



gefahrgut-online.de

MEDIA KIT 2014

Short characterization:

The target group of **Gefahr/gut** includes hazardous-material commissioners, commissioned persons and businessmen in transport companies of long-distance and goods transport, in company traffic firms of the chemical-pharmaceutical and mineral industry, of chemistry wholesalers, and of the manufacturing industry. The topics are close to every-day life and include all areas relevant for hazardous materials, from production to disposal, in particular the transport of hazardous material. With up-to-date examples, **Gefahr/gut** illustrates and facilitates the implementation of legal regulations and decrees within the company.

Frequency of publication: monthly

Year of publication: 22nd year 2014

Web-address (URL): gefahrgut-online.de

ISSN-No: 0944-6117

Publishing house:

Verlag Heinrich Vogel
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Subscription cost:

Annual subscription rate
Inland: 199.90 € incl. packing/postage and 7% VAT
European Countries: 211.90 € incl. packing/postage and 7% VAT
Single copy: 11.50 € plus € 1.90 packing/postage, incl. 7% VAT

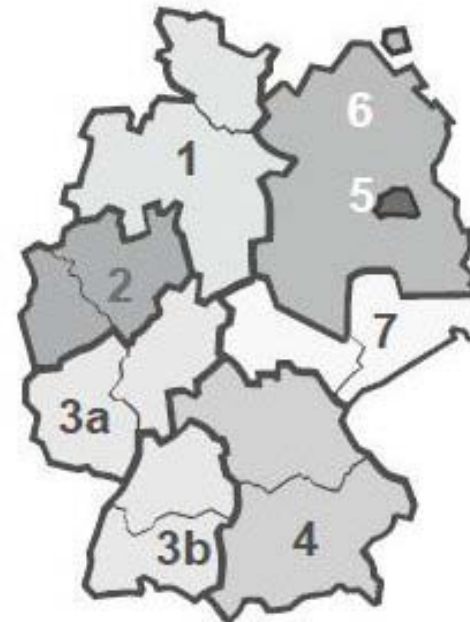
16 Circulation control:



17 Analysis of circulation: Average circulation within one year (from July 1st 2012 until June 30th 2013)

Printed copies:	5,375		
Total circulation	4,901	therefrom abroad:	122
Total net paid circulation:	2,046	therefrom abroad:	97
- subscribed copies	1,858	therefrom copies for members	-
- Sale by retail	-		
- Other sale	188		
Free copies:	2,855		
Remainer, file and checking copies	474		

Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	725
2	1,007
3a	679
3b	681
4	1,155
5	58
6	214
7	190
total:	4,779

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	97.5	4,779
Foreign Country	2.5	122
Total circulation	100.0	4,901

Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
61.1, 60.24.5, 63.1, 63.4, 62, 64.12	Rail traffic, subject to authorisation of long-distance transports on the road (without move transports), freight handling and warehousing, freight carriers, other transportation brokers, air cargo, private postal and courier services	27	1,290
24, 24.4, 23.2	Manufacturing of chemical and pharmaceutical products, mineral oil refining	24	1,150
D	Manufacturing industry	11	530
51.12, 51.18.5, 51.3	Wholesale trade with fuels, ores, metals and technical chemicals, pharmaceutical products, wholesaling of foods, beverages and tobaccos, other trade	10	480
75.1	Public administration	8	380
37, 90, E	Recycling, sewage/waste disposal, other disposal, energy and water supply	7	340
74.14.1, 74.3, 80.4	Consulting, technical, physical and chemical examination, adult education and other education, other services	7	340
21.21.0, 25.22.0, 28.72	Manufacturing of corrugated papers and pasteboards, packing materials of paper, carton and pasteboard, manufacturing of plastic packing materials, manufacturing of packing materials and closures made of iron, steel and nonferrous metals	3	140
74.87.2	Experts	1	50
	No information	2	100
	Rounding difference		-21
	Total circulation inland	100	4,779
	Foreign countries (unlevied)		122
	Total circulation inland and foreign countries		4,901

	Issue	Publication Date	Deadline Display Adverts (DA) Printing material (PM)	Packaging	Logistics/Transport	Education and Industrial Safety	Trade Fairs/Congresses
January	1	Dec 27, 2013	DA: Nov 21, 2013 PM: Dec 3, 2013	Pressurized gas packaging Packaging out of light gauge metal	Temperature-controlled transports Load restraints: Quality management	Fire extinguisher Fire protection Salvage packaging: Which supplies are disposal companies keeping on stock?	easyFairs Packaging , Hamburg, Jan 22 to 23, 2014
February	2	Jan 31, 2014	DA: Dec 19, 2013 PM: Jan 10, 2014	Barrels Pressure gas packaging (trends and novelties) Sustainability	Storage techniques and equipment Tank forwarders Transport of batteries and accumulators Load restraints: Lashing equipment	Training for load restraints Head protection	Symposium Lithium Batteries in Logistics , Frankfurt, Feb 6, 2014 Practical Workshop Lithium Batteries , Frankfurt, Feb 7, 2014 LogiMAT , Stuttgart, Feb 25 to 27, 2014
March	3	Feb 28, 2014	DA: Jan 28, 2014 PM: Feb 7, 2014	IBC Large packaging means Packaging class 7 (radioactive substances)	Rail transport Telematics/Dispatching software Load restraints: Anti-slip mats	Risk assessment Hazardous cargo literature	CeBIT , Hanover, Mar 10 to 14, 2014 IHM , Munich, Mar 12 to 18, 2014 StocExpo , Rotterdam, Mar 18 to 20, 2014 4. RAM-Container Safety Days , Berlin, Mar 26 to 27, 2014
April	4	Mar 28, 2014	DA: Feb 21, 2014 PM: Mar 7, 2014	FIBC Sustainability	Air cargo General cargo logistics	Risk management Protection suits	Hanover Trade Fair , Apr 7 to 11, 2014 3. Hazardous Cargo and Security Day Rhineland , Grevenbroich, Apr 10, 2014
May	5	Apr 25, 2014	DA: Mar 21, 2014 PM: Apr 3, 2014	Preview Interpack Novelties Metal + Plastic packaging Packaging Special: Booklet	Tank container: Depots Disposal logistics	Tubes and fittings Spill troughs	IFAT , Munich, May 5 to 9, 2014 24. Munich Hazardous Cargo Days , May 6 to 8, 2014 SMT/HYPRID/PACKAGING , Nuremberg, May 6 to 8, 2014 Interpack , Düsseldorf, May 8 to 14, 2014 FECC Annual Congress , Rom, May 26 to 28, 2014
June	6	May 30, 2014	DA: Apr 25, 2014 PM: May 8, 2014	Boxes Canisters	Tank container: Manufacturers and leasing companies Sea ports/Sea cargo	Oil and chemical binders Collecting mats	16. Hazardous Cargo Day Switzerland , Basel, Jun 11, 2014 Chemspec Europe , Budapest, Jun 18 to 19, 2014

This overview of planned topics for 2014 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

	Issue	Publication Date	Deadline Display Adverts (DA) Printing material (PM)	Packaging	Logistics/Transport	Education and Industrial Safety	Trade Fairs/Congresses
July	7	Jun 27, 2014	Company portraits: DA: May 13, 2014 PM: May 14, 2014 Display adverts: DA: May 22, 2014 PM: June 5, 2014			Who Is Who The trade directory for the hazardous cargo industry - bilingual issue (german, english) -	
August	8	Jul 25, 2014	DA: June 24, 2014 PM: July 4, 2014	Reconditioning (map + overview) Composite packaging	Intermodal transports Container stackers	Food protection Providers of emergency call numbers Security audits	20. World Congress for Security and Health at Work , Frankfurt, Aug 24 to 28, 2014 Arbeitsschutz aktuell (Current Occupational Protection), Frankfurt, Aug 25 to 28, 2014
September	9	Aug 29, 2014	DA: Jul 28, 2014 PM: Aug 7, 2014	Labels and printing systems	Vehicles, technique and equipment Inland navigation CEP-Services Vehicle bodies	Breathing apparatus Load restraints PPE: Practical examples and possible solutions	Security , Essen, Sep 23 to 26, 2014 IAA Commercial Vehicles , Hanover, Sep 25 to Oct 2, 2014
October	10	Sep 26, 2014	DA: Aug 26, 2014 PM: Sep 5, 2014	IBC Bags	Barrel handling Disposal: Collecting and transport containers Primer for barrels	Storage planning and real estates Explosion protection Collection trays and safety cabinets Load restraints: CEP vehicles	Powtech , Nuremberg, Sep 30 to Oct 2, 2014 expo PetroTrans , Kassel, Oct 1 to 3, 2014 ExpoReal , Munich, Oct 6 to 8, 2014
November	11	Oct 31, 2014	DA: Sep 23, 2014 PM: Oct 10, 2014	FIBC Packaging class 6.2 (infectious substances)	Storage provider: map and survey Forklifts and lift trucks	Data bases for occupational safety Hand protection	Medica , Düsseldorf, Nov 12 to 15, 2014 30. Munich Hazardous Goods Days , November 2014 Pack & Move , Basel, Nov 18 to 21, 2014
December	12	Nov 28, 2014	DA: Oct 28, 2014 PM: Nov 7, 2014	Cardboard and paper packaging Barrels	Tank cleaning: map + booklet Dry-bulk and tank vehicles Load restraints	Equipment supplier for hazardous cargo storages Consulting engineers/Storage planning	
January	1/15	Dec 29, 2014	DA: Nov 21, 2014 PM: Dec 3, 2014	Pressure vessels Packaging out of light gauge metal	Sea ports/Sea cargo Temperature-controlled transports	Fire extinguisher Fire protection	

Circulation:

Printed copies:	5,375
Total circulation in annual average	4,901

Magazine size

Size:	210 mm x 279 mm trimmed
Type area:	185 mm wide, 250 mm high
Number of columns:	4 columns, 43 mm
Number of columns:	3 columns, 60 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.

Publication:

Frequency of publication: monthly
Publications dates, deadlines and dates for submission:
see "Time Schedule and Topics"

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 accounts: HypoVereinsbank, Munich

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

Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price 4 colours €
		type area	truncate*	
2/1 page	8 col.	393 x 250	420 x 279	7,020.00
Front cover page			210 x 195	5,570.00
2., 4. cover page			210 x 279	4,230.00
1/1 page	4 col.	185 x 250	210 x 279	3,510.00
1/2 page	2 col.	90 x 250	102 x 279	2,000.00
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	1,365.00
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	1,060.00
	2 col.	90 x 125	102 x 140	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		735.00
	2 col.	90 x 65		
	4 col.	185 x 33		

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 680.00 €

Prices for classified ads:

Entry in trade directory per issue Incl. company name, logo and five lines of free-text for description of USP (unique selling proposition).	106.00 €
Entry in online trade directory per month It can be booked for 6 or more editions. 10 percent discount when 12 editions are booked.	34.00 €

Special ad forms: on request

Discounts: acceptance within a year
(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
9 insertions	10 %	9 pages	15 %
12 insertions	15 %	12 pages	20 %

All surcharges do qualify for discounts. Front pages are not qualified for discount.

Bound inserts (not discountable):

Price:	
2-pages	2,435.00 €
4-pages	4,870.00 €
6-pages	7,305.00 €

Please supply the bound inserts in the untrimmed format
214 wide x 287 high (folded). 2-page bound inserts to be delivered with a
printed latch of 110 mm width. Bleed: gutter 0 mm, outer edges 3 mm.
The price applies to inserts with a paper weight up to 170 g / sq. metre (rates
for heavier papers on request)

Loose-leaf inserts (not discountable):

loose inserted, max. format:	203 mm x 275 mm
Weight of loose-leaf inserts	Price/thousand
up to 25 g	285.00 €
up to 50 g	460.00 €
per further 5 g	35.00 €

Number of inserts available on request.
Inserts possible at press run of 5,000 copies.
Adverts of a third party not allowed.

Glued-in postcards (not discountable):

Glued-in postcards/thousands	93.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination with a full page-ad (prices see above).	

Delivery address for bound and loose-leaf inserts, postcards:

Stürtz GmbH, Warenannahme
Alfred-Nobel-Straße 33
D - 97080 Würzburg, Germany

Delivery notice: for "Gefahr/gut" (No. ...)
Please send in advance 10 samples to the advertising sales department.

See vhv.mediacentrum.de for our terms and conditions.

Reconditioning map



Supplement in Gefahr/gut issue No. 8
from Jul 25, 2014

Format:

- Banner at the bottom:
125 mm x 185 mm
- Banner at the head:
40 mm x 400 mm

Price (not discountable):

- Banner at the bottom: 2,245.00 €
- Banner at the head: 2,190.00 €

Inventory map



Supplement in Gefahr/gut issue No. 11
from Oct 31, 2014

Format:

- Footer large, 125 mm x 185 mm,
4-colours
- Footer small, 62 mm x 185 mm,
4-colours
- Header incl. logo on the internet,
40 mm x 400 mm, 4-colours

Price (not discountable):

- Footer large: 2,245.00 €
- Footer small: 1,180.00 €
- Header/Logo on the Internet: 2,190.00 €

Tank cleaning map



Supplement in Gefahr/gut issue No. 12
from Nov 28, 2014

Price (not discountable):

- Banner small: 1,605.00 €
- Banner medium: 2,730.00 €
- Banner large: 3,430.00 €

Tank cleaning booklet



Supplement in Gefahr/gut issue No. 12
from Nov 28, 2014

Price:

- Full page, 4-colours: 715.00 €
- 2./3. Cover page: 1,010.00 €
- 4. Cover page: on request

The Who Is Who offers an overview of the entire hazardous cargo industry, thus providing important impulses for decisions on future purchases. Companies have the opportunity to present themselves to international readers in two languages, German and English. Topics include all areas from training to transport, from storage establishment to packaging.

The Who Is Who trade directory for the hazardous cargo industry belongs to the most recognized products of the Gefahr/gut-family. Advantage for you: Increased contact chances for your advertisements.

Your company portrait will appear both in the trade directory and at the online-portal www.gefahrgut-online.de.



Present yourself with an extensive and individual company portrait!

Magazine size: 210 mm wide x 279 mm high
Printed copies: 10,000 copies
Publication date: Gefahr/gut issue No. 7 from June 27, 2014

Deadlines for company portraits:

Copy date portrait: May 13, 2014
Printing material dates portrait: May 14, 2014

Formats and Prices: (not discountable)

Full page German/English 960.00 €
Double page German/English 1,920.00 €

Deadlines for display adverts:

Copy date display adverts: May 22, 2014
Printing material dates display adverts: June 5, 2014

Advert prices:

Front cover page 210 mm wide x 171 mm high 4,500.00 €
Full page: 210 mm wide x 279 mm high 3,530.00 €
Cover page: 210 mm wide x 279 mm high 3,900.00 €

We'll be pleased to advise you! Matthias Pioro (Advertising director)
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Phone: +49-89 / 20 30 43-23 98
E-mail: matthias.pioro@springer.com

Sylvia Affeld (Advertising administration)
Phone: +49-89 / 20 30 43-11 32
Phone: +49-89 / 20 30 43-21 00
E-mail: who-is-who@springer.com

Data formats:

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 320 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

Data transfer:

- Use Winzip (.zip) or Stuffit (.sit) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal_issue_customer_motive.zip).

Support:

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: gecont@stuertz.de.

Connections:

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (Log-in: User: gecont, Password: dE41yG)

E-Mail: gecont@stuertz.de

Fax: +49 931 385-11332

Contact Print Shop:

Stürtz GmbH Journals & Magazines

Advertisement team

Alfred-Nobel-Str. 33

97080 Würzburg

Phone: +49 931 385-332

Fax: +49 931 385-11332

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

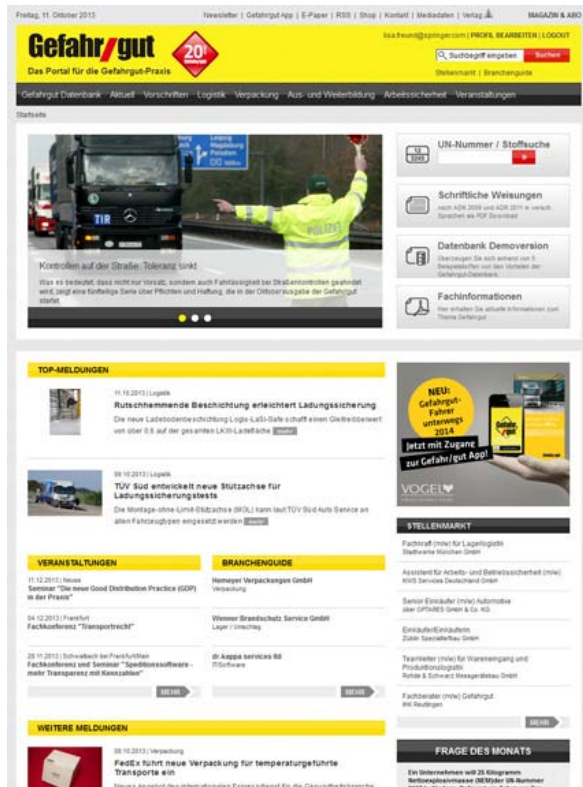
Printing materials “Who Is Who Gefahr/gut”:

Company portraits:

- Photos: 91mm wide, 50 mm high, as JPG file.
- Resolution: 300 dpi, colour chart: CMYK
- Use the comfortable opportunity to create your own portraits in a browser-based environment. Ask for the necessary access code.
A short guideline will tell you what you must look out for. Otherwise send us your information for company portraits via e-mail to who-is-who@springer.com.

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.



gefahrgut-online.de

MEDIA KIT 2014

Online Ad Types and Online Prices

gefahr-gut-online.de is a comprehensive internet service for everyone responsible for the proper handling of hazardous materials. Here, you reach all those who deal with hazardous materials and require practical and specialized knowledge for their daily decisions. There are current legal information and commented legal decisions, news and background reports, seminar and industrial-fair agenda, classified directory, and material database.

Visits: 
Page Impressions:

13,387 (July 2013)
30,730 (July 2013)



Text Display Small
Size: 300 x 115 px

CPM*: 55.00 €



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px

CPM*: 75.00 €



Expandable Medium
Rectangle Small
Size: 300 x 250 px
630 x 250 px

CPM*: 100.00 €



Expandable Medium
Rectangle Large
Size: 300 x 250 px
630 x 350 px

CPM*: 125.00 €



Flash Layer and Medium
Rectangle Reminder
(Tandem Ad)
Size: 400 x 400 px
300 x 250 px

CPM*: 150.00 €



Half Page
Size: 300 x 600 px

CPM*: 150.00 €



Expandable Half Page
Size: 300 x 600 px
630 x 600 px

Price on request



Skyscraper
Size: 120 x 600 px
160 x 600 px

CPM*: 75.00 €



Superbanner
Size: 728 x 90 px

CPM*: 75.00 €



Wallpaper
Size: Superbanner and
Skyscraper

CPM*: 150.00 €

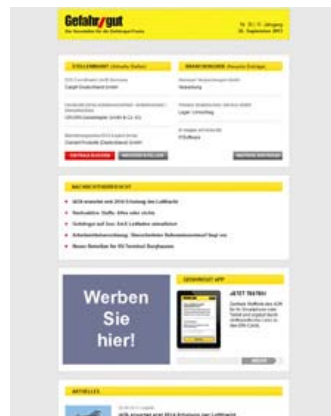
Background coloring possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Newsletter:

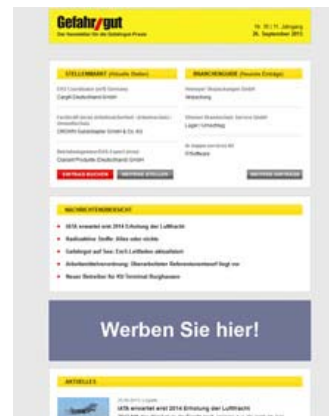
Gefahr/gut informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

Newsletter subscribers: 3,859 (July 2013)



Medium Rectangle

Size: 300 x 250 px
Price: 199.00 €



**Cross/Full-Size Banner
Text Display Large**

Size: 650 x 150 px
Price: 199.00 €

Video in editorial surrounding (Opening or ending credits)

At **gefahr-gut-online.de**, we provide the opportunity to place a pre-/post-roll ad before/after a video that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group



Pre or Post Roll (Opening or ending credits)

Format: 4:3 or 16:9
Size: max. 5 MB,
Duration: max. 10 sec.

CPM*: 75.00 €

Furthermore, at **gefahr-gut-online.de** you have the possibility to insert a video of your own. We ensure indexing for SEO-effective dissemination. Price and technical details on request.

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.



Seminar Entries

Present your event exactly where your target group is - at gefahr-gut-online.de. Your entries include all important information concerning your event as well as a direct link to your booking form or your contact details.

Price per entry: 59.00 €

For 11 entries and more you only pay 54.00 € each.



Job Market

We provide you with the following possibilities to place a job market ad at gefahr-gut-online.de.

- At gefahr-gut-online.de
Price: 495.00 € (Duration: 4 weeks)
- At gefahr-gut-online.de and at up to 100 partner sites of Jobware (e. g. job market of Süddeutsche Zeitung or Frankfurter Rundschau)
Price: 995.00 € (Duration: 4 weeks)

Not always is a solely online advert the right way to the new employee.

- Combine the reach of the Gefahr/gut print issue for specialist staff and managers with the full reach of our online offer:
- Price: Print advert (Millimeter-Price) plus 200.00 € (Duration: 4 weeks)
- Box Number Fee: 400.00 €

Online Ad Types

- File formats: SWF (max. version 10), GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/ClickCommand;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your Flash file:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Video

Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

Newsletter

Cross/Full-Size Banner, Medium Rectangle

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

Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters and paragraphs;
- Text display size: 650 x 150 px;
- 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 accounts:

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

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

We'll be pleased to advise you!



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