IN €
4. cover page	5,060.00
2/1 page	8,370.00
1/1 page	4,180.00
1/2 page	2,380.00
1/3 page	1,630.00
1/4 page	1,260.00
Placement surcharge:	
Binding placement instructions:	790.00

TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

DISCOUNTS

For insertions within one insertion year (begins with the publication of the first ad)

FREQUENCY SCALE

3 times	3 %
6 times	5 %
9 times	10 %
12 times	15 %

QUANTITY SCALE

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

All surcharges do qualify for discounts.

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 Aschauer Str. 30
 81549 München
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 Fax: 0 89/20 30 43-21 00


VERLAG HEINRICH VOGEL

USP: Unser Anspruch ist immer die höchste Marktnähe. Dabei bieten wir als Werbepartner vielseitige Werbemöglichkeiten. Unsere Partner erreichen erfolgreich und ohne Streuverluste ihre Zielgruppe mit unserem umfangreichen Medien-Programm.

Business card

Entry in trade directory per issue incl. company name, logo and five lines of free-text for description of USP (unique selling proposition).

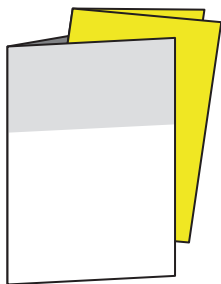
Price: € 120.00

Entry in online trade directory

Price: per month € 40.00

It can be booked for 6 or more months.

10 percent discount when booking 12 months.

LOOSE INSERT**SPECIAL FEATURE**

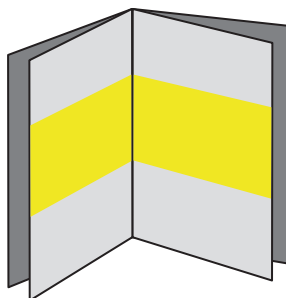
- Number of inserts available on request
- Ads of a third party not allowed
- On request: As an additional service, printing of loose inserts possible.

FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 325.00
- Up to 50 g total weight per thou. € 520.00
- Per further 5 g total weight per thou. € 39.00

BANDEROLE AD**SPECIAL FEATURE**

- Central placement, therefore highest attention

FORMAT

- 1 page: 210 mm width x 98 mm height
- 2 pages: 420 mm width x 98 mm height

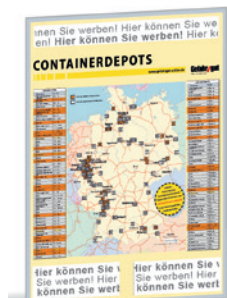
PRICE

- 1 page: € 2,450.00
- 2 pages: € 4,630.00

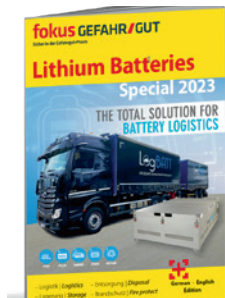
MORE FORMATS ON REQUEST.

We'll be happy to advise you!

CONTAINER DEPOT MAP



LITHIUM BATTERIES SPECIAL



RECONDITIONING MAP



PACKAGING SPECIAL



**SUPPLEMENT TO GEFAHR/GUT ISSUE 3
FROM 07.03.2024**

**SUPPLEMENT TO GEFAHR/GUT ISSUE 4
FROM 04.04.2024**

**SUPPLEMENT TO GEFAHR/GUT ISSUE 6
FROM 06.06.2024**

**SUPPLEMENT TO GEFAHR/GUT ISSUE 9
FROM 05.09.2024**

MAP FORMAT

- 420 mm width x 550 mm height

AD FORMATS

- Header: 400 mm x 40 mm, 4c
- Footer large: 185 mm x 125 mm, 4c
- Footer small: 185 mm x 62 mm, 4c

PRICE (not discountable)

- Header: € 2,610.00
- Footer large: € 2,680.00
- Footer small: € 1,400.00

MAGAZINE FORMAT

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 1,380.00
- 1/1 page, 4c: € 2,470.00
- Cover page: € 2,700.00

MAP FORMAT

- 550 mm width x 828 mm height

AD FORMATS

- Banner top: 530 mm x 65 mm, 4c
- Banner bottom: 185 mm x 125 mm, 4c

PRICE (not discountable)

- Banner top: € 2,600.00
- Banner bottom: € 2,680.00

MAGAZINE FORMAT

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 1,380.00
- 1/1 page, 4c: € 2,470.00
- Cover page: € 2,700.00

STORAGE MAP



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 11 FROM 07.11.2024**

MAP FORMAT

- 550 mm width x 828 mm height

AD FORMAT

- Banner top: 250 mm x 75 mm, 4c
- Banner bottom: 250 mm x 136 mm, 4c

PRICE (not discountable)

- Banner top: € 1,400.00
- Banner bottom: € 2,680.00

TANK CLEANING MAP



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 12 FROM 05.12.2024**

MAP FORMAT

- 550 mm width x 828 mm height

AD FORMAT

- Banner small: 170 mm x 65 mm, 4c
- Banner medium: 250 mm x 75 mm, 4c
- Banner large: 530 mm x 65 mm, 4c

PRICE (not discountable)

- Banner small: € 1,910.00
- Banner medium: € 3,260.00
- Banner large: € 4,090.00

TANK CLEANING BOOKLET



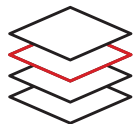
**SUPPLEMENT TO GEFAHR/GUT
ISSUE 12 FROM 05.12.2024**

MAGAZINE FORMAT

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 510.00
- 1/1 page, 4c: € 850.00
- 2./3. cover page: € 1,200.00
- 4. cover page: on request



PRINT



DIGITAL

YOUR EXTENSIVE COMPANY PORTRAIT

The **Who's Who GEFAHR/GUT** is published for the 24th time and offers an overview of important companies as well as associations and authorities of the industry. Researched by the editors, it includes the contact details of product suppliers and service providers, organized by topic: fleet and vehicles, haulage and logistics, storage and handling, packaging, education and training as well as occupational safety.

Companies have the chance to present themselves through a portrait bilingually (German/English) to an international readership.

In addition, the company portraits will be presented online in the www.gefahrgut-online.de portal industry guide.



PUBLICATION DATE:

GEFAHR/GUT issue 7- 8
from 18. July 2024

CIRCULATION:

4,000 copies

COMPANY PORTRAITS*

Ad deadline: 31.05.2024

Closing date printing material: 03.06.2024

Formats & prices:

1/1 page German/English: € 1,140.00

2/1 pages German/English: € 2,280.00

DISPLAY AD**

Ad deadline: 12.06.2024

Closing date printing material: 24.06.2024

Formats & prices:

Title display (210 mm w x 171 mm h): € 5,510.00

Cover page (210 mm w x 279 mm h): € 5,060.00

1/1 page (210 mm w x 279 mm h): € 4,180.00

* Photos: 72 mm w x 46 mm h, as jpg-file; resolution 300 dpi, colour mode CMYK

** + 3 mm bleed on all outer edges

The currently valid VAT must be added to all prices. Valid from January 1st, 2024.

Printing and binding precess: Offset print, perfect binding, 70 line/cm screen | Printing material delivery in digital form

PRINT AND ONLINE

**TRADE CONFERENCE & SEMINARS: LITHIUM BATTERIES**

Here the industry meets!

The fokus GEFAHR/GUT editorial staff have been hosting a conference on the transportation, handling, storage and disposal of lithium batteries since 2010. Experts from the scientific research field, industry and the administration sector make presentations detailing the latest developments in standards, the possibilities of legally compliant shipping using various modes of transport, test procedures, testing and criteria, as well as suggesting solutions for safe storage, and for the collection and disposal of defective batteries.

Date 17th trade conference: 23. to 25. January 2024

Date seminars: 22. and 26. January 2024

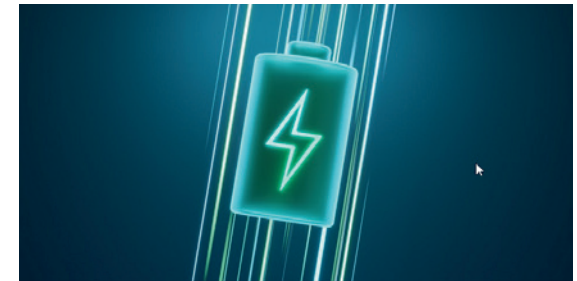
Location: Göttingen

More information at: www.fokus-gefahren.de/libatkonferenz2024

EXHIBITION BOOTH:

- 6 qm exhibition place in the event hotel
- incl. one charge-free participant slot at the trade conference days
- Illustration of the logo at our event website and within the participants' booklet
- Full-page ad within the participants' booklet

PRICE ON REQUEST





DIGITAL INNOVATION DAYS LITHIUM BATTERIES AND FIRE PROTECTION

Present yourself and your product!

Provider of innovative ideas, tools and marketable products as well as services present themselves and their products in an online slot of 30 minutes.

DIGITAL

Dates:	Lithium batteries	13. March 2024
	Fire protection for storage of hazardous goods and materials	14. March 2024

ONLINE PRESENTATION:

- 30 minutes speaking time for the presentation of your product or your service
- Professional moderation during the whole digital event
- Online interaction with the participants
- Dispatch of your presentation to the participants in the aftermath

MARKETING PERFORMANCE:

- Cross-medial promotion print, online and social media in fokus GEFÄHR/GUT
- Range: We address 30,000 contacts
- Logo online as well as in all mailings
- Recording of the webinar; subsequent digital retrieval
- Qualified leads: the sponsor receives a list of the participants as PDF file
- Preview and follow-up report of the innovation days at fokus-gefahr-gut.de

PRICE: each speaker slot of 30 minutes: € 2,000.00



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**DIGITAL*****BECOME A SPONSOR!***

Almost monthly, the editorial team covers current hazardous goods topics, inviting a leading expert in the field to present a detailed online seminar. Each webinar lasts 60 to 90 minutes.

The participants register in advance, and are provided with an online login by which they can watch the presentation on their own monitor screen. A chat function additionally enables them to ask questions which will be answered during the webinar.

Inform yourself about our programme online at:

www.fokus-gefahr-gut.de/termine

You can also take the opportunity to pass on your expert knowledge in the online seminar. In this case you act as both sponsor and speaker.

PRICE ON REQUEST





DIGITAL

fokus GEFAHR/GUT informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

REGISTRATION:

newsletter.tecvia.com/gg

DURATION/PLACEMENT:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

<i>AD FORMAT</i>	<i>PLACEMENT</i>	<i>FORMAT IN PX</i>	<i>PRICE IN €</i>
Cross/Full-Size Banner	1	650 x 150	280.00
TextAd	2	1200 x 746	280.00
Medium Rectangle	3	300 x 250	280.00



**TECHNICAL SPECIFICATIONS
NEWSLETTER**

You can find all information summarized [here](#) in a PDF.



DIGITAL

All articles, news, reports and product announcements about a specific generic term („tag“) flow together into a dossier. At www.fokus-gefahr-gut.de there are dossiers to the generic terms „tank cleaning“, „load securing“, „lithium batteries“, and many more.

Here you have the opportunity to occupy a topic exclusively and use the editorial setting.

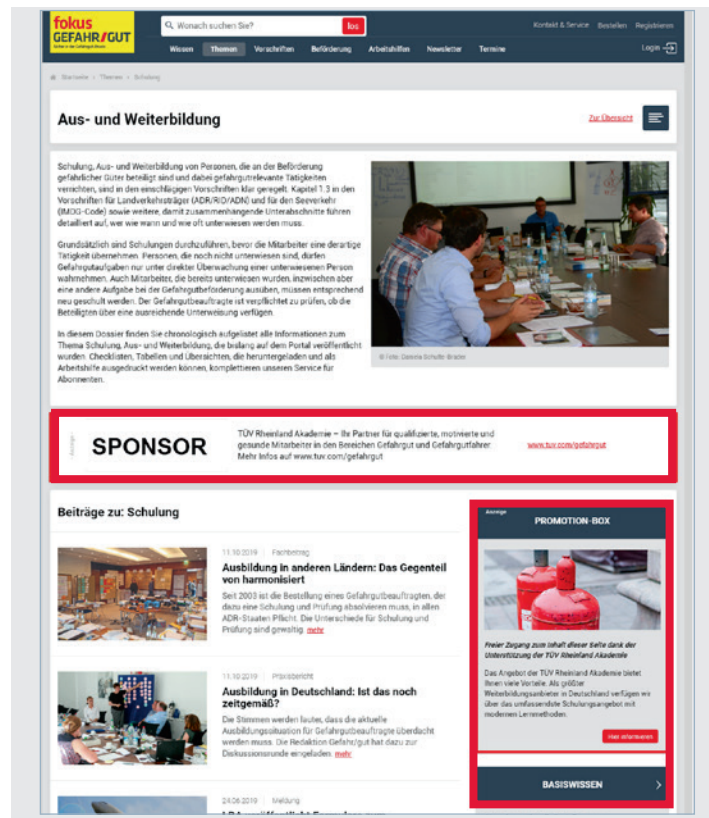
OCCUPY EXCLUSIVELY

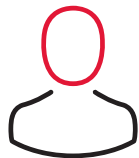
- Your logo as co-operation partner is placed within the topic dossier
- You have exclusive access to a product box, in which you can store anytime-alterable information about your services.

PRICE: € 360.00 per month (minimum duration: 3 months)

TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF.





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