

Advertising Price List Print and Online

Prices valid from 01.05.2024

**RETTUNG<sup>S</sup>**  
MAGAZIN



**MEDIA RATES 2024**

# CONTENT

About Us	3
Our Target Group	4
Our Dates	5
Print	6
Banner	7
Advertorial	8
Newsletter	9
Stand Alone Newsletter	10
Special Newsletter	11
Social Media	12
Combination Modules	13
Job Market	14
Technical Notes / Payment Terms	15
General Terms and Conditions (GTC)	16
Contact	17



# ABOUT US

Since its first publication in 1996, the Rettungs - Magazine has established itself as the leading trade magazine for emergency service employees. Every other month the magazine covers all aspects of the rescue service - from ground to air rescue, from water rescue to mountain rescue.

With a circulation of around 15,000 copies, it is the highest-circulation magazine in the German-speaking area in this field. In addition to the considerable reach of our print edition, our online presence further strengthens your marketing efforts with over 50,000 page views per month. Our readers appreciate well-founded information and practical tips, making your advertising messages particularly effective.

Medium	Reach
Print circulation	15,000+
Print subscribers	3,500+
Digital subscribers	2,000+
Page impressions per month	55,000+
Newsletter subscriptions	2,500+
Facebook followers	15,000+



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# OUR TARGET GROUP

Our readership of the Rettungs - Magazine includes a wide range of professionals representing the entire spectrum of the rescue service - from experienced full-time professionals with extensive operational skills to volunteer helpers whose enthusiasm and commitment support life-saving work. This passionate mix of professional and voluntary personnel is always looking for high-quality and cutting-edge expertise.

Among them are the decision-makers in organizations and associations who evaluate the latest trends and products with a strategic view, and emergency physicians who must stay up-to-date with the latest medical technology and practices. Also represented are rescue professionals who are in continuous training and those looking for equipment and services for their demanding work. Also represented are rescue professionals who are in continuous training and those who are looking for equipment and services for their demanding work.

Additionally, we also reach those who consider rescue services an important hobby and who seek essential information through our magazine. They are often looking for equipment or want to educate themselves through exchanges with like-minded people.

This mix of experience, commitment, and continuous pursuit of improvement makes our target group so valuable for your marketing goals.



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# OUR DATES

Issue/ Book	Publication Date	Advertising Deadline	Copy Deadline	Key Topics*	Planned Fairs and Conferences, Notes*
01/2024	22.12.2023	22.11.2023	29.11.2023	International course systems	14 to 16 February 2024: <b>Intensive care and intensive medicine</b> in Bremen 20 to 28 January 2024: <b>boot</b> Düsseldorf
02/2024	23.02.2024	25.01.2024	01.02.2024	Breathing	7 to 8 March 2024: <b>DINK</b> in Koblenz
03/2024	26.04.2024	27.03.2024	04.04.2024	RETTmobil preview	15 to 17 May 2024: <b>RETTmobil</b> in Fulda 5 to 8 June 2024: <b>112 RESCUE</b> in Dortmund
04/2024	28.06.2024	29.05.2024	06.06.2024	RETTmobil review	15 to 17 May 2024: <b>RETTmobil</b> in Fulda
05/2024	30.08.2024	01.08.2024	08.08.2024	Promotion of young talent	17 to 22 September 2024: <b>IAA Commercial Vehicles</b> in Hanover 10 to 12 October 2024: <b>Florian</b> in Dresden
06/2024	25.10.2024	25.09.2024	02.10.2024	Modules for mass casualty incidents	11 to 14 November 2024: <b>Medica</b> in Düsseldorf 26 to 28 November 2024: <b>PMR Expo</b> in Cologne
01/2025	20.12.2024	21.11.2024	28.11.2024	AI in training and further education	14 to 16 February: <b>Intensive care and intensive medicine</b> in Bremen

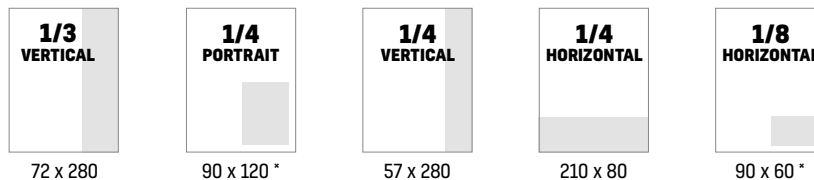
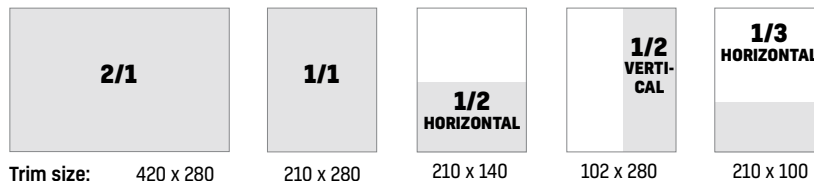
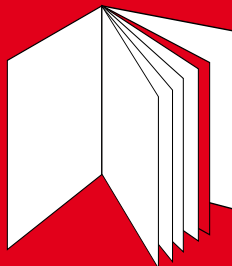
\*Changes for editorial reasons or current events reserved. \*\*Status: July 2023 - Information without guarantee.

# PRINT ADS

Format	4-c (€)
1/1 (Cover Page)	5,225
1/1	4,750
1/2	2,410
1/3	1,700
1/4	1,245
1/8	640

Frequency Discount	
3-time appearance	3%
6-time appearance	5%
9-time appearance	10%
12-time appearance	15%

Inserts and supplements on request.



**Format in mm**  
(Width x Height)

**Trim size**  
Width x Height plus 3 mm  
bleed all around

\* The formats 1/4 portrait and 1/8 vertical are type area formats. They do not require a 3 mm bleed.

## Specifications

- PDF
- 300 dpi
- CMYK
- Bleed ads with 3 mm trim allowance and crop marks
- Content: PSO LWC Improved [ECI], Cover: ISO Coated V2 [ECI]
- Fonts and logos converted to paths

Editing of other formats without guarantee.

# BANNER

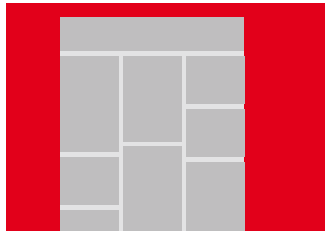
Book banner advertising on rettungsdienst.de and secure an effective presence in our engaged community. Banner advertising is particularly suitable for promotions or product launches.

By booking Ad Impressions, you can determine how often your banner should appear in rotation with other advertising motifs during the selected period.

## Specifications

- Maximum file size: 500 KB
- Accepted formats: PNG or JPG
- Deadline for delivery: at least 5 working days before the first insertion
- Minimum quantity: 10,000 Ad Impressions

55,000+  
PI per month



### Wallpaper

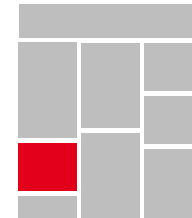
Desktop: 1,900 x 1,028 pixels  
(with 980 pixels blank space  
in the middle)  
Mobile Version: 300 x 600 pixels

CPM: € 87 net



### Billboard

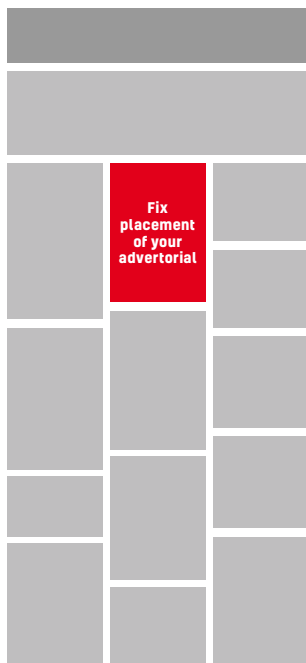
Desktop: 980 x 250 pixels  
Mobile: 320 x 100 pixels  
CPM: € 54 net



### Rectangle

Desktop: 300 x 250 pixels  
Mobile: 300 x 250 pixels  
CPM: € 44 net

# ADVERTORIAL



55,000+  
PI per month

Top placement on the homepage  
for seven days:  
€ 875

An advertorial resembles an editorial article in content and design but serves to promote products or services. While clearly marked as advertising, it is designed to provide readers with added value through informative or entertaining content.

The goal is to convey the advertising message more credibly and appealingly and to position oneself as an expert.

## Specifications

- **Headline:** maximum 50 characters (including spaces)
- **Text:** We recommend 500 to 2,000 characters (excluding spaces); teaser for the homepage is automatically created from the beginning of the text
- **Images:** maximum 2 images (600 x 400 pixels), JPG or PNG (one of the images will be used as a preview image for the homepage)
- **Marking:** Advertisement
- **Link:** a maximum of one related link to the product or website is possible



# NEWSLETTER

## Advertorial im Newsletter

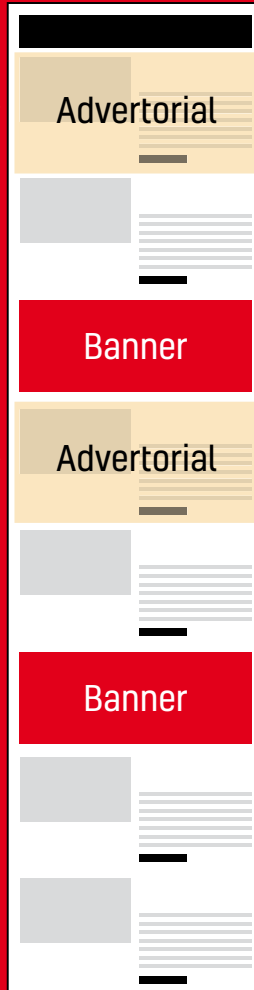
An advertorial in the look of editorial contributions achieves high attention and enjoys great trust among readers.

► **Position 1:** € 560 per send-out

► **Position 2:** € 510 per send-out

### Specifications

- **Headline:** maximum 50 characters (including spaces)
- **Text:** maximum 50 words
- **Image:** maximum 1 image, 255 x 255 pixels (JPG or PNG)
- **Marking:** Advertisement
- **Link:** to your landing page, placed under a CTA button with the text "Mehr erfahren"



## Banner im Newsletter

Make yourself known with modern banners in both the desktop and mobile versions.

► **Position 1:** € 560 per send-out

► **Position 2:** € 500 per send-out

### Specifications

- **Advertising material:** Billboard
- **Desktop:** 580 x 250 pixels, maximum 250 KB
- **Mobile:** 320 x 100 pixels, maximum 250 KB
- **Media:** JPG
- **Link:** to your landing page

2,500+  
subscriber  
every  
Sunday

# STAND ALONE NEWSLETTER

Design the content of your newsletter for our mailing list entirely according to your wishes. You provide the design and content, and we ensure the professional implementation and dispatch to our subscriber list. This exclusive format allows you to convey your message without distraction from other advertising content.

## Your advantages:

- Look & feel of the editorial newsletter
- Exclusively your content
- Exclusivity of the advertising space

Dispatch by arrangement on working days possible:  
€ 2,750



2,500+  
subscribers

# SPECIAL NEWSLETTER

In our specially curated newsletters for important trade fairs, we offer you an exclusive platform to present your brand and products to an engaged audience of industry insiders and decision-makers.

Take the opportunity to address your target group directly with banner advertising or customized advertorials. These special newsletters are your ticket to generating attention, winning leads, and effectively placing your messages.

Book your place now and become part of a unique communication channel that brings your brand directly to the screens and hearts of your potential customers.



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## Advertorial oder Banner

► **Position 1:** € 990 per send-out

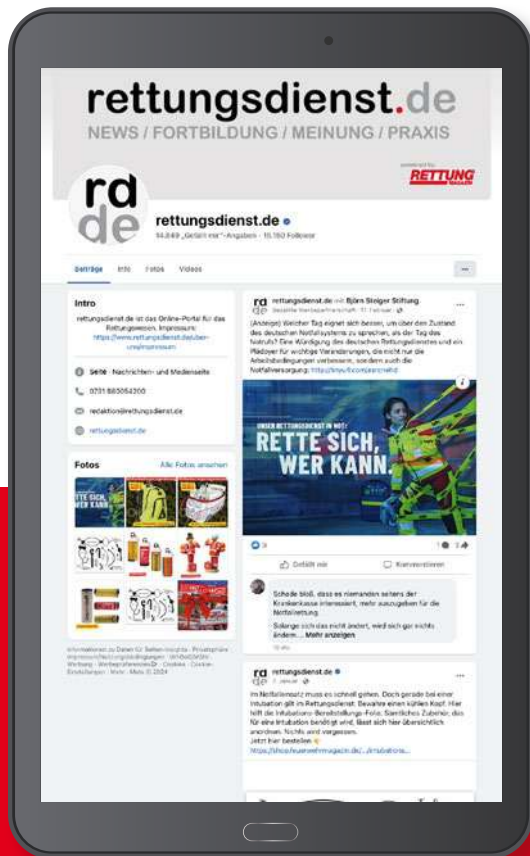
► **Position 2:** € 890 per send-out

► **Position 3:** € 790 per send-out

Events	Dispatch Dates
RETTmobil	14.05.2024
112Rescue	04.06.2024
FIREmobil	18.09.2024
Florian	09.10.2024

**17,000+**  
**Abonnenten**  
(Feuerwehr-Magazine  
and Rettungs-Magazine  
subscribers  
combined)

# SOCIAL MEDIA



## Facebook

Expand your reach through our Facebook channel, which reaches an active and interested rescue community. We post your content – an image or video – including an appealing description and targeted hashtags.

Post: € 250

# COMBINATION MODULES

## Print

1/1: € 4,750  
1/2: € 2,410  
1/3: € 1,700  
1/4: € 1,245  
1/8: € 640

## Website Banner

Wallpaper: € 87 CPM  
Billboard: € 54 CPM  
Rectangle: € 44 CPM

## Website Advertorial

Homepage: € 875

## Newsletter Banner

Position 1: € 560  
Position 2: € 500

## Newsletter Advertorial

Position 1: € 560  
Position 2: € 510

## Newsletter Stand Alone

€ 2,750

## Social Media Facebook

Post: € 250

## Discount Levels

2 components: 5%  
4 components: 10%  
4+ components: 15%

Discover the variety of our advertising formats and combine them according to your needs. Choose the appropriate formats to reach your target group on multiple channels simultaneously.

This not only increases your brand visibility but also interaction rates and ultimately the success of your campaign.

**The more advertising formats you combine, the greater the discount.**

# JOB MARKET

**Optimize your recruitment by leveraging our job market tailored for rescue services. Reach your target audience directly, starting from just € 795!**

All conditions can be found in our job market media data:

- ▶ [Media rates \[available in German only\]](#)
- ▶ [www.blaulich-stellenmarkt.de](http://www.blaulich-stellenmarkt.de)



**Find professionals with our job market:**

- Targeted job postings directly in the Blaulicht industry
- Various online packages
- Additional print ads possible
- Integration into the newsletter possible
- Various extras for even higher visibility
- Attractive prices

## Specifications

Please note that only one position can be advertised per job ad. Posting is possible 24/7 via the self-entry tool.

<https://bit.ly/40HUp4V>

## Contact

Sabine Vockrodt - Phone: +49 731 88005-8222

Reinhold Fritsch - Phone: +49 731 88005-8285

E-Mail: [jobs@blaulicht-stellenmarkt.de](mailto:jobs@blaulicht-stellenmarkt.de)



# AD DELIVERY AND PAYMENT TERMS

## How to submit your print data:

- Assign file names
- Ad customer\_RM\_Issue (Example: Microsoft\_RM\_1/24)
- Please send the file via email to sales@feuerwehrmagazin.de

## How to submit your online advertising material:

- Delivery of the advertising material five working days before the publication date.
- Please send the file via email to sales@feuerwehrmagazin.de

Technical fees will be charged for late delivery of print material.

## Contact:

If you have questions about ad disposition and print processing or problems with data transmission, please contact us at +49 731 88005-4516 or sales@feuerwehrmagazin.de.

# PAYMENT TERMS

## Reporting

Reports are only available for an additional charge (10% of the net booking value) and upon prior agreement and mention in the offer. There is no automatic obligation to create reports based on customer GTCs.

## Agency Discount

Agencies receive a 15% agency discount.

## Prompt payment discount:

The Ebner Media Group GmbH & Co. KG does not grant any discount on payments company-wide.

## Cancellation

- Cancellation is free of charge until the ad deadline (print) or 10 working days before publication (online).
- 25% of the ad prices will be charged if canceled between the ad deadline and the print material deadline.
- 50% of the ad prices are due if canceled after the print material deadline.

## Prices:

All prices in the media rates are net.



<https://www.ebnermedia.de/ebvm/agb/>



# CONTACT

We look forward to your inquiry!



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Publishing Office Felchner

Phone +49 83 41 9 66 17-83

E-Mail [sales@rettungsmagazin.de](mailto:sales@rettungsmagazin.de)

**Courage is not the  
absence of fear  
but rather the  
judgment that  
something else  
is more important  
than fear.**

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Ambrose Hollingworth Redmoon

