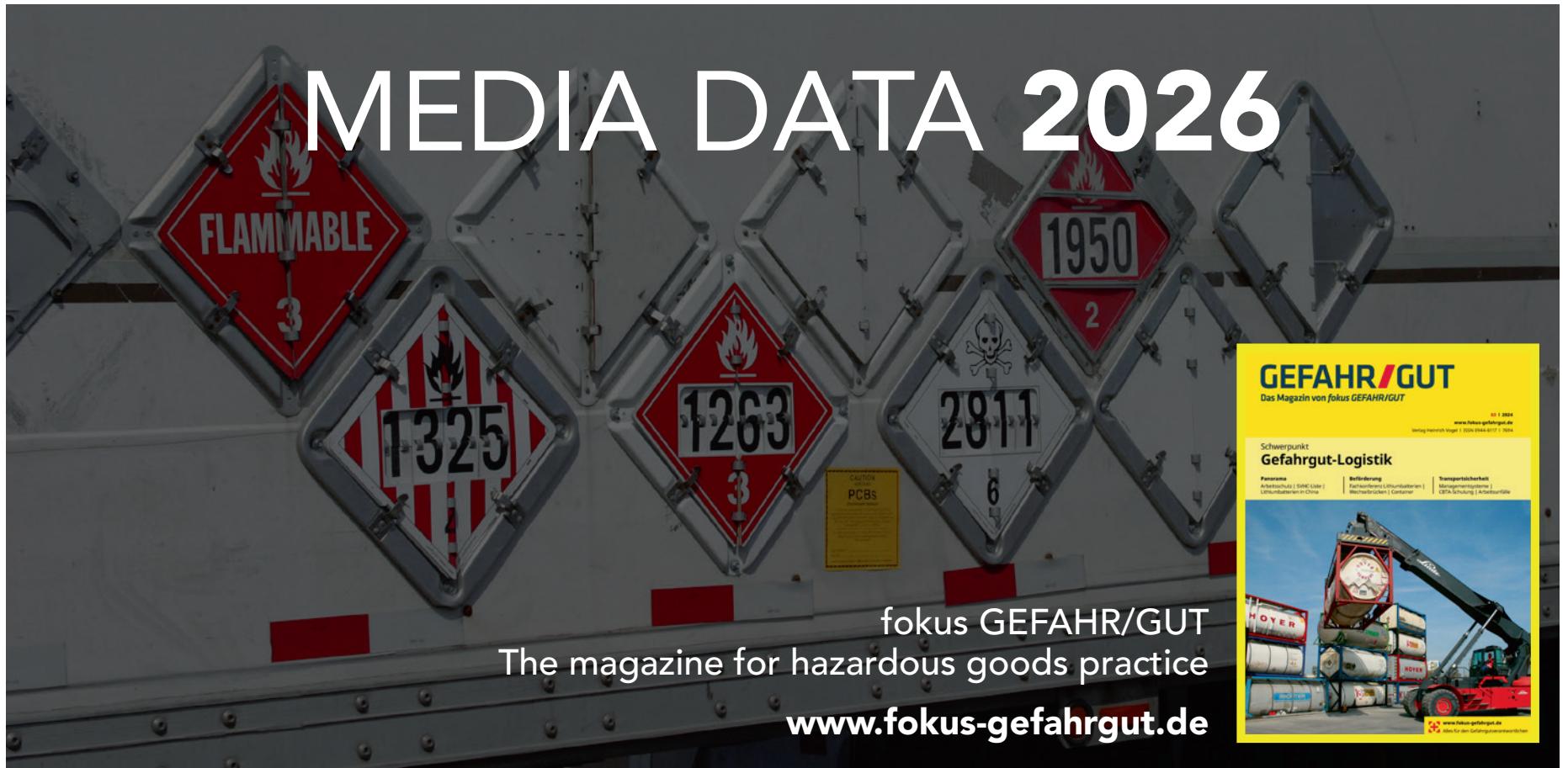


# MEDIA DATA 2026

fokus GEFÄHR/GUT  
The magazine for hazardous goods practice  
[www.fokus-gefahrgut.de](http://www.fokus-gefahrgut.de)



**WHAT DOES *fokus GEFAHR/GUT* OFFER?**

*fokus GEFAHR/GUT* combines classic specialist media such as the magazine **GEFAHR/GUT**, numerous additional editions and a website with useful tools and work aids at [www.fokus-gefahrgut.de](http://www.fokus-gefahrgut.de).

Hazardous goods advisors, those responsible for hazardous goods and those responsible for occupational safety find comprehensive information and tools for their daily tasks. The practice-oriented reporting covers all areas of hazardous goods and substances – from manufacturing to disposal. The printed contents are extended digitally by extensive information and research, for example through hazardous goods regulations in full text (ADR/RID, ADN and IMDG-code), basic knowledge and substance database.

**THE BRAND *fokus GEFAHR/GUT* COMPRISSES**

- Magazine
- Online portal
- Newsletter
- Events (e.g. specialist conference & lithium batteries seminars)
- Webinars
- Books



# SHORT FACTS

MEDIA DATA 2026



**monthly**

10 ISSUES

**34<sup>th</sup> year**

2026

**www.fokus-gefahrgut.de**

WEB ADDRESS (URL)

**85.5 %** of B2B decision-makers regularly or occasionally use one or more trade journals.

**48.2 %** refer to them regularly.

Source: German Trade Press Special Evaluation with LAE 2024



**PUBLISHING HOUSE:**

TECVIA Media GmbH | Verlag Heinrich Vogel  
Aschauer Straße 30,  
81549 Munich, Germany  
Phone +49 89 203043-0  
[sales.munich@tecvia.com](mailto:sales.munich@tecvia.com)  
[www.tecvia-media.com](http://www.tecvia-media.com)



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**WHO ARE THE READERS OF fokus GEFAHR/GUT?**

fokus GEFAHR/GUT is aimed at hazardous goods advisors, those responsible for hazardous goods and those responsible for occupational safety in all industries.

Trade journals are used by both younger and older B2B decision-makers in printed form as well as e-papers.

Among the group under the age of 40, **36.8 %** use trade magazines, whereas above 40 the percentage is **47.6 %**.

Source: German Trade Press Special Evaluation with LAE 2024

**SUBSCRIPTION**

**ISSN** 0944-6117

**Annual subscription price** (specialist information package with hazardous goods database and online premium service)

Inland: € 734.50 incl. packing/posting plus statutory VAT.

European countries: € 746.50 incl. packing/posting plus statutory VAT.

**Phone** Subscription service: +49 89 203043-1100

**E-mail** [vertriebsservice@tecvia.com](mailto:vertriebsservice@tecvia.com)

General conditions:

Please note the General Terms and Conditions you can find at [www.tecvia-media.com](http://www.tecvia-media.com).

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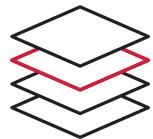
Commerzbank Munich, Germany  
IBAN DE 05 7004 0041 0212 1135 00, BIC COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,  
within 30 days from date of invoice net  
VAT no. DE 453405511

## CIRCULATION &amp; ACCESSES

MEDIA DATA 2026

**3,000**

PRINT RUN GEFAHR/GUT\*

PRINT

**2,369**

ACTUAL DISTRIBUTED CIRCULATION (ADC):\*

**1,431**

PAID CIRCULATION\*



DIGITAL

**5,630**

SESSIONS\*\*

(average of six months, January to June 2025)

**15,400**

PAGE IMPRESSIONS\*\*

(average of six months, January to June 2025)

**3,364**

NEWSLETTER SUBSCRIBERS\*\*

(average of six months, January to June 2025)

Trust through strong brand alliances:

**45%** of B2B companies rely on alliances with trusted brands to strengthen their own credibility.

**64%** of B2B companies see building trust as the biggest advantage of content marketing.

Source: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMX

**TOPICS****ISSUE 1-2**

AD 21.11.25

CD 15.12.25

**PD 26.01.26****Lithium Batteries Special 2026**

Packaging and transportation solutions

Lithium batteries and fire protection, logistics, disposal, storage

Sodium-ion batteries

Energy storage and alternative drives

**SUPPLEMENTS****ISSUE 4**

AD 25.02.26

CD 06.03.26

**PD 02.04.26****Disposal**

Preliminary report IFAT

Reconditioning and recycling processes

Salvage packaging

Deposit and return systems

Waste disposal vehicles

**Container Storage Map**

(Overview of providers with locations)

**ISSUE 3****AI & hazardous goods logistics**

AD 27.01.26

CD 05.02.26

**PD 05.03.26**

Follow-up report on the lithium batteries conference

Preliminary report LogiMAT

Software &amp; digitization, tracking systems

Load securing

Air cargo

Rail logistics

**FAIRS****Logistics & Automation**, Bern, 28.-29.01.2026**Lithiumbatterien: 19. Fachkonferenz+Seminare**(Lithium Batteries: 19. Trade Conference + Seminars),  
Göttingen, 26.-29.01.2026**Internationale Gefahrgut-Tage** (Int. Hazardous  
Goods Days), Hamburg, 23.-24.02.2026**Logistics & Automation**, Dortmund, 25.-26.02.2026**StocExpo**, Rotterdam, 10.-11.03.2026**22. LogiMAT**, Stuttgart, 24.-26.03.2026**LogiChem**, Rotterdam, 24.-25.03.2026**Digital Innovation Day:****Smart packaging solutions for IBCs, drums,  
and hazardous goods**, online, 04.03.2026**For further information, see page 17.****SITL Europe - Int. Transport & Logistics Week**,  
Paris, 31.03.-02.04.2026**Hanover Fair + Logistics 4.0**,

Hanover, 20.-24.04.2026

**Digital Innovation Day:****Everything you need to know about lithium  
batteries**, online, 22.04.2026**For further information, see page 17.**

TOPICS		SUPPLEMENTS	FAIRS
<b>ISSUE 5</b> AD 18.03.26 CD 30.03.26 <b>PD 28.04.26</b>	<b>Packaging</b> Preliminary report Interpack Selection of plastic and metal packaging Handling, systems and procedures Labels and labelling Sustainability	Booklet: Packaging Special 2026	<b>Chemspec Europe</b> , Cologne, 06.-07.05.2026 <b>ECTA Annual Conference</b> , Graz, 07.-09.05.2026 <b>IFAT</b> , Munich, 07.-13.05.2026 <b>Interpack</b> , Düsseldorf, 07.-13.05.2026 <b>36. Münchner Gefahrgut-Tage</b> (Munich Hazardous Goods Days), 11.-13.05.2026
<b>ISSUE 6</b> AD 27.04.26 CD 07.05.26 <b>PD 05.06.26</b>	<b>Fire protection</b> Preliminary report Interschutz Fire protection concepts Maritime shipping Disposal of lithium batteries, storage Container transports, container trucks, container chassis	<b>Reconditioning Map</b> (Overview of providers with locations)	<b>Interschutz</b> , Hanover, 01.-06.06.2026 <b>Battery Recycling</b> , Frankfurt, 11.-12.06.2026 <b>FeuerTrutz 2026</b> , Nuremberg, 24.-25.06.2026 <b>Intersolar</b> , Munich, 23.-25.06.2026
<b>ISSUE 7-8</b> AD 11.06.26 CD 22.06.26 <b>PD 16.07.26</b>	<b>Who's Who GEFAHR/GUT 2026/2027:</b> The international business directory for the hazardous goods sector: bilingual German/English edition. Profiles appear in the magazine, in the digital industry guide, and as an in-app solution. <i>For further information, see page 14.</i>		
<b>ISSUE 9</b> AD 30.07.26 CD 10.08.26 <b>PD 03.09.26</b>	<b>Regulations 2027</b> Preliminary report IAA Transportation Automation and digitization Documentation on hazardous goods and plant safety Temperature-controlled transport, semi-trailers, tankers, and silo trucks		<b>Schweizer Gefahrguttag</b> (Swiss Dangerous Goods Day), Luzern, September 2026 <b>Fachtagung Gefahrgut und Gefahrstoff</b> (Symposium on dangerous goods and hazardous substances), Switzerland, Wallisellen, 08.09.2026 <b>70. IAA Transportation</b> , Hanover, 15.-20.09.2026 <b>InnoTrans</b> , Berlin, 22.-25.09.2026 <b>Security Essen</b> , Essen, 22.-25.09.2026

**TOPICS****ISSUE 10**

<b>AD</b>	13.08.26	<b>Tank transport and sustainability</b>
CD	04.09.26	Tank cleaning and tank transport, tank trucks
<b>PD</b>	<b>01.10.26</b>	Best Practice Container and IBC

**SUPPLEMENTS**

<b>Tank Cleaning Map 2027</b>
(Overview of providers with locations)

**FAIRS**

<b>EXPO REAL</b> , Munich, 05.-07.10.2026
<b>BVL Supply Chain CX</b> , Berlin, October 2026
<b>Arbeitsschutz aktuell</b> , Stuttgart, 20.-22.10.2026

**ISSUE 11**

<b>Storage</b>
Handling, storage, and cold storage
Real estate for hazardous goods and substances storage
Safety cabinets
Catch basins
Fire protection

<b>Storage Service Provider Map 2026/2027</b>
(Overview of providers with locations)

<b>Münchner Gefahrstoff- und Sicherheits-Tage</b>
(Munich Hazardous Substances and Safety Days), Munich, November 2026

**Digital Innovation Day:**  
**Everything you need to know about lithium batteries**, online, 24.11.2026

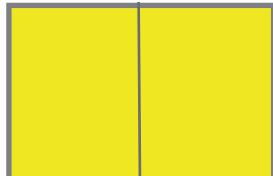
For further information, see page 17.

**ISSUE 12**

<b>Training courses</b>
Training and seminars
Training software
IBCs, drums, cardboard packaging, canisters
Return programs for packaging, reconditioning
Occupational safety

**MAGAZINE  
FORMAT**

210 x 279 mm

**MAIN MAGAZINE**

Type area (w x h)

Bleed size (w x h)

**2/1 PAGE ACROSS GUTTER**

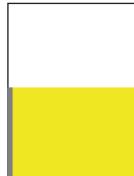
385 x 236 mm

420 x 279 mm\*

**1/1 PAGE**

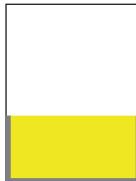
175 x 236 mm

210 x 279 mm\*

**1/2 PAGE LANDSCAPE**

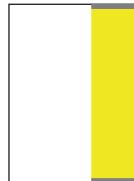
175 x 117 mm

210 x 137 mm\*

**1/3 PAGE LANDSCAPE**

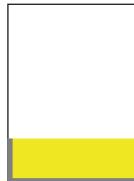
175 x 76 mm

210 x 91 mm\*

**1/3 PAGE PORTAIT**

55 x 236 mm

71 x 279 mm\*

**1/4 PAGE LANDSCAPE**

175 x 56 mm

210 x 71 mm\*

**MAIN MAGAZINE**

Type area (w x h)

Bleed size (w x h)

\* + 3 mm bleed



# AD PRICES

MEDIA DATA 2026

10

FORMAT	4-COLORS IN €
4. cover page	5,520.00
2/1 page	9,110.00
1/1 page	4,555.00
1/2 page	2,585.00
1/3 page	1,775.00
1/4 page	1,370.00

Placement surcharge:

Binding placement instructions: **795.00**

## DISCOUNTS

For insertions within one insertion year (begins with the publication of the first ad).

## FREQUENCY SCALE

3 times	3 %
6 times	5 %
9 times	10 %
12 times	15 %

## QUANTITY SCALE

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

All surcharges do qualify for discounts.

## TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF file.

## Fachverlag im Verkehrswesen

Verlag Heinrich Vogel  
Aschauer Str. 30  
81549 München  
Tel: 0 89/20 30 43-0  
Fax: 0 89/20 30 43-21 00



**USP:** Unser Anspruch ist immer die höchste Marktnähe. Dabei bieten wir als Werbepartner vielseitige Werbemöglichkeiten. Unsere Partner erreichen erfolgreich und ohne Streuverluste ihre Zielgruppe mit unserem umfangreichen Medien-Programm.

## Business card

Entry in trade directory per issue incl. company name, logo and five lines of free text for description of USP (unique selling proposition).

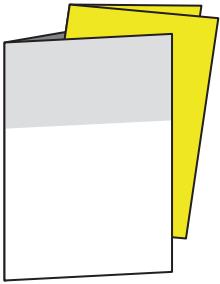
**Price: € 130.00**

Entry in online trade directory

**Price: per month € 50.00**

It can be booked for 6 or more months.

10 percent discount when booking 12 months

**LOOSE INSERT****SPECIAL FEATURE**

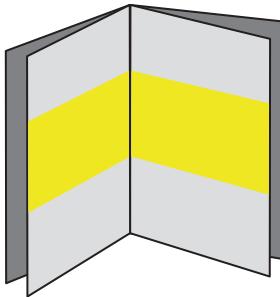
- Number of inserts available on request
- Ads of a third party not allowed
- On request: As an additional service, printing of loose inserts possible.

**FORMAT**

- Max. 203 mm width x 275 mm height

**PRICE** (non-discountable)

- Up to 25 g total weight per thou. **€ 395.00**
- Every additional 5 g per thou. **€ 40.00**

**BANDEROLE AD****SPECIAL FEATURE**

- Central placement, thus maximum attention

**FORMAT**

- 1 page: 210 mm width x 98 mm height
- 2 pages: 420 mm width x 98 mm height

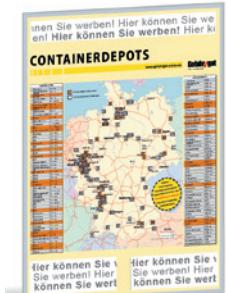
**PRICE**

- 1 page: **€ 2,670.00**
- 2 pages: **€ 5,050.00**

**MORE FORMATS ON REQUEST.**

We'll be happy to advise you!

## CONTAINER DEPOT MAP



**SUPPLEMENT TO GEFÄHR/GUT ISSUE 3  
FROM 05.03.2026**

### MAP FORMAT

- 550 mm width x 828 mm height

### AD FORMAT

- Banner top: 250 mm x 75 mm, 4c
- Banner bottom: 250 mm x 136 mm, 4c

### PRICE (non-discountable)

- Banner top: € 1,525.00
- Banner bottom: € 2,920.00

## PACKAGING SPECIAL



**SUPPLEMENT TO GEFÄHR/GUT ISSUE 5  
FROM 04.05.2026**

### BILINGUAL IN GERMAN AND ENGLISH

### MAGAZINE FORMAT

- 168 mm width x 240 mm height

### PRICE

- 1/2 page, 4c: € 1,495.00
- 1/1 page, 4c: € 2,690.00
- Cover page: € 2,940.00

## RECONDITIONING MAP



**SUPPLEMENT TO GEFÄHR/GUT ISSUE 6  
FROM 05.06.2026**

### MAP FORMAT

- 550 mm width x 828 mm height

### AD FORMATS

- Banner top: 530 mm x 65 mm, 4c
- Banner bottom: 185 mm x 125 mm, 4c

### PRICE (non-discountable)

- Banner top: € 2,835.00
- Banner bottom: € 2,920.00

## **STORAGE MAP**



**SUPPLEMENT TO GEFAHR/GUT ISSUE 11  
FROM 05.11.2026**

## **MAP FORMAT**

- 550 mm width x 828 mm height

## AD FORMAT

- Banner top: 250 mm x 75 mm, 4c
- Banner bottom: 250 mm x 136 mm, 4c

### **PRICE** (non-discountable)

- Banner top: € 1,525.00
- Banner bottom: € 2,920.00

## TANK CLEANING MAP



**SUPPLEMENT TO GEFAHR/GUT ISSUE 12  
FROM 03.12.2026**

## MAP FORMAT

- 550 mm width x 828 mm height

## AD FORMAT

- Banner small: 170 mm x 65 mm, 4c
- Banner medium: 250 mm x 75 mm, 4c
- Banner large: 530 mm x 65 mm, 4c

### **PRICE** (non-discountable)

- Banner small: € 2,080.00
- Banner medium: € 3,555.00
- Banner large: € 4,460.00



PRINT



DIGITAL

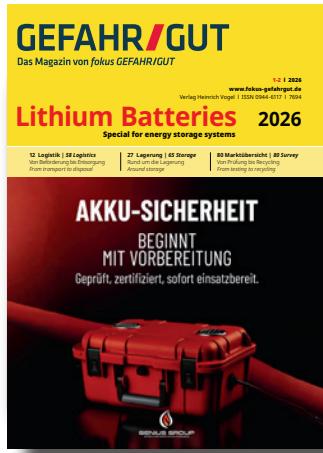
## SINGLE-TOPIC EDITIONS

Twice a year, single-topic editions are published focusing on **lithium batteries** and **tank cleaning**.

They deal with the topics in depth, offer compact market overviews, present current regulations, and highlight important developments, innovations, and trends.

Both editions are published in the same format as the main edition and are bilingual in German and English.

**Everything you need to know for everyday work with hazardous goods – compactly presented in these editions.**



## LITHIUM BATTERIES

Publication date:  
GEFAHR/GUT issue 1-2/2026

Advertisement deadline:  
21.11.2025

Closing date for printing material:  
15.12.2025



## TANK CLEANING

Publication date:  
GEFAHR/GUT issue 10/2026

Advertisement deadline:  
27.08.2026

Closing date for printing material:  
07.09.2026

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2026.

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form

**PRICES AND FORMATS: SEE PAGE 10**

**PRINT AND ONLINE**



PRINT



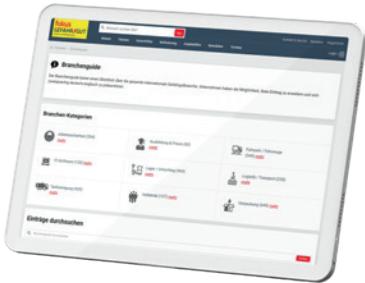
DIGITAL

### YOUR EXTENSIVE COMPANY PORTRAIT

The Who's Who GEFÄHR/GUT is published for the 26<sup>th</sup> time and offers an overview of important companies as well as associations and authorities of the industry. Researched by the editors, it includes the contact details of product suppliers and service providers, organized by topic: fleet and vehicles, haulage and logistics, storage and handling, packaging, education and training as well as occupational safety.

Companies have the opportunity to present themselves to international readers in two languages (German/English) with a portrait.

In addition, the company portraits will be presented online in the [www.gefahrgut-online.de](http://www.gefahrgut-online.de) portal industry guide.



#### PUBLICATION DATE:

GEFAHR/GUT issue 7-8  
from 16. Juli 2026

#### CIRCULATION:

4,000 copies

#### COMPANY PORTRAITS\*

Ad deadline: 02.06.2026

Closing date printing material: 10.06.2026

#### Formats & prices:

1/1 page German/English: € 1,235.00

2/1 page German/English: € 2,470.00

#### ADVERTISEMENTS\*\*

Ad deadline: 11.06.2026

Closing date printing material: 22.06.2026

#### Formats & prices:

Title display (210 mm w x 171 mm h): € 6,010.00

Cover page (210 mm w x 279 mm h): € 5,520.00

1/1 page (210 mm w x 279 mm h): € 4,555.00

\* Photos: 72 mm w x 46 mm h, as jpg-file; resolution 300 dpi, color mode CMYK

\*\* + 3 mm bleed on all outer edges

**SPECIALISED CONFERENCE & SEMINARS: LITHIUM BATTERIES**

This is where the industry meets!

Since 2010, the editorial team at fokus GEFAHR/GUT has been organizing a conference on the transport, handling, storage, and disposal of lithium batteries. Experts from research, industry, and administration teach participants about the current status of regulatory developments, present the options for legally compliant shipping using various modes of transport, discuss testing procedures, tests, and criteria, and demonstrate solutions for the safe storage, collection, and disposal of defective batteries.

**Date of the 19<sup>th</sup> specialist conference:** January 27 to 29, 2026

**Date of seminars:** January 26, 2026, and January 29, 2026

**Location:** Göttingen

More information at: [www.fokus-gefahrgut.de/libatkonferenz2026](http://www.fokus-gefahrgut.de/libatkonferenz2026)

**EXHIBITION BOOTH:**

- 6 sqm of exhibition space in the event hotel
- including one free participant place at the specialist conference days
- Display of the logo on the event page and in the participant booklet
- Full-page advertisement in the participant booklet

**PRICE ON REQUEST**



**DIGITAL INNOVATION DAYS**

Introduce yourself and your product!

Providers of innovative ideas, tools, marketable products, and services present themselves and their products in 30-minute online slots.

Dates:    Smart packaging solutions for IBCs, drums, and hazardous materials  
                  Everything you need to know about lithium batteries

March 4, 2026  
April 22 and November 24, 2026

**ONLINE PRESENTATION:**

- 30 minutes of speaking time to present your product or service
- Professional moderation throughout the entire digital event
- Online interaction with participants
- Sending your presentation to participants afterwards

**MARKETING PERFORMANCE:**

- Cross-media advertising on print, online, and social media in fokus GEFAHR/GUT
- Reach: We address 30,000 contacts
- Logo online and in all mailings
- Recording of the webinar; available for digital download afterwards
- Qualified leads: the sponsor receives the participant list as a PDF file
- Preview and follow-up report on the Innovation Days at [fokus-gefahrgut.de](http://fokus-gefahrgut.de)

**PRICE** per speaker slot 30 minutes: **€ 2,290.00**



**DIGITAL****BE THERE AS A SPONSOR!**

Almost every month, the editorial team addresses current topics relating to dangerous goods and invites a renowned speaker to discuss a topic in detail in an online seminar. Each of these webinars lasts between 60 and 90 minutes.

Participants register in advance and receive online access, allowing them to follow the speaker's presentation on their own screen. A chat function also gives them the opportunity to ask questions, which are answered during the webinar.

Find out more about our program online at:

[www.fokus-gefahrgut.de/termine](http://www.fokus-gefahrgut.de/termine)

You can also take advantage of the opportunity to share your expert knowledge in the online seminar. In this case, you will act as a sponsor and speaker.

**PRICE ON REQUEST**



**DIGITAL**

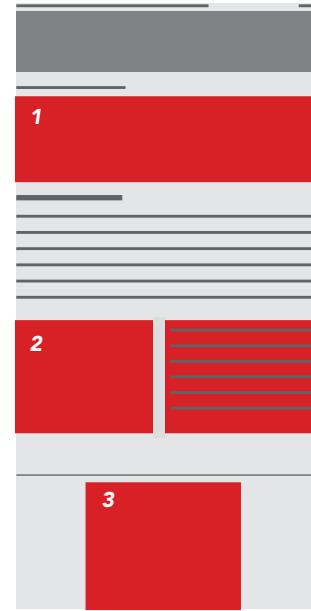
fokus GEFAHR/GUT regularly informs decision-makers and executives with an up-to-date and informative online newsletter.

**REGISTRATION:**[newsletter.tecvia.com/gg](http://newsletter.tecvia.com/gg)**RUN TIME/OCCUPANCY:**

The duration, number, and timing of the advertisement placement depend on availability and your preferences. Selection by zip code area or industry is not possible.

AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-size banner*	1	650 x 150	300.00
Text ad**	2	1200 x 746	300.00

\* possible in all positions

**TECHNICAL SPECIFICATIONS  
NEWSLETTER**

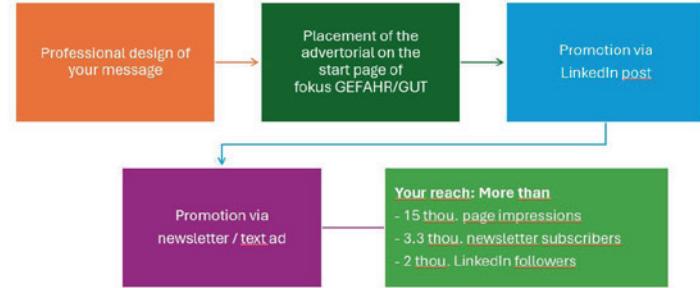
You can find all information summarized [here](#) in a PDF file.



An advertorial is an editorially designed text that combines the advantages of an article with the opportunity to advertise the product. Relevant information is incorporated into the editorial content, similar to a specialist article. This gives you more attention and credibility. Readers trust articles more; an advertorial appears informative and serious, which makes your brand more credible.

## YOUR ADVANTAGES:

- The online advertorial will be displayed for 7 days among the latest news items on the fokus GEFAHR/GUT homepage [www.gefahrgut-online.de](http://www.gefahrgut-online.de), thereby receiving maximum attention.
- You provide the text and images. We take care of the professional design of the advertorial.
- In addition, we generate reach by promoting the advertorial in the GEFAHR/GUT newsletter and simultaneously with a LinkedIn post.



AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial	gefahrgut-online.de	1 week	2,290.00

## TECHNICAL SPECIFICATIONS ONLINE ADVERTORIAL

You can find all informations summarized [here](#) in a PDF file.



All articles, news items, reports, and product announcements relating to a specific topic ("tag") are compiled in a dossier.

For example, at [www.fokus-gefaehrgut.de](http://www.fokus-gefaehrgut.de) there are dossiers on topics such as "Tank cleaning," "Load securing," "Lithium batteries," and many more.

Here you have the opportunity to exclusively cover a topic and utilize the editorial environment.

## EXCLUSIVELY OCCUPY

- Your logo will be placed as a cooperation partner within the topic dossier.
- You will receive an exclusive product box in which you can store information about services that can be changed at any time.

**PRICE:** € 410,00 per month (minimum term: 3 months)

### TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF file.

The screenshot shows the website's layout for the 'Aus- und Weiterbildung' section. It features a header with the fokus GEFÄHR/GUT logo and a search bar. Below the header, there are navigation links for 'Wissen', 'Themen', 'Vorlesungen', 'Beförderung', 'Arbeitshilfen', 'Newsletter', and 'Termine'. A 'Login' button is also present. The main content area displays a photo of two men in a classroom setting, likely during a training session. To the right of the photo, there is a block of text about training and further education, mentioning ADR/RID/ADN and IMDG-Code. Below this, there is a 'SPONSOR' section for TÜV Rheinland Akademie, which includes a photo of a classroom and text about being a partner for qualified and motivated employees. At the bottom, there is a 'PROMOTION-BOX' for a free download of a booklet.

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AUTO SERVICE PRAXIS

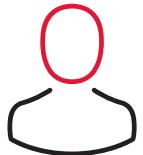
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