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**FEUERWEHR**  
**FEUERWEHR**  
**RETTEN · LÖSCHEN · BERGEN**



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**Flammen im Romantik Hotel**



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**FEUERWEHR BILBAO**  
**Brand- und Tereoreinsatz**  
**im Baskenland** S.56



**huss**  
 HUSS-MEDIEN GmbH  
 10400 Berlin  
 Tel. 030 42151-483  
 Fax 030 42151-234  
 www.feuerwehr-ub.de



Rate Card No. 20  
 Valid since January 01<sup>st</sup> 2012

**Subjects:**

vehicles and vehicle equipment; extinguishing appliances and systems, extinguishing agents; personal protective equipment; technical assistance and environmental protection; control-station and signalling equipment; information and organization; building construction, fire protection for buildings; equipment for fire stations and fire workshops; first-aid and medical equipment; measuring and detection apparatus; associations, organizations, service companies; current information about new products.

**FEUERWEHR** offers additional informations with its homepage [www.feuerwehr-ub.de](http://www.feuerwehr-ub.de)

Media-Maps  
**2012**

www.feuerwehr-ub.de

**Publisher:** HUSS-MEDIEN GmbH · Berlin

**Distribution:** Mainly in Germany. In a lower number in Austria, Switzerland and Netherlands

**Associations:** Official magazin of the country fire brigade associations Schleswig-Holstein, Mecklenburg-Vorpommern, Bremen, Brandenburg, Thuringia and Saxony

**Address:** Am Friedrichshain 22,  
10407 Berlin, Germany

**Phone:** +49 30 42151 483  
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**Internet:** www.feuerwehr-ub.de


**Year:** volume 62

**Chief Editor:** Mathias Obst  
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**Advertising Manager:** Ulrich Leps  
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**Readership:**  reaches persons who are responsible and experts in fire brigades, rescue crews, disaster control organizations, offices, associations, engineering office, industry and insurances.

The magazine supports the readers at the orientation on new technology and equipment.

**Circulation/issue:** circulation audit:  (July 2010 – June 2011)


Printed copies:	38.292
total distributed:	24.454
Subscribers:	8.354
Paid circulation:	3.095
complimentary copies:	12.113
Archives Copies:	161

**Frequency:** 10/year

**Editorial calendar:** see pages 5–6

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**Magazine format:** 210 mm width × 297 mm height  
**Type area:** 185 mm width × 265 mm height  
**Bleed adverts:** +3 mm  
**Printed method:** Offset  
**Printed material:** Suitable for the offset printing, very dissolved files in the PDF format with embedded documents (PDF/X-3 or PDF/X-1a standard)

**Issuance:** monthly + annual  Calendar, see page 7

**Issued:** in Berlin

**Terms of payment:** Upon receipt of the invoice net cash within 14 days  
 Agency commission rate: 15 %  
 VAT: All prices are excl. VAT

**Bank account:** Commerzbank Berlin  
 A/C No.: 97 600 59 00,  
 Sort code 120 400 00

**Swift-Code:** COBADEFF

**IBAN:** DE881204 0000 0976 0059 00

**USt.-IN:** DE 137189299

**Steuer-Nr.:** 37/227/258

**Last cancellation date:** Up to the deadline for adverts!

**Place of jurisdiction:** Berlin only

## Advertisement sizes and basic rates:

Formats	w × h in mm		portrait format	basic prices b/w in €
	horizontal format	standard		
1/1 page		185 × 265		2.450,-
3/4 page		185 × 197	138 × 265	1.870,-
2/3 page	185 × 175		122 × 265	1.650,-
1/2 page	185 × 130		90 × 265	1.270,-
1/3 page	185 × 85		59 × 265	880,-
1/4 page	185 × 62	90 × 130	43 × 265	670,-
1/8 page	185 × 30	90 × 62	43 × 130	350,-

Column-millimetre for special shape: € 4,00 (column with 59 mm), € 3,00 (column with 43 mm)

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**Cover positions (basic prices b/w):**

Front cover page (4c only):                    on inquiry  
2nd, 3rd and 4th cover pages:                2.800,- €

**Colour surcharges:**

400,- € per colour and page (European range)  
Order of colours: cyan, magenta, yellow, black. The publishers reserve the right also to compose special colours from the four-colour process if technically necessary.  
750,- € per special colour (e.g. pantone)

**Other surcharges:**

bleed adverts:                                    245,- €  
across the gutter:                              245,- €  
particular placement:                         245,- €

**Discounts: For orders within one calendar year:**

3 ads or 2 pages 5 %  
6 ads or 4 pages 8 %  
9 ads or 6 pages 10 %  
12 ads or 8 pages 12 %

No discount for colour and other surcharges and loose and bound-in inserts.

**Loose inserts:**

200,- € per 1.000 pieces up to 25 g incl. postage  
Only on request, maximum size: 205 × 290 mm

**Bound-in inserts:**

2 pages: 2.450,- €  
4 pages: 4.900,- €  
more on request

DIN A4 format, untrimmed 213 × 303 mm only on total

**Delivery address for inserts:**

Möller Druck GmbH  
Zeppelinstraße 6  
16356 Ahrensfelde/OT Blumberg  
Germany  
For FEUERWEHR issue XX/2012

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**FEUERWEHR** reports about technical and organizational innovations for fire brigade, fire protection, rescue service and disaster control monthly currently. The topics become completed by the permanent categories: names & news, vehicles & equipment, operation, technology, rescue service, portrait & report, knowledge & training. So you are informed about all areas of the branch monthly. Extra supplements for Schleswig-Holstein, Mecklenburg-Vorpommern, Bremen, Brandenburg, Thuringia and Saxony inform in addition regional.

There are in addition the following main topics:

Issue	Topics	Trade fairs
<b>1-2</b> Deadline for adverts <b>14 December 11</b> Deadline for printed matters <b>03 January</b> Dates of dispatch <b>18 January</b>	Environmental hazard prevention vehicles equip- ment, lighting engineering, winter use, ice rescue, flood protection	
<b>3</b> Deadline for adverts <b>26 January</b> Deadline for printed matters <b>08 February</b> Dates of dispatch <b>23 February</b>	Communication, radio technology, controlstation and signaling equipment, software	<b>Paging Kongress</b> <b>27.02.</b> in Berlin  <b>CeBit</b> <b>06.03. – 10.03.</b> in Hannover
<b>4</b> Deadline for adverts <b>22 February</b> Deadline for printed matters <b>06 March</b> Dates of dispatch <b>21 March</b>	Current use technology, equipment, apparatus  <b>IPOMEX:</b> Preliminary-reports	<b>light + building</b> <b>15.04 – 20.04.</b> in Frankfurt/ M.  <b>IPOMEX</b> <b>16.04. – 18.04.</b> in Münster  <b>Virtual Fire Kongress</b> <b>19.04. – 20.04.</b> in St. Georgen  <b>HANNOVER Messe</b> <b>23.04 – 27.04</b>
<b>5</b> Deadline for adverts <b>28 March</b> Deadline for printed matters <b>12 April</b> Dates of dispatch <b>27 April</b>	First-aid and medical-technical equipment, apparel, fire brigade and ambulance vehicles, technology and equipment  <b>RETTmobil:</b> Preliminary-reports	<b>RETTmobil –</b> European leading fair for rescue and mobility <b>09.05. – 11.05.</b> in Fulda  <b>vfdb-annual conference</b> <b>21.05. – 23.05.</b> in Berlin

<b>6</b> Deadline for adverts Deadline for printed matters Dates of dispatch	<b>26 April</b> <b>11 May</b> <b>31 May</b>	Extinguisher vehicles (Fire Trucks), pumps, fittings, extinguishing appliances, systems, agents, equipment and hoses	
<b>7-8</b> Deadline for adverts Deadline for printed matters Dates of dispatch	<b>22 June</b> <b>05 July</b> <b>20 July</b>	Technical assistance and environmental protection, hoisting, drawing, cutting and parting equipment, lighting apparatus	
<b>9</b> Deadline for adverts Deadline for printed matters Dates of dispatch	<b>30 July</b> <b>10 August</b> <b>27 August</b>	Fire brigade vehicles and equipment, elevating rescue vehicles, aerial ladder, container and special vehicles, vehicles equipment <b>Security, IAA:</b> Preliminary-reports	<b>IAA Nutzfahrzeuge</b> <b>20.09. – 27.09.</b> in Hannover <b>Security</b> <b>25.09 – 28.09.</b> in Essen
<b>10</b> Deadline for adverts Deadline for printed matters Dates of dispatch	<b>29 August</b> <b>11 September</b> <b>26 September</b>	Technical and operational fire protection, fire alarm and ventilations installations, escape-route guidance systems, emergency lighting <b>FLORIAN, Akut:</b> Preliminary-reports	<b>Akut</b> <b>05.10 – 06. 10.</b> in Bremen <b>FLORIAN</b> <b>18.09 – 20.10.</b> in Dresden
<b>11</b> Deadline for adverts Deadline for printed matters Dates of dispatch	<b>25 September</b> <b>09 October</b> <b>24 October</b>	Personal protective equipment and apparel, respiratory and gas measuring apparatus, helmets, footwear, gloves, thermal imaging cameras <b>PMRExpo:</b> Preliminary-reports	<b>PMRExpo</b> <b>27.11. – 29.11.</b> in Köln
<b>12</b> Deadline for adverts Deadline for printed matters Dates of dispatch	<b>29 October</b> <b>09 November</b> <b>26 November</b>	Appliances and equipment for fire stations and fire workshops, vehicle depots, exhaust removal, hall doors, breathing apparatus workshops, hose maintenance installations, training equipment	
<b>1-2/13</b> Deadline for adverts Deadline for printed matters Dates of dispatch	<b>14 December 12</b> <b>08 January 13</b> <b>23 January 13</b>	Environmental hazard prevention vehicles and equipment, lighting engineering, winter use, ice rescue, flood protection	

Reserved for changes!

# Attractive advertising medium for every day

## Book your advertisement for the calendar 2013 now!

- **Scale:** about 160 pages  
105 mm × 148 mm cut flush binding, coloured  
Edition: 12.000 copies (planned)
- **Contents:** In addition to the calendar (60 pages) the calendar offers important special informations (100 pages) for the fire brigades, the operation and the training (among other things duty rosters, forms addresses and appointments).
- **Readership:**
  - all fire-fighters
  - all responsible persons for fire-brigades, fire-protection, rescue service, disaster control
  - all who are engaged in fire-department

### Space/Sizes and advertisement rates (4-coloured)

Format	Width × Height mm	Prices €
1/1 page	85 × 130	1.515,-
Advert in the calendar	85 × 25	265,-
		245,- (2 ×)
		235,- (4 ×)
		225,- (8 ×)

**Deadline for adverts:**

**Date of dispatch:**

All prices are excl. VAT.

**June 29th, 2012**

**October 2012**

For your advertisement-order  
in FEUERWEHR-Kalender 2013  
**Don't forget!**



Order number: 978-3-341-01601-5

### Contact:

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**huss**

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# Our special Publications

for fire brigade, fire protection, rescue service and disaster control