



2017

MEDIA KIT 2017

Gefahrgut
Sicher in der Gefahrgut-Praxis

11 | 2016
www.gefahrgut-online.de
Verlag Heinrich Vogel | ISSN 0844-6117 | 1084

Top-down-Prinzip
Konsequenzen: Interne Untersuchungen zur Verhinderung von Straftaten und Ordnungswidrigkeiten nehmen an Bedeutung zu.

Thema des Monats: Compliance

- **Ordnung Compliance** in der Praxis
- **Arbeitsanweisungen** Schlichtung und Wählweise
- **Logistik Konzern** Sperrfracht
- **Wegabweisungen** Erlösgericht bestimmt
- **Weschritts** Geschäft und gelistet

Online mehr: Das Plus für die ABC-Rechtler

Redaktionspaket: Damit darf, wo Sie es will, das große rote Plus stehen, helfen Sie weitere Informationen, Übersichten, Checklisten zu interessieren sowie

Redaktion: www.gefahrgut-online.de
redaktion@gefahrgutmagazin.com

Compliance (hand-drawn diagram):

- Anforderung
- Vorschrift
- Standard
- Normen
- Gesetz
- Transparenz
- Richtlinien
- Bedingungen

The magazine for the hazardous goods practice
www.gefahrgut-online.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 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

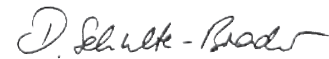
All articles from the magazines as well as further news about the development of regulations and many other topics are also available at www.gefahr-gut-online.de. The actual strength of this work portal, however, lies in the support it gives the subscribers with their daily tasks. Here they can find 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.



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Editor Gefahr/gut



Daniela Schulte-Brader
Editor Gefahr/gut



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Year of publication: 25th year 2017

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ISSN: 0944-6117

Subscription cost: Annual subscription (specialist information package with hazardous goods database and online premium service)
 Inland: €264.60 incl. packing/postage plus statutory VAT
 European countries: €276.60 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 1st 2015–June 30th 2016)

Print run:	3,100	
Actual distributed circulation (ADC):	2,892	therefrom abroad: 94
Sold copies:	1,780	therefrom abroad: 82
▪ Subscription copies:	1,612	therefrom member copies: –
▪ Sale by retail:	–	
▪ Other sales:	168	
Complimentary copies:	1,112	
Reminder, archive and records copies:	208	

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation	
	%	copies
Inland	96.8	2,798
Foreign Countries	3.2	94
Actual distributed circulation (ADC):	100.0	2,892

TOPICS		SUPPLEMENT	FAIRS / CONFERENCES
ISSUE 1-2 DA: 23.12.16 PM: 12.01.17 PD: 02.02.17	Hazardous substances in the health sector	Nuclear medicine Transport of radioactive substances class 6.2 - Packaging - Cooled samples - Dry ice	Conference Lithium Batteries in Logistics Frankfurt, 16.01.-17.01.2017 Practical Seminar Lithium Batteries , Frankfurt, 16.01., 18.01. und 19.01.2017 Storck Symposium , Hamburg, 19.02.-21.02.2017
ISSUE 3 DA: 26.01.17 PM: 07.02.17 PD: 02.03.17	Lithium batteries	Packaging, test laboratories, return of waste electrical and electronics equipment and batteries	LogiMAT , Stuttgart, 14.03.-16.03.2017 StocExpo , Rotterdam, 28.03.-30.03.2017
ISSUE 4 DA: 06.03.17 PM: 16.03.17 PD: 06.04.17	Packaging	Regulations, identification markings, IBCs, barrels, containers Preview interpack	Container depot map European Coatings Show , Nuremberg, 04.04.-06.04.2017
ISSUE 5 DA: 29.03.17 PM: 10.04.17 PD: 04.05.17	Duties and responsibilities	Training and instruction, liability Preview transport logistic	interpack , Düsseldorf, 04.05.-10.05.2017 transport logistic , Munich, 09.05.-12.05.2017 27. Munich Hazardous Goods Days , Munich, 22.05.-24.05.2017 Chemspec Europe , Munich, 31.05.-01.06.2017
ISSUE 6 DA: 27.04.17 PM: 10.05.17 PD: 01.06.17	Disposal	Trainings and instructions Exception 18 and exception 20 Suction pressure tanks	19. Hazardous Goods Day Switzerland , Basel, 14.06.2017 ECTA Annual Conference , Budapest, 28.06.-01.07.2017

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

This overview of planned topics for 2017 is intended to facilitate your advanced planning. The editor reserves the right to make changes

TOPICS		SUPPLEMENT	FAIRS / CONFERENCES
ISSUE 7-8 DA: 22.05.17 PM: 25.05.17 PD: 06.07.17	Who's Who	The international trade directory for the hazardous goods industry - bilingual issue (German, English)	
ISSUE 9 DA: 04.08.17 PM: 17.08.17 PD: 07.09.17	Mail order	Identification markings CEP service providers	8. Hazardous Goods Security Days , 12.09.-13.09.2017 ExpoReal , Munich, 04.10.-06.10.2017
ISSUE 10 DA: 01.09.17 PM: 13.09.17 PD: 05.10.17	Cargo securing	Mixed loading regulations, ferry traffic, stowage on trucks and containers, IBCs, barrels, lashing materials	Fire extinguishers map 28. Internat. Inland Navigation Hazardous Goods Days , 17.10.-18.10.2017 A+A , Düsseldorf, 17.10.-20.10.2017 EPCA Annual Meeting , October 2017
ISSUE 11 DA: 28.09.17 PM: 11.10.17 PD: 03.11.17	Storage	Tank and general cargo storage Mixed storage Chemical binders	Storage map Medica , Düsseldorf, 13.11.-16.11.2017
ISSUE 12 DA: 06.11.17 PM: 16.11.17 PD: 07.12.17	Intermodal transports	Containers, road, rail, inland waterways Hazardous material label printers	Tank cleaning: map and booklet

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Formats



2/1 Pages across gutter

Type area (width x height)
385 x 236 mm

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



1/1 Page

Type area (width x height)
175 x 236 mm

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



1/2 Page horizontal

Type area (width x height)
175 x 117 mm

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

Main magazine

Type area (width x height)

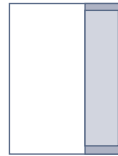
Trim size (width x height)



1/3 Page horizontal

Type area (width x height)
175 x 76 mm

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



1/3 Page upright

Type area (width x height)
55 x 236 mm

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



1/4 Page horizontal

Type area (width x height)
175 x 56 mm

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

Main magazine

Type area (width x height)

Trim size (width x height)

* +3 mm bleed on all outer edges

Circulation in annual average:

Print run: 3,100 copies
 Actual distributed circulation: 2,892 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.
 The creation of artwork will be invoiced.

Ad types and rates:

Format	4-colors, in €
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

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.

Loose-leaf Insert



Characteristics:

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

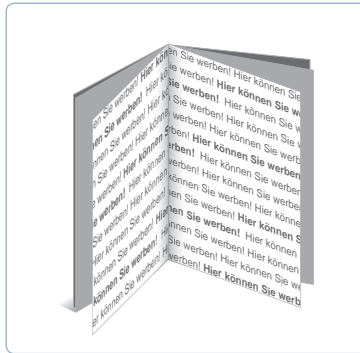
Format:

- 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
- You have the option of inserting an existing flyer/prospect

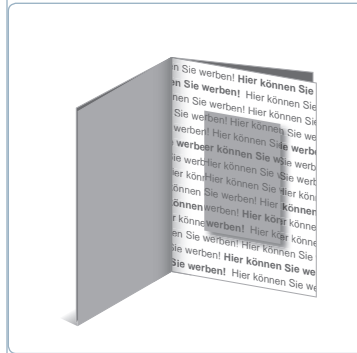
Format:

- 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:

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

F & W Mediencenter GmbH
Holzhauser Feld 2
83361 Kienberg

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 01. June 2017

Map format:

- 550 mm width x 828 mm height

Advert format:

- Banner at the bottom:
185 mm x 125 mm
- Banner at the head:
400 mm x 40 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 02. November 2017

Map format:

- 420 mm width x 550 mm height

Advert format:

- Footer large, 185 mm x 125 mm, 4c
- Footer small, 185 mm x 62 mm, 4c
- Header, 400 mm x 40 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 07. December 2017

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: (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 07. December 2017

Map format:

- 148 mm width x 210 mm height

Price:

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

NEW in 2017

Container depot map

Supplement in
Gefahr/gut issue 4
from 06. April 2017

Fire extinguishers map

Supplement in
Gefahr/gut issue 10
from 05. October 2017

Price: (no discounts available)

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

Who's Who Gefahr/gut:

Once a year the Who's Who Gefahr/gut (Hazardous Goods) 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, training and further education 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 has been established in the sector for many years and is 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
Print run:	4,000 copies
Publication date:	Gefahr/gut issue 7-8 from 06. July 2017

Deadlines for company portraits:

- Advertisement deadline for portraits: 22. May 2017
- Printing material deadline for portraits: 25. May 2017

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: 31. May 2017
- Printing material deadline for display adverts: 14. June 2017

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) in the size of the ad.
- Please add 3 mm at the edges in bleed advertisements.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- 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.
- Print profile ISOcoated_v2_300
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.

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).

Support on:

- Creating PDF X3
- Distiller job options
- Pitstop settings etc.

are available via e-mail: anzeigen@le-tex.de

Connections:

FTP: on request

E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services

Advertisement team

Weißenfels 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 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.

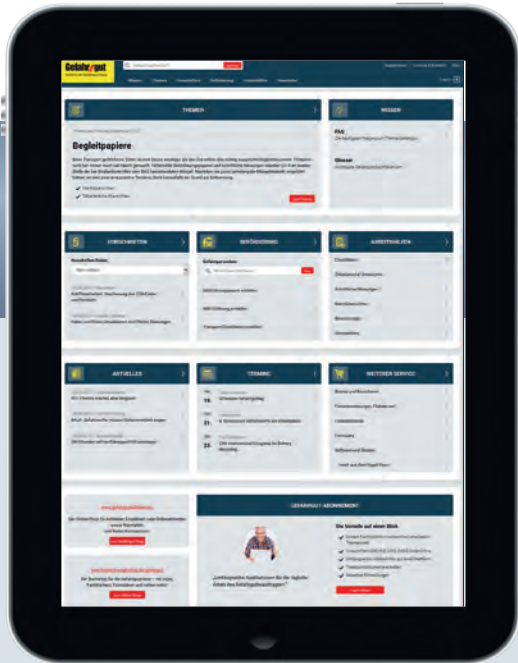
Display adverts:

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.

2017

MEDIA KIT 2017

Online ad types and prices
www.gefahr-gut-online.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 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.



Minimum term:
3 months

Price:
€ 200.00/ monthly



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: 4,386 (July 2016)



Medium Rectangle

Size: 300 x 250 px
Fixed price: €250.00



Cross/Full-Size Banner

Text Display Large
Size: 650 x 150 px
Fixed price: €250.00

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 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, 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 pleased to advise you!



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