The largest German-language news portal for the emergency services

rettungsdienst.de
NEWS / FORTBILDUNG / MEINUNG / PRAXIS

Pricelist No. 15, valid from January 1, 2021

Online media data 2020/2021

Your media partner No. 1!

EU-Katastrophenschutz: Materiallager in Deutschland?

Drei Verletzte nach Verpuffung
Eppelheim (gpe) – Bei einer Verpuffung auf einem Bauwagen in Eppelheim (Landkreis Forchheim) verletzten sich am Montagvormittag (28.09.2020) d ... → Weiterlesen

Leitstellenpartnerschaft zwischen Bochum und Herne
Bochum/Herne (gmr) – Im Zuge einer EU-weiten Ausschreibung erhielt die Firma Emslandklinik den Zuschlag für das Projekt ...
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Mareike Koch is your contact person for the fair journal INTERSCHUTZ-News 2022
Ask for our separate Interschutz media data.
Fresh ideas for your success: How we inspire for your brand

www.rettungsdienst.de is the No. 1 on Google under the term „rescue service“. For good reasons: With clearly structured pages and categories, the online portal presents background information and news from all the thematic channels of the rescue service. The user can easily orientate himself on the portal and obtain the information that interests him.

The reach of www.rettungsdienst.de is perfectly suited to establish a brand with the target group or to advertise concrete products and offers. In addition to classic display advertising, the portal offers an editorial newsletter and numerous special advertising options.

Fairs and Congresses

For your media planning, we have compiled important industry-relevant trade fair and congress dates in 2021/22 (click on the name to go directly to the trade fair page!)

- January 23-31: Boot (Boat) in Düsseldorf*
- February 24-26: Symposium intensive medicine and care in Bremen*
- DINK in Koblenz**
- September 16-18: 22nd Hauptstadtkongress (Capital congress) of the DGAI for Anaesthesiology and intensive therapy with care symposium and emergency service forum (HAI) in Berlin*
- September 7-12: IAA in München*
- November 15-18: Medica in Düsseldorf*
- in November: PMR Expo in Köln**
- in February, 2022: Symposium intensive medicine and care in Bremen**
- May 11-13, 2022: RETTmobil international in Fulda***
- June 20-25, 2022: INTERSCHUTZ in Hannover***

New Ebner Strategy

Dossier TRANSFORMATION OF A SPECIALIST PUBLISHING HOUSE

Learn everything about the new Ebner strategy. The Kress-report provides information on how our parent publishing house – the EBNER MEDIA GROUP – faces the challenge of transforming a specialist publishing house. Here you can get to the free download:
Our target audience/persona

»In our job you can’t ever be fully prepared. In a rescue mission everything can happen, but reading case reports about other people’s experiences is very helpful.«

»I read specialist journals made by and for emergency service professionals to make communication and teamwork with my colleagues easier.«

Fiona and Frank Fulltime*

- many did civilian service or voluntary work
- gear is mostly provided by the employer (DRK, Malteser...)
- hope for more emphasis on the public image to make recruiting junior staff easier

Also gets information from
- advanced training, RETTmobil, specialist books, news apps, webinars (mobile), Facebook, manufacturer courses, Feuerwehr-Magazin

Especially interested in
- reports, case reports, vehicles and equipment, medical information, legal information

Emily Emergency*

- emergency medicine, anaesthesia
- works on emergency mission or in the emergency room
- depending on her employer, must buy clothing herself

Also gets information from
- advanced training, specialist books, Facebook, manufacturer websites, other specialist journals

Especially interested in
- reports, case reports, vehicles and technique, medical information, legal information

*in german language: Helga und Hans Hauptamt/Nora Notärztin

»These are our readers and your potential customers!«

The here portrait “persona” are not in reality existing people but stereotypical representatives of our most important reader/user groups. They help our editors to always consider the readers’ needs, wishes and goals during their research, writing and planning.

We prepare all of our content in a way that suits the respective audience, and we publish it on the ideal channel to reach the particular “persona”. This is relevant for our advertising partners too because our readers are your customers!
Our target audience/persona

Ludwig Leader*
- used to work on emergency missions and sometimes still does
- works in associations or training facilities
- often active as public speaker, has connections to the big players of the industry

Also gets information from
- congresses, seminars, other specialist journals, internet portals, social media, newsletter, networks

Especially interested in
- reports and case reports, medical information, economy, legal information

Vanessa Volunteer*
- likes to buy safety boots and equipment herself in addition to the provided equipment
- very motivated because being in emergency service is an important hobby for her
- works on emergency mission and participates in trainings

Also gets information from
- Google, Facebook, Newsletter, Feuerwehr-Magazin, RETTmobil

Especially interested in
- case reports and practical tips, medical information, legal information

Tech-Nick (Hobby)*
- vehicle enthusiast, reads specialist journals to see the technical features of vehicles
- is not really into special branch topics (working conditions, training et cetera)

Also gets information from
- manufacturer pages on Facebook, forums, newsletter, Feuerwehr-Magazin

Especially interested in
- reports, vehicles and technique, case reports, economy news on manufacturers

*in german language: Ludwig Leiter/Elisa Ehrenamt/Techn-Nick (Hobby)
Rettungs-Magazin – we radio on all channels!

Media consumption today takes place on many different (digital) channels besides print. In addition to the company homepages and their visibility on Google, the social network Facebook is the most important communication channel for the emergency service branch. It is our daily work to successfully implement our knowledge. As a media partner of the Rettungs-Magazin you benefit from our know-how.

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<table>
<thead>
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<td>Digital subscribers1)</td>
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<td>Visits per month2)</td>
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<tr>
<td>PIs per month2)</td>
<td>111,140</td>
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<tr>
<td>Facebook fans1)</td>
<td>14,889</td>
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<tr>
<td>Newsletter subscribers3)</td>
<td>2,545</td>
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<tr>
<td>eDossier downloads4)</td>
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</table>

Total reach 318,129 people per month

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1) as of August 2020
2) average value August 2020 until January 2021
3) as of February 2021
4) Google Analytics, FM and RD altogether, timeframe January 2016 until July 2020
Native Advertising Portfolio

Today, anyone who wants to catch the customer’s attention needs a mix of editorial content and advertising or brand messages, in a nutshell: Native Advertising!

How does Native Advertising work?
Native Advertising is storytelling. Your advertising or brand message is published in our platforms’ editorial environment by means of an editorial plot (story). Or your company (offer) is an integrated element of an editorial topic, without directly engaging in direct product advertising. Native Advertising sustainably supports you in building and extending your company’s and your products’ leading position in your relevant target groups.

What does Native Advertising achieve at Rettungs-Magazin [Rescue Magazine]?
- Your content receives high attention and involvement from our community due to the high credibility and reach of our media brand(s)
- Publication of your content within the look & feel of our editorial environment. We are happy to handle the content creation for you
- Leads to longer time spent on the site and higher involvement with your brand as well as your message and creates long-term effects
- The only way to reach your target group across all relevant communication channels (print, online, social media) and avoiding ad blockers in the process

Our process for a successful Native Advertising campaign

- Helps to reach your company’s and products’ whole target group by creating a larger audience for your topic
- Allows for customised communication to the target group, which is relevant for you, due to clear persona definition and positioning of Rettungs-Magazin [Rescue Magazine]?
- Supports your company in establishing itself as an opinion leader for your target group on the relevant topics
- Improves the visibility of your brand in search engines and social media channels using SEO optimised multimedia storytelling (editorial, images, graphics, video)

Content is king and we are the topic champions
We are the content specialists for our target group and know exactly which topics our community is interested in. Simply leave the storytelling of your message to us. We will make sure that your topics reach our community effectively.

We will take over the campaign conception, the content creation, the multichannel publishing, the campaign management and the reporting. A one-stop full service – from your target group’s content specialists.
Banner on the website

**Rotation**
The banner is **guaranteed** to appear in the booked period exactly as often as agreed. With 100,000 booked ad impressions in a period of time (for example, one month), the booked banner will be shown 100,000 times on feuerwehrmagazin.de at the desired location. Other banners can be delivered at the same location if a potential customer repeatedly clicks on the page. This makes it possible for several motifs to alternate on one position.

- Expandable formats (special formats) in each case +20% of the pf1000*
- all banner formats up to 250 KB, format SWF, JPG or GIF. Delivery of advertising material no later than 5 working days before the first publication of the advertising material. For Flash formats, please include a failure GIF or JPG.

*) **price for 1,000 Ad impressions in the rotation, delivery via the entire website (run-on-site)**

**Superbanner**
*(Leaderboard)*
728 x 90 pixels
pf1000*: 45 €

**Skyscraper**
120 x 600 pixels or
160 x 600 pixels
pf1000*: 40 €

**Content Ad**
*(Medium Rectangle)*
300 x 250 pixels
pf1000*: 50 €

**Hockeystick**
*(Superbanner combined with Skyscraper)*
728 x 90 + 160 x 600 pixels
pf1000*: 70 €

**Billboard**
970 x 250 pixels
**Billboard mobile**
320 x 100 pixels
pf1000*: 80 €

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Interested? I would love to provide advice.
Mareike Koch | Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

*Minimum order value 250 €. All prices plus value added tax.*
Advertorial on the Website
(Advertisements in text with picture)

Present your product in an editorial environment. Provide users with valuable tips, interesting advice and extraordinary pictures of your product. Ask yourself the questions: What interests my target group? How can I help my target group? Create added value for your target group with your advertorial.

We place your advertorial in our editorial environment so that the attention of our users is intensively drawn to it.

Interested? I would love to provide advice.
Mareike Koch | Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

Advertorial on the website with video

Integrate your previously on YouTube published video into the advertorial. Total price (advertorial + video): 1,000 €

All prices plus value added tax.
Website + Facebook

Advertorial on the website with Facebook posting

- advertorial with up to 2,000 characters, two pictures and a link to your website
- 90,089 visits per month
- 14,889 fans
- The text for the post will be created by our online editorial team.
- The post will be linked to the previously published advertorial on rettungsdienst.de.
- We are going to need the link to your Facebook fan page.
- Marking: Advertisement

1,290 €

Interested? I would love to provide advice.
Mareike Koch | Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

All prices plus value added tax.
Banner in the newsletter

onetime delivery to 2,545 subscribers.
The newsletter is published every Sunday.

1st Banner position: 500 € per delivery
2nd Banner position: 450 € per delivery
3rd Banner position: 350 € per delivery

Banner format and size:
Advertising material: Billboard
Desktop: 580 x 250 pixels, maximum 250 KB
Mobile: The banner will automatically be scaled to 320 x 100 pixels.
Media: JPG, GIF

Your banner can be seen in both – the desktop and the mobile version.

Interested? I would love to provide advice.
Mareike Koch | Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

Billboard
1st Banner position
Top positioning!

Billboard
2nd banner position

Billboard
3rd banner position

All prices plus value added tax.
Advertorial in the newsletter
(Advertisement in text with picture)

Through an advertorial, the reader/subscriber receives the high attention for the presentation of your solution, as he/she finds the content in familiar surroundings of the editorial articles.

**Onetime delivery to 2,545 subscribers.**
The newsletter is published every Sunday.

**Placement:** First article in the editorial newsletter

**Headline:** maximum 50 characters (including spaces)

**Text:** maximum 50 words

**Image:** maximum 1 image, 255 x 255 pixels (JPG)

**Identification:** Display

**Link:** maximum one related link

**Price:** 500 €

*Interested? I would love to provide advice.*

*Mareike Koch | Phone +49 (731) 8800542-55*

E-Mail koch@feuerwehrmagazin.de

*All prices plus value added tax.*
Profit from our packages. Or ask for individualized cross media packages.

We will be happy to advise you!

**Cross media package »gold«**

- **Magazine**
  1/1 page 4c

- **Digital**
  - Advertorial + Facebook-Posting
  - Skyscraper on rettungsdienst.de, 10,000 guaranteed views
  - Newsletter banner, first position

**Package price**

5,679 €

Regular price: 6,310 €

10% savings: 631 €

**Cross media package »silver«**

- **Magazine**
  1/2 page 4c

- **Digital**
  - Advertorial + Facebook-Posting
  - Skyscraper on rettungsdienst.de, 5,000 guaranteed views

**Package price**

3,391.50 €

Regular price: 3,570 €

5% savings: 178.50 €

**Cross media package »bronze«**

- **Magazine**
  1/4 page 4c

- **Digital**
  - Advertorial + Facebook-Posting

**Package price**

2,255.25 €

Regular price: 2,325 €

3% savings: 69.75 €

Interested? I would love to provide advice.

Mareike Koch | Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

Advertise with us on all channels!

All prices plus added value tax. Prices minus 15% AE provision for printable printing material.
Stand-Alone Newsletter

Stand-alone newsletter (business information): a special mailing in the look & feel of the editorial newsletter exclusively with your content, images and optional advertising space to address all subscribers directly at a time of your choice. **We send out a maximum of one stand-alone newsletter per week.**

Your message therefore receives the unrestricted attention of 2,545 subscribers.

Shipping on request.

Possible 5 working days (from monday to friday) to **2,545 + X subscribers** (as of February 2021).

**Preis:** 2,550 €

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**Your advantages:**

**Look & feel of the editorial newsletter**
- Exclusively your content
- Exclusivity of advertising space
- 2,545 subscribers + X
- Image suppression is usually already deactivated
- City-based evaluation

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**Could we spark your interest?**
For a detailed presentation of this form of advertising you are welcome to contact me at any time.

**Mareike Koch**
Media consulting online
Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

*All prices plus added value tax.*
Your premium listing

*Be found always and everywhere!*

Use the reach of [rettungsdienst.de](http://rettungsdienst.de) and [feuerwehrmagazin.de](http://feuerwehrmagazin.de) and introduce yourself to the target group. Here, decision-makers can easily find your contact and your portfolio at any time! Book the premium entry to inform your potential customers in the best possible way.

- The premium entry is valid for one year and is displayed in the company database on the two portals www.rettungsdienst.de and www.feuerwehrmagazin.de.
- More than 1,900 companies have already registered in the company database.
- The premium listing is automatically renewed for one year if the entry is not cancelled at least six weeks before the end of the contract.

**Price:** 500 €

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**Interested? I would love to provide advice.**

**Mareike Koch** | Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

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*All prices plus added value tax.*
You are looking for employees (m/f/d)?

**A job ad** in our publications could solve your problem!

### Package print + online

Profit from our unparalleled **print and online reach.**
This way you will reach the entire fire fighting branch and thereby your potential applicants.

### Included online services:

- Publication on **rettungsdienst.de**
  (one week on the home page)
- Posting on the **Facebook fan page**
  of rettungsdienst.de
  (Only possible if customer has his own Facebook fan page)
- 2 publications each in the editorial Newsletter
  »**weekly**« of feuwehrmagazin.de (published on
  sundays) and in the »**daily**« (mondays to fridays)

You can also book our online offer separately
at a **price of 1,645 €.**

### Online offer + print advertisement in the format...

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### Issue/edition | Date of publication | Deadline for advertisement | Deadline for printing documents
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<td>25.06.2021</td>
<td>28.05.2021</td>
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<td>05/2021 Sept./October</td>
<td>27.08.2021</td>
<td>30.07.2021</td>
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<td>29.10.2021</td>
<td>01.10.2021</td>
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**Interested? We would love to provide advice.**

Mareike Koch | Phone +49 (731) 8800542-55
E-Mail koch@feuerwehrmagazin.de

Ulrike Groß | Phone +49 (4104) 690446
E-Mail gross@ebnermedia.de
Our online offer at a glance

Banner on rettungsdienst.de
Advertorial on rettungsdienst.de
Advertorial + facebook posting
Banner in the weekly newsletter
Advertorial in the weekly newsletter
Stand-alone newsletter
Events
Customer magazines
Videos
Content marketing

Banner on feuerwehrmagazin.de
Advertorial on feuerwehrmagazin.de
Advertorial + facebook posting
Banner in the weekly newsletter
Advertorial in the weekly newsletter
Stand-alone newsletter
eDossiers
Events
Customer magazines
Videos
YouTube
Instagram
Content marketing

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