

# Gefahrstoffe Reinhaltung der Luft

Journal for all Aspects of Air Quality Preservation

Media Information 2021



## Brief Description

“Gefahrstoffe – Reinhaltung der Luft” covers the sources, spreading, monitoring and isolation of pollution, the measurement processes and effects of air pollution, the hazards of airborne particles and gasses in the workplace as well as the technical, medical and personal protection measures.

## Target Group

Engineers and specialists at industrial and administrative level who are responsible for protection against pollution and the preservation of external air quality; manufacturers and operators of air purification equipment and installations; accident investigators and specialist safety authorities.

## Advertisers

Manufacturers, suppliers and service providers dealing with metrology, analysis, occupational medicine, used air management, filtration technology, exhaust gas purification, particle removal technology and exposure reduction.

## Publishing Societies

German Social Accident Insurance (DGUV)  
VDI/DIN Commission on Air Pollution Prevention (KRdL) – Standards Committee

## Year of Publication

81st year 2021

## Circulation (IVW audited)

Press run: 1,000 copies  
Distributed circulation: 1,862 copies\*  
Subscribed circulation: 540 copies  
\* in 2020

## Advertising Prices

1/1 page b/w	€	2,195.00
1/1 page 4c	€	3,305.00
1/2 page b/w	€	1,097.00
1/2 page 4c	€	2,207.00
1/4 page b/w	€	549.00
1/4 page 4c	€	1,659.00
Surcharge for bleed adverts:	€	100.00

## Page Size

Trim size: width 210 mm, height 297 mm  
Trim allowance: 3 mm all trimmed sizes  
Type area: width 176 mm, height 270 mm

## Publication Frequency

6 issues in 2021

## Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	12 January	3 February
3/4	19 March	1 April
5/6	7 May	2 June
7/8	2 July	3 August
9/10	20 September	5 October
11/12	11 November	2 December

Closing Date (materials):

2 working days after closing date of reservation.

## Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

## Discounts for Publication within 1 Year

by frequency		by volume	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

## Terms of Payment

14 days from the date of the invoice.  
For payment in advance or by credit transfer: 2% discount.  
Place of payment and performance: Düsseldorf, Germany.  
Bank Account: Commerzbank AG, Düsseldorf,  
Bank Code 300 800 00, Account No. 0212172400.  
SWIFT/BIC-Code: DRES DE FF300  
IBAN: DE69 3008 0000 0212 172400

## Contact

CrossMediaConsulting	Joanna Klingbiel
Wolfgang Ernd GmbH	jklingbiel@cmc-web.de
Luruper Chaussee 125	Phone: +49 (0) 40/881 449-370
22761 Hamburg	Fax: +49 (0) 40/881 449-11

# VDI fachmedien

## Digital & Crossmedial on [www.gefahrstoffe.de](http://www.gefahrstoffe.de)

### Display

---

- Wallpaper	4,000 €	per month
- Halfpage Ad	3,500 €	per month
- Sitebar Ad	3,500 €	per month
- Billboard	3,500 €	per month
- Super Banner	2,500 €	per month
- Medium Rectangle	1,500 €	per month

### Content Solution/Lead/Reach

---

- Digital Advertorial	2,500 €	per month
- Corporate Profile	1,500 €	per month
- Product Profile	1,500 €	per month
- Category Page	7,500 €	per year
- Exklusiv-Supplement	4,500 €	per month
- Premium Event	750 €	per month

### Contact

CrossMediaConsulting  
Wolfgang Ernd GmbH  
Luruper Chaussee 125  
22761 Hamburg

Joanna Klingbiel  
jklingbiel@cmc-web.de  
Phone: +49 (0) 40/881 449-370  
Fax: +49 (0) 40/881 449-11