

Media Kit 2018



Personal
Protection
& Fashion

PPF

FACHZEITSCHRIFT FÜR PERSÖNLICHEN ARBEITSSCHUTZ UND BERUFSBEKLEIDUNG

Verlagshaus Gruber GmbH

Max-Planck-Str. 2, 64859 Eppertshausen, Germany



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Fax: +49 (0) 60 71 / 39 41-11

E-Mail: marketing@verlagshaus-gruber.de

Internet: www.ppf-online.de

Subjects:

- Personal Protection Equipment (PPE)
 - Fall Protection
 - Breathing Protection
 - Eye Protection
 - Foot Protection
 - Hearing Protection
 - Hand Protection
 - Head Protection
 - Body Protection / Protective Wear
- Workwear/Working Clothes
- Corporate Fashion
- Materials, Fabrics, Decoration
- Textile Services
- Occupational Safety and Health at Work
- Norms/Directives/Regulations
- Trade Fairs/Events

Distributed Edition:

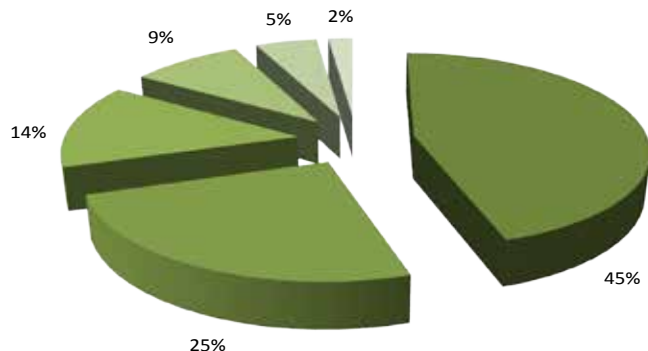
10.500 copies

Publication Cycle:

6 times a year



Readership – Branches



- 45% manufacturing industry (automobile, chemicals and pharmaceuticals, metal, plastics, glass etc.)
- 25% craft/service (all crafts businesses, gastronomy)
- 14% administration (cities and fire departments)
- 9% trade (specialized trade for clothing and textiles, technical trade)
- 5% clothing industry (producers, designers, textile services)
- 2% others (laboratories, schools etc.)

Readership – Countries

Germany	Austria	Switzerland	Miscellaneous
81%	13%	4%	2%

PPF is a professional journal for the field of personal protection of people at work. Independent of manufacturers, associations and other institutions, it reports six times per year about new products, trends and applications, as well as trade shows and events. The journal also presents a wide range of information for

clothing issues in industry, trade and services sectors. PPF is intended for all companies who have to integrate personal protective equipment (ppe) into their occupational approach – in accordance with the legislation governing –, who want to improve the protection of their employees and therefore want to learn about new

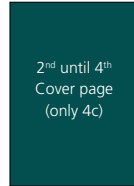
products and developments. In addition to protecting people from head to toe, another focus is on complex functional workwear and working clothes. New functional materials and fabrics to textile services – PPF puts new products and trends under the microscope.



Front page
(Image-Ad: Picture, Logo, URL)

4c 3.700,-

210 x 205 mm + 3 mm bleed

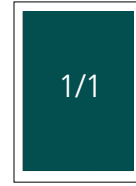


Cover pages

2nd until 4th
Cover page
(only 4c)

Front inside 3.250,-
Back inside 3.160,-
Back cover 3.400,-

210 x 297 mm + 3 mm bleed



1/1 page

4c 3.150,-

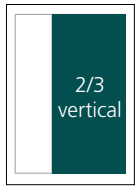
174 x 253 mm (type area)
210 x 297 mm + 3 mm bleed



1/3 page
Editorial
-page 3-

4c 1.700,-

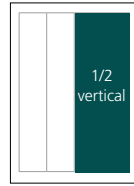
174 x 80 mm (type area)
210 x 102,5 mm + 3 mm bleed



2/3 page

4c 2.210,-

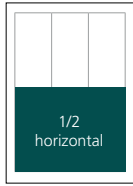
112,5 x 253 mm (type area)
130,5 x 297 mm + 3 mm bleed



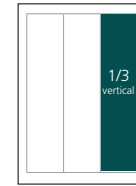
1/2 page

4c 1.950,-

80 x 253 mm (type area)
100,5 x 297 mm + 3 mm bleed



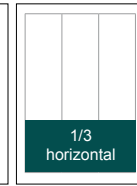
174 x 126 mm (type area)
210 x 148,5 mm + 3 mm bleed



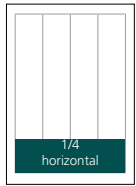
1/3 page

4c 1.570,-

51,5 x 253 mm (type area)
69,5 x 297 mm + 3 mm bleed



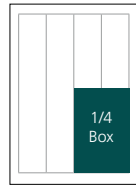
174 x 80 mm (type area)
210 x 102,5 mm + 3 mm bleed



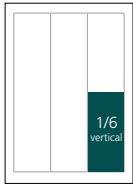
1/4 page

4c 1.240,-

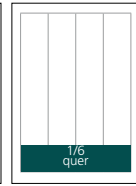
174 x 60 mm (type area)
210 x 82 mm + 3 mm bleed



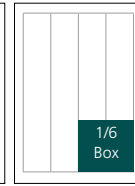
82 x 126,5 mm (type area)
100,2 x 148,5 mm + 3 mm bleed



51 x 126 mm (type area)



174 x 40 mm (type area)



82 x 80 mm (type area)

1/6 page

s/w 435,-
4c 755,-

Special formats upon request. All prices in Euro (€) plus VAT (only in Germany).

Special formats advertising:

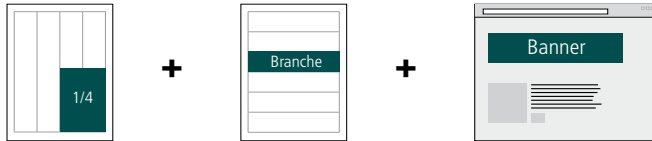
Are you looking for a prominent place for your ad?

The **editorial page** holds a 1/3 page, horizontal, full colour, € 1.580,-.

Or you book a space on the **shipping page**, 1/2 page, horizontal, € 950,-.

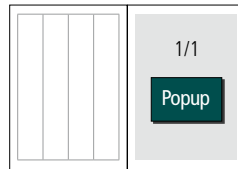
Crossmedia package:

Particularly coordinated low-priced package of print and online advertisement. The crossmedia package consists on a printed advertisement (1/4 page, 4c); a print entry in the classified directory with online linkage and a half banner circuit for two months on the homepage with appropriate links. **Package price:** € 1.310,-



Advertisement with popup:

The Popup is glued on the full page advertisement and has to be delivered as finished adhesive label. The limitation of weight is 20g per format.



Price (inclusive mounting):

1 advertisement, 1/1-page, 4c plus popup to 10 g: € 4.500,-

1 advertisement, 1/1-page, 4c plus popup to 20 g: € 5.000,-

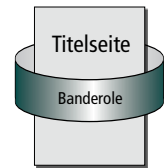
Banderole:

Banderole (maximum length 50 cm x width 10 cm, full colour) glued around the magazine. It can be ordered individually or in combination with the front page.

Prices include printing and mounting.

Price: € 1.900,-

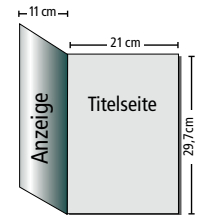
Price including front page: € 5.050,-



Front page with slipper

Format: see illustration

Price including front page: € 5.000,-



*Further advertising formats upon request.

Classified Directory:

Offer your portfolio and/or services an entire year
in our classified directory PPF - Die Branche Directory

PPF - Die Branche	
Company logo, short profile, company and internet address in PPF and on www.ppf-online.de (incl. link)	€ 145,- per issue
Short portrait: font: Helvetica Medium Condensed; font size: 7 pt.; line spacing: 8,4 pt.; column width: 60 mm; max. 6 lines, 350 characters (incl. blanks)	

Categories:

- PPE Personal Protective Equipment
- Work & Workwear
- Dealers
- Personal Work Equipment
- Textile Service Provider
- Textile Decoration & Labeling
- Fabric & Material
- Consulting & Service
- Associations & Organization

Job advertisement:

Job market 50% off, plus figuration outlay.
Special formats upon request, Chiffre fee: € 9,-

Inserts	
Inserts until 20 g:	€ 2.630,-
until 30 g:	€ 2.900,-
until 40 g:	€ 3.150,-
until 60 g:	€ 3.680,-
until 80 g:	€ 4.200,-
until 100 g:	€ 4.700,-
over 100 g:	upon request
Bound inserts:	upon request

Delivery Address:

Verlagshaus Gruber GmbH
Max-Planck-Str. 2
64859 Eppertshausen
Germany

Shipments on pallet are only accepted with lifting ramp.

Discounts:

Discount rates are not granted with single orders retrospectively.

Title advertisements, cover pages, inserts, crossmedia packages, banners as well as entries in the classified directory are not discountable. Proven agencies receive 15 % AE commission (excluded job market, banner, classified directory and inserts).

Additional discounts in combination with TVP, T&P, IDtex and mep possible.

Scale of discounts	
2 Ads	3 %
3 Ads	5 %
4 Ads	7 %
5 Ads	10 %
6 Ads	15 %

Online Advertisement		
Banner Advertisement on the PPF Homepage: www.ppf-online.de		
Form	Size in Pixel	Price per Month
Halfbanner	234 x 60	€ 95,-
Fullbanner	468 x 60	€ 130,-
Skyscraper	120 x 600	€ 270,-
Wide-Skyscraper	160 x 600	€ 310,-

Data formats: jpg, gif, swf, png

Subscription	
Annual subscription: (pre-payment only)	National: € 38,- International: € 56,-

The subscription extends itself automatically for one year if it is not recalled 6 weeks before the end of the subscription.

Students and trainees will receive 50 % discount on an annual subscription after showing a valid identification.

General Information

PPF Media Kit 2018

Format of the magazine: DIN A4 210 x 297 mm
Type area: 174 x 253 mm
Columns: 3 columns à 51,3 mm (bar: 10 mm)
resp. 2 columns à 82 mm (bar: 10 mm)

Data formats:

preferred PC/MAC-formats:

PDF/X4/PDF-Version 7 (1.6), eps, tiff

- Using fonts in vector based file formats (e.g. eps), please note to convert the fonts into pathes or curves.
- CMYK images at least with 300 dpi resolution
- B/W images at least with 300 dpi resolution
- Line art 1-bit graphics at least with 1.200 dpi resolution

Data transfer:

Please send us your artwork on CD, per e-mail or upload it on our ftp server (file transfer protocol).

Send your request for ftp username and password to dtp@verlagshaus-gruber.de.

E-Mail:

anzeigen@verlagshaus-gruber.de

(Information for sending the maximum size of your email attachments, is provided by your admin or ISP)

Contact

Address:	Verlagshaus Gruber GmbH PPF Max-Planck-Str. 2, 64859 Eppertshausen Germany
Fon:	+49 (0) 60 71/39 41-0
Fax:	+49 (0) 60 71/39 41-11
Internet:	www.ppf-online.de
Email ad booking:	marketing@verlagshaus-gruber.de
Email subscriptions:	abo@verlagshaus-gruber.de
Email editorial office:	ppf@verlagshaus-gruber.de
Email ad submission:	anzeigen@verlagshaus-gruber.de
Email graphic:	dtp@verlagshaus-gruber.de

Payment conditions:

Within 14 days without discount. Payment in advance 3% discount.
International orders by pre-payment only.

Banking:

Sparkasse Dieburg,
Account No.: 144 010 170, BLZ 508 526 51
Int. Bank Account Number: DE98 5085 2651 0144 0101 70
Swift-BIC: HELADEF1DIE

The „general business terms“ of the Verlagshaus Gruber GmbH are valid.
All prices plus value added taxes (only in Germany).

	PPF 1/2018 February	PPF 2/2018 April	PPF 3/2018 June	PPF 4/2018 August	PPF 5/2018 October	PPF 6/2018 December
Editorial Deadline	05.01.2018	02.03.2018	04.05.2018	06.07.2018	07.09.2018	02.11.2018
Advertising Deadline	12.01.2018	09.03.2018	11.05.2018	13.07.2018	14.09.2018	09.11.2018
Printing Deadline	19.01.2018	16.03.2018	18.05.2018	20.07.2018	21.09.2018	16.11.2018
Market Survey	Trousers for Craftsmen	FFP-Masks	Winter-/Weatherproof Jackets	Chemical-resistant Gloves	Hearing Protection: Earplugs	Safety Shoes
PPE	Standard compliant Adjustments of PPE	PPE for Working on electrical Systems	PPE for Rescue (Fall Protection)	PPE in the Food Industry	PPE: Funktionalität Test before Use	Customized PPE
Professional Wear / Corporate Fashion	Fabric Overview	Measurement and Wearing Tests	Membrans and Functional Coatings	Uniforms for Security Staff	Office- und Businesswear	Ecological and Social Standards
Occupational Safety and Health	PPE Storage Systems	Signs, Markings for Occupational Safety	Training and Instruction on Occupational Safety	Software for Safety Management	Emergency Signal Technology for Solo Workers	Hygiene in the Company
Fairs & Co.	Preview TV TecStyle Visions (February 15.-17.2018)	Review TV TecStyle Visions	Preview ArbeitsSicherheit Schweiz (June 19.-21.2018)	Review ArbeitsSicherheit Schweiz/PPF Traders Guide 2018	Preview Arbeitsschutz Aktuell (October 23.-25.2018)	Review Arbeitsschutz Aktuell

General Terms and Conditions Verlagshaus Gruber GmbH

1. "Advertising order" as defined by the following General Terms and Conditions means the publishing contract for one or several ads of any advertiser in a publication for distribution purposes.
2. In case of doubt, ads shall be released for publication within one year after signing of the contract. If the right to release individual ads has been granted within a contract, such order shall be processed within one year since publication of the first ad, if the first ad is released and published within the period mentioned in the first sentence.
3. The prices for ads can be obtained from the price list for ads of the Publisher as amended from time to time. Should rates or tariffs for ads change after signing of the contract, the Publisher shall be entitled to charge the price as specified in the valid price list at the moment of publication. This shall not apply in business with non-traders, if not more than 4 months have passed between signing of the contract and publication. It is strictly forbidden for advertising agencies and advertising brokers to pass on the granted agency commission, neither full nor part, to their customers.
4. If an order cannot be fulfilled for reasons the Publisher cannot be held responsible for, the customer shall, without prejudice to any other obligations, repay to the Publisher the difference between the granted and the respective discount in accordance with the actually purchased quantity. If the magazine cannot be published at all, not to the full extent or not on time as a result of force majeure (e.g. war, mobilisation, labour dispute or other acts of God), the customer shall not be entitled to any claims.
5. Orders for ads and third party supplements, which are avowedly exclusively supposed to be published in certain numbers, editions or in certain places of the publication, shall be forwarded to the Publisher in such good time that the customer can be informed before closing date in case the order cannot be fulfilled that way. Categorized ads will be printed in the respective category without any requirement for an explicit agreement as to that.
6. Text ads are ads that are adjoining the text and no other ads with at least two pages. The Publisher shall be entitled to clearly mark ads that are not recognizable as such due to their editorial design or layout, with the term "Ad".
7. The Publisher, at sole discretion, reserves the right to reject advertising orders – also individual release orders within a contract – and supplement orders in accordance with uniform, objectively justified principles due to their technical form or origin. The same applies if the contents should infringe upon any laws or official provisions or if publication is unreasonable for the Publisher. This applies also for orders that are placed at branch offices, receiving offices or agents. Supplement orders shall only be binding for the Publisher upon furnishing of a sample supplement and its approval. Supplements that are, for the reader, suggestive of being part of the newspaper or magazine due to their format or layout or that contain third-party ad, will not be accepted. The customer will be immediately informed about rejection of such order.
8. The customer shall be responsible for the delivery of the advertising text in a timely manner, for correct printing documents and supplements. The Publisher guarantees the commonly accepted printing quality for the respective title within the boundaries of the available printing documents.
9. In case of, in whole or in part, unreadable, incorrect or incomplete printing of the ad, the customer shall be entitled to a reduction in price to the extent to which the purpose of the ad has been impaired, or to an unobjectionable replacement ad. If the Publisher lets expire an appropriate deadline specified for publication of such replaced ad or if the replacement ad is still not perfect, the customer shall be entitled to a reduction in price or to cancel the contract. Any claims for liquidated damages arising from a positive violation of contractual duty, culpa in contrahendo and unlawful act shall be excluded – particularly if the order was placed by telephone. Any claims for liquidated damages arising from impossibility of performance and delay shall be limited to compensation for foreseeable damage and as to the amount to the money consideration to be paid for the respective ad or supplement. This shall not apply for wilful intent and gross negligence of the Publisher, its legal representatives and its vicarious agents. Any liability on part of the Publisher for damage due to lacking guaranteed parameters remains unaffected. Moreover, in business dealings the Publisher shall not be held responsible for gross negligence of vicarious agents. For other cases, liability for gross negligence towards traders shall be limited to the foreseeable damage up to the amount of payment for the respective ad. Any complaints have to be enforced – except in case of unobvious defects – within four weeks upon receipt of invoice and documents.

General Terms and Conditions Verlagshaus Gruber GmbH

10. Prepress proofs are only supplied on explicit request. The customer bears the responsibility for correctness of returned prepress proofs. The Publisher considers all error corrections brought to its attention within the term specified at delivery of the prepress proof.
11. If no special requirements have been specified as to size, calculation for the ad is based on the actual printing size that is common for such type of ad.
12. Should the customer not pay in advance, the invoice will be submitted immediately or 15 days upon publication of the ad at the latest. The invoice shall be paid within the period which can be obtained from the price list, starting with receipt of the invoice, unless other terms for payment or pre-payment have been agreed. Possible discounts for early payment will be granted in accordance with the price list.
13. In case of delay in payment, the Publisher can charge default interests in the amount of 5% above the statutory base rate of Deutsche Bundesbank and reserves the right to take further steps it deems necessary. In case of delay in payment, the Publisher shall be entitled to postpone the processing of the current order until payment for such order has been made and it shall furthermore be entitled to claim advance payments for any further ads. If there is justified doubt in the customer's ability to pay, the Publisher shall be entitled, even during the closing date period, to condition further ads on the advance payment of the amount and from compensation of unpaid invoice amounts, regardless of initially agreed terms of payment.
14. Upon request, the Publisher may supply proof of ad together with the invoice. Depending on type and scope of the advertising order, the Publisher will supply either extracts of an ad, tear sheets or a full proof. If it is no longer possible to supply any proof, it shall be replaced by a legally binding document from the Publisher attesting the publication and distribution of the ad.
15. Any costs for the production of ordered printing documents and drawings as well as for significant changes requested by the customer shall be borne by the customer.
16. If a contract for several ads has been signed and run has been reduced, a reduction in price can be deducted from that if, in overall average of the year of insertion starting with the first ad, the run mentioned in the price list or average run mentioned somewhere else, or – if no run is mentioned – the average run sold (at expert magazines the average of actually distributed magazines) falls below the number of the previous year. A reduced run does only constitute a defect justifying a reduction in price if it amounts to 20 per cent for a run of up to 50,000 copies. Any claims for reduction in price are excluded, though, if the Publisher informed the customer in a timely manner about the decrease, offering the customer to cancel the contract.
17. Printing documents are only returned to the customer on his specific request. The obligation to retain printing documents expires three months after the end of the order.
18. Any discount credit memos or subsequent credits are generally only paid at the end of the year of insertion or upon cancellation of the ad order.
19. Any confirmations as to positioning shall only be valid with reservation and can be amended due to technical reasons. The Publisher cannot be held liable in such cases.
20. Place of fulfilment shall be the head office of the Publisher. Place of jurisdiction in case of claims in business dealings with traders, body corporates organised under public law or in case of special public assets shall be the Publisher's head office. As far as claims of the Publisher are not asserted in enforcement proceedings, the place of jurisdiction shall be specified by the non-trader's place of residence. Should the registered or main residence of the customer, also in case of non-traders, be unknown at the commencement of an action or if the customer has relocated his registered or main residence out of the scope of application of law after signing of the contract, the Publisher's registered office shall be the place of jurisdiction.



PPF
Persönlicher Arbeitsschutz
und Berufsbekleidung
Personal Protection at Work
and Workwear



TVP
Textilveredlung
und Promotion
Textile Decoration
and Promotion



T&P (auf Polnisch)
Textilveredlung
und Promotion
Textile Decoration
and Promotion (in Polish)



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Special Magazine for the
int. Meeting Industry



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