

MEDIA KIT 2022

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-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 GEFAHR/GUT COMPRISES

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





monthly

10 ISSUES

30. year

2022

www.fokus-gefahren-gut.de

WEB ADRESSE (URL)

Member of Logistics Alliance Germany

MEMBERSHIP

83 % use specialist media to stay up-to-date on the current developments of the industry.

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main



PUBLISHING HOUSE:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30,
81549 Munich, Germany
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E-mail sales.vhv@springernature.com
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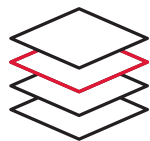
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3,000

PRINT RUN GEFÄHR/GUT

PRINT

2,865

ACTUAL DISTRIBUTED CIRCULATION (ADC):

1,601

PAID CIRCULATION



DIGITAL

3,550

VISITS

(average of three months, April to June 2021)

7,350

PAGE IMPRESSIONS

(average of three months, April to June 2021)

3,608

NEWSLETTER SUBSCRIBERS

(July 2021)

69 % of the professional decision-makers use specialist media both in printed and digital form (crossmedial).

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main

**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.

96 % of the B2B deciders are oriented towards specialist media.

Specialist media are the perfect advertising media
– **78 %** consider advertisements in specialist media as beneficial.

Anyone advertising in specialist media confirms his relevance in the market and enhances it.

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main

SUBSCRIPTION

ISSN 0944-6117

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

Inland: € 576.80 incl. packing/posting plus statutory VAT.

European countries: € 588.80 incl. packing/posting plus statutory VAT.

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E-mail vertriebsservice@springernature.com

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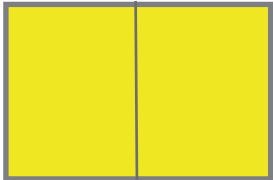
	TOPICS		SUPPLEMENTS/ WEBINARS	FAIRS
ISSUE 1-2	Bulk logistics	FIBC Bulk goods carrier with storage capacity Silo changing system Bulk goods vehicles Storage and transshipment of (solid) water-polluting substances in bulk		Logistics & Distribution , Zurich, 26.01.-27.01.2022 Internationale Gefahrgut-Tage Hamburg (Hazardous Goods Days)/Storck Symposium , Hamburg, 14.02.-15.02.2022
AD 22.12.21 CD 11.01.22 PD 03.02.22				
ISSUE 3	Occupational safety and hazardous goods	Risk assessment of general cargo storage of hazardous materials Storage, transport and disposal of empty and non-cleaned hazardous goods packagings Loading and unloading Warning devices	Container Depot Map Webinar: Liability (Part 1)	StocExpo , Rotterdam, 08.03.-10.03.2022 Deutscher Materialfluss-Kongress (German Material Flow Congress) , Munich, 30.03.-01.04.2022 Achema , Frankfurt, 04.04.-08.04.2022 SITL Europe , Paris, 05.04.-08.04.2022 LogiChem , Rotterdam, 29.03.-31.03.2022
AD 31.01.22 CD 09.02.22 PD 03.03.22				
ISSUE 4	Transport safety	Digitisation Consequences of administrative offences Classification Legal consequences of inadequate cargo securing	Booklet Lithium Batteries Special 2022 Webinar: Liability (Part 2)	Hanover Fair + Logistics 4.0 , 25.04.-29.04.2022 Praxisseminare Lithiumbatterien (Practical Seminars Lithium Batteries) , Göttingen, 25.04.-26.04.2022 15. Fachkonferenz Lithiumbatterien (Industry Conference Lithium Batteries) , Göttingen, 26.04.-28.04.2022
AD 07.03.22 CD 16.03.22 PD 07.04.22				
ISSUE 5	Plant safety	Incident Immission control Ordinance on installations for the handling of substances hazardous to water Fire protection	Webinar: Liability (Part 3) Webinar: Emergency Management	SMTconnect , Nuremberg, 10.05.-12.05.2022 Intersolar Europe , Munich, 11.05.-13.05.2022 EMPACK , Dortmund, 18.05.-19.05.2022 Logistics & Distribution , Dortmund, 18.05.-19.05.2022 IFAT , Munich, 30.05.-03.06.2022 Chemspec Europe , Frankfurt, 31.05.-01.06.2022 LogiMAT , Stuttgart, 31.05.-02.06.2022
AD 30.03.22 CD 08.04.22 PD 05.05.22				

	TOPICS		SUPPLEMENTS/ WEBINARS	FAIRS
ISSUE 6	Regulations 2023	Road traffic, rail traffic, inland navigation, sea traffic, air traffic regulations of seaports in comparison Storage Packaging	Reconditioning Map Webinar: Regulatory changes Webinar: CBTA	Interschutz , Hanover, 20.06.-25.06.2022
AD 28.04.22 CD 10.05.22 PD 02.06.22				
ISSUE 7-8	Who's Who GEFAHR/GUT	The International Trade Directory for the Hazardous Goods Industry - bilingual issue in German, English <i>You can find further information on page 14.</i>	Webinar: Machinery and equipment with hazardous goods	
AD 10.06.22 CD 22.06.22 PD 14.07.22				
ISSUE 9	Mineral oil logistics and sustainability	Effects of changes on the hazardous goods transport Mineral oil logistics Hydrogen logistics Changeover Sustainable packaging solutions	Booklet Disposal & Packaging Special Webinar: Lithium batteries 2023	IAA Commercial Vehicles , Hanover, 20.09.-25.09.2022 InnoTrans , Berlin, 20.09.-23.09.2022 Security , Essen, 20.09.-23.09.2022 9. expo PetroTrans with expo GasTrans , Kassel, 22.09.2022 - 24.09.2022 FACHPACK , Nuremberg, 27.09.-29.09.2022 EXPO REAL , Munich, 04.10.-06.10.2022
AD 28.07.22 CD 08.08.22 PD 01.09.22				
ISSUE 10	Orders and commissions	Instructions for drivers and employees Seminars/Presentations Calculation tool 1000-Point-Calculator	Webinar: Technical Rule for Hazardous Substances 510 (Part 1)	
AD 02.09.22 CD 13.09.22 PD 06.10.22				

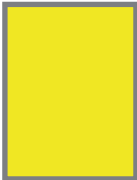
	TOPICS		SUPPLEMENTS/ WEBINAR	FAIRS
ISSUE 11	Interface hazardous good and hazardous substance	Fire protection Fire extinguisher	Storage Map Webinar: Technical Rule for Hazardous Substances 510 (Part 2)	Gefahrgut & Gefahrstoff (Hazardous good & substance) , Leipzig, 08.11.- 10.11.2022 MEDICA , Düsseldorf, 14.11.-17.11.2022
AD 27.09.22 CD 10.10.22 PD 03.11.22				
ISSUE 12	Class 6	Pharmaceutical packagings Refrigerated transports Vehicle retrofitting	Tank Cleaning: Booklet and Map Webinar: Technical Rule for Hazardous Substances 510 (Part 1)	
AD 07.11.22 CD 16.11.22 PD 08.12.22				

This overview of planned topics for 2022 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

**MAGAZINE
FORMAT**
210 X 279 mm



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

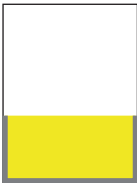


1/1 PAGE
175 x 236 mm
210 x 279 mm*



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

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



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



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



1/4 PAGE HORIZONTAL
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-COLOURS IN €
4. cover page	4,590.00
2/1 page	7,590.00
1/1 page	3,795.00
1/2 page	2,160.00
1/3 page	1,475.00
1/4 page	1,140.00
Surcharge placement:	
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.

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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 %

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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).

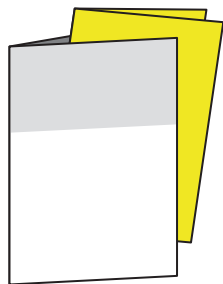
Price: € 112.00

Entry in online trade directory

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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.

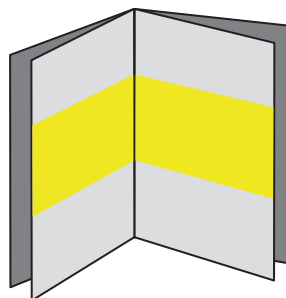
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- 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

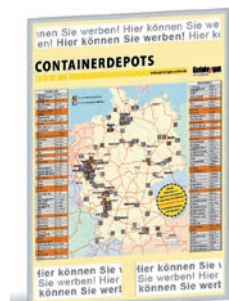
PRICE

- 1 page: € 2,220.00
- 2 pages: € 4,200.00

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

CONTAINER DEPOT MAP



**SUPPLEMENT IN GEFÄHR/GUT
ISSUE 3 FROM 03.03.2022**

MAP FORMAT:

- 420 mm width x 550 mm height

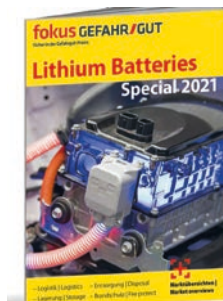
AD FORMATS

- 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: € 2,365.00
- Footer large: € 2,425.00
- Footer small: € 1,270.00

LITHIUM BATTERIES SPECIAL



**SUPPLEMENT IN GEFÄHR/GUT
ISSUE 4 FROM 07.04.2022**

MAGAZINE FORMAT:

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 1,250.00
- 1/1 page, 4c: € 2,235.00
- Cover page: € 2,450.00

RECONDITIONING MAP



**SUPPLEMENT IN GEFÄHR/GUT
ISSUE 6 FROM 02.06.2022**

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: € 2,365.00
- Banner bottom: € 2,425.00

DISPOSAL & PACKAGING SPECIAL



**SUPPLEMENT IN GEFÄHR/GUT
ISSUE 9 FROM 01.09.2022**

MAGAZINE FORMAT:

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 1,250.00
- 1/1 page, 4c: € 2,235.00
- Cover page: € 2,450.00

STORAGE MAP



SUPPLEMENT IN GEFAHR/GUT
ISSUE 11 FROM 03.11.2022

MAP FORMAT

- 420 mm width x 550 mm height

AD FORMAT

- 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: € 2,365.00
- Footer large: € 2,425.00
- Footer small: € 1,270.00

TANK CLEANING MAP



SUPPLEMENT IN GEFAHR/GUT
ISSUE 12 FROM 08.12.2022

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: € 1,730.00
- Banner medium: € 2,950.00
- Banner large: € 3,710.00

TANK CLEANING BOOKLET



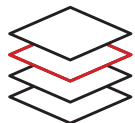
SUPPLEMENT IN GEFAHR/GUT
ISSUE 12 FROM 08.12.2022

MAGAZINE FORMAT

- 168 mm width x 240 mm height

PRICE

- 1/2 page, 4c: € 470.00
- 1/1 page, 4c: € 770.00
- 2./3. cover page: € 1,090.00
- 4. cover page: on request



PRINT



DIGITAL

YOUR EXTENSIVE COMPANY PORTRAIT

The Who's Who GEFAHR/GUT is published for the 22nd 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 sector guide.



PUBLICATION DATE:

GEFAHR/GUT issue 7- 8
from 14. July 2022

CIRCULATION:

4,000 copies

COMPANY PORTRAITS*

Ad deadline: 03.06.2022

Closing date printing material: 07.06.2022

Formats & prices:

1/1 page German/English: € 1,035.00

2/1 page German/English: € 2,070.00

DISPLAY AD**

Ad deadline: 10.06.2022

Closing date printing material: 22.06.2022

Formats & prices:

Front page (210 mm w x 171 mm h): € 4,995.00

Cover page (210 mm w x 279 mm h): € 4,590.00

1/1 page (210 mm w x 279 mm h): € 3,795.00

* Potos: 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, 2022.

Printing and binding precess: 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.

At the events, 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 15th trade conference: 26. to 28. April 2022

Date seminars: 25. and 26. April 2022

Location: Göttingen

More information at: www.fokus-gefahren-gut.de/libatkonferenz2022

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
- Presentation opportunity for the participants via 2-minute company presentation video during break, one „live“ exhibition tour with the moderator of the trade conference

PRICE ON REQUEST



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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 6 to 8 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

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

REGISTRATION:

newsletter.springerfachmedien-muenchen.de/gg

DURATION/PLACEMENT:

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AD FORMAT	PLACEMENT	SIZE IN PX	PRICE IN €
Cross/Full-Size Banner	1	650 x 150	260.00
TextAd	2	650 x 250	260.00
Medium Rectangle	3	300 x 250	260.00



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.

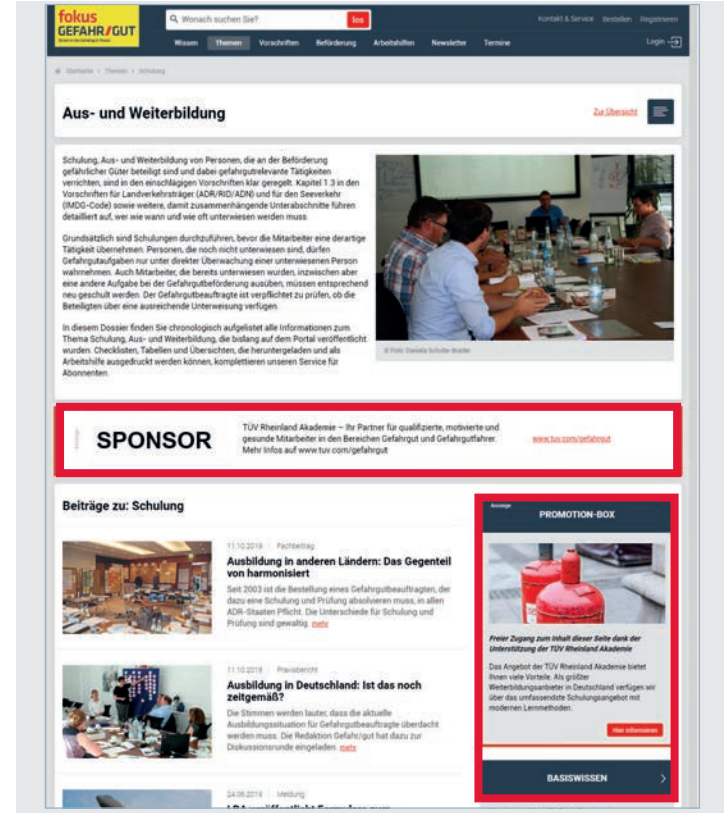
OCCUPY EXCLUSIVELY MEANS

- 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: € 340.00 per month (minimum duration: 3 months)

TECHNICAL SPECIFICATIONS TOPIC DOSSIER

You can find all information summarized **here** in a PDF.





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