



# 2016

## MEDIA KIT 2016

The magazine for the  
hazardous goods practice  
[www.gefahrgut-online.de](http://www.gefahrgut-online.de)

**Gefahrgut**  
Sicher in der Gefahrgut-Praxis

[www.gefahrgut-online.de](http://www.gefahrgut-online.de)  
Verlag Heinrich Vogel | ISSN 0944-6117 | 7694

### Das neue Werkzeug

**Praxislösung** Die Gefahrgut baut ihren Abonnentenservice vom Portal zum umfassenden Begleiter für die tägliche Arbeit aus.

Wer für gefährliche Güter verantwortlich ist, sucht für seine Arbeit intensiv das Internet. Das ist das Ergebnis einer Umfrage der Redaktionsbefragte, die wir unter Ihnen, unseren Abonnenten, im vergangenen Jahr durchgeführt haben. Zugleich legen jedoch viele Teilnehmer nach wie vor Wert auf ein gedrucktes Heft. Die Gefahrgut hat diese Erkenntnis als Auftrag verstanden und ein kombinierbares Print-Online-Konzept entwickelt, das mit der aktuellen Ausgabe startet.

Unter [www.gefahrgut-online.de](http://www.gefahrgut-online.de) stehen alle Abonnenten ab sofort die Vorschriften zur Verfügung - ADR, RECHEN und IMDG-Code sowie die vor- und nachgelagerten Regelwerke. Gleichzeitig sind alle Heftbeiträge auch im Netz zu finden, ergänzt um Archivskilten wie Checklisten oder Marktberichten. Erfahren Sie die Datenbank mit Beförderungsregeln und Checklisten-Generatoren. Weitere Elemente sind in Vorbereitung.

**Ein Thema steht im Mittelpunkt**  
Das neue Konzept will nicht nur die gesamte Breite des Gefahrgutenspektrums abdecken, sondern in wichtigen Bereichen genau in die Tiefe gehen. Deshalb richtet künftig jedes Heft den Fokus auf ein Schwerpunktthema. In dieser Ausgabe nehmen sich Redaktion und Fachforum die Entsorgung gefährlicher Abfälle vor und erklären, wie diese richtig entsorgt sind, wer im Betrieb dafür verantwortlich ist und wie man die passende Verpackung findet. Außerdem ergibt ein Beispiel aus der Unternehmenspraxis sowie ein Gespräch mit einem Entsorger, worauf bei der Abwicklung zu achten ist.

**Online mehr** Das Plus für alle Abonnenten

**Zusatzangebot** Überall dort, wo Sie in diesem Heft das größte Plus sehen, finden Sie zum Thema passende weitere Informationen, Überflüge, Checklisten und vieles mehr im Internet unter [www.gefahrgut-online.de](http://www.gefahrgut-online.de)  
Redaktion: [gefahrgut@vogel.com](mailto:gefahrgut@vogel.com)

**Rudolf Gehardt**  
Redakteur Gefahrgut



## 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 specialist magazine Gefahr/gut for more than 20 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 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.gefahr-gut-online.de](http://www.gefahr-gut-online.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 Gefahr/gut 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 Gefahr/gut



Daniela Schulte-Brader  
Editor Gefahr/gut



**Frequency of publication:** monthly

**Year of publication:** 24<sup>th</sup> year 2016

**Web address (URL):** www.gefahr-gut-online.de

**ISSN:** 0944-6117

**Subscription cost:** Annual subscription (specialist information package with hazardous goods database and online premium service)  
 Inland: €256.90 incl. packing/postage plus statutory VAT  
 European countries: €268.90 incl. packing/postage plus statutory VAT  
 Single copy: € 10.90 incl. packing/postage plus statutory VAT

**Publishing house:** Verlag Heinrich Vogel  
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**Circulation monitoring:**

**Circulation analysis:** Average number of copies per issue in one year (July 1<sup>st</sup> 2014–June 30<sup>th</sup> 2015)

<b>Print run:</b>	3,250		
<b>Actual distributed circulation (ADC):</b>	2,988	therefrom abroad:	116
<b>Sold copies:</b>	1,873	therefrom abroad:	84
▪ Subscription copies:	1,703	therefrom member copies:–	
▪ Sale by retail:	–		
▪ Other sales:	171		
<b>Complimentary copies:</b>	1,115		
<b>Reminder, archive and records copies:</b>	262		

**Geographical circulation analysis:**

<b>Economic area</b>	<b>Quote of actual distributed circulation</b>	
	<b>%</b>	<b>copies</b>
Inland	97.2	2,904
Foreign Countries	2.8	84
<b>Actual distributed circulation (ADC):</b>	<b>100.0</b>	<b>2,988</b>

TOPICS		SUPPLEMENT	FAIRS
<b>ISSUE 1-2</b> <b>DA: 04.01.16</b> <b>PM: 14.01.16</b> <b>PD: 04.02.16</b>	Air traffic	Air freight safety Packaging in air traffic by an example Lithium batteries	<b>Load securing: Booklet</b>  <b>Conference Lithium Batteries in Logistics</b> Frankfurt, 19.01.2016 <b>Practical Seminar Lithium Batteries</b> , Frankfurt 20.02.-21.02.2016 <b>Storck Symposium</b> , Hamburg, 14.02.-16.02.2016
<b>ISSUE 3</b> <b>DA: 28.01.16</b> <b>PM: 11.02.16</b> <b>PD: 03.03.16</b>	Compliance check	Compliance check for packaging Risk management Insurances	<b>LogiMAT</b> , Stuttgart, 08.03.-10.03.2016 <b>StocExpo</b> , Antwerpen, 15.03.-17.03.2016 <b>RAM-Behältersicherheitstage</b> , Berlin, 16.03.-17.03.2016
<b>ISSUE 4</b> <b>DA: 03.03.16</b> <b>PM: 15.03.16</b> <b>PD: 07.04.16</b>	Waste/Disposal	Salvage packaging Compatibility plastic packaging for hazardous waste	<b>5. Hazardous Goods and Security Day Rhineland</b> Grevembroich, April 2016 <b>26. Munich Hazardous Goods Days</b> , Munich 02.05.-04.05.2016
<b>ISSUE 5</b> <b>DA: 04.04.16</b> <b>PM: 14.04.16</b> <b>PD: 06.05.16</b>	Modes of transport road/rail/inland water vessel	Tank container, tank vehicles, tank wagons Intermodal transport Loading and unloading	<b>IFAT</b> , Munich, 30.05.-03.06.2016 <b>easyFairs EMPACK</b> , Hanover, 31.05.-03.06.2016
<b>ISSUE 6</b> <b>DA: 27.04.16</b> <b>PM: 10.05.16</b> <b>PD: 02.06.16</b>	Legal changes 2017	Road and rail traffic Maritime traffic Air traffic	<b>Reconditioning: map</b>  <b>18. Hazardous Goods Day Switzerland</b> , Basel, 08.06.2016 <b>Chemspec Europe</b> , Hungary, June 2016 <b>FECC Annual Congress</b> , Istanbul, 06.06.-08.06.2016

You can find our current events at [www.gefahr-gut-online.de/events](http://www.gefahr-gut-online.de/events).

This overview of planned topics for 2016 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TOPICS		SUPPLEMENT	FAIRS
<b>ISSUE 7-8</b> DA: 06.06.16 PM: 15.06.16 PD: 07.07.16	Who's Who	The international trade directory for the hazardous goods industry - bilingual issue (German, English)	<b>7. Hazardous Goods Security Days</b> , Nürburgring September 2016
<b>ISSUE 9</b> DA: 28.07.16 PM: 10.08.16 PD: 01.09.16	Hazardous goods management	Occupational safety + packaging Check list: Tips for training of purchasers	<b>Packaging special: booklet</b>  <b>Security</b> , Essen, 27.09.-30.09.2016 <b>Expo PetroTrans</b> , Kassel, 29.09.-01.10.2016 <b>ExpoReal</b> , Munich, 04.10.-06.10.2016 <b>IAA Commercial Vehicles</b> , Hanover, 22.09.-29.09.2016 <b>FachPack</b> , Nuremberg, 27.09.-29.09.2016
<b>ISSUE 10</b> DA: 02.09.16 PM: 14.09.16 PD: 06.10.16	GHS/CLP	Classification problems with IBC - Solutions of industry and manufacturers	<b>27. Internat. Inland Navigation Hazardous Goods Days</b> , October 2016 <b>EPCA Annual Meeting</b> , Budapest, 01.10.-05.10.2016 <b>Arbeitsschutz aktuell</b> , Hamburg, 11.10.-13.10.2016 <b>ECTA Annual Meeting</b> , October 2016
<b>ISSUE 11</b> DA: 29.09.16 PM: 12.10.16 PD: 03.11.16	Storage/Handling/ Temporary storage	Tank and general cargo storage Safety cabinets Storage planning Fire protection	<b>Storage map</b>  <b>Medica</b> , Düsseldorf, 14.11.-17.11.2016
<b>ISSUE 12</b> DA: 28.10.16 PM: 10.11.16 PD: 01.12.16	Maritime traffic	Barrels and IBC properly secured Container loading	<b>Tank cleaning: map and booklet</b>

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## Formats

### Main magazine

Type area (width x height)  
Trim size (width x height)



### 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\*



### 1/3 Page horizontal

175 x 76 mm  
210 x 91 mm\*



### 1/3 Page upright

55 x 236 mm  
71 x 279 mm\*

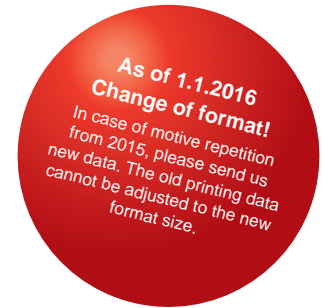


### 1/4 Page horizontal

175 x 56 mm  
210 x 71 mm\*

### Main magazine

Type area (width x height)  
Trim size (width x height)



\* +3 mm bleed on all outer edges

**Circulation:**

Print run: 3,250 copies  
Actual distributed circulation in annual average: 2,988 copies

**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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

**Ad types and rates:**

Format	4-colors, in €
<b>4. Cover Page</b>	<b>4,230.00</b>
<b>2/1 Page</b>	<b>7,020.00</b>
<b>1/1 Page</b>	<b>3,510.00</b>
<b>1/2 Page</b>	<b>2,000.00</b>
<b>1/3 Page</b>	<b>1,365.00</b>
<b>1/4 Page</b>	<b>1,060.00</b>

**Preferential placements:**

Fixed positions 680.00

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

By number of ads		By number of pages	
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 accounts:** HypoVereinsbank, 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](http://vhv.mediacentrum.de).

## Loose-leaf Insert



### Characteristics:

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

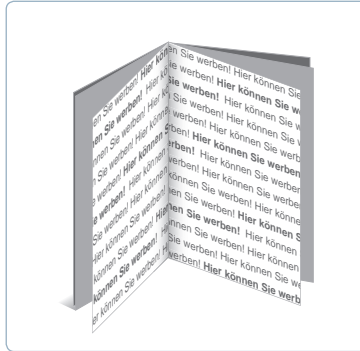
### Format:

- Max. 203 mm width x 275 mm height

### Price: (no discounts available)

- 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



### Characteristics:

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

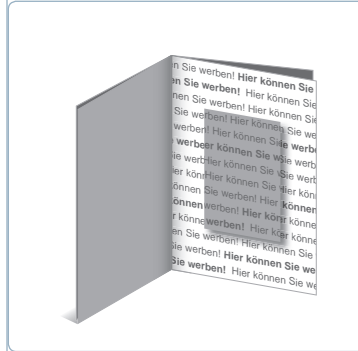
### Format:

- 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
- Bleed: on all outer edges 4 mm, gutter 0 mm

### Price: (no discounts available)

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

## Adhesive Adverts



### Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

### Format:

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

### Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

We offer many more types of special ad forms - we'll be pleased to advise you!

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

### Delivery address for loose-leaf and inbound inserts:

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

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

Delivery note: „Object name 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.



## Reconditioning map



Supplement in Gefahr/gut issue 6 from June 2<sup>nd</sup>, 2016

### Format:

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

### Price: (no discounts available)

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

## Storage map



Supplement in Gefahr/gut issue 11 from November 3<sup>rd</sup>, 2016

### Format:

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

### Price: (no discounts available)

- Footer large: € 2,245.00
- Footer small: € 1,180.00
- Header: € 2,190.00

## Tank cleaning map

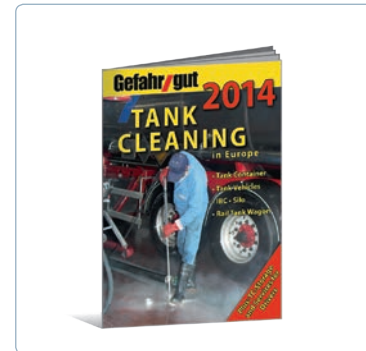


Supplement in Gefahr/gut issue 12 from December 1<sup>st</sup>, 2016

### Price: (no discounts available)

- 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 December 1<sup>st</sup>, 2016

### Price:

- 1/1 Page, 4c: € 715.00
- 2./3. Cover Page: € 1,010.00
- 4. Cover Page: on request

The Who's Who offers an overview of the entire hazardous goods 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's Who Gefahr/Gut 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](http://www.gefahr-gut-online.de).



### Present yourself with an extensive and individual company portrait!

Magazine size: 210 mm width x 279 mm height  
 Printed copies: 4,000 copies  
 Publication date: Gefahr/gut issue 7-8 from July 7<sup>th</sup>, 2016

#### Deadlines for company portraits:

- Advertisement deadline for portraits: May 25<sup>th</sup>, 2016
- Printing material deadline for portraits: May 30<sup>th</sup>, 2016

#### Formats and prices: (no discounts available)

- 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's Who!

#### Deadlines for display adverts:

- Advertisement deadline for display adverts: June 6<sup>th</sup>, 2016
- Printing material deadline for display adverts: June 15<sup>th</sup>, 2016

#### Formats and prices:

- Title Display 210 mm width x 171 mm height\* € 4,500.00
- 1/1 Page 210 mm width x 279 mm height\* € 3,530.00
- Cover Page 210 mm width x 279 mm height\* € 3,900.00

\* +3 mm bleed on all outer edges

## Data creating:

- Please send printable PDF files only (preferably PDF X3).
- 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 300 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
- Pitstop settings etc

are available via E-mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de)

## Connections and Contact:

FTP: on request

E-mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de)

## Contact Prepress:

le-tex publishing services

Advertisement team

Weißenfelsers Straße 84

04229 Leipzig, Germany

Tel.: +49 341/355 356-145

You can find the downloadable data ticket at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

## Printing materials Who's Who Gefahr/gut:

### Company portraits:

- Images: 91 mm width x 50 mm height, als 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](mailto:who-is-who@springer.com).

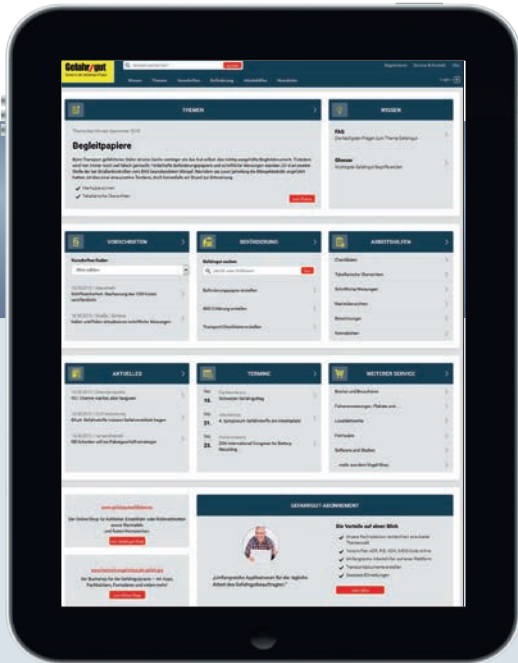
### Display adverts:

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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

# 2016

## MEDIA KIT 2016

Online ad types and prices  
[www.gefahr-gut-online.de](http://www.gefahr-gut-online.de)



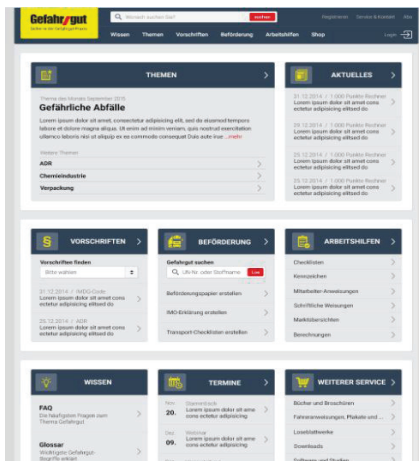
**New!**

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.

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 the banner space and a product box, in which you can store anytime-alterable information about your services.

**Price on request**



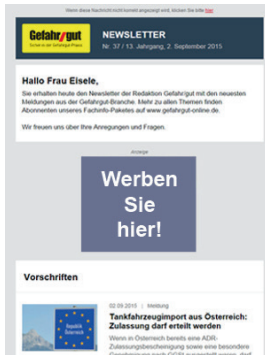
**Presence through:**

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

### Newsletter:

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

Newsletter subscribers: 4,257 (August 2015)



### 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

### 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 large

- File formats: static or animated gif/jpg files
- File size: up to 10 KB
- Logo/Image: 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

#### General conditions:

Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

**We'll be pleased to advise you!**



**Andrea Volz**

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