



2015

MEDIA KIT 2015



The magazine for
hazardous cargo practice
www.gefahrgut-online.de



TOPICS	TRADE FAIRS AND EVENTS
<p>ISSUE 2 Dangerous waste: current legal basis, problems in practice DA: Jan 2, 15 PM: Jan 15, 15 PD: Feb 5, 15</p>	<p>Conference Lithium Batteries in Logistics, Frankfurt, Feb 4, 2015 Practical Seminar Lithium Batteries, Frankfurt, Feb 5, 2015 LogiMAT, Stuttgart, Feb 10 to 12, 2015 Storck Symposium, Hamburg, Feb 8 to 10, 2015</p>
<p>ISSUE 3 Lithium batteries: discussions about the right disposal, advantages and disadvantages concerning hazard defence measures DA: Jan 29, 15 PM: Feb 10, 15 PD: Mar 5, 15</p>	<p>CeBIT, Hanover, Mar 16 to 20, 2015 StocExpo, Rotterdam, Mar 17 to 19, 2015</p>
<p>ISSUE 4 1000-points-regulation, craftsmanship regulation: How do exemption rules work? Where are the limits? DA: Mar 2, 15 PM: Mar 12, 15 PD: Apr 2, 15</p>	<p>Hanover Trade Fair, Hanover, Apr 13 to 17, 2015 4. Hazardous Cargo and Security Day Rhineland, Grevenbroich, Apr 23, 2015 European Coatings Show, Nuremberg, Apr 21 to 23, 2015</p>
<p>ISSUE 5 Packaging: special packaging requirements, packing of hazardous cargo DA: Apr 1, 15 PM: Apr 15, 15 PD: May 7, 15</p>	<p>transport logistic, Munich, May 5 to 8, 2015 25. Munich Hazardous Cargo Days, Munich, May 11 to 13, 2015 FECC Annual Congress, Athens, Apr 6 to 8, 2015</p>
<p>ISSUE 6 Fine proceedings: what are the GGVSEB 2015/RSEB 2015 regulations DA: Apr 29, 15 PM: May 12, 15 PD: Jun 5, 15</p> <p>Reconditioning: map + survey</p>	<p>Interschutz, Hanover, Jun 8 to 13, 2015 17. Hazardous Cargo Day Switzerland, Basel, Jun 10, 2015 Achema, Frankfurt, Jun 15 to 19, 2015 Chemspec Europe, Colonia, Jun 24 to 25, 2015</p>

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

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TOPICS

TRADE FAIRS AND EVENTS

ISSUE 7-8 **Who is Who**
DA: May 29, 15 The international trade directory for the hazardous cargo industry - bilingual issue (German, English)
PM: Jun 11, 15 Deadline display adverts company portraits: May 19, 2015 / Deadline printing materials company portraits: May 22, 2015
PD: Jul 2, 15

ISSUE 9 **Accompanying documents**
DA: Aug 3, 15
PM: Aug 13, 15 **Packaging Special: booklet**
PD: Sep 3, 15

6. Hazardous Cargo-Security Days, Nürburgring, September 2015
FachPack, Nuremberg, Sep 29 to Oct 1, 2015

ISSUE 10 **Load restraint, vehicle selection, CEP-service provider,**
DA: Aug 31, 15 **distribution transport**
PM: Sep 10, 15
PD: Oct 1, 15

ExpoReal, Munich, Oct 5 to 7, 2015
26. Internat. Inland Navigation Hazardous Cargo Days, October 2015
A+A, Düsseldorf, Oct 27 to 30, 2015

ISSUE 11 **Departure checks**
DA: Oct 5, 15
PM: Oct 15, 15 **Storage provider: map and survey**
PD: Nov 5, 15

31. Munich Hazardous Goods and Security Days, Munich, Nov 25 to 27, 2015

ISSUE 12 **Training requirements**
DA: Nov 2, 15
PM: Nov 12, 15 **Tank cleaning: map and booklet**
PD: Dec 3, 15

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Formats

Main magazine

Type area (width x height)

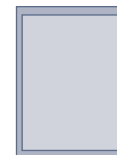
Trim size (width x height)



Title display
210 x 87 mm*



2/1 page with gutter bleed
393 x 250 mm
420 x 279 mm*



1/1 page
185 x 250 mm
210 x 279 mm*



1/2 page landscape
185 x 125 mm
210 x 140 mm*



1/3 page upright
60 x 250 mm
72 x 279 mm*



1/4 Seite landscape
185 x 65 mm
210 x 82 mm*

*plus 3 mm bleed on all outer edges.

Circulation:

Printed copies: 3,867 copies
Total circulation in annual average: 3,347 copies

Magazine size

210 mm wide x 279 mm high

Type area

185 mm wide x 250 mm high

Columns 3:

Column width 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.

Advert formats and prices:

Format	4-colored, in €
Title display	3,500.00
4. cover page	4,230.00
2/1 page	7,020.00
1/1 page	3,510.00
1/2 page	2,000.00
1/3 page	1,365.00
1/4 page	1,060.00

Surcharge for fixed positions:

Fixed positions € 680.00

Prices for classified adverts:

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 € 34.00

It can be booked for 6 or more months. 10 percent discount when booking a whole year.

Discounts:

Acceptance within a year (Starting with appearance of the first advertisement)

Frequency discount

3 insertions 3%
6 insertions 5%
10 insertions 10%

Quantity discount

3 pages 5%
6 pages 10%
10 pages 15%

All surcharges do qualify for discounts. Title displays are not qualified for discount.

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

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

Loose-leaf inserts



Feature:

- Number of loose-leaf inserts on request
- Partial inserts starting from 5,000 copies possible
- Advertises of third party within the loose-leaf inserts not permitted.

Format:

- Max. 203 mm width x 275 mm height

Price: (not discountable)

- Up to 25 g total weight per mill € 295.00
- Up to 50 g total weight per mill € 470.00
- Per further 5 g per mill € 35.00

Bound inserts



Feature:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the possibility of inserting a flyer/brochure

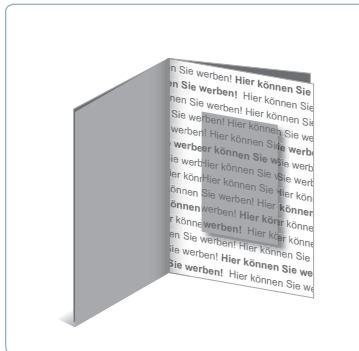
Format:

- 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.

Price: (not discountable)

- 2-seitig: € 2,435.00
- 4-seitig: € 4,870.00
- 6-seitig: € 7,305.00

Glued-in postcards



Feature:

- Advertising material on advert
- Readers can test your product directly
- High level of attention

Format:

- Only in combination with a full page-ad

Price: (not discountable)

- Booklets/postcards per mill € 95.00
- Other brochures/trade samples on request

Many more special advert types are possible - we'll be pleased to advise you!

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

Stürtz GmbH, Warenannahme
Lager – Einfahrt 4
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery note: „Object name issue no. “

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.

Reconditioning map



Supplement in Gefahr/gut issue 6
from Jun 5, 2015

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

Storage map



Supplement in Gefahr/gut issue 11
from Nov 5, 2015

Format:

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

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 12
from Dec 3, 2015

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 12
from Dec 3, 2015

Price:

- 1/1 page, 4-colored: € 715.00
- 2./3. cover pages: € 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.gefahr-gut-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 7-8 from Jul 2, 2015

Deadlines for company portraits:

- Advertisement deadline for portraits: May 19, 2015
- Printing material deadline for portraits: May 22, 2015

Formats and Prices: (not discountable)

- 1/1 page German/English € 960.00
- 2/1 page German/English € 1,920.00

You can also use the opportunity to insert a display advertisement in „Who is Who“!

Deadlines for display advertisements:

- Advertisement deadline for display advertisements: May 29, 2015
- Printing material deadline for display advertisements: Jun 11, 2015

Formats and Prices:

Front page	210 mm wide x 171 mm high	€ 4,500.00
1/1 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!

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 E-mail: who-is-who@springer.com

Data creating:

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 320 percent. We recommend profile ISOcoated_v2_300.
- 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.

Data transfer:

- Use Winzip (.ZIP) 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)

Further information on:

- Creating PDF X3
 - Distiller job options etc.
- are available via E-Mail: gecont@stuertz.de.

Connections and Contact:

FTP: <ftp.stuertz.de> (Login: gecont, password: dE41yG)
E-Mail: gecont@stuertz.de
Fax: +49 931/385-11332

Contact:

Stürtz GmbH Journals & Magazines
Advertisement team
Alfred-Nobel-Str. 33
97080 Würzburg, Germany
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.

New!

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 restraint“, „air cargo security“, and many more.

The access is provided by full text search, the navigation bar, info boxes on the home page, the newsletter as well as the magazine archive.

We offer our clients the possibility to book „tags“ exclusively for a year.

Price per „tag“: € 2,500.00 per year



Presence through:

- Logo in the header
- Fixed banner booking
- Product/company box
- Alert newsletter

Newsletter:

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



Medium Rectangle

Size: 300 x 250 px
Fixed price: € 199.00



Cross/Full-Size Banner

Text Display Large
Size: 650 x 150 px
Fixed price: € 199.00

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 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.



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 Offers:

We provide you with the following possibilities to place a job offer 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 €

We'll be pleased to advise you!



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