

MEDIA DATA 2025

fokus GEFAHR/GUT
The magazine for hazardous goods practice

www.fokus-gefahr-gut.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, those responsible for hazardous goods and those 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

33. year

2025

www.fokus-gefahren-gut.de

WEB ADDRESS (URL)

88.8 % of B2B decision-makers regularly or occasionally use 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



PUBLISHING HOUSE:

TECVIA Media GmbH | Verlag Heinrich Vogel
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WHO ARE THE READERS OF fokus GEFAHR/GUT?

fokus GEFAHR/GUT is aimed at hazardous goods advisors, those responsible for hazardous goods and those 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: € 699.50 incl. packing/posting plus statutory VAT.

European countries: € 711.50 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:

Commerzbank Munich, Germany

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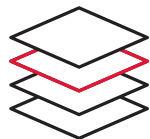
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Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



3,000

PRINT RUN GEFAHR/GUT*

2,369

ACTUAL DISTRIBUTED CIRCULATION (ADC):*

1,431

PAID CIRCULATION*

PRINT



DIGITAL

6,694

SESSIONS**

(average of three months, January to March 2024)

16,239

PAGE IMPRESSIONS**

(average of three months, January to March 2024)

3,656

NEWSLETTER SUBSCRIBERS**

(February 2024)

Specialist media are rated as more credible than social business networks or business magazines.

Two-thirds of the respondents rated specialist media as particularly credible. Advertisers can benefit from this trust.

Source: dfv Whitepaper: How business-to-business advertising works in specialist media (2020)

TOPICS

ISSUE 1-2

AD 17.12.24

CD 10.01.25

PD 06.02.25

NEW: Lithium Batteries Special 2025

Packaging and transportation solutions

Lithium batteries and fire protection, logistics, disposal, storage

Sodium-ion batteries

Energy storage and alternative drives

ISSUE 3

AD 30.01.25

CD 10.02.25

PD 06.03.25

Class 2: Gases

Hydrogen logistics

Gas transports

Overview of enclosures for class 2 goods

Preview report LogiMAT

Follow-up report on the Lithium Batteries Trade Conference

ISSUE 4

AD 25.02.25

CD 10.03.25

PD 03.04.25

Hazardous goods management:

Training and further education

Transport management systems

Large packagings, IBC

Occupational safety

SUPPLEMENTS/WEBINARS FAIRS

Webinar series module 1:

Introduction for dangerous goods in the warehouse and class 1 in the warehouse

Container Depot Map

Webinar series module 2:

Class 2 in the warehouse

Webinar: Fumigated containers

Webinar series module 3:

Class 3 in the warehouse, part 1

Webinar series module 4:

Class 3 in the warehouse, part 2

Brussels Motor Show, Brussels, 15.01.-19.01.2025

Logistics & Automation, Zurich, 22.01.-23.01.2025

Lithiumbatterien: 18. Fachkonferenz+Seminare
(Lithium Batteries: 18. Trade Conference + Seminars),
Göttingen, 27.01.-31.01.2025

Internationale Gefahrgut-Tage (Int. Hazardous
Goods Days), Hamburg, 17.02.-18.02.2025

Deutscher Materialfluss-Kongress

(German Materialflow Congress)

Munich, 20.03.-21.03.2025

StocExpo, Rotterdam, 11.03.-12.03.2025

LogiMAT, Stuttgart, 11.03.-13.03.2025

LogiChem, Rotterdam, 18.03.-20.03.2025

SITL Europe - Int. Transport & Logistics Week,

Paris, 01.04.-03.04.2025

Hanover Fair + Logistics 4.0,

Hanover, 31.03.-04.04.2025

Digital Innovation Days 2025, 09.04./10.04.2025

For further information see page 17

	TOPICS	SUPPLEMENTS/WEBINARS	FAIRS
ISSUE 5	Hazardous goods logistics: Tank logistics Maritime shipping Container transports Preview report transport logistic	Webinar: Hazardous goods in inland navigation Webinar series module 5: Class 5.1, 5.2, 6.1, 8, CMR	Münchner Gefahrgut-Tage (Munich Hazardous Goods Days), 26.05.-28.05.2025 Logistics & Automation , Dortmund, 07.05.-08.05.2025 SMTconnect , Nuremberg, 06.05.-08.05.2025 Intersolar Europe , Munich, 07.05.-09.05.2025 transport logistic , Munich, 01.06.-05.06.2025 Battery Show Europe , Stuttgart, 03.06.-05.06.2025
ISSUE 6	Disposal: Reconditioning and recycling processes Deposit and return systems for IBCs and drums Labels and labelling Disposal of lithium batteries	Reconditioning Map Webinar series module 6: Substances hazardous to water, part 1	Chemspec Europe , Cologne, 04.06.-05.06.2025 ECTA Annual Conference , Berlin, 18.06.-21.06.2025 FeuerTrutz 2025 , Nuremberg, 25.06.-26.06.2025
ISSUE 7-8	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. <i>For further information see page 14.</i>	Webinar series module 7: Substances hazardous to water, part 2	
ISSUE 9	Packaging: Selection of plastic and metal packaging Metal, plastic and cardboard packaging Handling, systems and procedures Disposal and recycling	Booklet: Packaging Special 2025 Webinar series module 8: Packaging, package labeling	FACHPACK , Nuremberg, 23.09.-25.09.2025 Schweizer Gefahrguttag (Swiss Hazardous Goods Day), Lucerne, 19.09.2025 Deutsche Gefahrgut-Sicherheitstage (German Hazardous Goods Safety Days), Nürnberg, 17.09.-18.09.2025 NUFAM , Karlsruhe, 25.-28.09.2025

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2025 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TOPICS

ISSUE 10

AD 28.08.25

CD 08.09.25

PD 02.10.25

Regulations:

Automation and digitization

Preview report A + A (Occupational safety)

Hazardous goods and plant safety

Composite packaging

ISSUE 11

AD 26.09.25

CD 10.10.25

PD 06.11.25

Storage:

Waste oil collection containers

Handling and storage

The drip tray - an underestimated piece of equipment

Fire protection concepts

ISSUE 12

AD 30.10.25

CD 10.11.25

PD 04.12.25

Sustainability:

Tank cleaning and transport

Reusable packaging

Pharmaceutical packaging

Temperature-controlled transports

SUPPLEMENTS/WEBINARS FAIRS

Webinar series module 9:

Risk assessment, operating instructions, training

Storage service provider map 2026

Webinar series module 10:

List of hazardous substances, prohibitions on joint storage, access regulations

Tank Cleaning Map + Booklet 2026

EXPO REAL, Munich, October 2025

Fachtagung Gefahrgut und Gefahrstoff

(Symposium on Hazardous Goods and Hazardous Substances), Switzerland, Wallisellen, October 2025

BVL Supply Chain CX, Berlin, October 2025

InnoTrans - Int. Fachmesse f. Verkehrstechnik

(Int. Trade Fair for Transport Technology), Berlin, 24.09.-27.09.2024

MEDICA, Düsseldorf, November 2025

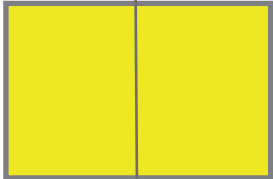
Münchner Gefahrstoff- und Sicherheits-Tage,

(Munich Hazardous Materials and Safety Days), Munich, November 2025

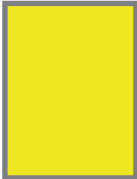
A + A Sicherheit und Gesundheit bei der Arbeit

(A + A Safety and health at work), Düsseldorf, 04.11. - 07.11.2025

**MAGAZINE
FORMAT**
210 X 279 mm



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

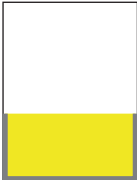


1/1 PAGE
175 x 236 mm
210 x 279 mm*



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*

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

* + 3 mm bleed



FORMAT	4-COLORS IN €
4. cover page	5,310.00
2/1 page	8,780.00
1/1 page	4,380.00
1/2 page	2,490.00
1/3 page	1,710.00
1/4 page	1,320.00
Placement surcharge:	
Binding placement instructions:	795.00

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.

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Aschauer Str. 30
81549 München
Tel.: 0 89/20 30 43-0
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.

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.

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).

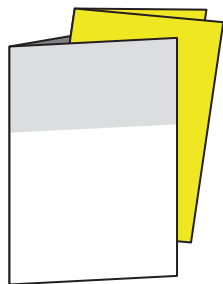
Price: € 125.00

Entry in online trade directory

Price: per month € 45.00

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.

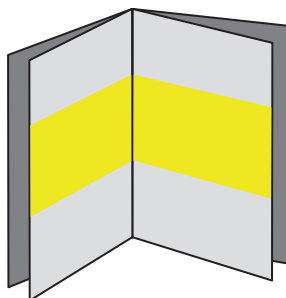
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 340.00
- Up to 50 g total weight per thou. € 540.00
- Per further 5 g total weight per thou. € 40.00

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: € 2,570.00
- 2 pages: € 4,860.00

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

CONTAINER DEPOT MAP



SUPPLEMENT TO GEFAHR/GUT ISSUE 3
FROM 06.03.2025

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: € 2,740.00
- Footer large: € 2,810.00
- Footer small: € 1,470.00

RECONDITIONING MAP



SUPPLEMENT TO GEFAHR/GUT ISSUE 6
FROM 05.06.2025

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: € 2,730.00
- Banner bottom: € 2,810.00

PACKAGING SPECIAL



SUPPLEMENT TO GEFAHR/GUT ISSUE 9
FROM 04.09.2025

MAGAZINE FORMAT

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 1,440.00
- 1/1 page, 4c: € 2,590.00
- Cover page: € 2,830.00

STORAGE MAP



**SUPPLEMENT TO GEFAHR/GUT ISSUE 11
FROM 06.11.2025**

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: € 1,470.00
- Banner bottom: € 2,810.00

TANK CLEANING MAP



**SUPPLEMENT TO GEFAHR/GUT ISSUE 12
FROM 04.12.2025**

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: € 2,000.00
- Banner medium: € 3,420.00
- Banner large: € 4,290.00

TANK CLEANING BOOKLET



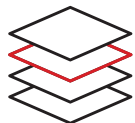
**SUPPLEMENT TO GEFAHR/GUT ISSUE 12
FROM 04.12.2025**

MAGAZINE FORMAT

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 530.00
- 1/1 page, 4c: € 890.00
- 2./3. cover page: € 1,260.00
- 4. cover page: on request



PRINT



DIGITAL

YOUR EXTENSIVE COMPANY PORTRAIT

The **Who's Who GEFÄHR/GUT** is published for the 25th 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 opportunity to present themselves to international readers in two languages (German/English) with a portrait.

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



PUBLICATION DATE:

GEFÄHR/GUT issue 7- 8
from 17. July 2025

CIRCULATION:

4,000 copies

COMPANY PORTRAITS*

Ad deadline: 30.05.2025

Closing date printing material: 06.06.2025

Formats & prices:

1/1 page German/English: € 1,190.00

2/1 page German/English: € 2,390.00

DISPLAY AD**

Ad deadline: 10.06.2025

Closing date printing material: 23.06.2025

Formats & prices:

Title display (210 mm w x 171 mm h): € 5,780.00

Cover page (210 mm w x 279 mm h): € 5,310.00

1/1 page (210 mm w x 279 mm h): € 4,380.00

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

** + 3 mm bleed on all outer edges

The currently valid VAT must be added to all prices. Valid from January 1st, 2025.

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

This is where the industry meets!

The fokus GEFAHR/GUT editorial team has 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 18th trade conference: 28. to 30. January 2025

Date seminars: 27. to 31. January 2025

Location: Göttingen

More information at: www.fokus-gefahren-gut.de/libatkonferenz2025

EXHIBITION BOOTH:

- 6 qm exhibition place in the event hotel
- incl. one charge-free participant slot at the trade conference days
- Image of the logo on the event page and in the participant booklet
- Full page advertisement in the participant booklet

PRICE ON REQUEST



© ZETHA_WORK/AdobeStock.com



CONFERENCE & PRACTICAL SEMINAR: LITHIUM BATTERIES IN MARITIME TRANSPORT

This is where the industry meets!

Shipping companies expect huge quantities of lithium batteries to be installed in all stages of transport and in equipment and vehicles in the coming years. However, they do not feel adequately prepared today. Many questions about fire protection and hazard prevention in maritime and RoRo transport remain unanswered.

For this reason, the editorial team fokus GEFÄHR/GUT is organizing the 2nd specialist conference on lithium batteries in maritime transport with accompanying practical seminars on precisely this topic. Representatives from shipping companies, insurance companies, maritime forwarding companies, port fire departments, authorities and port handling facilities provide a comprehensive picture of requirements, risks and developments.

Date practical seminar: 25. June 2025

Date trade conference: 26. June 2025

Location: Hamburg

EXHIBITION BOOTH:

- 6 qm exhibition place in the event hotel
- incl. one charge-free participant slot at the trade conference days
- Image of the logo on the event page and in the participant booklet
- Full page advertisement in the participant booklet

PRICE ON REQUEST



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DIGITAL

DIGITAL INNOVATION DAYS LITHIUM BATTERIES AND FIRE PROTECTION

Introduce yourself and your product!

Providers of innovative ideas, tools and marketable products and services present themselves as well as their products in 30-minute online slots.

Dates:	Lithium batteries	9. April 2025
	Fire protection hazardous goods-hazardous substance storage	10. April 2025

ONLINE PRESENTATION:

- 30 minutes of speaking time to present your product or service
- Professional moderation throughout the entire digital event
- Online interaction with participants
- Sending your presentation to the participants afterwards

MARKETING PERFORMANCE:

- Cross-medial promotion print, online and social media in fokus GEFAHR/GUT
- Reach: We address 30,000 contacts
- Logo online as well as in all mailings
- Recording of the webinar; afterwards for digital retrieval
- Qualified leads: the sponsor receives the list of participants as a PDF
- Pre- and post-report of the Innovation Days on fokus-gefahr-gut.de

PRICE: each speaker slot of 30 minutes: € 2,205.00



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BE THERE AS A SPONSOR!

Almost every month, the editorial team addresses current hazardous goods topics and invites a well-known speaker to examine a topic in detail in an online seminar. Each of these so-called webinars lasts 60 to 90 minutes.

DIGITAL

Participants register in advance and receive online access, which they can use to follow the speaker's presentation on their own screen. They also have the opportunity to ask questions via a chat function, which will be answered during the webinar.

Find out more about our program 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 a sponsor and speaker.

PRICE ON REQUEST





DIGITAL

fokus GEFAHR/GUT regularly informs decision-makers and managers with an up-to-date and informative online newsletter.

REGISTRATION:
newsletter.tecvia.com/gg

RUN TIME/OCCUPANCY:
 The run time, number and timing of the advertising placement depend on availability and your wishes. It is not possible to select by zip code area or sector.

AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner*	1	650 x 150	290.00
TextAd**	2	1200 x 746	290.00
Medium Rectangle**	3	300 x 250	290.00

* on all placements possible

** starting from the 2nd spot



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.

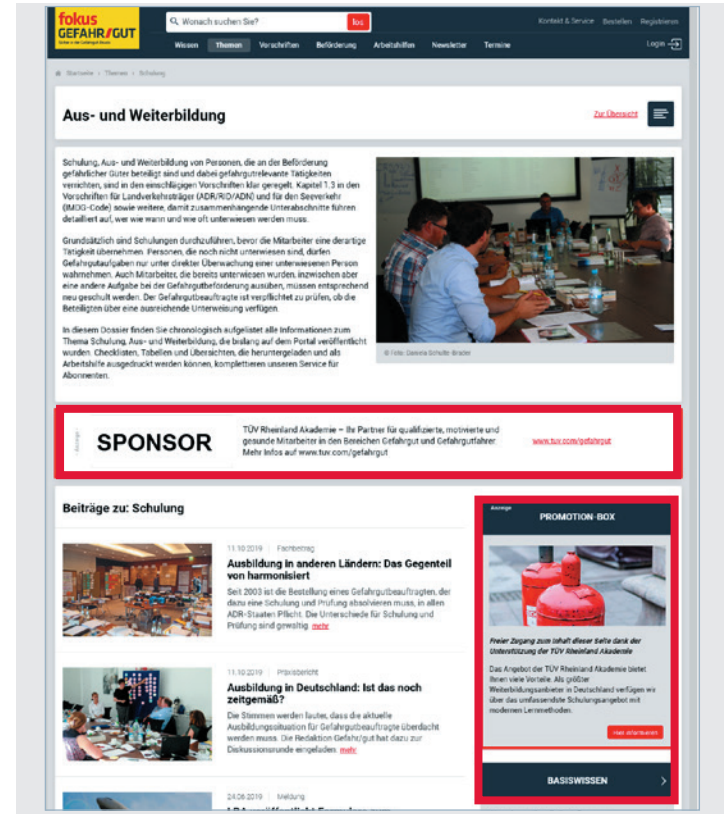
OCCUPY EXCLUSIVELY

- 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: € 395.00 per month (minimum term: 3 months)

TECHNICAL SPECIFICATIONS NEWSLETTER

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



OMNIBUSREVUE

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RUNDSCHAU

Sprit+

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asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

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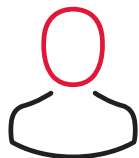
VD
VERKEHRSDIENST

VKU

FAHRSCHULE

Trucker





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