fokus GEFAHR/GUT

MEDIA DATA **2027**

fokus GEFAHR/GUT
The magazine for hazardous goods practice
www.fokus-gefahrgut.de



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As of October 28, 2026

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.

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 manufactoring 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 COMPRISES

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



monthly
10 ISSUES

35th year
2027

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:
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81549 Munich, Germany
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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.

SUBSCRIPTION

ISSN	0944-6117
Annual subscription price (specialist information package with hazardous goods database and online premium service)	
Inland:	€ 763.90 incl. packing/posting plus statutory VAT.
European countries:	€ 775.90 incl. packing/posting plus statutory VAT.
Phone	Subscription service: +49 89 203043-1100
E-mail	vertriebsservice@tecvia.com

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

General conditions:
Please note the General Terms and Conditions you can find at www.tecvia-media.com.

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fokus GEFAHR/GUT

CIRCULATION & ACCESSES

MEDIA DATA **2027**



PRINT

3,000
PRINT RUN GEFAHR/GUT*

2,280
ACTUAL DISTRIBUTED CIRCULATION (ADC):*

1,291
PAID CIRCULATION*



DIGITAL

8,034
SESSIONS**
(average of six months, January to June 2026)

16,974
PAGE IMPRESSIONS**
(average of six months, January to June 2026)

3,187
NEWSLETTER SUBSCRIBERS**
(average of six months, January to June 2026)

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.

Souce: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

* Circulation figures: own data collection, as of 2026

** Online access control Google Analytics 4, current figures on request

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	TOPICS	SUPPLEMENTS + SPECIAL FEATURES	FAIRS
ISSUE 1-2 AD 25.11.26 CD 17.12.26 ***PD 04.02.27***	**Lithium Batteries Special 2027** Everything related to batteries	• monothematic and intensive editorial focus • compact market overviews for quick orientation • legal foundations, key developments, and services • bilingual (German/English) for maximum reach	**Logistics & Automation,** Zürich, 27.-28.01.2027 **EMPACK**, Zürich, 27.-28.01.2027 **Lithiumbatterien: 20. Fachkonferenz+Seminare** (Lithium Batteries: 20. Trade Conference + Seminars), Göttingen, 25.-28.01.2027 **Internationale Gefahrgut-Tage (Int. Hazardous Goods Days)**, Hamburg, 22.-23.02.2027 **Logistics & Automation,** Dortmund, 24.-25.02.2027 **34. Deutscher Materialfluss-Kongress (MFK)** (German Material Flow Congress), Dortmund, 26.-27.01.2027
ISSUE 3 AD 25.01.27 CD 04.02.27 ***PD 04.03.27***	**Digitalization & AI** Electronic freight transport information, eFTI Digital checklists, dangerous goods training Container handling QR codes on packaging Tracking of dangerous goods Drives (gasoline engines with batteries, hydrogen, gas)	**Supplement: Container Depot Map** (Overview of providers with locations)	**StocExpo,** Rotterdam, 09.-10.03.2027 **23. LogiMAT,** Stuttgart, 16.-18.03.2027 **LogiChem,** Düsseldorf, 23.-24.03.2027
ISSUE 4 AD 10.02.27 CD 04.03.27 ***PD 01.04.27***	**Storage Special 2027** Everything related to the storage	• monothematic and intensive editorial focus • compact market overviews for quick orientation • legal foundations, key developments, and services • bilingual (German/English) for maximum reach	**SITL Europe - Int. Transport & Logistics Week** Paris, 23.-25.03.2027 **Hanover Messe + Logistics 4.0,** Hanover, 05.-08.04.2027 **Empack's Hertogenbosch**, s'Hertogenbosch (NL), 14.-15.04.2027 **European Coatings Show**, Nuremberg, 27.-29.04.2027 **LogiNext Germany**, Hamburg, April 2027 **transport logistic**, Munich, 26.-29.04.2027

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2027 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	TOPICS	SUPPLEMENTS + SPECIAL FEATURES	FAIRS
ISSUE 5 AD 31.03.27 CD 09.04.27 ***PD 07.05.27***	**Hazardous waste** Disposal, battery waste, waste containing PFAS, e-waste, end-of-life vehicles, interim storage, sorting processes, fire protection concept Sprinkler systems		**37. Münchner Gefahrgut-Tage** (Munich Hazardous Goods Days), 03.-05.05.2027 **Battery Recycling Expo,** Frankfurt/M., 12.-13.05.2027 **Empack Hamburg**, Hamburg, 01.-02.06.2027 **Logistics & Automation,** Hamburg, 01.-02.06.2027
ISSUE 6 AD 26.04.27 CD 05.05.27 ***PD 03.06.27***	**Land and sea transport** Post-event report: Battery Recycling Expo Port logistics Reconditioning and recycling processes Salvage packaging Deposit and take-back systems Waste collection vehicles	**Supplement: Reconditioning Map** (Overview of providers with locations)	**Chemspec Europe**, Basel, 24.-25.05.2027 **ECTA Annual Conference**, Sorrent, 16.-18.06.2027 **FeuerTrutz 2027**, Nuremberg, 16.-17.06.2027 **ACHEMA**, Frankfurt, 14.-18.06.2027 **Battery Show Europe**, Stuttgart, 22.-24.06.2027
ISSUE 7-8 AD 03.06.27 CD 14.06.27 ***PD 15.07.27***	**Who's Who GEFAHR/GUT 2027/2028**: Here you will find contact details for providers of products and services, categorized by topic: vehicle fleets and vehicles, freight forwarding and logistics, warehousing and handling, packaging, education and training, and occupational safety. Bilingual magazine (German/English) *For further information, see page 15.*		
ISSUE 9 AD 08.07.27 CD 19.07.27 ***PD 02.09.27***	**National regulations** Preview FACHPACK Selection of plastic and metal packaging Handling, systems and processes Labels and labeling Sustainability	**Supplement: Packaging Special** (Overview of providers with locations)	**Schweizer Gefahrguttag** (Swiss Dangerous Goods Day), Luzern, September 2027 **FACHPACK**, Nuremberg, 21.-23.09.2027 **SicherheitsExpo,** Berlin, 22.-23.09.2027

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

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TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	TOPICS	SUPPLEMENTS + SPECIAL FEATURES	FAIRS
ISSUE 10 AS 08.07.27 CD 13.09.27 ***PD 07.10.27***	**Tanktransport und Tank Cleaning Europe 2027/2028** Everything related to tank cleaning and tank transport	• monothematic and intensive editorial focus • compact market overviews for quick orientation • legal foundations, key developments, and • services • bilingual (German/English) for maximum reach **Supplement: Tank Cleaning Map** (Overview of providers with locations)	**EXPO REAL,** Munich, 04.-06.10.2027 **4. Fachtagung Gefahrgut und Gefahrstoff** (Symposium on Dangerous Goods and Hazardous Substances), Switzerland, Wallisellen, 04.09.2027 **BVL Supply Chain CX**, Berlin, October 2027 **A+A,** Düsseldorf, 19.-22.10.2027
ISSUE 11 AD 29.09.27 CD 08.10.27 ***PD 04.11.27***	**Interfaces** Dangerous goods software TMS, telematics & tracking, sensor technology, IoT Storage management, transshipment, storage Real estate for the storage of hazardous goods and materials Sprinkler systems, temperature monitoring Packaging Training & consulting	**Supplement: Storage Service Provider Map** (Overview of providers with locations)	**Münchner Gefahrstoff- und Sicherheits-Tage** (Munich Hazardous Substances and Safety Days), Munich, November 2027
ISSUE 12 AD 26.10.27 CD 08.11.27 ***PD 02.12.27***	**Rail and air transport** IBCs, drums, UN-certified packaging PPWR Regulatory changes Marking/Labelling Labels		

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

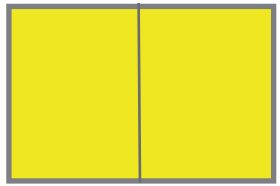
This overview of planned topics for 2027 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

AD FORMATS

MEDIA DATA **2027**

MAGAZINE FORMAT

210 X 279 mm

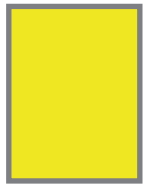


MAIN MAGAZINE

Type area (w x h)
Bleed size (w x h)

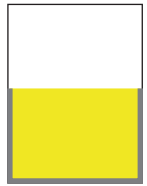
2/1 PAGE ACROSS GUTTER

385 x 236 mm
420 x 279 mm*



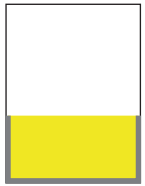
1/1 PAGE

175 x 236 mm
210 x 279 mm*



1/2 PAGE LANDSCAPE

175 x 117 mm
210 x 137 mm*

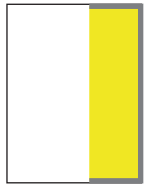


MAIN MAGAZINE

Type area (w x h)
Bleed size (w x h)

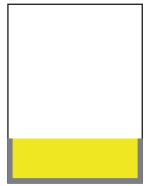
1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*

* *+ 3 mm bleed*

AD PRICES

MEDIA DATA **2027**

FORMAT	4-FARBIG IN €
4. cover page	**5,740.00**
2/1 page	**9,470.00**
1/1 page	**4,735.00**
1/2 page	**2,685.00**
1/3 page	**1,845.00**
1/4 page	**1,420.00**
Placement surcharge:	
Binding placement instructions:	**795.00**

DISCOUNTS

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

FREQUENCY SCALE		QUANTITY SCALE	
3 times	**3 %**	3 pages	**5 %**
6 times	**5 %**	6 pages	**10 %**
9 times	**10 %**	9 pages	**15 %**

All surcharges are discounted.

TECHNICAL SPECIFICATIONS PRINT

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

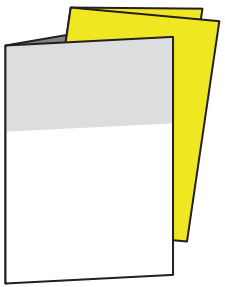
You can find all information summarized here in a PDF file.

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

SPECIAL AD FORMATS

MEDIA DATA **2027**

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- Third-party ads are within the supplement not permitted
- On request: As an additional service, printing of loose inserts possible

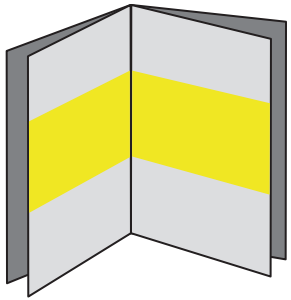
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (non-discountable)

- Up to 25 g total weight per thou. **€ 400.00**
- Every additional 5 g per thou. **€ 45.00**

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

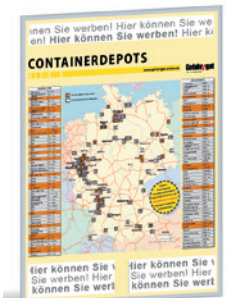
PRICE

- 1 page: **€ 2,775.00**
- 2 pages: **€ 5,250.00**

ADDITIONAL FORMATS AND SPECIAL ADVERTISING OPTIONS ARE AVAILABLE UPON REQUEST.

We'll be happy to advise you!

CONTAINER DEPOT MAP



SUPPLEMENT TO GEFAHR/GUT ISSUE 3 FROM 04.03.2027

MAP FORMAT

- 550 mm wide x 828 mm high

AD FORMAT

- Banner small: 250 mm x 75 mm, 4c
- Banner large: 250 mm x 136 mm, 4c

PRICE (non-discountable)

- Banner small: **€ 1,585.00**
- Banner large: **€ 3,035.00**

RECONDITIONING MAP



SUPPLEMENT TO GEFAHR/GUT ISSUE 6 FROM 03.06.2027

MAP FORMAT

- 550 mm wide x 828 mm high

AD FORMAT

- Banner medium: 185 mm x 125 mm, 4c
  Banner large: 530 mm x 65 mm, 4c
-

PRICE (non-discountable)

- Banner medium: **€ 2,745.00**
- Banner large: **€ 3,035.00**

PACKAGING SPECIAL



SUPPLEMENT TO GEFAHR/GUT ISSUE 9 FROM 02.09.2027

BILINGUAL IN GERMAN AND ENGLISH

MAGAZINE FORMAT

- 168 mm wide x 240 mm high

PRICE

- 1/2 page, 4c: **€ 1,550.00**
- 1/1 page, 4c: **€ 2,795.00**
- Cover page: **€ 3,055.00**

STORAGE MAP



SUPPLEMENT TO GEFAHR/GUT ISSUE 11
FROM 04.11.2027

MAP FORMAT

- 550 mm wide x 828 mm high

AD FORMAT

- Banner small: 250 mm x 75 mm, 4c
- Banner large: 250 mm x 136 mm, 4c

PRICE (non-discountable)

- Banner small: **€ 1,585.00**
- Banner large: **€ 3,035.00**

TANK CLEANING MAP



SUPPLEMENT TO GEFAHR/GUT ISSUE 10
FROM 07.10.2027

MAP FORMAT

- 550 mm wide x 828 mm high

AD FORMAT

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

PRICE (non-discountable)

- Banner small: **€ 2,160.00**
- Banner large: **€ 3,695.00**

PRINT

DIGITAL

MONOTHEMATIC EDITIONS

Several times a year, single-topic issues are published: **Lithium Batteries, Tank Cleaning and—new as of 2027—Storage**.

The editions explore these topics in depth, provide concise market overviews, present current regulations, and shed light on significant developments, innovations, and trends. In the main edition format, the content is bilingual—in both German and English.

Everything you need to know for day-to-day handling of dangerous goods —presented concisely in these editions.



LITHIUM BATTERIES

Publication date:
GEFAHR/GUT issue 1-2/2027

Ad deadline: 25.11.2026
Closing date printing materials: 17.12.2026



TANK CLEANING

Publication date:
GEFAHR/GUT issue 10/2027

Ad deadline: 08.07.2027
Closing date printing materials: 13.09.2027

PRICES AND FORMATS: SEE PAGE 10



STORAGE

NEW

Publication date:
GEFAHR/GUT issue 4/2027

Ad deadline: 10.02.2027
Closing date printing materials: 04.03.2027

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

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

PRINT AND ONLINE

WHO'S WHO GEFAHR/GUT

MEDIA DATA **2027**

PRINT

DIGITAL

YOUR EXTENSIVE COMPANY PORTRAIT

The **Who's Who GEFAHR/GUT** is published for the 27th 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** portal industry guide.



+



PUBLICATION DATE:	*GEFAHR/GUT* issue 7-8 from 15. July 2027
CIRCULATION:	3,000 copies
COMPANY PORTRAITS*	
Ad deadline:	25.05.2027
Closing date printing material:	02.06.2027
Formats & prices:	
1/1 page German/English:	**€ 1,280.00**
2/1 page German/English:	**€ 2,560.00**
ADVERTISEMENTS	
Ad deadline:	03.06.2027
Closing date printing material:	14.06.2027
Formats & prices:	
Title display (210 mm w x 171 mm h):	**€ 6,250.00**
Cover page (210 mm w x 279 mm h):	**€ 5,740.00**
1/1 page (210 mm w x 279 mm h):	**€ 4,735.00**

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

** + 3 mm bleed on all outer edges

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

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

PRINT AND ONLINE

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 20th specialist conference: January 27 to 28, 2027
Date of seminars: January 25, 2027, to January 27, 2027
Location: Göttingen

More information at: www.fokus-gefahrgut.de/libatkonferenz2027

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



© ZETHA_WORK/Adobestock.com

DIGITAL

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.

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

PRICE: per speaker slot 30 minutes: **€ 2,380.00**



© Shutter2U_AdobeStock

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

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



© Can Yesil_stock.adobe.com (Montage)

Webinars are not eligible for agency commission or discounts.

NEWSLETTER

MEDIA DATA **2027**

DIGITAL

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

REGISTRATION:

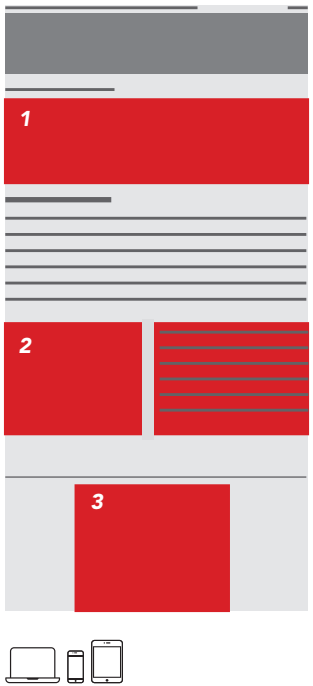
newsletter.tecvia.com/gg

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 €*
Landscape/Full-Size Banner*	1	650 x 150	**310.00**
Text Ad**	2	1200 x 746	**310.00**

* possible for all placements



TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized **here** in a PDF file.

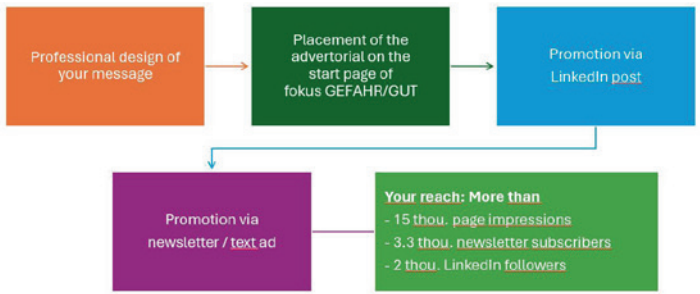
The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

ONLINE ADVERTORIAL

MEDIA DATA **2027**

DIGITAL

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, 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.
- Note: Article is marked as an advert!
- Note: All images must be marked with their source or copyright attribution. AI-generated or AI-edited images must additionally be identified as such. Responsibility for proper labeling and usage rights lies with the client.



AD FORMAT	*PLACEMENT*	*RUN TIME*	*PRICE IN €*
Online Advertorial	gefahrgut-online.de	1 week	**2,380.00**

TECHNICAL SPECIFICATIONS ONLINE ADVERTORIAL

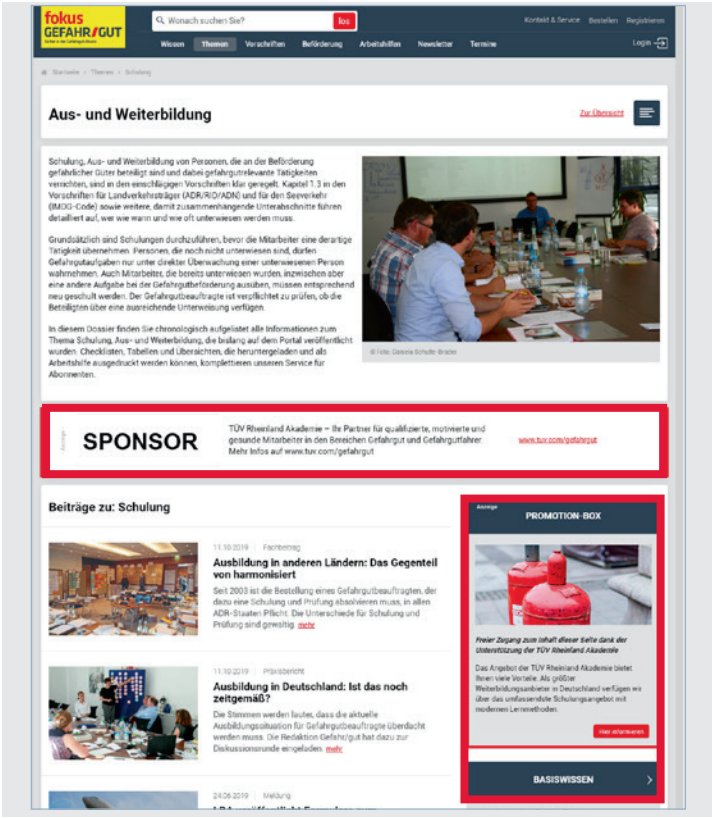
You can find all informations summarized here in a PDF file.

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

DIGITAL

All articles, news items, reports, and product announcements relating to a specific topic ("tag") are compiled in a dossier.
For example, at **www.fokus-gefahrgut.de** there are dossiers on topics such as "Tank cleaning," "Load securing," "Lithium batteries," and many more.

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