

MEDIA KIT 2023



fokus GEFAHR/GUT
The magazine for the hazardous goods practice

www.fokus-gefahr-gut.de

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

fokus GEFAHR/GUT combines classic specialist media such as the magazine GEFAHR/GUT, numerous additional editions and a website with useful tools and work aids at www.fokus-gefahrgut.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 GEFAHR/GUT COMPRISES

- Magazine
- Online portal
- Newsletter
- Events (for example specialist conference & lithium batteries seminars)
- Webinars
- Books





monthly

10 ISSUES

31. year

2023

www.fokus-gefahr gut.de

WEB ADRESSE (URL)

Member of Logistics Alliance Germany

MEMBERSHIP

In 2021, **75 %** of the b2b decision-makers oriented themselves through industry specific trade media and satisfied their desire for objective, interest-free information.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main, LAE 2016-2021



PUBLISHING HOUSE:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30,
81549 Munich, Germany
Phone +49 89 203043-0
E-mail sales.vhv@springernature.com
www.springerfachmedien-muenchen.de



EDITOR fokus GEFAHR/GUT:

Rudolf Gebhardt
Phone +49 89 203043-2385
Fax +49 89 203043-32385
rudolf.gebhardt@springernature.com



EDITOR fokus GEFAHR/GUT:

Daniela Schulte-Brader
Phone +49 89 203043-2368
Fax +49 89 203043-32368
daniela.schulte-brader@springernature.com



WHO ARE THE READERS OF fokus GEFAHR/GUT?

fokus GEFAHR/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: € 634.50 incl. packing/posting plus statutory VAT.

European countries: € 646.50 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.com

Among the b2b decision makers, **63 %** of those up to the age of 39 and **55 %** of the age group 40 and above use trade magazines on a regular basis.

40 % of the age group above 39 already obtain information through digital offers.

Source: LAE 2019-2020/special analysis Deutsche Fachpresse (German Trade Press), Frankfurt am Main

General conditions:

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

Bank account:

UniCreditBank AG, Munich, Germany

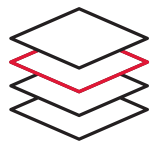
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

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

2,579

ACTUAL DISTRIBUTED CIRCULATION (ADC):

1,553

PAID CIRCULATION



DIGITAL

22,235

VISITS

(average of three months, July to September 2022)

39,991

PAGE IMPRESSIONS

(average of three months, July to September 2022)

3,568

NEWSLETTER SUBSCRIBERS

(July 2022)

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 Trade Press) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

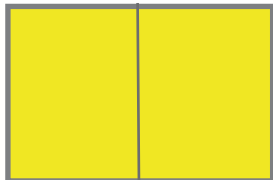
| | TOPICS | | SUPPLEMENTS | FAIRS |
|--|--------------------------------|--|--|---|
| <p>ISSUE 1-2</p> <p>AD 23.12.22</p> <p>CD 11.01.23</p> <p>PD 02.02.23</p> | <p>Surveillance</p> | <p>Tasks of the advisors</p> <p>Safety research</p> <p>Hazardous goods equipment for rescue services</p> <p>Norms (DIN + EN)</p> <p>Warning devices</p> <p>Training + seminars</p> | | <p>Praxisseminare Lithiumbatterien (Practical Seminars Lithium Batteries), Göttingen, 23.01.-24.01.2023</p> <p>16. Fachkonferenz Lithiumbatterien (Trade Conference), Göttingen, 23.01-26.01.2023</p> <p>Internationale Gefahrgut-Tage (International Hazardous Goods Days), Hamburg, 27.-28.02.2023</p> |
| <p>ISSUE 3</p> <p>AD 25.01.23</p> <p>CD 06.02.23</p> <p>PD 02.03.23</p> | <p>General cargo logistics</p> | <p>CEP services</p> <p>Digitisation (software)</p> <p>Electronic transport document</p> <p>IBC, corrugated board, big bags</p> <p>Packaging laws part I</p> <p>Body manufacturers</p> | <p>Container Depot Map</p> | <p>LogiChem, Rotterdam, 14.03.-16.03.2023</p> <p>StocExpo, Rotterdam, 14.03.-16.03.2023</p> <p>Deutscher Materialfluss-Kongress (German Materialflow Congress), Munich, 23.03.-24.03.2023</p> <p>SITL Europe, Paris, 28.03.-30.03.2023</p> <p>European Coatings Show, Nuremberg, 28.03.-30.03.2023</p> |
| <p>ISSUE 4</p> <p>AD 27.02.23</p> <p>CD 08.03.23</p> <p>PD 30.03.23</p> | <p>Disposal</p> | <p>Risk assessment at the interim storage</p> <p>Empty, uncleaned packages</p> <p>Taking back & recycling</p> <p>Circularity</p> <p>Lithium batteries</p> <p>Transport & storage of lithium batteries</p> | <p>Booklet</p> <p>Lithium Batteries Special 2023</p> | <p>LogiMAT, Stuttgart, 25.04.-27.04.2023</p> <p>Hanover Messe + Logistics 4.0, 17.05.-21.04.2023</p> |
| <p>ISSUE 5</p> <p>AD 22.03.23</p> <p>CD 31.03.23</p> <p>PD 27.04.23</p> | <p>Compliance</p> | <p>Fire protection</p> <p>Documentation</p> <p>Checklists</p> <p>Hazardous goods accessories, equipment</p> <p>Labels and labelling</p> <p>Fulfilment service providers</p> <p>Classification</p> <p>Sustainability (packaging and concepts)</p> | <p>Booklet</p> <p>Packaging Special</p> | <p>Interpack Processing and Packaging, Düsseldorf, 04.05.-10.05.2023</p> <p>transport logistic, Munich, 09.05.-12.05.2023</p> <p>SMTconnect, Nuremberg, 09.05.-12.05.2023</p> <p>Chemspec Europe, Basel, 24.05.-25.05.2023</p> <p>Logistics & Automation, Dortmund, 24.05.-25.05.2023</p> <p>33. Munich Hazardous Goods Days, 15.05.-17.05.2023</p> |

| | TOPICS | SUPPLEMENTS | FAIRS |
|---|--|--|---|
| <p>ISSUE 6</p> <p>AD 26.04.23 CD 08.05.23 PD 01.06.23</p> | <p>National regulations</p> | <p>GGVSEB RSEB National regulations at an international level UN approvals for packages within individual countries IBC</p> | <p>Reconditioning Map</p> <p>Intersorlar Europe, Munich, 14.06.-16.06.2023 ECTA Annual Conference, Prague, 28.06.-01.07.2023</p> |
| <p>ISSUE 7-8</p> <p>AD 09.06.23 CD 21.06.23 PD 13.07.23</p> | <p>Who's Who GEFÄHR/GUT</p> | <p>The International Trade Directory for the Hazardous Goods Industry - bilingual issue in German/English <i>You can find further information on page 14.</i></p> | |
| <p>ISSUE 9</p> <p>AD 04.08.23 CD 16.08.23 PD 07.09.23</p> | <p>Packages, taking back systems, reconditioning</p> | <p>IBC, barrels, cardboard packages, canisters Taking back programs for packages Reconditioning Labels and labelling Follow-up report Interpack Class 7 Packaging laws part II</p> | <p>21. Schweizer Gefahrguttag (Swiss Hazardous Goods Day), Lucerne, 15.09.2023</p> |
| <p>ISSUE 10</p> <p>AD 30.08.23 CD 11.09.23 PD 05.10.23</p> | <p>Trainings</p> | <p>Education and seminars Info portals Software & digitisation Load securing</p> | <p>EXPO REAL, Munich, 04.10.-06.10.2023 A+A Sicherheit und Gesundheit bei der Arbeit (Security and Health at Work), Düsseldorf, 24.10.-27.10.2023</p> |

| | TOPICS | | SUPPLEMENTS | FAIRS |
|--|----------------|---|-----------------------------------|---|
| ISSUE 11 | Storage | Approval procedures Storage Lithium batteries Real properties for hazardous goods and storage Safety cabinets + safes Catch basins | Storage Map | MEDICA , Düsseldorf, 13.11.-16.11.2023 |
| AD 26.09.23 CD 09.10.23 PD 02.11.23 | | | | |
| ISSUE 12 | Tank transport | Tank cleaning Tank inspections and approvals Tank vehicles for chemical and mineral oil transport Pumps, tubes, fittings, safety technologies, level measurement | Tank Cleaning: Booklet and Map | |
| AD 06.11.23 CD 15.11.23 PD 07.12.23 | | | | |

This overview of planned topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

**MAGAZINE
FORMAT**
210 X 279 mm

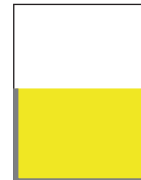


MAIN MAGAZINE
Type area (w x h)
Bleed size (w x h)

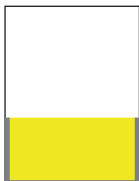
2/1 PAGES ACROSS GUTTER
385 x 236 mm
420 x 279 mm*



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

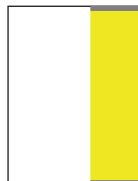


1/2 PAGE LANDSCAPE
175 x 117 mm
210 x 137 mm*



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-COLOURS IN € |
|---------------------------------|-----------------------|
| 4. cover page | 4,820.00 |
| 2/1 page | 7,970.00 |
| 1/1 page | 3,985.00 |
| 1/2 page | 2,270.00 |
| 1/3 page | 1,550.00 |
| 1/4 page | 1,200.00 |
| 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.

Fachverlag im Verkehrswesen
Verlag Heinrich Vogel
 Aschauer Str. 30
 81549 München
 Tel.: 0 89/20 30 43-0
 Fax: 0 89/20 30 43-21 00

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).

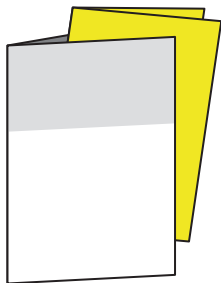
Price: € 112.00

Entry in online trade directory

Price: per month € 36.00

It can be booked for 6 or more months.

10 percent discount when booking 12 months.

LOOSE INSERT**SPECIAL FEATURE**

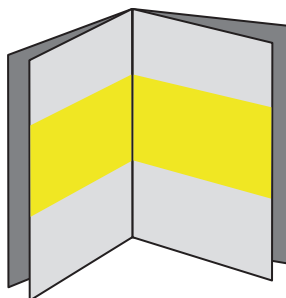
- Number of inserts available on request
- Ads of a third party not allowed
- On request: As an additional service, printing of loose inserts possible.

FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 310.00
- Up to 50 g total weight per thou. € 485.00
- Per further 5 g total weight per thou. € 35.00

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

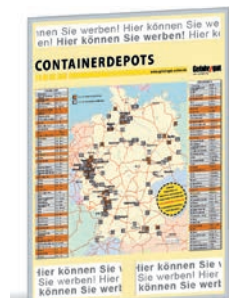
PRICE

- 1 page: € 2,330.00
- 2 pages: € 4,410.00

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

CONTAINER DEPOT MAP



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 3 FROM 02.03.2023**

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: € 2,480.00
- Footer large: € 2,550.00
- Footer small: € 1,330.00

LITHIUM BATTERIES SPECIAL



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 4 FROM 30.03.2023**

MAGAZINE FORMAT:

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 1,310.00
- 1/1 page, 4c: € 2,350.00
- Cover page: € 2,570.00

PACKAGING SPECIAL



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 5 FROM 27.04.2023**

MAGAZINE FORMAT:

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 1,310.00
- 1/1 page, 4c: € 2,350.00
- Cover page: € 2,570.00

RECONDITIONING MAP



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 6 FROM 01.06.2023**

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: € 2,480.00
- Banner bottom: € 2,550.00

STORAGE MAP



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 11 FROM 02.11.2023**

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: € 1,330.00
- Banner bottom: € 2,550.00

TANK CLEANING MAP



**SUPPLEMENT TO GEFAHR/GUT
ISSUE 12 FROM 07.12.2023**

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: € 1,820.00
- Banner medium: € 3,100.00
- Banner large: € 3,895.00

TANK CLEANING BOOKLET



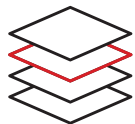
**SUPPLEMENT TO GEFAHR/GUT
ISSUE 12 FROM 07.12.2023**

MAGAZINE FORMAT

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 490.00
- 1/1 page, 4c: € 810.00
- 2./3. cover page: € 1,145.00
- 4. cover page: on request



PRINT

YOUR EXTENSIVE COMPANY PORTRAIT

The Who's Who GEFAHR/GUT is published for the 23rd 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.



DIGITAL



PUBLICATION DATE:

GEFAHR/GUT issue 7- 8
from 13. July 2023

CIRCULATION:

4,000 copies

COMPANY PORTRAITS*

Ad deadline: 02.06.2023

Closing date printing material: 06.06.2023

Formats & prices:

1/1 page German/English: € 1,090.00

2/1 pages German/English: € 2,170.00

DISPLAY AD**

Ad deadline: 09.06.2023

Closing date printing material: 21.06.2023

Formats & prices:

Title display (210 mm w x 171 mm h): € 5,245.00

Cover page (210 mm w x 279 mm h): € 4,820.00

1/1 page (210 mm w x 279 mm h): € 3,985.00

* Photos: 91 mm w x 50 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, 2023.

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

PRINT AND ONLINE



TRADE CONFERENCE & SEMINARS: LITHIUM BATTERIES

Here the industry meets!

The focus GEFÄHR/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 16th trade conference: 23. to 26. January 2023

Date seminars: 23. and 24. January 2023

Location: Göttingen

More information at: www.fokus-gefahrhut.de/libatkonferenz2023

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



***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.

DIGITAL

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 over programme in the time schedule on page 17 as well as online at:
www.fokus-gefahrgut.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

| MONTH | WEBINAR TOPICS |
|----------------|--|
| January 2023 | TRGS 510: Class 3, part 4: Flammable liquids II |
| February 2023 | TRGS 510: Class 5.1, 6.1, CMR substances |
| March 2023 | Storage lithium batteries |
| April 2023 | Part 1: TRGS 510: Water-endangering substances Information provided by the safety data sheet for conveyance |
| May 2023 | Part 2: TRGS 510: Water-endangering substances The transport document |
| June 2023 | TRGS 510: Storage labelling, prohibition of collective storage TRGS 510: Risk assessment, operating manual, instruction |
| July 2023 | TRGS 510: Packaging, package labelling |
| September 2023 | TRGS 201: Significance of Ordinance on Hazardous Substances for hazardous goods transports Transport and storage of airbags and belt pretensioner |
| October 2023 | Leckage management IMDG Code |
| November 2023 | 1.10 ADR Obligations by the Chemicals Prohibition Ordinance |
| December 2023 | IATA-DGR 2024 |

This overview of planned webinar topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

You will find more information at: www.fokus-gefahrkut.de/termine



DIGITAL

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

ANMELDUNG:

newsletter.springerfachmedien-muenchen.de/gg

REGISTRATION:

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.

| AD FORMAT | PLACEMENT | SIZE IN PX | PRICE IN € |
|------------------------|------------------|-------------------|-------------------|
| Cross/Full-Size Banner | 1 | 650 x 150 | 270,00 |
| TextAd | 2 | 650 x 250 | 270,00 |
| Medium Rectangle | 3 | 300 x 250 | 270,00 |



**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. For instance, at **www.fokus-gefahr gut.de** there will be 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.

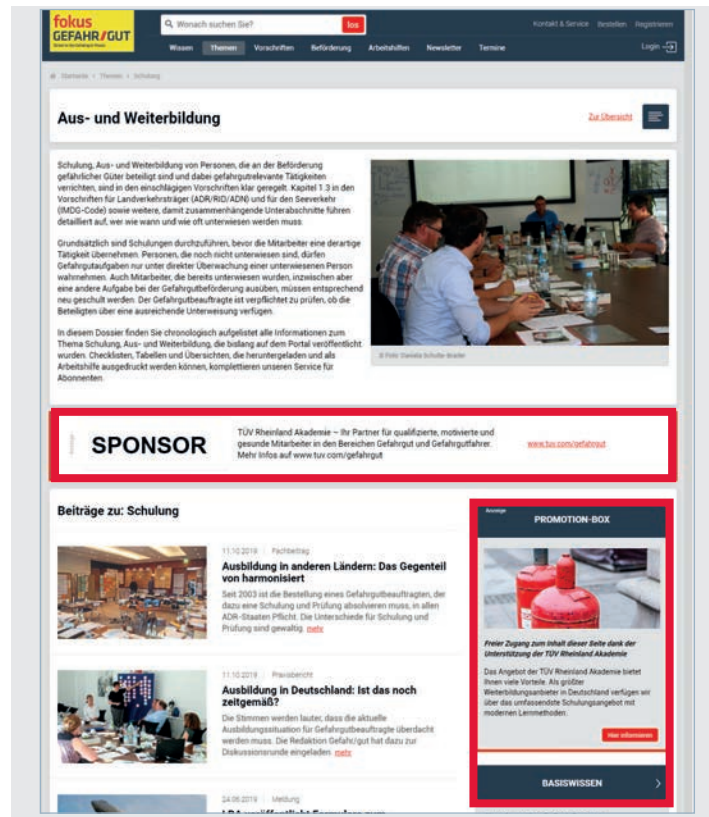
OCCUPY EXCLUSIVELY

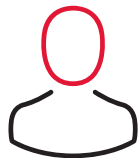
- Your logo as co-operation partner is placed within the topic dossier
- You have exclusive access to a product box, in which you can store anytime-alterable information about your services.

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

**TECHNICAL SPECIFICATIONS
TOPIC DOSSIER**

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





ANDREA VOLZ

Head of Sales
Springer Fachmedien München

andrea.volz@springernature.com
Phone +49 89 203043-2124
Mobile phone +49 151 14054007



SABRINA PEVAK

Account Manager

sabrina.pevak@springernature.com
Phone +49 89 203043-2204
Mobile phone +49 151 62921553



ANDREAS MICHAELIS

Account Manager

andreas.michaelis@springernature.com
Phone +49 89 203043-2226
Mobile phone +49 171 5501733



RALF SCHMIDT

Account Manager

ralf.schmidt@springernature.com
Phone +49 8742 9199-94
Mobile phone +49 160 8869867
Fax +49 8742 9199-95



CHRISTINA WAGNER

Account Manager

christina.wagner@springernature.com
Phone +49 89 203043-2221
Mobile phone +49 172 6913228



SYLVIA AFFELD

Advertising Service Print

sylvia.affeld@springernature.com
Phone +49 89 203043-1132
Fax +49 89 203043-2100



AMELIE BECKER

Campaign Manager

amelie.becker@springernature.com
Phone +49 89 203043-2511
Fax +49 89 203043-2100