

*The largest German-language
news portal for the emergency
services*

**YOUR
MEDIA
PARTNER
NO.1!**

rettungsdienst.de

NEWS / FORTBILDUNG / MEINUNG / PRAXIS

NEWS/ADVANCED TRAINING/
OPINIONS/PRACTICAL EXPERIENCE

Online media data 2022/2023

Pricelist no. 17
valid from January 1, 2023

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Media consulting focus online

Mareike Koch

Phone +49 731 88005-4255

E-Mail koch@feuerwehrmagazin.de
sales@feuerwehrmagazin.de



Chief editor

Lars Schmitz-Eggen

Phone +49 731 88005-4200

E-Mail: schmitzeggen@rettungsmagazin.de



Media consulting focus online

Anastasia Richter

Phone +49 731 88005-4222

E-Mail anastasia.richter@ebnermedia.de
sales@feuerwehrmagazin.de



Publisher

Jan-Erik Hegemann

Phone +49 731 88005-4200

E-Mail: hegemann@feuerwehrmagazin.de



Media consulting focus print/tablet

Ulrike Groß

Phone +49 4104 690446

E-Mail: gross@ebnermedia.de

Publishing firm adress

Feuerwehr-Magazin, Ebner Media Group GmbH & Co. KG,
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Terms and conditions

[Online](#) / [Print](#)

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 of his interests.

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.

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**:



Fairs and congresses

For your media planning, we have compiled important industry-relevant trade fair and congress dates **in 2023***

(click on the name to go directly to the trade fair page!).

- January 21-29: **Boat** (Boat) in Düsseldorf
- February 15-17: **Symposium intensive medicine and care** in Bremen
- March 9-10: **DINK** in Koblenz
- May 10-12: **RETTmobil international** in Fulda
- June 14-17: **RESCUE** in Dortmund*
- in September: **25nd Hauptstadtkongress (Capital congress)** of the DGAI for Anaesthesiology and intensive therapy with care symposium and emergency service forum (HAI) in Berlin**
- September 5-10: **IAA Mobility** in München*
- November 13-16: **Medica** in Düsseldorf
- November 28-30: **PMR Expo** in Köln
- in February, 2024: **Symposium intensive medicine and care** in Bremen**

*status as of August 2022, **exact date not fixed by editorial deadline.
All statements without guarantee.



»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.«

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



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

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

»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 costumers!**

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



Photo: contrastwerkstatt/fotolia

»I want to stay up to date and keep an overview of the branch. I am mostly working in the administration.«

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



Photo: Microgen/fotolia

»Emergency service is just a hobby for me. But in order to get all relevant information and to be able to join conversations I am a Rettungs-Magazin reader.«

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



Photo: Sergey Nevens/fotolia

»I am interested in the vehicles of the emergency service, but a rough overview of the branch is enough for me.«

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.

Print ¹⁾	Facebook fans ¹⁾
15,000	15,291
Print subscribers ¹⁾	Newsletter subscribers ¹⁾
4,431	2,304
Digital subscribers ¹⁾	eDossier downloads ³⁾
2,000	74,471
Visits per month ¹⁾	
42,615	
PIs per month ²⁾	
54,846	

Total reach
210,998
people per month

¹⁾ as of August 2022

²⁾ average value August 2021 until July 2022

³⁾ FM and RD altogether, timeframe January 2016 until July 2022



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!

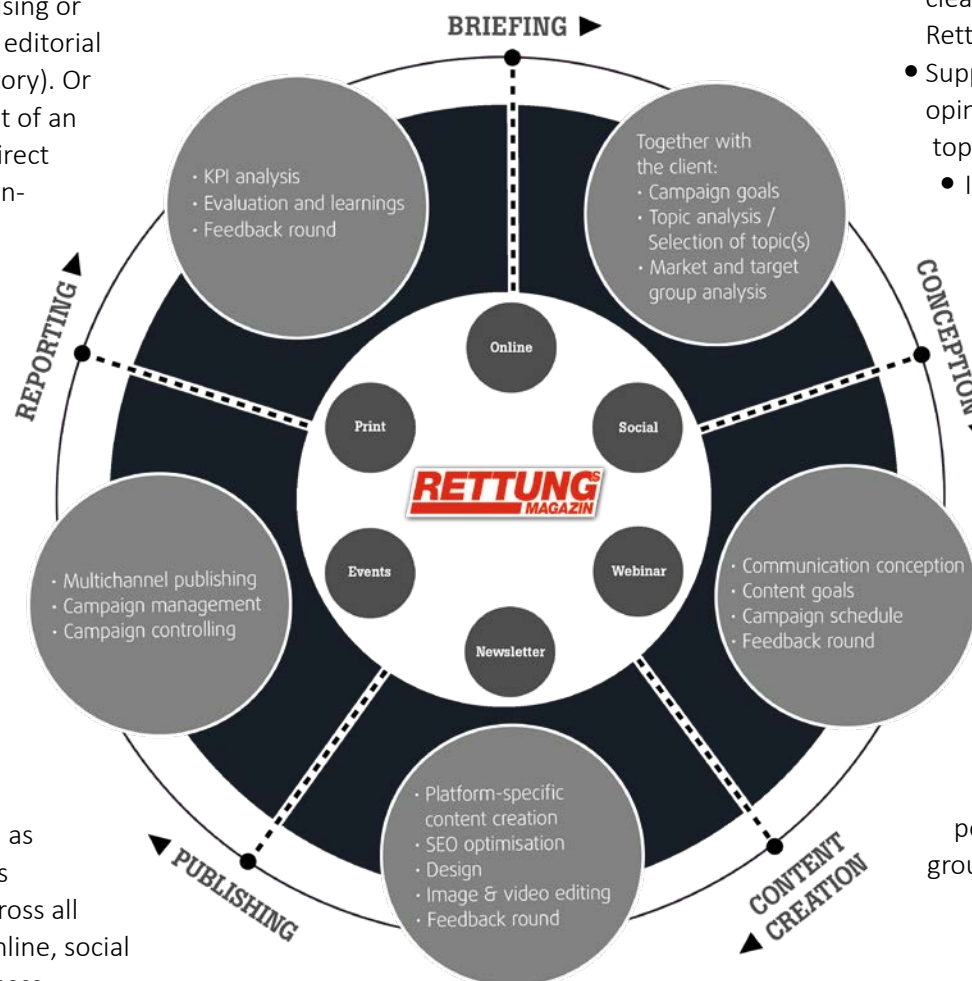
How does Native Advertising work?

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.

Audi

Für den Ernstfall gerüstet.



rettungsdienst.de
NEWS / FORTBILDUNG / MEINUNG / PRAXIS

Der Audi Q5 als Kommando-einsatzfahrzeug

Der Audi Q5 als Kommando-einsatzfahrzeug ist ein Fahrzeug, das für den Einsatz in der Feuerwehr und bei anderen Organisationen geeignet ist. Es ist ein Fahrzeug, das für den Einsatz in der Feuerwehr und bei anderen Organisationen geeignet ist.

eDossier

Erste Hilfe für Feuerwehrleute

Finanzdatenbank

Blog: Unser Weg zum Notfallsanitäter

Bode

BOS-FAHRZEUGE.INFO
Einsatzfahrzeuge weltweit

rettungsdienst.de
NEWS / FORTBILDUNG / MEINUNG / PRAXIS

Der Audi Q5 als Kommando-einsatzfahrzeug

eDossier

Online Fortbildung darf Spaß machen!

Finanzdatenbank

Blog: Unser Weg zum Notfallsanitäter

Deutsche Messe (German Fair)

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Deutsche Messe

Erste Hilfe für Feuerwehrleute

Finanzdatenbank

Blog: Unser Weg zum Notfallsanitäter

Honda

rettungsdienst.de
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Honda

Erste Hilfe für Feuerwehrleute

Finanzdatenbank

Blog: Unser Weg zum Notfallsanitäter

Messe Düsseldorf (Fair Düsseldorf)

BOS-FAHRZEUGE.INFO
Einsatzfahrzeuge weltweit

rettungsdienst.de
NEWS / FORTBILDUNG / MEINUNG / PRAXIS

Messe Düsseldorf

Erste Hilfe für Feuerwehrleute

Finanzdatenbank

Blog: Unser Weg zum Notfallsanitäter

Stollenwerk

rettungsdienst.de
NEWS / FORTBILDUNG / MEINUNG / PRAXIS

Stollenwerk

Erste Hilfe für Feuerwehrleute

Finanzdatenbank

Blog: Unser Weg zum Notfallsanitäter

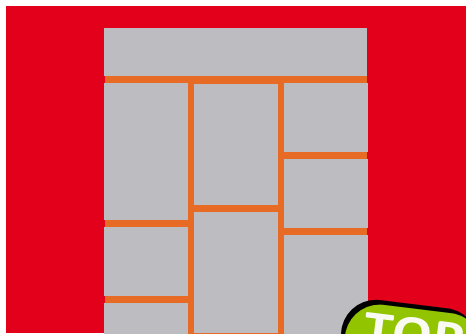
Banner on the website

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.

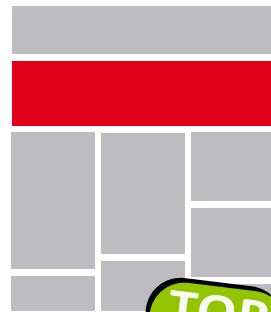
- Expandable formats (special formats) in each case +20% of the pf1000*
- all banner formats up to 500 KB, format SWF, JPG or GIF. Delivery of advertising material no later than 5 working days before the first publication of the advertising material. For Flash formats, please include a failure GIF or JPG.

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



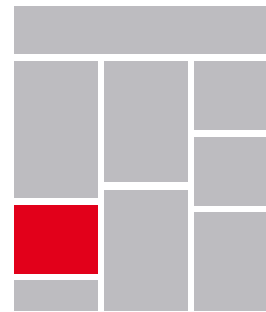
Wallpaper

Background-/desktop version
Only jpg possible (static)
1.900 x 1.028 pixels
pf1000*: 140 €



Billboard

970 x 250 pixels
Billboard mobile
320 x 100 pixels
pf1000*: 85 €



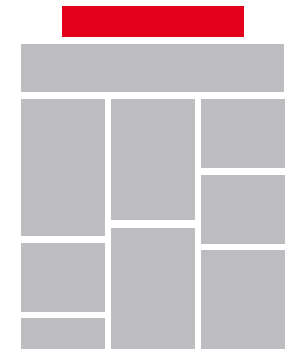
Content Ad

(Medium Rectangle)
300 x 250 pixels
pf1000*: 53 €



Skyscraper

120 x 600 pixels or
160 x 600 pixels
pf1000*: 48 €



Superbanner (Leaderboard)

728 x 90 pixels
Superbanner mobile
300 x 100 pixels
pf1000*: 43 €

Mobile banners on request

Minimum order value 250 €. All prices plus value added tax.

Interested? I would love to provide advice.

Mareike Koch | Phone +49 731 88005-4255 E-Mail koch@feuerwehrmagazin.de | sales@feuerwehrmagazin.de

Anastasia Richter | Phone +49 731 88005-4222 E-Mail anastasia.richter@ebnermedia.de | sales@feuerwehrmagazin.de

Advertorial on the website

Text/image ad directly in
the editorial environment,
in the editorial look & feel

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.

Placement: Top position in the content area on the start page
(position rotating), seven days

Headline: maximum 50 characters (with spaces)

Text: minimum 500 to maximum 2,000 characters (without spaces);
teaser for the start page is automatically created from the
beginning of the text

Images: maximum 2 images (600 x 400 pixels), JPG (one of the
images is used as a preview image for the start page)

Marking: Advertisement

Link: maximum one related link to the product or
website is possible

Hosting: 12 months under the category
<http://www.rettungsdienst.de/category/magazin/advertorial#>

Price: 850 €

Content creation: Our experienced editors will be happy to create your
SEO-optimized advertorial – **with a high utility value
for your customers.**

Price: upon request



All prices plus value added tax.

Interested? I would love to provide advice.

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Advertorial on the website with Facebook post



linking

42,655 visits per month



- advertorial with up to 2,000 characters, two pictures and a link to your website linking

15,291 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

Text/image ad directly in the editorial environment, in the editorial look & feel

1,390 €

All prices plus value added tax.

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Banner in the newsletter

onetime delivery to 2,304 subscribers.

The newsletter is published every Sunday.

1st banner position: 550 € per delivery

2nd banner position: 490 € per delivery

3rd banner position: 380 € 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**.

All prices plus value added tax.



Billboard

1st banner position

Top positioning!

Billboard

2nd banner position

Billboard

3rd banner position

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Advertorial in the newsletter

Text/image ad directly in
the editorial environment,
in the editorial look & feel

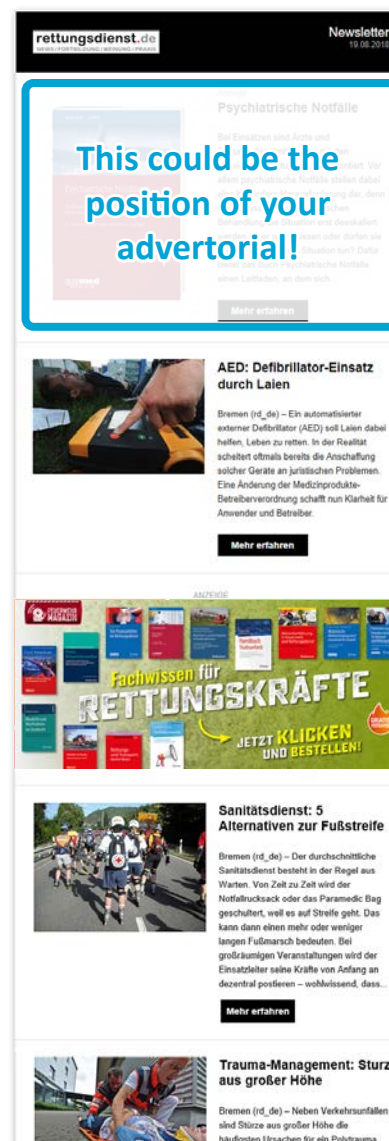
Through an advertorial, the reader/subscriber receives the high attention for the presentation of your solution, as he/she finds the content in familiar surroundings of the editorial articles.

Onetime delivery to 2,304 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:** Advertisement
- Link:** maximum one related link
- Price:** 550 €

All prices plus value added tax.



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Benefit from our packages. Or ask for individualized cross media packages.

We are happy to advise you!

Cross media package »gold«

Magazine

1/1 page 4c

+

Digital

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

Package price
6,327 €

Regular price: 7,030 €

10 % savings: 703 €

Cross media package »silver«

Magazine

1/2 page 4c

+

Digital

- Advertorial + Facebook post
- Skyscraper on rettungsdienst.de, 5,000 guaranteed views

Package price
3,771.50 €

Regular price: 3,970 €

5 % savings: 198.50 €

Cross media package »bronze«

Magazine

1/4 page 4c

+

Digital

- Advertorial + Facebook post

Package price
2,522 €

Regular price: 2,600 €

3 % savings: 78 €

**Advertise
with us
on all
channels!**

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

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Standalone newsletter

Standalone 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 standalone newsletter per week.

Your message therefore receives the unrestricted attention of 2,304 subscribers.

Shipping on request.

Possible 5 working days (from monday to friday) to **2,304 + X subscribers** (as of August 2022).

Preis: 2,690 €

All prices plus added value tax.

Your advantages:

Look & feel of the editorial newsletter

- Exclusively your content
- Exclusivity of advertising space
- 2,304 subscribers + X
- Image suppression is usually already deactivated



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 koch@feuerwehrmagazin.de
sales@feuerwehrmagazin.de



Anastasia Richter

Media consulting online

Phone +49 731 88005-4222
E-Mail anastasia.richter@ebnermedia.de
sales@feuerwehrmagazin.de

Your premium listing

Be found always and everywhere!

Use the reach of **rettungsdienst.de** and **feuerwehrmagazin.de** and introduce yourself to the target group.

The premium listing is part of the full-text search function on our websites. Here, decision-makers can easily find your contact details and your portfolio at any time!

Book the premium entry to inform your potential customers in the best possible way.

The premium listing includes:

- contact details
- logo placement
- link to your website
- text about your company and product portfolio
- presentation on feuerwehrmagazin.de and rettungsdienst.de
- duration: 12 months

Price: 500 €

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.

All prices plus added value tax.

Interested? I would love to provide advice.

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Find employees with the Blaulicht Stellenmarkt

- Job advertisements directly in the target group of the industries
- Different online packages available
- Additional print ads possible
- Newsletter placement included possible
- Various extras bookable
- Attractive prices

Find details
and conditions
in our
**job market
media data!**



» Media data

» www.blaulicht-stellenmarkt.de



Powered by Feuerwehr-Magazin and Rettungs-Magazin

**Take advantage now of
the Blaulicht Stellenmarkt
and find your employees
directly in the target group –
starting from 795 €!**

Interested? I would love to provide advice.



Mareike Koch | Phone +49 731 88005-4255
E-Mail jobs@blaulicht-stellenmarkt.de



Dirk Ohlsen-Kressing | Phone +49 731 88005-8227
E-Mail jobs@blaulicht-stellenmarkt.de



Banner on rettungsdienst.de

Advertorial on rettungsdienst.de

Advertorial + Facebook post

Banner in the weekly newsletter

Advertorial in the weekly newsletter

Standalone newsletter

Events

Customer magazines

Videos

Content marketing

Banner on feuerwehrmagazin.de

Advertorial on feuerwehrmagazin.de

Advertorial + Facebook post

Banner in the weekly newsletter

Advertorial in the weekly newsletter

Standalone newsletter

eDossiers

Instagram

YouTube

Videos

Customer magazines

Events

Content marketing

Our cancellation terms

It is possible to cancel your order **free of charge** up to three months before your placement.

After that, the following regulations apply:

- up to 2 months before placement **10 %***
- up to 1 month before placement **20 %***
- up to 1 week before placement **30 %***
- 1 week to placement **50 %***
- **Full price** from the day of placement

If you wish to postpone your order later than one month before the placement, we charge an additional **10 %** of the order value.

*of the order value

Online-Mediadaten feuerwehrmagazin.de



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