

2010^{media kit}

arbeitssicherheit.journal arbeitssicherheit.de



Always on the safe side

Overview and target groups

Nowadays, companies are placing increasing value on the issue of occupational safety: not only to meet regulatory and social requirements, but also because it simply makes good business sense. As occupational safety measures become more comprehensive, there is an increasing need for intelligent media offering well-researched, up-to-the-minute information. The Wolters Kluwer publishing group have established a high-performance, solution-focussed, integrated cross-media platform that bundles information on practices, products and services dealing with the interrelated areas of occupational safety, health and environmental protection: the professional journal [arbeitssicherheit.journal](#) and the website [arbeitssicherheit.de](#).

By offering high-value content and intelligently linking it in print and online media, an information source has been created that becomes a reference point for the industry. The excellently researched articles by well-known experts have the quality, depth and relevance to shape opinions, while meeting the needs of the target group and giving the industry new tools for effective customer dialogue.

The primary target readers of [arbeitssicherheit.journal](#) and [arbeitssicherheit.de](#) are corporate occupational safety professionals who are responsible for budgeting for equipment, software, education, etc. Simultaneously, we address (small) business owners who are the chief decision-makers in their companies, as well as security, fire safety, environment and disposal specialists.

Take advantage of this opportunity. Use our premium title to reach a large number of occupational safety managers, in all types and sizes of companies. Online and in print, efficiently.

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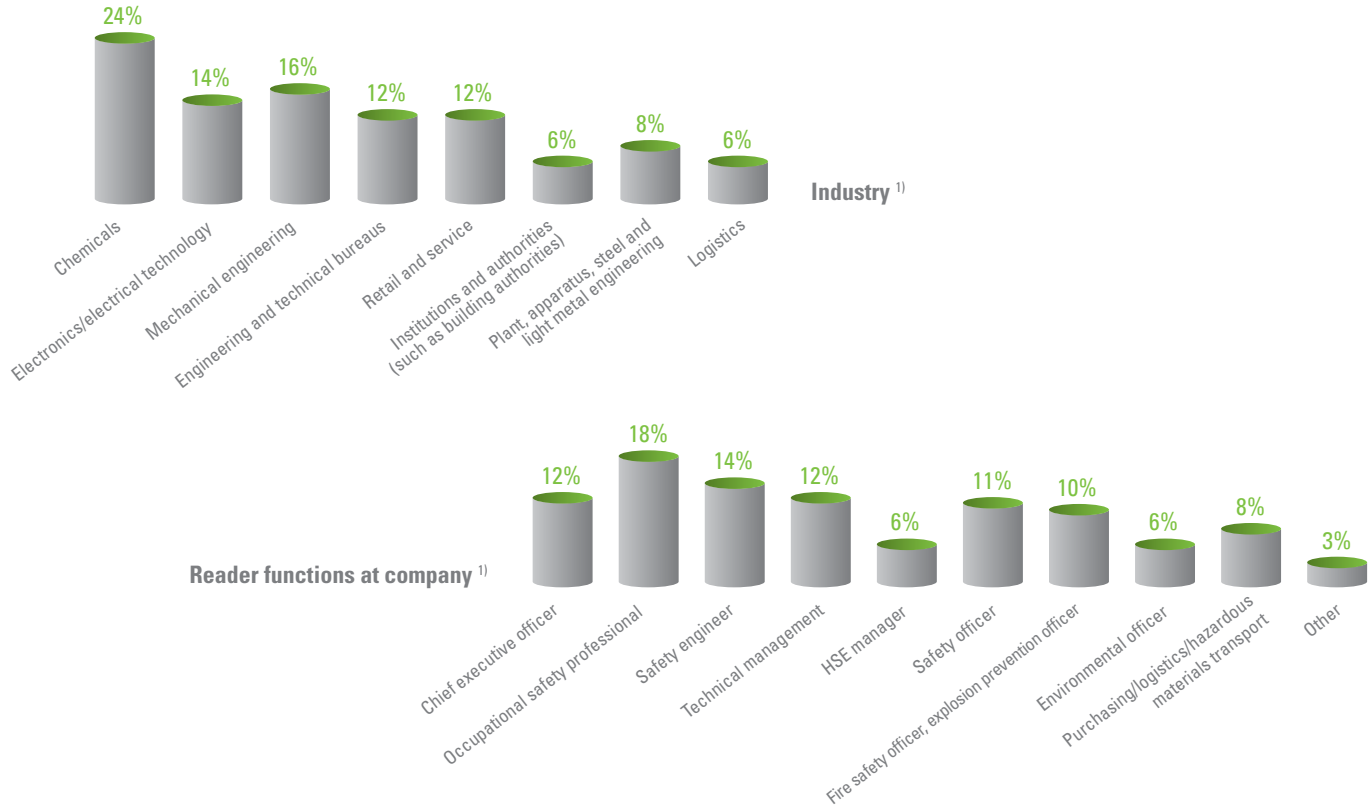
www.wolterskluwer.de

[arbeitssicherheit.journal](#) is a collection of premium content by well-known authors and experts on occupational safety, environmental and health protection. The primary editorial focus is on business concerns, but the journal also provides a comprehensive view of the working life of specialists in the field, including career matters. Topics are clearly organised under specific headings so readers can quickly find the items of greatest interest to them. The thematic link to the [arbeitssicherheit.de](#) website means that they also have the possibility to research topics more deeply by entering special web codes.

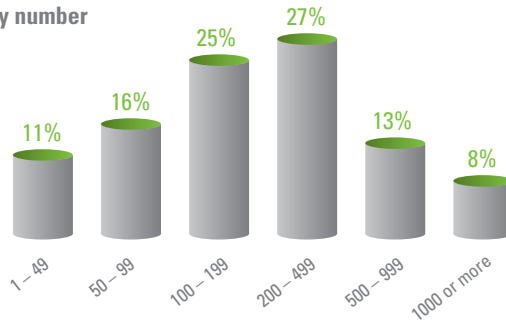
The quality, bandwidth and depth of the journal's content help companies ensure comprehensive and efficient occupational safety. This brings great financial benefit, by reducing avoidable disruptions and the attendant costs. Other benefits include better employee morale, and improvements in corporate image and product quality. [arbeitssicherheit.journal](#) offers advertisers a high-quality, highly current, and precisely targeted editorial context. Together with the [arbeitssicherheit.de](#) website, it allows you to position your message intelligently, in mixed media and at a premium level.



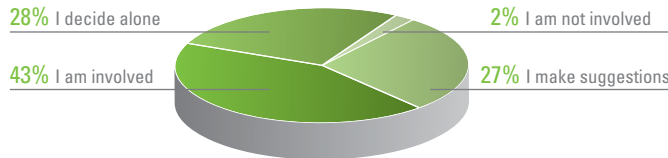
Readership analysis: August 2009



Company size by number of employees ¹⁾



Reader involvement in purchasing decisions ¹⁾



Summary

The core readership of [arbeitsicherheit](#).journal consists primarily of executives, occupational safety specialists, safety engineers and other decision-makers working in medium-sized and large companies – first and foremost in the chemical, electrical technology and mechanical engineering industries.

Every copy of [arbeitsicherheit](#).journal is read by at least three people in the company. A significant majority, 71% of readers, are directly involved in or solely responsible for buying decisions. By advertising in [arbeitsicherheit](#).journal, you not only gain enormous reach within companies, you also reach the most important decision-makers.

¹⁾ Source: reader survey, Issue 1 2009, WKD

Editorial calendar

2010 editorial calendar*:

Issue	Dates	Topics
01/2010	Publication: 27 Jan. 2010 Materials: 5 Jan. 2010 Final submission: 22 Dec. 2009	Company environmental protection Employee safety abroad Lighting
02/2010	Publication: 24 Feb. 2010 Materials: 29 Jan. 2010 Final submission: 22 Jan. 2010	Cargo and transport safety Presenting training material successfully Safety footwear
03/2010	Publication: 31 Mar. 2010 Materials: 9 Mar. 2010 Final submission: 2 Mar. 2010	Machine and plant safety Noise and vibration protection Safety management systems and signs
04/2010	Publication: 26 May 2010 Materials: 30 Apr. 2010 Final submission: 26 Apr. 2010	First aid and rescue in companies Transporting hazardous materials Work equipment for use in explosion hazard zones

05/2010	Publication: 30 Jun. 2010 Materials: 8 Jun. 2010 Final submission: 2 Jun. 2010	Ergonomics/workplace equipment Working safely at great heights Protective gloves and helmets
06/2010	Publication: 25 Aug. 2010 Materials: 3 Aug. 2010 Final submission: 28 Jul. 2010	Handling hazardous materials Structural fire safety/building safety Nanotechnology
07/2010	Publication: 29 Sept. 2010 Materials: 7 Sept. 2010 Final submission: 2 Sept. 2010	External safety training courses 'Arbeitsschutz aktuell' trade fair, 19 – 21 Oct. 2010, Leipzig, Germany Lifting and carrying
08/2010	Publication: 27 Oct. 2010 Materials: 5 Oct. 2010 Final submission: 28 Sept. 2010	Skin, hand, eye and back protection and injury prevention Security and safety Internal air hygiene/measuring instruments

*Subject to change

Formats and rates

Formats and advertising rates

Page dimensions 297 x 420 mm, print area 271 x 396 mm. All dimensions given in width x height (unit = mm).

Prices valid from 1 Jan. 2010

Size	Format	Colour	Price	Placement	Dimensions
Full page		b/w 2c – 4c	EUR 2050 EUR 2600	Left or right page	271 x 396 mm
112 page		b/w 2c – 4c	EUR 1050 EUR 1350	Left or right page, vertical or horizontal	133 x 381 mm (vertical), 271 x 187 mm (horizontal)
113 page		b/w 2c – 4c	EUR 750 EUR 950	Left or right page, vertical or horizontal	87 x 381 mm (vertical), 271 x 122 mm (horizontal)
114 page		b/w 2c – 4c	EUR 550 EUR 700	Left or right page, vertical or horizontal	133 x 187 mm (vertical), 179 x 133 mm (horizontal)

Insertions in other Wolters Kluwer media can count towards quantity discounts. All prices excluding VAT.

Special formats and inserts

Special formats

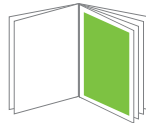
Special placements and attention-getting formats get you noticed and provide the advertising effectiveness you deserve. Your advertising attracts the eye and gets results. **Prices valid from 1 Jan. 2010**



Inside cover (Cover 2)
15% extra.



Back cover (Cover 4)
20% extra.



First inside full page
10% extra.

Inserts

Maximum dimensions 200 mm wide x 290 mm high, up to 25 g.
Complete circulation EUR 200/thousand including postage.
Partial run starting at 5000 copies, EUR 230/thousand.
Each additional 5 g: EUR 10/thousand.
Submission date for inserts: 10 working days before publication date.

Shipping address for inserts:

pr Direktmarketing GmbH, Ms Kiewel / Mr Funke,
Ludwig-Erhard-Str. 14, 61440 Oberursel, Germany
(the delivery note should say "für arbeitssicherheit.journal,
Heft-Nr.")

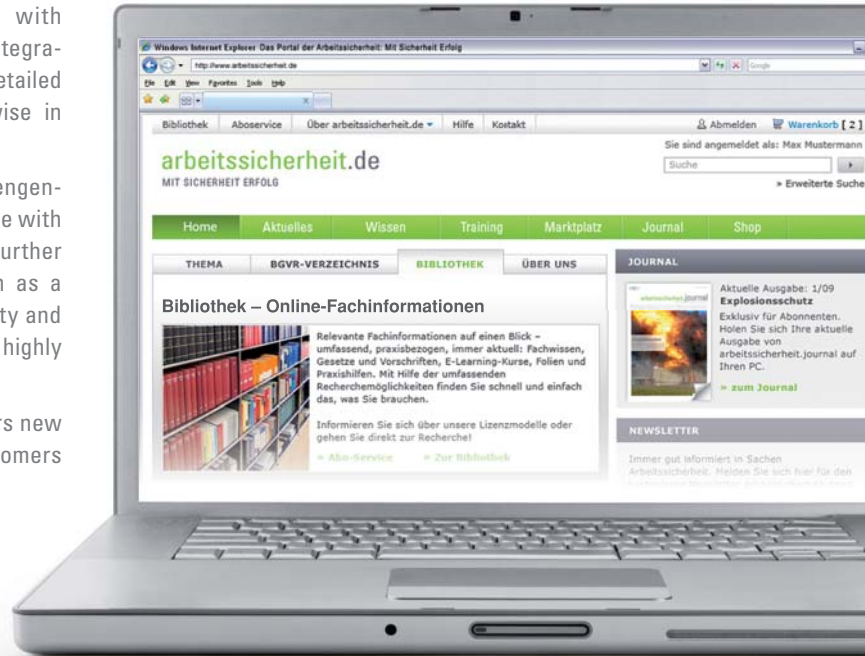
Other special formats on request:

Tel. +49 931 / 35 95 15-66, Jörg Walther

The arbeitssicherheit.de website meshes closely with arbeitssicherheit.journal. Together, the two media form an integrated cross-media concept – the website offers users more detailed additional information on the articles in the journal, likewise in premium journalistic and specialist quality.

arbeitssicherheit.de also offers unique added value and so engenders long-term customer loyalty. In addition to its direct linkage with the journal, up-to-date specialist knowledge, training and further education tools, the website also offers free content such as a glossary, a jobs page and an events calendar. Its high usability and extensive research resources allow users to access relevant, highly specific knowledge quickly and easily.

The intelligent linkage of journal and website gives advertisers new opportunities for integrated campaigns that address customers across media even more efficiently.



Online advertising

arbeitssicherheit.de provides a range of online advertising options to back up your print advertising and make it even more effective.

You benefit from:

- Increased customer awareness
- Extended reach
- Greater number of responses
- Target-group-specific communication in all channels

Advert shape	Pixels	Size	Website rotation
Fullsize	468 x 60	20 kB to 25 kB	EUR 400*
Bigsize	728 x 90	20 kB to 30 kB	EUR 500*
ContentAD	300 x 250	20 kB to 25 kB	EUR 600*
Skyscraper	120 x 600	20 kB to 30 kB	EUR 500*
Hockey Stick	1012 x 90 120 x 60	max. 40 kB max. 30 kB	EUR 900*

*Run time 4 weeks

Formats: animated gif, jpg, html, rich media



Fullsize



Bigsize



ContentAD / Skyscraper



Hockey Stick

arbeitsicherheit.de newsletter

Once a month, arbeitsicherheit.de newsletter subscribers receive up-to-the-minute news and information on occupational safety. In addition to the latest announcements, each newsletter also has content from a topic featured in the journal or another issue relevant to the field.

Use the immediacy and highly targeted distribution of the newsletter to address your customers. It offers two highly prominent placements to get attention for you and your product.

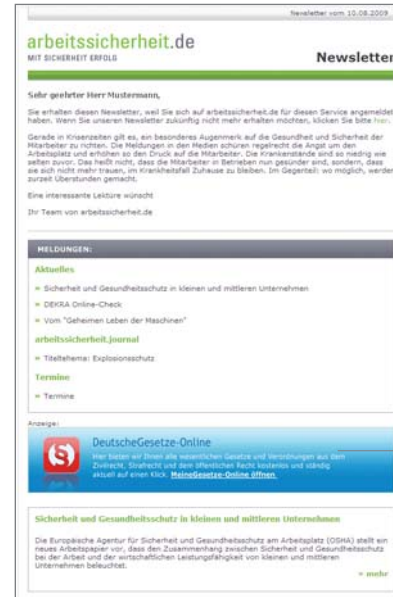
The following options are available:

Banner: 572 x 103 pixels

Text advert with logo: Text 250 characters incl. spaces, banner up to 200 x 100 pixels

Text advert without logo: Headline and text approx. 350 characters incl. spaces

Advert or banner, each: EUR 600



Banner

Always on the safe side

Terms and conditions

The publisher's 'General Terms and Conditions for Advertisements and Third-party Inserts in Magazines' apply to all transactions relating to advertisements and third-party inserts. They can be found at www.wolterskluwer.de/AGB-anzeigen. We will gladly send you a copy of our General Terms and Conditions upon request.