

Print and Online Advertising Rate Card

Prices valid from 01.01.2027

RETTUNG
MAGAZIN

Media Kit 2027



CONTENTS

About Us	3
Our Target Audience	4
Our Schedule / Key Dates	5
Print Ads	6
Industry Window (Branchenfenster)	7
Print Advertorial	8
Special Print (Sonderdruck)	9
Banner	10
Sponsored Post	11
Newsletter	12
Stand Alone Mailing	13
Combination Modules	14
Technical Notes / Payment Terms	15
General Terms and Conditions (GTC)	16
Contact	17
Partner Magazines	18



ABOUT US

Since its first publication in 1996, Rettungs-Magazin has established itself as the leading trade journal for rescue-service personnel. The magazine covers all aspects of the rescue field, from ground to air rescue and from water rescue to mountain rescue.

With a circulation of around 15,000 copies, it is the magazine with the highest-circulation in the German-speaking region in this field. Alongside the considerable reach of our print edition, our online presence further reinforces your marketing efforts, with over 50,000 page views per month and a monthly newsletter. Our readers value well-founded information and practical tips, which makes your advertising messages especially effective.

Medium	Reach
Total circulation	15,000+
Page impressions per month	25,000+
Newsletter subscribers	2,500+



LightField Studios / Shutterstock

OUR TARGET AUDIENCE

Our Rettungs-Magazin readership comprises a broad range of professionals who represent the entire spectrum of the rescue field, from experienced full-time staff with extensive operational skills to volunteer helpers whose enthusiasm and commitment support lifesaving work. This passionate mix of professional and volunteer personnel is always looking for high-quality and up-to-date expertise.

Among them are the decision-makers in organizations and Associations, (Komma muss hier rein) who assess the latest trends and products with a strategic eye, and emergency physicians who must stay up-to-date with the latest medical technology and practice. Also represented are rescue professionals engaged in continuous training and those seeking equipment and services for their demanding work.

Beyond that, we also reach those who regard the rescue field as an important hobby and use our magazine to obtain essential information. They are often looking for equipment or want to further their knowledge by exchanging views with like-minded people.

It is this mix of experience, commitment, and continuous pursuit of improvement that makes our target audience so valuable for your marketing goals.



Gorodenkoff / Shutterstock

OUR SCHEDULE / KEY DATES

Issue	Publication Date	Advertising Deadline	Print material deadline	Planned Trade Fairs and Congresses, Notes*
01/2027	18.12.2026	17.11.2026	26.11.2026	-
02/2027	26.02.2027	26.01.2027	04.02.2027	-
03/2027	30.04.2027	30.03.2027	08.04.2027	12-14 May 2027: RETTmobil in Fulda 10-12 June 2027: 112RESCUE in Dortmund
04/2027	25.06.2027	25.05.2027	03.06.2027	-
05/2027	27.08.2027	27.07.2027	05.08.2027	07-09 October 2027: Florian in Dresden
06/2027	22.10.2027	21.09.2027	30.09.2027	-
01/2028	17.12.2027	16.11.2027	25.11.2027	-

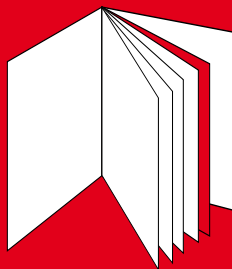
*As of August 2026 - subject to change

PRINT ADS

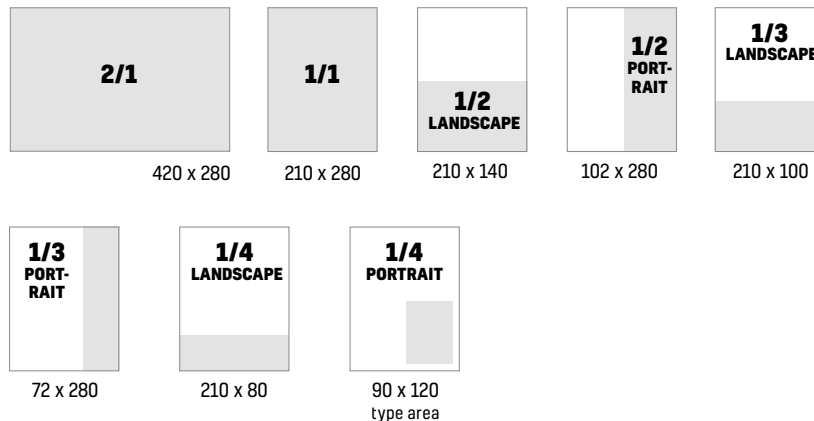
Format	4-color (€)
1/1 (U2/U4, inside/back cover)	5,225
1/1	4,750
1/2	2,410
1/3	1,700
1/4	1,245

**50 % discount
for job listings**

Inserts and
bound-in
supplements
on request.

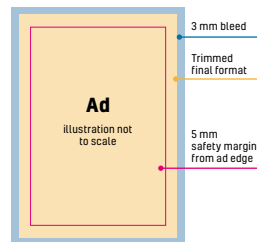


Bleed: (width x height plus 3 mm bleed all around)



Please note!

Please lay out the ad so that all important content such as text, web addresses, etc. keeps a safety margin of at least 5 mm from the ad edge (relative to the trimmed final format).



Specifications:

- PDF
- 300 dpi
- CMYK
- Bleed ads with 3 mm bleed allowance and registration marks
- Content: PSO LWC Improved (ECI); cover: ISO Coated V2 (ECI)
- Fonts and logos converted to paths
- Processing of other formats without guarantee

INDUSTRY WINDOW

The **Industry Window** is a pure advertising section, placed in the center of Rettungs-Magazin, with four 1/4-page ads per page. Without editorial content, this section offers readers a clear and focused overview of manufacturers, service providers, and suppliers of specialized solutions in the rescue field.

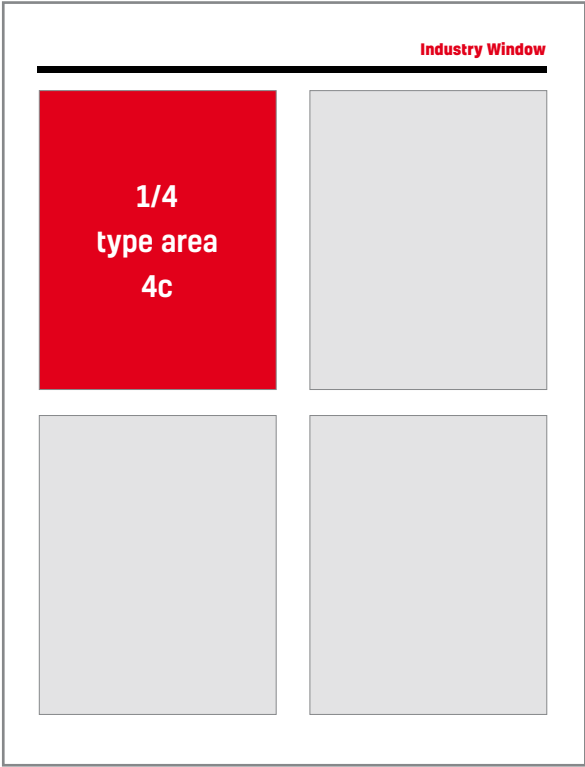
For advertisers, the Industry Window is the most cost-effective way to place their brand in print. Regular insertion sustainably increases the visibility and recognition value of your advertising. Insertion is flexibly bookable, either **3x or 6x per year**, each in the 1/4-page ad format. Each ad creative can be individually adapted for every insertion to maximize the impact of your campaign.

Your benefits

- Cost-effective
- High recognition value
- Flexible creative
- Focused attention

Format 1/4 type area 4c	Price
3x	€800 per ad
6x	€700 per ad

50 % discount
for job listings



PRINT ADVERTORIAL

Maximum reach and minimal effort:

Present your products or services in a print advertorial in Rettungs-Magazin, the leading trade journal for the rescue service in the German-speaking region. With over 36,000 readers per issue, this is the ideal platform to place your messages in a targeted way.

Digital extension (for a surcharge):

In addition to the print edition, your advertorial is also published in our monthly newsletter and on our website. This lets you reach a large and engaged target audience.

Your benefits:

- Over 36,000 readers in print
- Cross-media distribution across print, newsletter, and website
- Maximum visibility with minimal effort

Print-Advertorial:

Format	4-color (€)
1/1 (U2/U4)	5,225
1/1	4,750
1/2	2,410
1/3	1,700
1/4	1,245
Digital extension	790

50 % discount
for job listings

Bevölkerungsschutz

derer Kommunen, die ihre Krisenresilienz durch eine gut organisierte, niedrigschwellig ausgerichtete Ehrenamtsstruktur erhöhen wollen.

Reformen entscheiden über die Zukunftsfähigkeit

Der Bevölkerungsschutz in Deutschland steht an einem Scheideweg. Die Forderungen der Hilfsorganisationen decken alle zentralen Schwachstellen ab: von der Koordination über

die Finanzierung bis hin zur Stärkung der Resilienz der Bevölkerung.

Die Erfahrungen aus Hochwasser, Pandemie und anderen Großschadenslagen zeigen: Wenn Strukturen, Personal und Finanzierung stimmen, funktioniert der Bevölkerungsschutz – schnell, verlässlich und mit beeindruckendem Engagement. Wenn nicht, könnte jede Krise zu einer Bewährungsprobe für Staat und Gesellschaft werden.

Modelle wie „Team ZEUS“ in Berlin-Lichtenberg zeigen, wie bürgerschaftliches Engagement gezielt gefördert und in bestehende Strukturen integriert werden kann – eine Ergänzung, die in einer Zeit zunehmender Krisen möglicherweise an Bedeutung gewinnt.

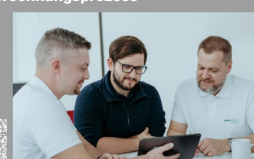
UNSER AUTOR: Lars Schmitt-Eggen (1969), Rettungsassistent, Leiter Journalist und Chefredakteur des Rettungs-Magazins (Twitter)

Arbeitskreis

Lückenlose Schnittstellen im Abrechnungsprozess

Die Abrechnung im Rettungsdienst ist komplex. Vom Einsatz bis zum Abschluss der Fakturierung müssen zahlreiche Daten erfasst, geprüft und übermittelt werden – ein Prozess, der sich durch Systeme ohne durchgängige Schnittstellen als fehleranfällig erweist. Hier setzt CareMan Einsatzabrechnung an und verbindet alle relevanten Systeme. Von der Annahme ihrer mobil erfassten Einsatzdaten und der Datenübergabe in weitere abrechnungswertende Software, wie z. B. Finanzbuchhaltungssysteme. So ist es kein Wunder, dass zwei Drittel der deutschen Rettungswachen ihre Einsätze mit CareMan effizient und sicher zu Geld machen.

Klingt interessant? Mehr erfahren:



Schlaganfallähnliche Symptome: ARIA im Notfall erkennen

Bei Patienten mit früher Alzheimer-Krankheit, die sich in einer aktuellen oder kürzlich beendeten Therapie mit Anti-Amyloid-Antikörpern befinden, können schlaganfallähnliche Symptome auftreten. Diese könnten auf Amyloid-assoziierte Bildgebungsnormale (ARIA) zurückgehen. Eine Diagnose als ischämischer Schlaganfall bzw. eine Behandlung, z. B. mit Thrombolytika oder Antikoagulation, ohne Berücksichtigung besonderer Risikofaktoren kann schwerwiegende Folgen haben. In der Akutversorgung dieser Patienten ist eine spezifische differenzialdiagnostische Herangehensweise daher unerlässlich.

Hier mehr erfahren:



RETTUNGSMAGAZIN NOVEMBER/DEZEMBER 2023

23

SPECIAL PRINT

With our print or digital special prints, you can use our articles for your PR purposes, whether for marketing campaigns, at trade shows, or in field sales.

Content:

The special print consists of the Rettungs-Magazin cover including a banner with your company name, plus pages of the feature article about your product or service.

Own advertising and changes:

You also have the option to place your own advertising or make editorial changes. These are billed separately according to time spent (€60 per hour or part thereof).

Shipping:

Delivery is free of charge within a maximum of 10 days after print approval.



Print & Digital

(page format 210 x 280 mm, glossy art paper)

	1,000 pcs	2,000 pcs	3,000 pcs	5,000 pcs	Finishing
4 pages	1,960 €	2,195 €	2,430 €	2,820 €	center fold
6 pages	2,100 €	2,410 €	2,750 €	3,320 €	zig-zag fold
8 pages	2,595 €	3,040 €	3,480 €	4,430 €	saddle stitching
12 pages	3,390 €	4,850 €	5,290 €	6,330 €	saddle stitching
and more					



4 pages - center fold



6 pages - zig-zag fold



from 8 pages - saddle stitching

Digital as PDF

(digital use only permitted)

Per inside page: €150

Extended reach through inclusion in the Feuerwehr Shop

Flat rate: €195

Article in Rettungs-Magazin style

Flat rate: on request

BANNER

Book banner advertising on rettungsmagazin.de and secure an effective presence in our engaged community. Banner advertising is especially well suited for campaigns or product launches.

Your banner advertising runs in rotation with a maximum of three other banners per month, guaranteeing you high visibility at an attractive fixed price.

Specifications

- Maximum file size: 500 KB
- Accepted formats: PNG or JPG
- Deadline for ad material delivery: at least 5 working days before the first insertion



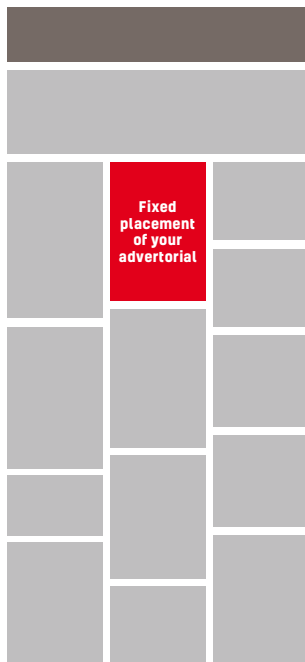
Billboard

Desktop: 980 x 250 pixels

Mobile: 320 x 100 pixels

CPM: €345 per month

SPONSORED POST



Top placement on the homepage
for one month.

€875

50 % discount
for job listings

A sponsored post resembles an editorial article in content and presentation but serves to promote products or services. It is designed to offer readers added value through informative or entertaining content while being clearly labeled as advertising. The goal is to convey the advertising message more credibly and appealingly and to position yourself as an expert in a field.

The sponsored post is additionally pinned in the sidebar on the website and appears in the newsletter.

Specifications

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

NEWSLETTER

Native Text Ad in the newsletter

A native text ad in the look of editorial articles achieves high attention and enjoys great trust among readers.

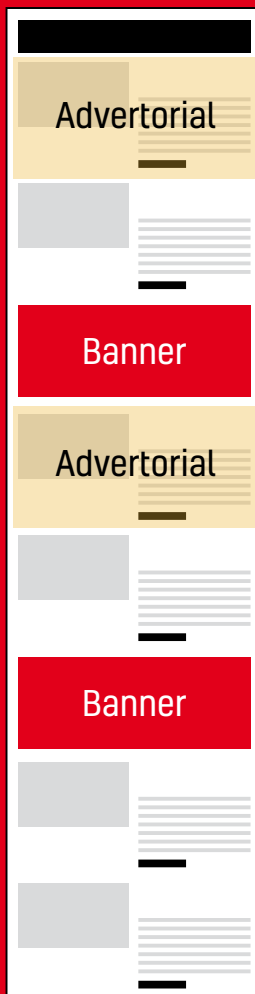
► €560 per mailing

Specifications

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

50 % discount
for job listings

2.500+
subscribers
every
month



Banner in the newsletter

Make yourself noticed in large format with modern banners in both the desktop and mobile versions.

► €500 per mailing

Specifications

- **Ad material:** banner
- **Desktop:** 580 x 250 pixels, maximum 250 KB
- **Mobile:** 320 x 100 pixels, maximum 250 KB
- **Media:** JPG
- **Link:** to the landing page

STAND ALONE MAILING

Design the content of your mailing to our subscribers entirely according to your wishes. You supply the design and the content; we handle the professional execution and distribution to our subscriber list. This exclusive format lets you convey your message without distraction from other advertising content.

Your benefits:

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

Distribution possible on working days by arrangement.

€2,750

**50 % discount
for job listings**

**2.500+
subscribers**



SPECIAL NEWSLETTER

For selected events such as RETTmobil, 112RESCUE, and Florian, we offer special newsletters with information about the event. Within these, you can promote your stand or activities related to the event and benefit from our reach.

The newsletter goes to both the Rettungs-Magazin and the Feuerwehr-Magazin distribution lists, reaching around 19,000 subscribers.

► **Native Text Ad:** €990

► **Banner:** €795

COMBINATION MODULES

Print Ads

1/1 cover: €5,225

1/1: €4,750

1/2: €2,410

1/3: €1,700

1/4: €1,245

Print Industry Window

3x: €800

6x: €700

Print Advertorial

1/1: €4,750

1/2: €2,410

1/3: €1,700

1/4: €1,245

Digital extension: €790

Website

Sponsored Post: €875

Billboard: €345 per month

Newsletter

Native Text Ad: €560

Banner: €500

Stand Alone Mailing

€2,750

Discount tiers

2 modules: 5%

3 modules: 10%

4+ modules: 15%

Discover the variety of our advertising formats and combine them to suit your needs.

Choose the right formats to reach your target audience across several channels at the same time. This increases not only your brand's visibility

but also engagement rates and, ultimately, the success of your campaign.

The more advertising formats you combine, the bigger the discount.

AD MATERIAL DELIVERY

How to submit your print data

- Assign a file name
- dvertiser_RM_Issue (example: Microsoft_RM_1/27)
- Please send the file by email to **clientsuccess@ebnermedia.de**

How to submit your online ad material

- Deliver the ad material five working days before the publication date.
- Please send the file by email to **clientsuccess@ebnermedia.de**

If print materials are not delivered on time, technical fees apply.

Contact:

For questions about ad scheduling and print processing, or problems with data transmission, please contact **clientsuccess@ebnermedia.de**.

PAYMENT TERMS

Reportings

Reportings are available only for a surcharge (10% of the net booking value) and by prior agreement, and must be mentioned in the offer. There is no automatic obligation to produce reportings on the basis of customer GTCs.

Agency discount (AE)

Agencies receive an agency discount of 15%. The agency discount (AE) is granted only when billing is done through the agency.

Cash discount (Skonto)

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

Cancellation

- Free cancellation is possible until ad closing (print) or 28 days before publication (online).
- We charge 25 percent of the ad price if cancellation occurs between ad closing and the print material deadline.
- 50 percent of the ad price is due if cancellation occurs after the print material deadline.

Prices

All prices in this media kit are net.



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



CONTACT

We look forward to your inquiry!



Mark-Oliver Felchner

Publishing Representative Media Sales

Verlagsbüro Felchner (Felchner Publishing Office)

Phone +49 83 41 9 66 17 81

Email sales@rettungsmagazin.de

PS: DO YOU KNOW OUR PARTNER MAGAZINES?



Feuerwehr-Magazin

Since December 1983, Feuerwehr-Magazin has been published monthly. It is the trade journal with the highest circulation for fire services and fire protection in German-speaking Europe.

The issues offer exciting incident reports, fire-service features, new vehicles, youth fire brigade topics, equipment and tactics tips, product presentations, and series.

Whether website or newsletter, the Feuerwehr-Magazin editorial team keeps the fire-service world up to date every day.



vfdb-Zeitschrift

This leading trade publication reaches the most important decision-makers in fire protection and is an ideal platform for establishing a year-round, cost-effective presence in the sector. With four issues per year, it delivers concise technical and scientific information and enjoys the highest reputation in the industry.

The modern advertising package with 4x half-page ads for only €490 per ad gives you year-round visibility among industry decision-makers.