



2021

MEDIA KIT 2021

The magazine for the
hazardous goods practice
www.fokus-gefahrengut.de



The Magazine: a reliable source of information

To inform people in all sectors responsible for hazardous material about the development of regulations, in economy, industry, trade and logistics – this has been the assignment of the magazine *GEFAHR/GUT* for more than 25 years. Each of the ten editions per year focuses on a main topic concerning the hazmat world. Through specialized articles, practice reports and interviews, completed by current news from the sector, the editorial department supplies the subscriber of the specialist information package *fokus GEFahr/GUT* with help and guidance on how to organize their daily work safely and efficiently.

The Online Offer: a comprehensive work portal

All articles from the magazines as well as further news about the development of regulations and many other topics are also available at www.fokus-gefahrgut.de. The actual strength of this work portal, however, lies in the support it gives the subscribers with their daily tasks. Here they can find in digitalized form the rulebooks ADR, RID and ADN, the IMDG Code as well as regulations encompassing all carriers. Added to this are work tools like check lists, charts and summaries that can be downloaded for prompt use, as well as an overview of important sector dates, a glossary of the most relevant hazmat terms and much more. Moreover, with the help of a substance database, carriage notes and other documents relevant for the transport of hazardous material can be compiled. And the weekly free-of-charge newsletter provides all recipients with the current sector news.

The Specials: added value for subscribers

Regular special publications about chosen topics of hazardous goods logistics, overview maps with the locations of important service providers as well as the yearly-updated Who is Who of the hazardous goods industry in German and English complete the offer of the specialist information package. The subscribers appreciate these products as works of long-term information and reference.



Rudolf Gebhardt
Editor *fokus GEFahr/GUT*



Daniela Schulte-Brader
Editor *fokus GEFahr/GUT*

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 Inland: € 560.00 incl. packing/postage plus statutory VAT
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Circulation analysis*:

Circulation:	Average number of copies per issue in the first quarter of 2020	
Print run:	3,000	
Actual distributed circulation (ADC):	2,903	therefrom abroad: 89
Sold copies:	1,651	therefrom abroad: 78
▪ Subscription copies:	1,439	therefrom member copies: –
▪ Sale by retail:	–	
▪ Other sales:	212	
Complimentary copies:	1,252	
Reminder, archive and records copies:	97	

Geographical distribution analysis:

Economic area	Share of actual distributed circulation	
	%	copies
Inland	96.9	2,814
Foreign Countries	3.1	89
Actual distributed circulation (ADC):	100.0	2,903

*Publisher's information

TOPICS		SUPPLEMENT / WEBINAR	FAIRS / CONFERENCES
<p>ISSUE 1-2 DA: 21.12.20 PM: 11.01.21 PD: 04.02.21</p>	<p>General cargo logistics</p>	<p>Hazardous goods packaging IBC, barrels, crates, canisters Large packagings Forwarders and logistic service operators</p>	<p>Internat. Gefahrgut-Tage Hamburg/Storck Symposium (Internat. Hazardous Goods Days/Storck Symposium), Hamburg, 22.02.-23.02.2021</p> <p>Digitale Seminare Lithiumbatterien (Digital Seminars Lithium Batteries),  Göttingen, 25.01.-26.01.2021 and 08.02.2021</p> <p>Digitale Fachkonferenz Lithiumbatterien (Digital Industry Conference Lithium Batteries),  Göttingen, 26.01.-28.01.2021</p>
<p>ISSUE 3 DA: 28.01.21 PM: 08.02.21 PD: 04.03.21</p>	<p>Disposal</p>	<p>Disposal companies Suction-pressure vehicles Oil and chemical binders Salvage packaging</p>	<p>Container Depot Map</p> <p>StocExpo, Rotterdam, 16.03.-18.03.2021 European Coatings Show, Nuremberg, 23.03.-25.03.2021</p>
<p>ISSUE 4 DA: 01.03.21 PM: 10.03.21 PD: 01.04.21</p>	<p>Air traffic</p>	<p>Air cargo/Air freight forwarders Airports Airlines/Operators</p>	<p>Booklet Lithium Batteries Special 2021</p> <p>Hannover Messe + Logistics 4.0 (Hanover Fair + Logistics), 12.04.-18.04.2021 SITL, Paris, 13.04.-15.04.2021 Logistics & Distribution, Zürich, 21.04.-22.04.2021 Digital transport logistic-Event, 04.05.-07.05.2021 SMTconnect, Nuremberg, 04.05.-06.05.2021</p>
<p>ISSUE 5 DA: 31.03.21 PM: 13.04.21 PD: 06.05.21</p>	<p>Obligations</p>	<p>Training providers Hazardous goods consultings Software and web solutions</p>	<p>31. Münchner Gefahrgut-Tage (Munich Hazardous Goods Days), 10.05.-12.05.2021 EMPACK, Dortmund, 19.05.-20.05.2021 35. Chemspec Europe, Frankfurt, 19.05.-20.05.2021</p>
<p>ISSUE 6 DA: 29.04.21 PM: 10.05.21 PD: 04.06.21</p>	<p>Exemptions</p>	<p>Indicators Hazardous goods packaging Absorption material</p>	<p>Reconditioning Map</p> <p>Intersolar Europe, Munich, 09.06.-11.06.2021 Achema, Frankfurt, 14.06.-18.06.2021 Interschutz, Hanover, 14.06.-19.06.2021 LogiMAT, Stuttgart, 22.06.-24.06.2021 ECTA Annual Conference, Vienna, 23.06.-26.06.2021</p>

You can find our current events at www.gefahrgut-online.de/events.

This overview of planned topics for 2021 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TOPICS	SUPPLEMENT / WEBINAR	FAIRS / CONFERENCES
<p>ISSUE 7-8 DA: 14.06.21 PM: 23.06.21 PD: 15.07.21</p>	<p>Who's Who <i>GEFAHR/GUT</i></p> <p>The International Trade Directory for the Hazardous Goods Industry - bilingual issue in German, English</p>	
<p>ISSUE 9 DA: 02.08.21 PM: 11.08.21 PD: 02.09.21</p>	<p>Load securing</p> <p>Lashing material Vehicle bodies Anti-slip mats and coatings Securing auf packagings</p>	<p>Booklet Packaging Special</p> <p>FACHPACK, Nuremberg, 28.09.-30.09.2021</p>
<p>ISSUE 10 DA: 03.09.21 PM: 15.09.21 PD: 07.10.21</p>	<p>Protective equipment/ Personal protective equipment</p> <p>Protective suits Head and respiratory protection Foot and hand protection Measuring technology</p>	<p>EXPO REAL, Munich, 11.10.-13.10.2021 A+A Sicherheit und Gesundheit bei der Arbeit (Safety and Health at Work), Düsseldorf, 26.10.-29.10.2021</p>
<p>ISSUE 11 DA: 01.10.21 PM: 12.10.21 PD: 04.11.21</p>	<p>Storage</p> <p>Storage technology Fire extinguishing installation, binders Industrial trucks Storage service providers</p>	<p>Storage Map</p> <p>Medica, Düsseldorf, 15.11.-18.11.2021</p>
<p>ISSUE 12 DA: 28.10.21 PM: 10.11.21 PD: 02.12.21</p>	<p>Class 5</p> <p>Tank vehicles and tank containers Tanks, barrels, IBC Filling technology Tank forwarders</p>	<p>Tank Cleaning: Map and Booklet</p>

You can find our current events at www.gefahrgut-online.de/events.
 This overview of planned topics for 2021 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



2/1 pages across gutter

Type area (width x height)
385 x 236 mm

Bleed size (width x height)
420 x 279 mm*



1/1 page

Type area (width x height)
175 x 236 mm

Bleed size (width x height)
210 x 279 mm*



1/2 page horizontal

Type area (width x height)
175 x 117 mm

Bleed size (width x height)
210 x 137 mm*

Main magazine

Type area (width x height)

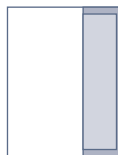
Bleed size (width x height)



1/3 page horizontal

Type area (width x height)
175 x 76 mm

Bleed size (width x height)
210 x 91 mm*



1/3 page upright

Type area (width x height)
55 x 236 mm

Bleed size (width x height)
71 x 279 mm*



1/4 page horizontal

Type area (width x height)
175 x 56 mm

Bleed size (width x height)
210 x 71 mm*

Main magazine

Type area (width x height)

Bleed size (width x height)

* + 3 mm trim on all outer edges

Circulation in average in the first quarter of 2020:

Print run: 3,000 Exemplare
Actual distributed circulation: 2,903 Exemplare

Magazine size: 210 mm width x 279 mm height
Type area: 175 mm width x 236 mm height
Columns 3: Column width 55 mm

Printing and binding procedures, artwork:

Offset print, saddle stitching, 175 line screen. Artwork to be delivered in digital form.
When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de.
The creation of artwork will be invoiced.

Ad types and rates:

Format	4-colours, in €
4. back cover page	4,545.00
2/1 page	7,525.00
1/1 page	3,760.00
1/2 page	2,140.00
1/3 page	1,460.00
1/4 page	1,130.00

Preferential placements:

Binding placement instructions 790.00

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) € 112.00

Entry in online trade directory per month € 36.00
It can be booked for 6 or more months. 10 percent discount when booking 12 months.

Discounts:

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

Frequency scale		Quantity scale	
3 times	3%	3 pages	5%
6 times	5%	6 pages	10%
9 times	10%	9 pages	15%
12 times	15%	12 pages	20%

All surcharges do qualify for discounts.

Payment terms:

direct debit 3% prompt payment discount, within 10 days 2% prompt payment discount within 30 days from date of invoice net. VAT no. DE 152942001

Bank account:

UniCreditBank AG, Munich, Germany
IBAN DE02 7002 0270 1830 2092 00, BIC HYVEDEMMXXX

General conditions:

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

Loose Insert



Special feature:

- Number of inserts available on request
- Adverts of a third party not allowed

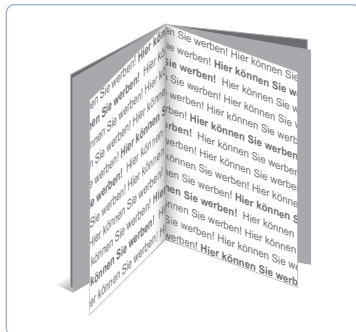
Format:

- 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

Inbound Insert



Special feature:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- Option of inserting an existing flyer/prospect

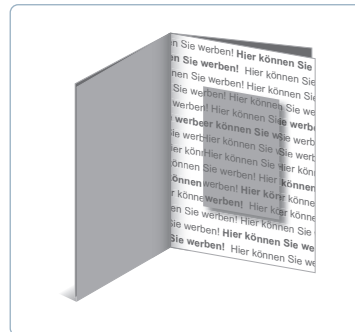
Format:

- Please supply the inbound insert in the untrimmed format of 214 mm width x 287 mm height (folded)
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Trim: gutter 0 mm
- Trim: on all outer edges 4 mm

Price: (not discountable)

- 2 pages: € 2,555.00
- 4 pages: € 5,110.00
- 6 pages: € 7,665.00

Adhesive Adverts



Special feature:

- Advertising product glued to the advert
- Readers can directly try out your product
- High attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (not discountable)

- Booklets/postcards per thou. € 98.00
- Other prospects/samples on request

We offer many more types of advert specials - we'll be happy to advise you!

On request: As an additional service, printing of loose and inbound inserts possible.

Delivery address for loose and inbound inserts:

Loose and inbound inserts must be delivered 10 working days before publication date at the latest.

F & W Mediencenter GmbH
Holzhauser Feld 2
83361 Kienberg, Germany

Delivery note: „Gefahr/gut issue no. ...“
Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

Please send in advance 10 samples to the advertising sales department.

Container Depot Map



Supplement in *GEFAHR/GUT* issue 3
from March 4th, 2021

Map format:

- 420 mm width x 550 mm height

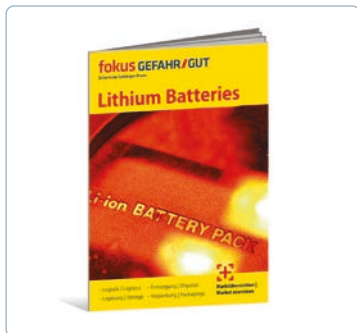
Advert formats:

- 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: € 2,340.00
- Footer large: € 2,400.00
- Footer small: € 1,260.00

Lithium Batteries Special



Supplement in *GEFAHR/GUT* issue 4
from April 1st, 2021

Magazine format:

- 168 mm width x 240 mm height

Price:

- 1/2 Page, 4c: € 1,240.00
- 1/1 Page, 4c: € 2,215.00
- Cover Page: € 2,425.00

Reconditioning Map



Supplement in *GEFAHR/GUT* issue 6
from June 4th, 2021

Map format:

- 550 mm width x 828 mm height

Advert formats:

- Banner at the head: 530 mm x 65 mm, 4c
- Banner at the foot: 185 mm x 125 mm, 4c

Price: (not discountable)

- Banner head: € 2,340.00
- Banner bottom: € 2,400.00

Packaging Special



Supplement in *GEFAHR/GUT* issue 9
from September 2nd, 2021

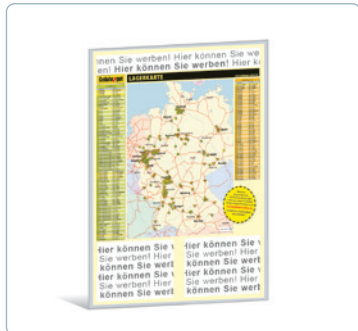
Magazine format:

- 148 mm width x 210 mm height

Price:

- 1/2 page, 4c: € 1,240.00
- 1/1 page, 4c: € 2,215.00
- Cover page: € 2,425.00

Storage Map



Supplement in *GEFAHR/GUT* issue 11 from November 4th, 2021

Map format:

- 420 mm width x 550 mm height

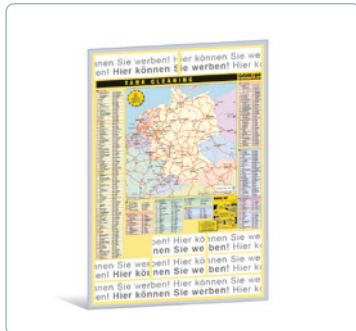
Advert format:

- 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: € 2,340.00
- Footer large: € 2,400.00
- Footer small: € 1,260.00

Tank Cleaning Map



Supplement in *GEFAHR/GUT* issue 12 from December 2nd, 2021

Map format:

- 550 mm width x 828 mm height

Advert 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: € 1,715.00
- Banner medium: € 2,920.00
- Banner large: € 3,675.00

Tank Cleaning Booklet



Supplement in *GEFAHR/GUT* issue 12 from December 2nd, 2021

Magazine format:

- 168 mm width x 240 mm height

Price:

- 1/2 page, 4c: € 465.00
- 1/1 page, 4c: € 765.00
- 2./3. cover page: € 1,080.00
- 4. cover page: on request

Who's Who GEFÄHR/GUT:

Once a year the Who's Who **GEFAHR/GUT** offers an overview of the sector's major companies, associations and authorities. Researched by the editors and updated annually, 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 their company portrait bilingually (German/English) in the relevant topic area to an international readership. **In addition, the company portraits will be presented online in the www.gefahrgut-online.de portal sector guide.** This substantially increases the cross-media contact opportunities.

The Who's Who **GEFAHR/GUT** is published for the 21st time and is certainly one of the best-known products in the **GEFAHR/GUT** family.



Present yourself with an extensive and individual company portrait!

Magazine size: 210 mm width x 279 mm height
 Circulation: 4,000 copies
 Publication date: **GEFAHR/GUT** issue 7-8 from July 15th, 2021

Deadlines for company portraits:

- Advertisement deadline for portraits: June 4th, 2021
- Printing material deadline for portraits: June 7th, 2021

Formats and prices: (not discountable)

- 1/1 page German/English € 1,025.00
- 2/1 page German/English € 2,050.00

Use the opportunity to place an display advert!

Deadlines for display adverts:

- Advertisement deadline for display adverts: June 14th, 2021
- Printing material deadline for display adverts: June 23rd, 2021

Formats and prices:

- Front cover: 210 mm width x 171 mm height* € 4,815.00
- 1/1 page: 210 mm width x 279 mm height* € 3,785.00
- Cover page: 210 mm width x 279 mm height* € 4,265.00

* + 3 mm trim on all outer edges

Data creating:

- Please send printable PDF/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colours are separated into its CMYK components.
- Please also convert any spot colours into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three colour channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Colour application should not exceed 300 percent. We recommend profile ISOcoated_v2_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

Data transfer:

Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support:

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de.

Connections:

- E-mail: anzeigen@le-tex.de
- FTP: on request

Proofs direkt an:

Springer Fachmedien München, Anzeigendisposition
Aschauer Straße 30, 81549 München

Contact Prepress:

le-tex publishing services
Advertisement team
Weißenfelsers Straße 84
04229 Leipzig, Germany
Phone: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.

Printing materials Who's Who GEFÄHR/GUT:**Company portraits:**

- Images: 91 mm width x 50 mm height, as a jpg file.
- Resolution 300 dpi, colour chart: CMYK

Display adverts:

Offset print, perfect binding, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de. The creation of artwork will be invoiced.

Trade conference lithium batteries - digital event concept:

The *fokus GEFAHR/GUT* editorial staff have been hosting a conference on the transportation, handling, storage and disposal of lithium batteries at the start of each year 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.

Several seminar days in the run-up to the industry conference will provide in-depth practical know-how. The issue of fire safety will not be neglected in 2021 either - with a special Fire Protection trade conference also scheduled.

Because of the current situation surrounding the coronavirus pandemic, the 14th industry conference „Lithium Batteries“ and the seminars will take place as a completely digital event. Thus you have, even in pandemic times, the opportunity to present yourself digitally to the participants, to get in touch with them and via live stream to follow all interesting industry lectures from your office or home.

For more information visit: www.fokus-gefahr-gut.de/libatkonferenz2021

Dates:

Digital seminars:

January 25th and 26th, 2021
and February 8th, 2021

Digital industry conference Fire Protection and Storage:

January 26th, 2021

Digital industry conference New Batteries Logistics:

January 27th, 2021

Digital industry conference Used Batteries Logistics:

January 28th, 2021

Digital exhibitor booth:

- One free-of-charge participant's spot on the digital industry conference per booked day
- Logo included on the event website and in the participants' booklet, which all participants will receive beforehand digitally
- Full page advert in the participants' booklet
- Inclusion on the contact overview in the participants' booklet
- Digital introduction round of the exhibitors at the beginning of each conference day
- List of participants
- Presentation opportunity during coffee and lunch breaks for the participants via 3-minute-online company presentations

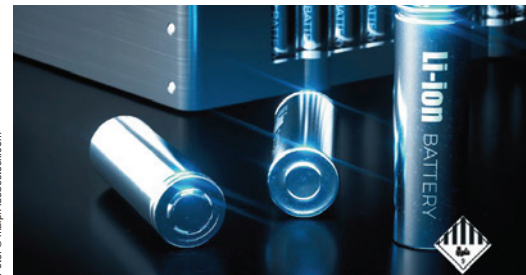
Price on request

Foto: © meip/AdobeStock.com

Webinars:

Almost monthly, the editorial team covers current topics relating to hazardous materials, 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 a 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.

Check out our latest webinar offers of the year 2021 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.

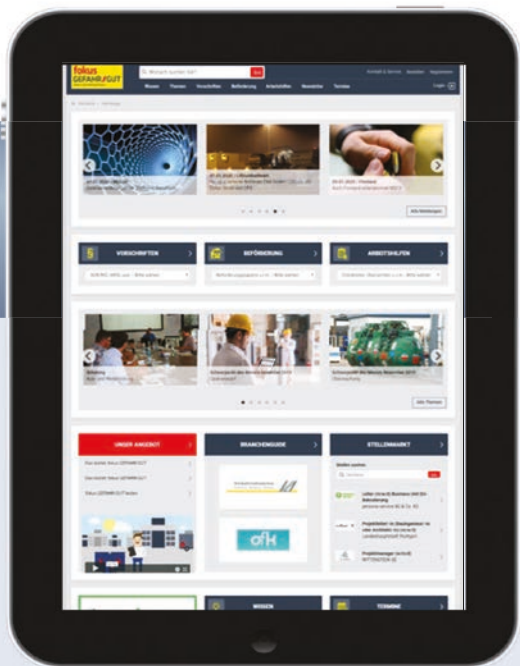


Foto: Can_Yesil_stock.adobe.com (Montage)

2021

MEDIA KIT 2021

Online ad types and prices
www.fokus-gefahrsgut.de

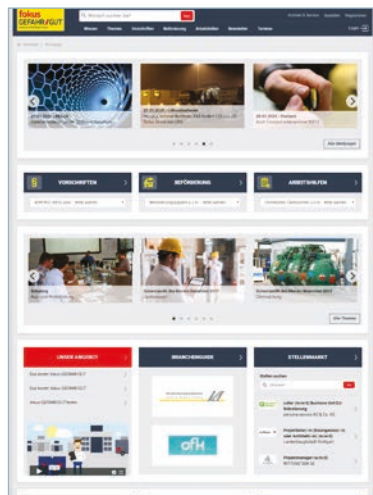


Topic Dossier:

All articles, news, reports and product announcements about a specific generic term („tag“) flow together into a dossier. For instance, there will be dossiers to the generic terms „tank cleaning“, „load securing“, „lithium batteries, and many more.

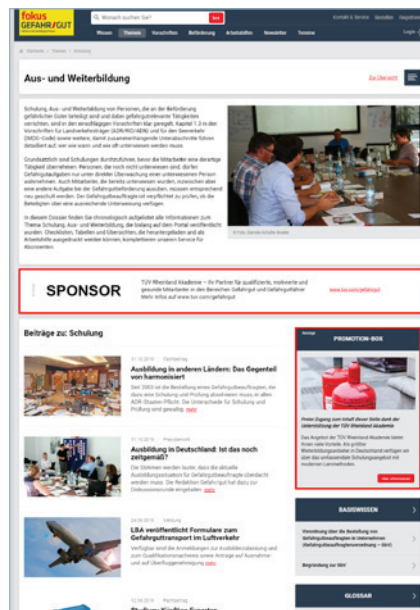
Here you have the opportunity to occupy a topic exclusively and use the editorial setting.

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



Minimum term:
3 months

Price:
€ 340.00/monthly



Presence through:

- Logo and short text in the header
- Product/company box



Newsletter:

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

Newsletter subscribers: 3,695 (August 2020)



Medium Rectangle

Size: 300 x 250 px
Fixed price: € 255.00



Cross/Full-Size Banner

Text Display
Size: 650 x 150 px
Fixed price: € 255.00

Technical specifications: Newsletter

Cross/Full-Size Banner, Medium Rectangle:

- File formats: static or animated gif/jpg files
- In Outlook 2007, animated gif files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Text Display:

- File formats: static gif/jpg files
- File size: up to 10 KB
- Logo/Image: 200 x 125 px
- Title: max. 35 characters (including all blanks)
- Running text: max. 8 lines, max. 50 characters per line (including all blanks and paragraphs)
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Payment terms:

direct debit	3% prompt payment discount
within 10 days	2% prompt payment discount
within 30 days from date of invoice	net
VAT no. DE 152942001	

Bank account:

UniCreditBank AG, Munich, Germany
IBAN: DE02 7002 0270 1830 2092 00
BIC: HYVEDEMMXXX

General conditions:

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

We'll be happy to advise you!



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