Media data 2020

Advertising price list no. 26, valid from issue 1/2020

Your media partner No.1 in the year of Interschutz-Jahr!
For 24 years now the Rettungs-Magazin has been an indispensable information source for people working in the German rescue services. Since 1996 the brand „Rettungs-Magazin“ evolved into the leading address for all emergency personnel. Sector experts publicise the newest technological and scientific findings and provide the readers with vivid tips for everyday work in rescue and medical service and disaster control. With a circulation of 22,000 copies, the Rettungs-Magazin is the widest circulation rescue magazine in Germany.

Since 2007 www.rettungsdienst.de provides another important information channel, and perfectly complements the printed Rettungs-Magazin. Rettungs-dienst.de receives 70,000 clicks each month. We use the outstanding possibility to provide visitors of rettungsdienst.de with the latest rescue news and information from rescue training, science, technique, important dates, rescue missions and relevant political updates.

Additionally, the website is used as a platform for rescue service members to exchange views.
Important pillars of the „Rettungs-Magazin“ brand are various social media platforms (Facebook, Twitter, YouTube and XING). Furthermore, we provide several different newsletter services. With these we keep rescue insiders up to date. The weekly newsletter summarizes the most important news of the recent 7 days and has more than 2500 subscribers.

Rettungs-Magazin – this is where rescue teams get their information!

<table>
<thead>
<tr>
<th>Publication frequency</th>
<th>every other month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>25th year</td>
</tr>
<tr>
<td>Purchase prices</td>
<td></td>
</tr>
<tr>
<td>Annual subscription</td>
<td>31.70 € (Germany),</td>
</tr>
<tr>
<td></td>
<td>37.70 € (world),</td>
</tr>
<tr>
<td></td>
<td>58.80 CHF (Switzerland),</td>
</tr>
<tr>
<td>single magazine</td>
<td>5.50 €</td>
</tr>
<tr>
<td>Circulation</td>
<td>22,000 copies</td>
</tr>
</tbody>
</table>
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.«

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

* 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, bos-fahrzeuge.info

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

*I in german language: Ludwig Leiter/Elisa Ehrenamt/Techn-Nick (Hobby)
**Our 360° strategy**

| Druckauflage | 22 000 |
| Readers (3 readers/copy) | 31 700 |
| Readers on tablet/issue | 335 |
| Visits/month | 74 358 |
| PIs/month | 96 086 |
| Newsletter subscribers | 2 695 |
| eDossier downloads | 55 239 |
| Facebook followers | 15 057 |
| Twitter followers | 4 434 |
| YouTube subscribers | 401 |
| XING followers | 2 334 |

**Rettungs-Magazin – we radio on all channels!**

**Multi-Channel-Family**

**Total reach 304 639 people per month**

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1) source: online reader survey 2013 with 566 participants (readers of Rettungs-Magazin)
2) as of July 2019
3) as of August 2019
4) as of September 2019
5) Google Analytics, FM and RD altogether, timeframe January 2016 until July 2019
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
- 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.
### Schedule and editorial plan

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Advertising deadline</th>
<th>Deadline for print data</th>
<th>Topics*</th>
<th>Trade fairs and congresses**</th>
</tr>
</thead>
</table>
• February 26-28, 2020: Symposium intensive car in Bremen |
| 2/2020 March/April       | 28.02.2020       | 31.01.2020           | 07.02.2020              | Working in hot conditions                        | • March 5-6, 2020: DINK in Koblenz               |
| 3/2020 May/June          | 24.04.2020       | 27.03.2020           | 03.04.2020              | Preview  
• 20th RETTmobil  
• INTERSCHUTZ                   | • May 13-16, 2020: RETTmobil in Fulda  
• June 15-20, 2020: INTERSCHUTZ in Hannover |
| 4/2020 July/August       | 26.06.2020       | 29.05.2020           | 05.06.2020              | Review  
• 20th RETTmobil                | • May 13-16, 2020: RETTmobil in Fulda  
• June 15-20, 2020: INTERSCHUTZ in Hannover |
| 5/2020 September/October | 28.08.2020       | 31.07.2020           | 07.08.2020              | Review  
• INTERSCHUTZ                        | • September 24-26, 2020: 22nd Hauptstadtkongress (Capital congress) of the DGAI for Anaesthesiology and intensive therapy with care symposium and emergency service forum (HAI) in Berlin  
• September 24-30, 2020: IAA Nutzfahrzeuge in Hannover |
• in November 2020: PMR Expo in Köln*** |

* changed because of editorial reasons or current reasons reserved. ** as of August 2019 *** exact date not fixed by editorial deadline.
Advertising formats/prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>b/w</th>
<th>1 additional colour</th>
<th>4/coloured advertisement</th>
<th>b/w</th>
<th>4/coloured advertisement</th>
<th>b/w</th>
<th>4/coloured advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>188 x 243 mm</td>
<td>2645 €</td>
<td>3095 €</td>
<td>4070 €</td>
<td>890 €</td>
<td>1595 €</td>
<td>805 €</td>
<td>1450 €</td>
</tr>
<tr>
<td>2/3 page high across</td>
<td>120 x 243 mm</td>
<td>1735 €</td>
<td>2035 €</td>
<td>2835 €</td>
<td>670 €</td>
<td>1220 €</td>
<td>610 €</td>
<td>1110 €</td>
</tr>
<tr>
<td>1/2 page high across</td>
<td>90 x 243 mm</td>
<td>1300 €</td>
<td>1550 €</td>
<td>2055 €</td>
<td>450 €</td>
<td>810 €</td>
<td>405 €</td>
<td>735 €</td>
</tr>
<tr>
<td>1/3 page high across</td>
<td>60 x 243 mm</td>
<td>875 €</td>
<td>1025 €</td>
<td>1380 €</td>
<td>310 €</td>
<td>560 €</td>
<td>280 €</td>
<td>510 €</td>
</tr>
<tr>
<td>1/4 page high across</td>
<td>45 x 243 mm</td>
<td>665 €</td>
<td>785 €</td>
<td>1035 €</td>
<td>230 €</td>
<td>420 €</td>
<td>210 €</td>
<td>380 €</td>
</tr>
<tr>
<td>1/8 page across (a)</td>
<td>90 x 60 mm</td>
<td>370 €</td>
<td>410 €</td>
<td>520 €</td>
<td>130 €</td>
<td>220 €</td>
<td>195 €</td>
<td>200 €</td>
</tr>
<tr>
<td>1/8 page across (b)</td>
<td>188 x 30 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Same price for formats with bleed or in type area. Special formats on request!

Discounts: for several advertisements within 12 month

<table>
<thead>
<tr>
<th>Frequency progression</th>
<th>Quantity progression</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-fold publication</td>
<td>for 2 pages 5 %</td>
</tr>
<tr>
<td>3-fold publication</td>
<td>for 3 pages 7 %</td>
</tr>
<tr>
<td>6-fold publication</td>
<td>bei 6 pages 15 %</td>
</tr>
</tbody>
</table>

Combination discount: Safe 5% for placing an advertisement in the Feuerwehr-Magazin and Rettungs-Magazin. This combination discount is only going to be deducted from the cost of the Rettungs-Magazin advertisement.

Terms of payment: 20 days after the date of involve, net.

Bank connection: Sparkasse Ulm, Kto.-Nr.: 90 917, BLZ 630 500 00 IBAN: DE56 6305 000 000 000 90917, BIC: SOLADES 1ULM St.-Nr.: 28/88/030/10409, UST-ID-Nr.: DE 147041097

Small advertisements (commercial, designed):
- mm-price b/w € 3.50 (column width 42 mm) 1 additional color + 50%; 4-color + 100% color saturation surcharge, booking possible above 30 mm/1 column possible
- Running text advertisements/text advertisements*:
  - circa 24 characters per line including punctuation marks and space characters
- Private advertisement: 5 lines 16 € flat, every additional line 2.70 € Business advertisements: 5 lines 47 € flat
- From the 6th line on we charge the mm-price of 3 € per column.
- Price per picture: 27 €
- placement classified advertisements, category of choice
- Chiffre charge: 5.60 €

All commercial prices plus Value Added Tax (only in Germany).

Magazine format
- 210 mm width x 280 mm height

Type area
- 188 mm width x 243 mm height

Colour: Euro scale, special colors on request

Agency commission: 15 % (if you provide an advertisement that is ready to print)

Special placements:
- 10 % Aufschlag bei fest zugesagten Platzierungen
- If you place an advertisement with a format of 1/3, 1/4 or 1/8 of a page below/next to the text we charge an additional 25%
- If you place an advertisement with a format of 1/1 on the inside front cover or outside back cover we charge an additional 15%.
An overview of advertising formats

Double page
- Print space: 396 x 243 mm
- Trimmed size: 420 x 280 mm*

2/3 page high
- Print space: 120 x 243 mm
- Trimmed size: 135 x 280 mm*

1/2 page high
- Print space: 90 x 243 mm
- Trimmed size: 102 x 280 mm*

1/3 page high
- Print space: 60 x 243 mm
- Trimmed size: 72 x 280 mm*

1/4 page high
- Print space: 45 x 243 mm
- Trimmed size: 57 x 280 mm*

1/1 page
- Print space: 188 x 243 mm
- Trimmed size: 210 x 280 mm*

2/3 page across
- Print space: 188 x 160 mm
- Trimmed size: 210 x 180 mm*

1/2 page across
- Print space: 188 x 120 mm
- Trimmed size: 210 x 140 mm*

1/3 page across
- Print space: 188 x 80 mm
- Trimmed size: 210 x 100 mm*

1/4 page across
- Print space: 188 x 60 mm
- Trimmed size: 210 x 80 mm*

1/8 page across
- Print space: 188 x 30 mm
- Trimmed size: 210 x 50 mm*

Explanation
- = Advertising format in print space
- = Advertisement in the format of the bound magazine;

* Attention: Please design your advertisement with an extra 3 mm of trimming margin on all for sides!
Delivery of painting materials

Technical details
In the following guidelines we will give you information on the correct transfer of digital advertisement data. In nowadays completely digital processing chain of the journal production, a regularized data handling is necessary.

Printing materials
Please send the following information via e-mail to: anzeigen@einhorn-solutions.de
- name of the costumer or agency
- together with the telephone number and e-mail address of the technical contact person
- issue (publication date) and title of the journal in which you want your advertisement to be published

Preferred file delivery
- Programs
  on MAC: InDesign, Illustrator, Photoshop
  on the PC: InDesign, Photoshop
- Pictures and graphics
  Must be multicolour. If you are using eps files, please integrate all used fonts or convert the text into vector paths.
- Trim
  To prevent text or picture elements from getting trimmed, please leave an external margin of 10mm on all four sides of the page.
- Data compression
  SIT, SITX, SEA (MAC); ZIP (PC)

- Data formats
  PDF X3 oder PDF X4
  Profile cover: ISO Coated v2 (FOGRA 39L)
  Profile content: PSO LWC Standard (FOGRA 46L)

- Print
  Please send us a coloured print or binding proof with FOGRA-control-wedge.

- Data transfer
  via DVD, CD-ROM, USB stick or e-mail: anzeigen@einhorn-solutions.de

Cancellation
- without placement request no charge before the advertising deadline
- with placement request no charge until 14 days before the respective advertising deadlines (page 8)

For cancellations after expiration of these terms, we must charge 25% of the order total.
If the print documents are not handed in on time, we must charge a technical fee.

If you have any questions regarding the transfer of bigger amounts of data, please contact
Ina Mahlich-Leu
Telephone +49 (30) 45306333-33
E-Mail anzeigen@einhorn-solutions.de

Post address:
Rettungs-Magazin,
Einhorn Solutions GmbH
Linienstraße 214
10119 Berlin-Mitte
Inserts

Up to 25g of weight 150 € per started thousand plus postal fees (subscribers) (more than 25g of weight on request) maximum possible size of the insert: 20.5 cm x 27.3 cm (width x height). The inserts weight cannot be more than 150g!

Standard inserts will be put loosely into the magazine at a random page and mechanically processed.

All prices plus sales tax domestically.

Bound inserts

4 pages: € 5 460 8 pages: € 8 320

Prices are for total circulation.

Selective booking on request.

Bound inserts in magazine format:

210 mm x 280 mm + 5 mm trimmed size on all edges.

Smaller bound inserts only on request.

Surcharges for special advertising formats occur for:

• selective booking
• selection of recipient addresses
• gluing the postcard into a certain area of the magazine (e.g. first third of the magazine...)
• manual inserting of the insert
• manual gluing on of the postcard
• shipping of the magazines in foil pockets because of an insert or another kind of advertising material

Regarding inserts, postcards, bound inserts and commercial samples please consider the following points:

• Before order acceptance we need one binding sample or if need be a dummy with size and weight data
• Please send the sample to our printery: ADV Schoder, Herr Waldemar Maier, Aindlinger Straße 17-19, 86167 Augsburg
• Advertising material can only promote the advertiser’s sales program. According to postal regulations, the advertising material must be designed in a way that makes it clearly distinguishable from the editorial content. Placement is dependent on technical capabilities.
• Please don’t send inserts with zigzag folding – this is only available for a surcharge.
• Delivery date: one week after the copy (compare page 8)
• You will get the exact delivery details when placing the order

The special print as the perfect PR activity for your company

Specialist articles in the Rettungs-Magazin on your company, your products or services are highly significant for your costumers. Use this effect for your advertising and integrate this premium content into the communication with your target audience.

There are two different possibilities. You have the choice.

Classic special prints...

...are the perfect medium to specifically show your costumers application examples of your products, technologies and services – in on site conversations, on fairs, congresses or for your field service.

Digital special prints...

...are so called special publications in PDF format. They effectively and cheaply add to your e.g. mailing drive, enrich your website or your electric brochures.
Our cross media offer for you

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-Advertorials, 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 Seite 4c
  + Digital
  - Advertorial + Facebook-Posting

Package price
2 255.25 €

Regular price: 2 325 €
3% savings: 69.75 €

Prices minus 15% AE provision for printable printing material.

This is where you find the online media data: www.rettungsdienst.de/media-daten

Advertise with us on all channels!
Contact

Media Consulting
focus Print/Tablet

Ulrike Groß
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E-Mail  gross@ebnermedia.de

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Phone +49 (4104) 690446, Fax +49 (4104) 9629753

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Phone +49 (30) 45306333-30, E-Mail: redaktion@rettungsmagazin.de
Web: www.rettungsdienst.de

Publishing firm: Rettungs-Magazin, Ebner Media Group GmbH & Co. KG, Karlstraße 3, 89073 Ulm
Phone: +49 (731) 1520-951, Fax: +49 (731) 1520-171
Web: www.rettungsdienst.de, www.ebnermedia.de
Managing directors: Marco Parrillo
**Terms and conditions**

1. **Exclusive Scope, agreement**

   1.1 In its own name and for its own account, the Eberer Media Group GmbH & Co. KG, Karl Strasse 3, D-89073 Ulm (hereinafter referred to as “publisher”) markets advertisements for the news-papers and magazines that it publishes.

   1.2 The following terms and conditions are exclusively valid for all contractual relationships between the publisher and the cus-

   1.3 The publisher agrees to comply with the regulations of the minimum wage (MiLOG). This is also valid, insofar as the publisher orders other contracts with attendances.

   2. **Services; Submission for Publication; Completion**

   2.1 In the context of these terms and conditions, an “advertising order” is a contract by an advertiser or other purchaser of adver-

   2.2 In case of doubt, advertisements are to be submitted for publication within one year after the signing of the contract. If a con-

   2.3 Upon signing an advertising contract, the customer also has the right to submit individual advertise-ments, then the contract is to be completed within one year after the publication of the first advertisement, assuming that the first advertisement was submitted and published during this year.

   2.4 If an order is not completed due to reasons for which the publisher is not responsible, then, notwithstanding any other legal obligations, the customer shall pay the publisher the difference between the contractually granted discount (taking into consideration the pre-defined total volume) and the actual total volume: (discount or adjustment charge). The payment shall not apply if the failure is due to force majeure within the risk area of the pub-

   3. **Calculation of Volumes**

   3.1 For the calculation of volumes, text millimeter lines are con-

   3.2 The publisher must receive orders for advertisements and sup-

   3.3 Text advertisements are bordered on at least three sides by text and not by other advertisements. Advertise-

   4. **Publisher’s Right of Refusal; Orders for Supplements**

   4.1 The publisher reserves the right to refuse advertising orders, individually submitted advertise-ments in the context of a signed contract or orders for the insertion of supplements due to the con-

   4.2 Orders for supplements are binding on the publisher after submission of a sample of the supplement and its approval. Sup-

   5. **Obligations of the Customer**

   5.1 The customer is responsible for assuring the timely delivery of the advertising copy and the flawlessness of the printing documents or supplements. If advertising orders, changes in the scheduling or the desired issue, textual corrections and/or cancellations are com-municated via telephone, the publisher as-

   5.2 Cancellations must be made in writing. If an order is can-

   5.3 The customer is obliged to bear the costs of publication of a reply which refers to actual assertions in the published adver-

   6. **Liability of the Publisher**

   6.1 The publisher assumes unlimited liability for damages caused by his legal representatives or executive employees and for damages caused deliberately by other agents acting on his behalf, in the event of a negligent breach of duty, the publisher is also liable for dam-ages arising from injury to life, body, or health. The publish-

   7. **Proofs; Calculation**

   7.1 Proofs will be provided only by request. The customer bears the responsibility for the care-lessness of the returned proofs. The publisher has the right to expect the corrections to be commu-

   8. **Invoicing; Delay; Voucher Copy of the Advertisement**

   8.1 If the customer has not paid in advance, then the invoice will be sent immediately or no later than fourteen days after the publi-

   9. **Cost; Price Reduction**

   9.1 The customer shall bear the expenses of preparing ordered advertise-ments contingent upon the advance payment of the amount agreed in individual instances, the invoice must be paid within the period specified in the advertising contract and without consideration of an originally agreed payment date, to make the publication of further advertise-

   10. **Classified Advertisements with Box Numbers; Documents; Storage**

   10.1 For classified advertisements with box numbers, the pub-

   10.2 The publisher will return valuable documents without being obli-

   11. **Place of Performance and Place of Jurisdiction; Applicable Law**

   11.1 In business transactions with merchants, legal entities or special funds under public law, the place of performance and the place of jurisdiction is the head office of the publisher. However, the publisher also has the right to sue at the court of law which is responsible for the region in which the customer’s head office is located.

   11.2 German law applies with the exclusion of the UN Sales Convention.