

Feuerwehr Fachjournal

PRINT
ONLINE



MEDIAKIT 2027

FEUERWEHR FACHJOURNAL - MEDIAKIT 2027

ABOUT

As one of the leading trade journals, the *Feuerwehr-Fachjournal* reaches decision-makers and procurement agencies in Germany and in German-speaking countries. The *Feuerwehr-Fachjournal* will be sent to management personnel upon request of individual disaster relief organizations such as the Red Cross, Malteser Hilfsdienst, Arbeiter-Samariter-Bund, Johanniter Unfallhilfe and THW - Technisches Hilfswerk. Professional fire departments of Germany receive the expenditure digitally provided free of charge. www.feuerwehr-fachjournal.de

DISTRIBUTION MIRROR

- Professional fire brigades (Germany - Austria - Switzerland - Luxembourg)
- Voluntary fire brigades, airport fire brigades, factory fire brigades
- Procurement agencies for fire brigades and disaster relief
- Fire brigades (Germany - Austria - Switzerland - Luxembourg)
- National fire brigade schools • Firefighters' Mines
- Industry • Ministries • Trade Shows • Conferences

MEDIA PARTNER

Feuerwehr-Fachjournal is a regular media partner for many events such as trade fairs, congresses, Training, competitions and festivities, the current print editions are available to visitors free of charge.

FEUERWEHR FACHJOURNAL

Feuerwehr Fachjournal - available four times a year in well stocked newsstand, store magazines trade & Online-Issues!



FEUERWEHR FACHJOURNAL - SPECIAL ADVERTISING FORMATS

FLEXFORM ADS IN THE RUNNING TEXT



INSERT

We will be happy to calculate an offer for inserts on request. Please tell us: Size, number of pages, total weight, folds and fold types. If possible send us a sample or dummy sample. In addition to delivery, we also offer printing and design of the supplement. Two weeks before the publication date we need a pdf of the print data for the insert in the digital edition. Inserts are only possible in the total circulation.

POSTCARD / FLYER ATTACHMENT

Here, too, we are happy to create an individual offer depending on the type of paper, size and scope.

FLEX FORM DISPLAYS / ISLAND DISPLAYS

Activation ads placed between editorial text.

The content of the columns flows around the motif. Limited availability upon request.

FALLS OUT OF LINE: FREE DISPLAY



CUT OUT ADS / ISLAND DISPLAYS

Ads with content that extends beyond the ad frame. Base price + 25%

GATE-/BACKFOLDER

The cover pages can be folded out once or twice to the left or right. This results in 2 to 3 pages of advertising space. In the case of gatefold booking, the booking of cover page 2 is included, with backfold booking, the booking of cover pages 3 and 4 is included. A perforation is possible, width of the flap max. 200 mm, height 297 mm.

- Gatefolder (front cover) 9.802,15 €
- Backfolder (Back cover page) 9.802,15 €

WITH OR WITHOUT PERFORATION: GATE FOLDER



SUPER PANORAMA ADS

(GATE FOLD OR WINDOW FOLD)

Advertisements or bound-in inserts in which four adjacent pages are printed with a coherent motif. Here the inner four and, if required, the preceding and following pages can be booked.

Price per side: 2000 €.

ADVERTORIAL

A contribution designed by the editors, which must be provided with a notice as an advertisement. Ideal for company anniversaries, changes of name or new construction. Also suitable for product presentation during deliveries and application examples.

Appearance in print, digital edition and of course online, optionally as crossmedia plus online banner.

FEUERWEHR FACHJOURNAL - MEDIKIT 2027

MAGAZINE SIZE / FINISH

- 210 mm width x 297 mm amount, height
- Perfect binding: the cover is glued approx. 5 mm to the first and last content page. When designing the advertisements, a distance of approx. 10 mm between text / important image details and the binding must be allowed for.

TYPE AREA

180 mm width x 257 mm amount, height

PRINTING DOCUMENTS

PDF standard PDF/X-3:2003, EPS, TIF in each case with embedded types.)
Colour setting: CMYK / Coated FOGRA 39 / Matt coated paper.
In the edge decaying version, the dimensions already include a 3 mm bleed all around.

AGENCY MEDIATION

Agencies we grant a 15% AE discount

TERMS OF SERVICE

<https://www.feuerwehr-fachjournal.de/allgemeine-geschaeftsbedingungen-feuerwehr-fachjournal/>

RELEASE DATES 2027

February 26, 2027 / May 28, 2027 / August 27, 2027 / November 26, 2027

PRINT RUN

12.000

DIGITAL DISTRIBUTION

Free distribution of all issues via professional fire brigades and fire brigade associations in the DACH area: Access to all issues from 2018 at any time.

Prices valid from 1 January 2026 - <https://www.feuerwehr-fachjournal.de/agb-fuer-print-und-onlinewerbeanzeigen-fuer-geschaeftskunden/>

REFERENCE PRICE

Germany € 5,50 • Austria € 6,00
BeNeLux € 6,00 • Switzerland CHF 8,80

The delivery in the subscription is free of charge. The annual subscription price in Germany is 19,80 €, in Austria, Switzerland and Benelux 35,50 €. In addition to the print edition, an online edition is also available.

DISPLAY FORMAT / PRICES 4C

2 pages 4C	€	6.175,-	1/3 page 4C	€	1.645,-
1 page 4C	€	3.767,-	1/4 page 4C	€	1170,-
1/2 page 4C	€	2.228,-	1/8 page 4C	€	674,-

The applicable legal value-added tax rate must be added to all prices.
The prices are valid from January 2026.

COVER PAGES

Basic price + 25 %

ADVERTORIAL

Advertorials are only available on demand and only to a limited extent.
Basic price + 25%

QUANTITY DISCOUNT

2 ads/year 5 % | 4 ads/year 10 %

ADVERTISING DEADLINE

4 weeks before publication

TERMS OF PAYMENT

On the day of publication without deduction.



MEDIADATEN - DE




MEDIKIT - EN



BILD: J.P. GANSEHEDDT PHOTOGRAPHY

FEUERWEHR FACHJOURNAL - DISPLAY FORMAT PRINT / ONLINE

1/1 PAGE 4C - EDGE DECAYING



In the edge decaying version, a 3 mm bleed all around is already included.

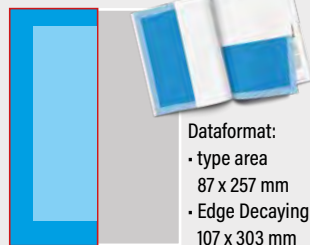
End format:
210 x 297 mm
Data format:
216 x 303 mm

1/1 PAGE 4C - TYPE AREA



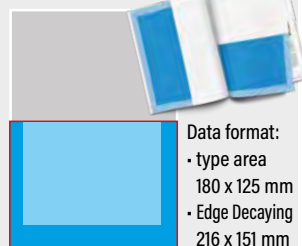
Data format:
180 x 257 mm

1/2 PAGE 4C - PORTRAIT



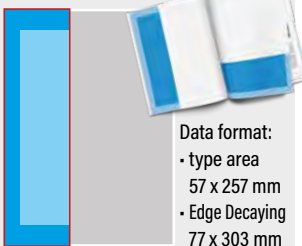
Dataformat:
- type area
87 x 257 mm
- Edge Decaying
107 x 303 mm

1/2 PAGE 4C - LANDSCAPE



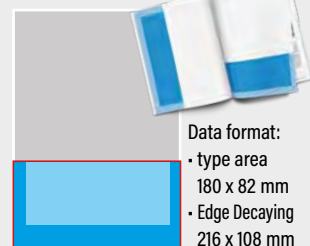
Data format:
- type area
180 x 125 mm
- Edge Decaying
216 x 151 mm

1/3 PAGE 4C - PORTRAIT



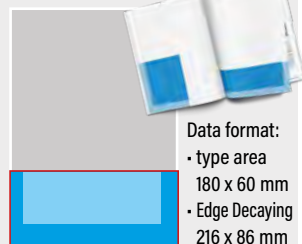
Data format:
- type area
57 x 257 mm
- Edge Decaying
77 x 303 mm

1/3 PAGE 4C - LANDSCAPE



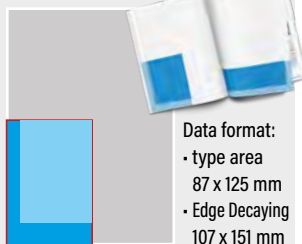
Data format:
- type area
180 x 82 mm
- Edge Decaying
216 x 108 mm

1/4 PAGE 4C - LANDSCAPE



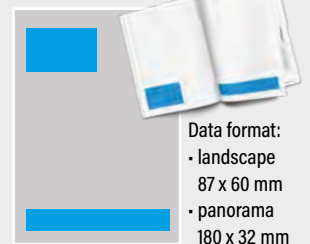
Data format:
- type area
180 x 60 mm
- Edge Decaying
216 x 86 mm

1/4 PAGE 4C - PORTRAIT



Data format:
- type area
87 x 125 mm
- Edge Decaying
107 x 151 mm

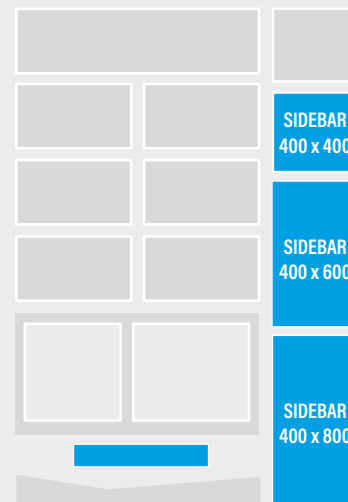
1/8 PAGE 4C



Data format:
- landscape
87 x 60 mm
- panorama
180 x 32 mm

ONLINE-ADVERTISING

[HTTPS://FEUERWEHR-FACHJOURNAL.DE](https://feuerwehr-fachjournal.de)



400 X 400 ROTATION

• 1450 EUR / 3 month

400 X 600 ROTATION

• 2175 EUR / 3 month

400 X 800 ROTATION

• 2900 EUR / 3 month

BANNER FOOTER

• 1450 EUR / 3 month

CROSSMEDIA

• 4490 EUR / 3 month
incl. online advertorial
incl. two-page advertorial
in the current print edition

**FURTHER POSSIBILITIES, BILLBOARD-
BANNER IN NEWSLETTER ON REQUEST**

FEUERWEHR FACHJOURNAL - TOPIC PLAN 2027 - RELEASE DATES

FEBRUARY 26, 2027 AD CLOSING FEB. 05. / PRINT DATA DEADLINE: FEB. 08., 2027

- ▶ Robotics & drones – proven technology
- ▶ Storage solutions and power generators in firefighting operations
- ▶ Essential equipment for hygienically clean PPE
- ▶ Fire brigade equipment from A-Z
- ▶ Emergency vehicles for fire and rescue services
- ▶ **RETTmobil International 2027**

MAY 28, 2027 AD CLOSING MAY 03. / PRINT DATA DEADLINE: MAY 07., 2027

- ▶ Personal protective equipment: effective protection in fire brigade operations
- ▶ Height rescue: turntable ladder, aerial rescue platform and crane, fall protection
- ▶ Power generators, lighting technology and masts
- ▶ Precise measurement technology in the equipment
- ▶ Safe in CBRN use

AUGUST 27, 2027 AD CLOSING AUG. 06. / PRINT DATA DEADLINE: AUG. 09., 2027

- ▶ Control center technology & software
- ▶ Vehicle technology for rescue and fire brigade
- ▶ Mandatory protection for rescuers: personal protective equipment
- ▶ **FLORIAN Dresden** ▶ **PMR Expo Cologne**
- ▶ **VdS fire protection days Cologne**

NOVEMBER 26, 2027 AD CLOSING NOV. 05. / PRINT DATA DEADLINE: NOV. 08., 2027

- ▶ Flood protection: active and passive protective devices
- ▶ Oil and Hazmat Cleanup - Water Rescue
- ▶ Special vehicle construction and individual superstructures
- ▶ Training & education ▶ Safe rescue from heights and depths
- ▶ **Appointments 2028**

