

INTERSCHUTZ



Exclusive Partner of the
INTERSCHUTZ 2020, Hannover

BRANDSchutz

Deutsche Feuerwehr-Zeitung

Media
information

2019

BRANDSchutz

Deutsche Feuerwehr-Zeitung

TITEL-PORTRAIT

Media-Information 2019

1



1 **Titel:** BRANDSchutz/Deutsche Feuerwehr-Zeitung

2 **Abstract:**

BRANDSchutz, published since 1946, is firmly established as the leading and most influential read journal serving the entire area of firefighting, fire prevention and fire protection, rescue and environmental protection. It is the official publication of the Deutsche Feuerwehrverband (German Fire Brigade Association), edited in cooperation with the most important authorities within this field. The readers are fire service executives, fire chiefs- and administrators of municipal, county, district, township, industrial and independent fire departments and companies - volunteer, professional and combination. BRANDSchutz is considered a mandatory trade magazin and reaches in Germany all fire brigades, their fire service executives and influential decision-makers. On average, about six people read every issue, which means that our monthly readership is over 80.000.

3 **Target groups:**

Fire Chiefs and Fire Officers, Munciple Administrations and Local Authorities, Technical lectures within the Government and Governmental Departments, Authorities for Fire Protection and Prevention, Emergency Management, Emergency Medical Services, Environmental Protection, Police Departments, Building Authoritys, Airports, Railways, Postal Departments, Telephone Companies, Insurance Companies, Shipping Companies, Architecture Firms, Consultants, Fire Academies, Health and Safety Officers, Consulting Engineers, Safety Engineering.

4 **Frequency of publication:** monthly

5 **Format:** 210 x 280 mm

6 **Year:** 73. year 2019

7 Subscription:	Annual subscription	€ 96,50
	Student subscription	€ 77,00
	Delivery charges	€ 10,15
	Single copy	€ 14,10
	Trial subscription (3 copies)	€ 16,95

8 Organ: Official publication of the Deutsche Feuerwehrverband (German Fire Brigade Association)

9 Membership: -

10 Publishing Company: W. Kohlhammer GmbH

Mailing address:	70549 Stuttgart	Phone: 0711 7863-0
Company address:	Hessbruehlstraße 69	Fax: 0711 7863-8204
	70565 Stuttgart	www.kohlhammer.de

11 Editors:

Edited in cooperation with the governmental authorities of Fire Services, Civil Protection and Emergency Services, Deutsche Feuerwehrverband (DFV) (German Fire Brigade Association), Werkfeuerwehrverband Deutschland (WFV-D) (German Plant Fire Brigade Association), Firefighting and Fire Protection Standards Committee (FNFV), Committee Fire Service Affairs, Disaster Control Organisation and Civil Protection (AFKzV), Conference of interior Secretaries and Working Committee Chiefs of Industrial Fire Brigades (AGBF).

12 Advertising: W. Kohlhammer GmbH
Sabine Zinke Phone: +49 711 7863-7260
sabine.zinke@kohlhammer.de Fax: + 49 711 7863-8393

13 Editorial staff:

W. Kohlhammer GmbH
Jochen Thorns, Chief editor
brandschutz.dfz@kohlhammer.de
www.kohlhammer-feuerwehr.de
Phone: +49 711 7863-7330
Fax: +49 711 7863-8454
Brandamtmann Dipl.-Ing. (FH) Roy Bergdoll
- Disaster Control and Civil Protection (Ilvesheim) -
Direktor der Feuerwehr Dipl.-Ing. Johannes Feyrer
- Operation and Organisation (Köln) -
Brandschutzingenieur Siegfried Fiedler,
- Industrial Fire Fighting (Maxdorf) -

Leitender Branddirektor Dipl.-Ing. Frieder Kircher
- Fire Prevention, Fire Safety Education and Fire Safety Information (Berlin) -
Direktor der Feuerwehr Dipl.-Chem. Claus Lange
- Hazardous materials and goods, Emergency Medical Services (Hannover) -
Abteilungsleiter Bevölkerungsschutz und Krisenmanagement
Prof. Hermann Schröder
- Incident commander and tactics (Dossenheim) -
Benedikta Motz, Assistant Editorial Department

14 Volume total 2017: 12 issues



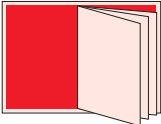

Total	1076 pages	100,0 %
Editorial contents	829 pages	77,0 %
Advertisements	247 pages	23,0 %
thereof:		
Vacancies	184 pages	74,5 %
Kohlhammer ads	63 pages	25,5 %
Inserts	8/2	

Editorial total	817pages	100,0 %
Operation reports	144 pages	17,6 %
New vehicles	98 pages	12,0 %
Training and tactics	88 pages	10,8 %
Organisation	87 pages	10,7 %
News Federal and State	51 pages	6,3 %
Technology	49 pages	6,0 %
New Products	47 pages	5,6 %
Jurisdiction	38 pages	4,7 %
Fire Protection abroad	34 pages	4,2 %
Fire Prevention	33 pages	4,0 %
Technical Regulations	23 pages	2,8 %
Topical	23 pages	2,8 %
Miscellaneous	102 pages	12,5 %

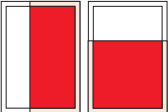
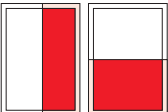
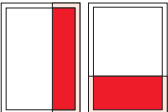
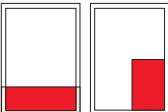
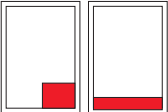

Issue	Publication date	Print closing	Art work	Events/Tradeshows
January	28.12.2018	12.12.2018	14.12.2018	
February	30.01.2019	16.01.2019	18.01.2019	
March	27.02.2019	13.02.2019	15.02.2019	
April	27.03.2019	13.03.2019	15.03.2019	
May	26.04.2019	10.04.2019	12.04.2019	15.-17.5.2019 RETTmobil, Fulda
June	29.05.2019	15.05.2019	17.05.2019	
July	21.06.2019	05.06.2019	07.06.2019	
August	31.07.2019	17.07.2019	19.07.2019	
September	28.08.2019	14.08.2019	16.08.2019	
October	25.09.2019	11.09.2019	13.09.2019	
November	30.10.2019	16.10.2019	18.10.2019	
December	28.11.2019	15.11.2019	18.11.2019	

*1) Print closing for ads within editorial articles (starting at 1/3 page): 20th of a month prior to publication of following month.

- 1 **Rates and sizes** (rates in Euro, surcharges are eligible for discount)
All costs are liable to VAT within Germany.

			Type (live) area (mm)*	Trim (mm)*	black/white Euro	4-Color Euro
	2/1 page	2-page Spread	402 x 238	420 x 280	4.651,-	7.466,-
	1/1 page	Full page	185 x 238	210 x 280	2.326,-	3.733,-
	1/1 page	Advertorial	185 x 238	210 x 280		
	1/2 page	Advertorial	185 x 118	210 x 141		
	1/1 page	Cover 2 Premium	185 x 238	210 x 280	-	4.019,-
		Cover 3 Premium	185 x 238	210 x 280		3.907,-
		Cover 4 Premium	185 x 238	210 x 280		4.131,-
	1/1 page	Page across Editorial	185 x 238	210 x 280	-	4.243,-

*all trim sizes add an additionally 3 mm bleed around.
All logos, text, borders, pictures that do not bleed should stay within the type (live) area.

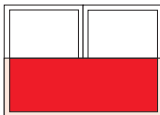
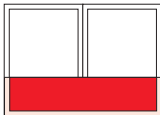
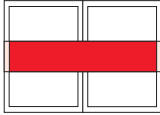
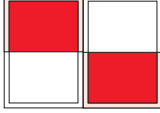
	2/3 page	vertical (editorial part only)	114 × 237	125 × 280	1.673,–	2.785,–
		horizontal (ad. part) horizontal (edit. part))	185 × 159 174 × 159	210 × 173 210 × 173	1.673,–	2.785,–
	1/2 page	vertical (advertising part only)	90 × 238	100 × 280	1.173,–	1.892,–
		horizontal (ad. part) horizontal (edit. part)	185 × 118 174 × 118	210 × 141 210 × 141	1.173,–	1.892,–
	1/3 page	vertical (editorial part only)	55 × 237	70 × 280	806,–	1.295,–
		horizontal (ad.part) horizontal (edit. part)	185 × 76 174 × 76	210 × 90 210 × 90	806,–	1.295,–
	1/4 page	vertical (advertising part only)	90 × 118	–	597,–	964,–
		horizontal (ad. part) horizontal (edit. part)	185 × 58 174 × 58	210 × 71 210 × 71	597,–	964,–
	1/8 page	vertical (advertising part only)	90 × 58	–	301,–	485,–
		horizontal (advertising part only)	185 × 28		301,–	485,–
	1/16 page	(advertising part only)	90 × 28	–	148,–	240,–

*all trim sizes add an additionally 3 mm bleed around.

All logos, text, borders, pictures that do not bleed should stay within the type (live) area.

Ad specials print:



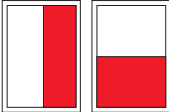

Available once per issue. Additional ad specials on request.

			Type (live) area (mm)*	Trim (mm)*	black/white	4-Color Euro
	1/2 Seite Panorama	1/2 page double Spread	374 × 118	420 × 141	–	4.039,–
	1/3 Seite Panorama	1/3 page double Spread	374 × 76	420 × 90	–	2.850,–
	Sandwich	1/3 page double Spread	374 × 76	420 × 76	–	3.109,–
	Chess game	2 ads opposite sides. Ads are content and design related.	174 × 118	210 × 141	–	4.163,–

*all trim sizes add an additionally 3 mm bleed around.

All logos, text, borders, pictures that do not bleed should stay within the type (live) area.

CLASSIFIEDS/JOB ADVERTISEMENTS

		Type (live) area (mm)*	black/white Euro	4-color Euro
	Full Page	185 × 238	2.251,-	3.647,-
	Trim: add 3 mm around	210 × 280		
	3/4 Page	185 × 178	1.698,-	2.761,-
	1/2 Page vertical	90 × 238	1.135,-	1.849,-
	horizontal	185 × 118	1.135,-	1.849,-
	5/16 page	90 × 148	718,-	1.158,-

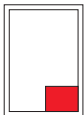
M M - A D V E R T S

1-column 90mm	2-columns 185mm
b/w: € 5,20/mm	b/w: € 10,40/mm
4c: € 8,50/mm	4c: € 17,00/mm

mm ads starting at 25 mm height

*all trim sizes add an additionally 3 mm bleed around.

All logos, text, borders, pictures that do not bleed should stay within the type (live) area.



	1/4 Page	vertical	90 × 118	578,-	942,-
	1/8 Page	vertical	90 × 58	289,-	472,-

2 Surcharges:

Colors:

HKS or Pantone each € 520,-.

3 Discounts:

within 12 months period:

3 ads	3%	1 page	3%
6 ads	5%	1,5 pages	5%
9 ads	7%	3 pages	10%
12 ads	10%	6 pages	15%
		9 pages	17%
		12 pages	20%

There are no discounts on technical fees.

No contract rebates on inserts, titel wraps, bound inserts and postcards. Agency commission 15 %.

4 Columns:

-

5 Print-/ad specials:

pages 7, 10 and 11

6 Contact:

Sabine Zinke, Media Sales Consultant
sabine.zinke@kohlhammer.de

Phone: +49 711 7863-7260

Fax: +49 711 7863-8393

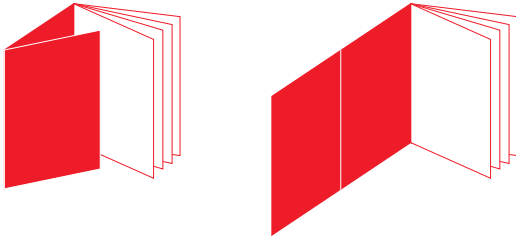
7 Terms of payment/ bank account details:

Within 30 days after receipt of invoice.
3% early payment discount within 8 days after receipt of invoice.

BW-Bank Stuttgart (BLZ 600 501 01)
Kto.-Nr.: 7 871 508 260
IBAN DE 91 6005 0101 7871 5082 60;
S.W.I.F.T. SOLA DE ST

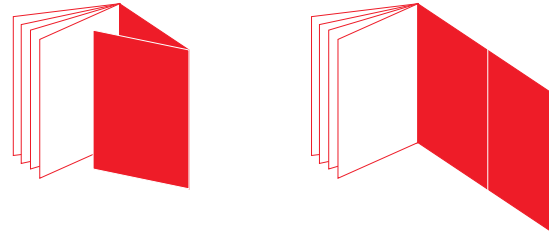
Deutsche Bank Stuttgart (BLZ 600 700 70)
Kto.-Nr.: 12 68 085 00
IBAN DE54 6007 0070 0126 8085 00;
S.W.I.F.T. DEUTDESS

TITEL - GATEFOLD (FULL PAGE)



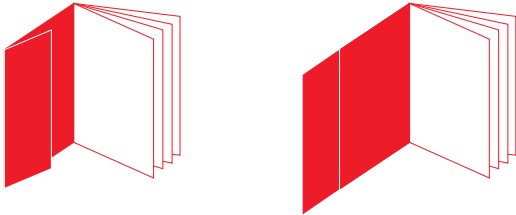
3 pages (cover 2 Premium + full page fold out (front and back flap))
€ 11.260,- plus technical fees € 2.065,-

BACK - GATEFOLD (FULL PAGE)



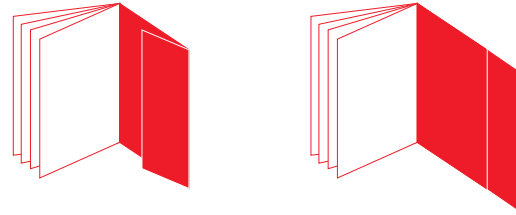
3 pages (cover 3 Premium + full page fold out (front and back flap))
€ 11.150,- plus technical fees € 2.065,-

TITEL - GATEFOLD (HALF PAGE)



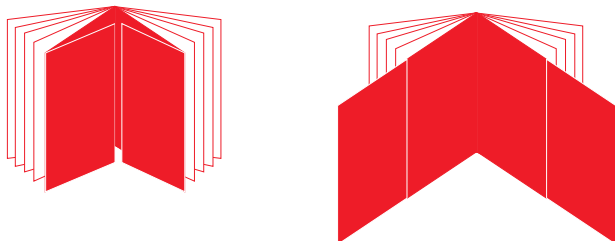
2 pages (cover 2 Premium + 1/2 page fold out (front and back flap))
€ 7.650,- plus technical fees € 2.000,-

BACK - GATEFOLD (HALF PAGE)



2 pages (cover 3 Premium + 1/2 page fold out (front and back flap))
€ 7.540,- plus technical fees € 2.000,-

DOUBLE GATEFOLD (INNER SECTION)



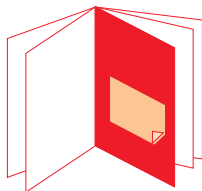
6 pages (1 x 2 page Spread on top + 1 x 4/1 Panorama-ad)
€ 21.960,- plus technical fees € 1.450,-

TITLE - WRAP



€ 5.380,- plus technical fees € 2.780,-
Maximum size wrap: 80 mm high

POSTCARD, BOOKLET, DVD/CD



Tip-on post card (delivered) possible, starting
at 1/2 page on own advert. Size of postcard
maximum: 148b x 105h mm
€ 1.550,-

INSERTS

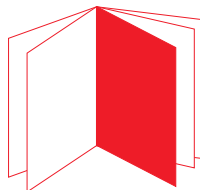


up to 25 g total weight € 170,- / Tsd.
up to 40 g total weight € 207,- / Tsd.

Quantity needed: 13.000

Size maximum: 205b x 270h mm

2 - PAGE BOUND INSERTS



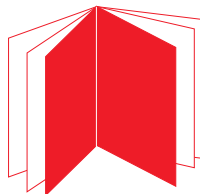
€ 2.930,-

Quantity needed : 13.000 copies

Untrimmed size: 216 x 286 mm

Please deliver folded and untrimmed

4 - PAGE BOUND INSERTS



€ 4.160,-

Quantity needed: 13.000 copies

Untrimmed size: 216 x 286 mm

Please deliver folded and untrimmed.

DELIVERY ADDRESS

W. Kohlhammer Gmbh + Co. KG, Wareneingang
Augsburger Straße 722, 70329 Stuttgart, Germany

Important: delivery receipt needs to indicate the journal and the issue.

- 1 **Magazin format:** 210 mm width × 280 mm height,
with bleed: 216 mm width × 286 mm height

Type area: 185 mm width × 238 mm height
- 2 **Print process and binding:** Offset, Perfect Binding
Paper: Cover: 170 g, woodfree, glossy, picture print Allegro
Content: 80 g, woodfree, glossy coated,
picture print Montana (Terraprint)
- 3 **Submission of Ads:** Digital material preferred. Please mail to:
sabine.zinke@kohlhammer.de
- 4 **Material:** We recommend PDF/X-3 or PDF/X-1a:2001 files. Please
do not send open files like InDesign or QuarkXPress.
The file has to be printable, all scripts need to be
embedded, halftone images must have a resolution of
at least 300 dpi, line images max. 1200 at least 600 dpi.
- 5 **Colors:** 4/4 color Euroscale (CMYK)- ISO 12647-2 (PSO),
ICC-Profil = ISO Coated v2, HKS and Pantone colors
are possible.

- 6 **Proof:** -
- 7 **Digital filing:** Digital files, without guarantee, are usually being
stored for at least 2 years.
- 8 **Guarantee:** We do not take any responsibility for misprints due to
incomplete and wrong delivered material/files.
- 9 **Contact:** Sabine Zinke, Media Sales Consultant
Tel. +49 711 7863-7260

No galley proofs are being mailed if materials/files delivered are ready to print



1 Circulation control:

2 Circulation-Analyse: Copies per issue annual average (1. July 2017 - 30. June 2018)

Print run	12.516		
Actual circulation (tvA):	12.106	foreign countries:	306
Sold circulation:	11.752	foreign countries:	290
Subscriptions:	11.685	Members;	–
Single copies:	3		
Various:	66	foreign countries:	4
Complimentary copies:	354	foreign countries:	16
Sample copies and Archive:	410		

3 Geographical circulation:

Economic area	Percentage of actual circulation (tvA)	
	%	copies
Inland	97,5	11.800
Foreign countries	2,5	306
Actual circulation (tvA)	100,0	12.106

3.1 Distribution after zip codes within Germany:

Zipcodes	Percentage of actual circulation (tvA)	
	%	Exemplare
Zipcode 0	2,4	284
Zipcode 1	2,5	289
Zipcode 2	9,0	1.061
Zipcode 3	12,1	1.422
Zipcode 4	11,3	1.334
Zipcode 5	14,6	1.718
Zipcode 6	13,8	1.630
Zipcode 7	20,9	2.477
Zipcode 8	9,3	1.101
Zipcode 9	4,1	484
tvA Inland	100,0	11.800

General terms and conditions of business for adverts in newspapers and magazines

1. Applicability

- 1.1 These general terms and conditions of business shall apply to all orders placed by us in respect of adverts in newspapers and magazines. Deviating terms and conditions, in particular order or purchasing conditions of the Principal, are hereby expressly objected to.
- 1.2 Amendments or additions to these general terms and conditions, as well as wavering of the written form requirement, shall require written form.

2. Conclusion of the contract

- 2.1 The conclusion of the contract shall come into existence on our binding order confirmation, whose contents shall be decisive.
- 2.2 We shall reserve the right to reject adverts or enclosure orders in full or in part, in accordance with our discretion. The rejection shall be notified to the Principal.

3. Price and payment

- 3.1 The prices in the respective price list for the newspaper or magazine concerned shall apply. This shall also apply in respect of several publications during an insertion year. In case of changes to the price list, the new prices and terms and conditions shall apply from the time these take effect, within the framework of ongoing orders.
- 3.2 The text passage price shall be payable for the provision of an advert in the body of a text.
- 3.3 Should no particular size regulations be stated, the actual font size shall form the basis of the price calculation.
- 3.4 Costs for changes to originally agreed designs and for deliveries of ordered printed documents and images shall be paid separately by the Principal following invoicing. All costs for the production of offset films shall be borne by the Principal. The obligation to retain printed documents shall end three months following the publication of the advert.
- 3.5 Any commission shall, exclusively on the basis of a separate agreement, only be paid to the advertising brokers recognised by the publishing house if applicable. The prerequisite for the above shall be that the order is directly issued by the advertising brokers and printed documents are also delivered by it. A forwarding on of the commission to the Principal shall not be permitted.
- 3.6 Unless otherwise agreed, the invoice shall be issued at the latest on the 5th day of the month following the publication of the advert. The invoice amount shall be payable within eight days with three percent discount or within thirty days of the date of issuing of the invoice. Should the Principal issue a direct debit mandate, it shall also receive a discount of three percent.
- 3.7 The Principal shall only be able to set off with counterclaims if these are undisputed or recognised by a court. This shall apply accordingly in respect of the exercising of any rights of retention.

4. Order processing

- 4.1 Advert orders shall be processed within a year of conclusion of the contract, unless otherwise agreed. The inclusion of adverts in certain numbers, certain issues or in certain locations of the printed document shall only be owed if this is expressly agreed in writing. The prerequisite for the above shall be that we are in possession of all necessary documents and information for this purpose by the time of the printing deadline. The rescission deadline shall be the same as the publishing deadline. Should the Principal cancel its order after the time stated above, we shall reserve the right to charge a cancellation fee to the amount of 50% of the agreed advert price.
- 4.2 The Principal shall be responsible for the timely delivery of the printed documents and/or all other documents which are necessary for performance of the order. Should the delivery not be made by the printing deadline, we shall reserve the right to charge a cancellation fee.

- 4.3 Samples shall only be provided if these are expressly requested. The Principal shall be responsible for the correctness of the returned samples. Should the Principal fail to return the sample which was sent to it on time, the print approval shall be deemed to have been issued.
- 4.4 We shall be entitled to suspend the performance of the order until the payment of previously due invoices has taken place.
- 4.5 Text adverts and commercial supplements must be sufficiently recognisable as such and may not contain any third party adverts.
- 4.6 On request, we will provide an advert-section receipt. A full receipt number will only be delivered if the type and scope of the advert order justifies this. Should a receipt no longer be provided, an acceptance certificate to be issued by us shall replace this.
- 4.7 Key number adverts must state the name and address of the Principal on the reverse side of the manuscript. This shall also apply in respect of such adverts which are received from advertising brokers or advertising expeditions. In the key number communication, the Principal shall be responsible for returning the provided attached documents such as photos, original certificates and other correspondence. The Principal shall not have any entitlement to the handover of such entries which are delivered by means of abusive use of the key number service.

5. Warranty and damages

- 5.1 The Principal shall be fully responsible for the contents of the adverts and supplements (or other advertising) which are sent to us. The Principal hereby guarantees that no third party rights are being infringed by the publication and shall release us from all possible claims which are asserted by third parties due to the performance of the order.
- 5.2 Should a proof which has been approved by the Principal be present, this shall be binding. Any errors which were missed by the Principal shall not mean that our service is defective.
- 5.3 We hereby guarantee the flawless publication of the advert in terms of printing, provided that correct print documents have been received. In case of adverts which are submitted orally or in case of changes which are requested orally, we shall not assume any liability in respect of the correctness of the publication, unless gross negligence or intent can be attributed to us.
- 5.4 Any complaints must be asserted within four weeks of publication of the advert. In case of a justified complaint, the Principal shall be entitled to a defect-free advert. Should this fail or should the Principal not be interested in a replacement advert for justified reasons, the Principal shall be entitled to a reasonable reduction of the remuneration.
- 5.5 Damages claims of the Principal, for whatever legal reason, in particular due to breaches of obligations under the contractual relationship and due to unauthorised acts, shall be excluded. The above shall not apply in case of intent or gross negligence, in case of injury to life, body or health, in case of liability under the German Product Liability Act (Produkthaftungsgesetz), in case of any guarantee provided by us, for losses due to culpable breach of significant contractual obligations or in other cases of mandatory legal liability. Our liability shall always be limited to reimbursement of losses which are typical of the contract and foreseeable, unless intent or gross negligence are present or in case of injury to life, body or health.

6. Closing provisions

- 6.1 The place of performance for the service and payment shall be Stuttgart.
- 6.2 The place of jurisdiction for all disputes under the contractual relationship shall be our principal place of business in relation to merchants. However, we shall also be entitled to bring a lawsuit against the principal at the competent court of its place of business.
- 6.3 The law of the Federal Republic of Germany shall apply in respect of the evaluation of all legal relationships with the Principal.
- 6.4 Should a part of the contract or these general terms and conditions of business be or become ineffective, the validity of the remainder of the contract or these general terms and conditions of business shall not be affected.