

# Media Kit 2020



Personal  
Protection  
& Fashion

PPF

FACHZEITSCHRIFT FÜR PERSÖNLICHEN ARBEITSSCHUTZ UND BERUFSBEKLEIDUNG

## Verlagshaus Gruber GmbH

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



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E-Mail: [marketing@verlagshaus-gruber.de](mailto:marketing@verlagshaus-gruber.de)

Internet: [www.ppf-online.de](http://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



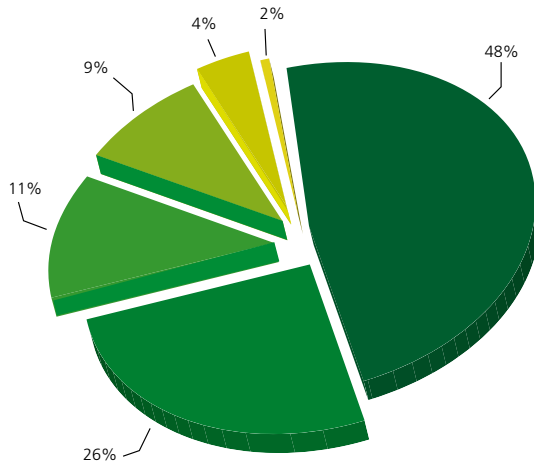
## Distributed Edition:

10,500 copies

## Publication Cycle:

6 times a year

## Readership – Branches



- 48% – Manufacturing industry (chemicals, pharmaceuticals, automobile, metal, plastics, glass, stones, etc.)
- 26% – Craft/Services (all craft business, gastronomy/hotel business)
- 11% – Administration (cities and communities, fire departments, road maintenance etc.)
- 9% – Trade (technical trade, clothing and textile trade)
- 4% – Clothing industry (designers, producers and textile services)
- 2% – Miscellaneous (associations, educational institutions etc.)

## Readership – Countries

Germany	Austria	Switzerland	Miscellaneous
81%	12%	5%	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**  
(Ad: Picture, Logo, Homepage)

4-Colour 3,750.–

210 x 205 mm + 3 mm bleed

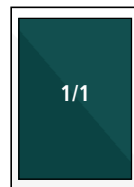


**Cover pages**

2<sup>nd</sup> to 4<sup>th</sup>  
cover pages  
(only 4-Colour)

Front inside 3,290.–  
Back inside 3,200.–  
Back cover 3,450.–

210 x 297 mm + 3 mm bleed



**1/1 page**

4-Colour 3,190.–

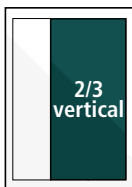
174 x 253 mm (type area)  
210 x 297 mm + 3 mm bleed



**1/3 page**  
Editorial  
-page 3-

4-Colour 1,725.–

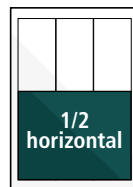
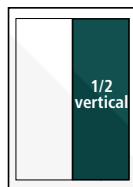
174 x 80 mm (type area)  
210 x 102,5 mm + 3 mm bleed



**2/3 page**

4-Colour 2,240.–

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

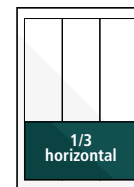
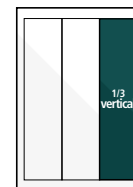


**1/2 page**

4-Colour 1,975.–

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

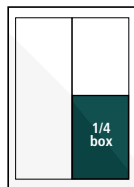
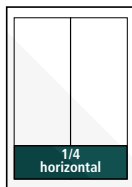


**1/3 page**

4-Colour 1,590.–

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

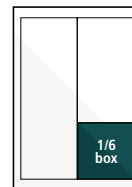
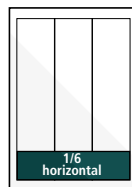


**1/4 page**

4-Colour 1,260.–

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



**1/6 page**

B/W 440.–  
4-Colour 765.–

174 x 40 mm (type area)

82 x 80 mm (type area)

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

## Special advertising formats:

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.–.

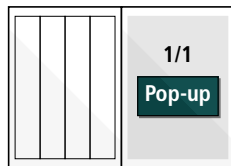
## Crossmedia package:

Particularly coordinated low-priced package of print and online advertisement. The crossmedia package consists on a printed advertisement (1/4 page, 4-Colour); 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:** € 1,325.–



## Advertisement with Pop-up:

The Pop-up is glued on the full page advertisement and has to be delivered as finished adhesive label. The limitation for weight would be 20 g.



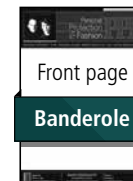
## Price (inclusive mounting):

1 advertisement, 1/1-page, 4-Colour plus Pop-up to 10 g: € 4,550.–

1 advertisement, 1/1-page, 4-Colour plus Pop-up to 20 g: € 5,050.–

## Banderole:

Format: 100 x 500 mm + 3 mm bleed, 4-Colour)  
attached around the magazine. It can be ordered individually or in combination with the front page.  
Prices include printing and mounting.



Price: € 1,925.–

Price including front page: € 5,110.–

## Cover with Flying Page:

Format: 110 x 297 mm

+ 3 mm bleed, 4-Colour

Price including front page: € 5,050.–



\*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:	€ 2,770.–
until 30 g:	€ 3,060.–
until 40 g:	€ 3,320.–
until 60 g:	€ 3,870.–
until 80 g:	€ 4,420.–
until 100 g:	€ 4,950.–
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%

Online Advertisement		
Banner Advertisement on the PPF Homepage: <a href="http://www.ppf-online.de">www.ppf-online.de</a> (Formats: jpg, swf, png or gif)		
Form	Size (Pixels)	Price per Month
Halfbanner	234 x 60	€ 95.–
Fullbanner	468 x 60	€ 130.–
Skyscraper	120 x 600	€ 270.–
Wide-Skyscraper	160 x 600	€ 310.–

Subscription	
Annual subscription: (pre-payment only)	Germany: € 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 2020

**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, 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 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](mailto:dtp@verlagshaus-gruber.de).

## E-Mail:

[anzeigen@verlagshaus-gruber.de](mailto:anzeigen@verlagshaus-gruber.de)

The information for sending the maximum size of your email attachments is provided by your admin or ISP.

## Contact

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

## Payment conditions:

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

## Banking:

Sparkasse Dieburg

Account N°.: 144 010 170, BLZ 508 526 51

Int. Bank Account N°: DE98 5085 2651 0144 0101 70

Swift-BIC: HELADEF1DIE

The General Terms and Conditions of the Verlagshaus Gruber GmbH are valid.

All prices plus value added taxes (only in Germany).



	PPF 1/2020 February	PPF 2/2020 April	PPF 3/2020 June	PPF 4/2020 August	PPF 5/2020 October	PPF 6/2020 December
<b>Editorial Deadline</b>	03/01/2020	06/03/2020	30/04/2020	03/07/2020	28/08/2020	06/11/2020
<b>Advertising Deadline</b>	10/01/2020	13/03/2020	08/05/2020	10/07/2020	04/09/2020	13/11/2020
<b>Printing Deadline</b>	17/01/2020	20/03/2020	15/05/2020	17/07/2020	11/09/2020	20/11/2020
<b>Market Survey</b>	Functional underwear	Chemical protective clothing	Business wear (shirts and polos)	Weather protection jackets	Safety gloves for cold workplaces	Safety shoes for women
<b>PPE</b>	Comfortable wear heightens acceptability	PPE-Trainings	PPE for hot summer days	Customized PPE	Compatibility of PPE	Orthopedic customized PPE
<b>Professional Wear / Corporate Fashion</b>	Solutions for every craft	High recognition value through textile decorations	Professional wear with certified UV-Protection	Care and cleaning of professional wear	Corporate Fashion: details and accessories	Color-mixes and special designs
<b>Occupational Safety and Health</b>	First-Aid-Equipment	Textile finishings for more functionality	Working safely on ladders and steps	Company sports, fitness offers and apps	Efficient training and instruction	Exoskeletons and lifting aids
<b>Fairs &amp; Co.</b>	–	<b>Previews</b> „Corporate Health Convention“ (12-13/05/2020);  „Arbeitssicherheit Schweiz“ (26-28/05/2020)  <b>Review</b> „TV TecStyle Visions“	<b>Review</b> „Corporate Health Convention“	PPF traders guide 2020  <b>Review</b> „Arbeitssicherheit Schweiz“	<b>Preview</b> „Arbeitsschutz Aktuell“ (06-08/10/2020)	<b>Review</b> „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 deduced 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.

# Unser Medien-Programm

## Our Media Program

# PPF Media Kit 2020



**PPF**  
Persönlicher Arbeitsschutz  
und Berufsbekleidung  
Personal Protection at Work  
and Workwear



**TVP**  
Textilveredlung  
und Promotion  
Textile Decoration  
and Promotion



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fürs int. MICE-Business  
Magazine for the  
int. Meeting Industry



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