

MEDIA DATA 118 SWISSFIRE.CH

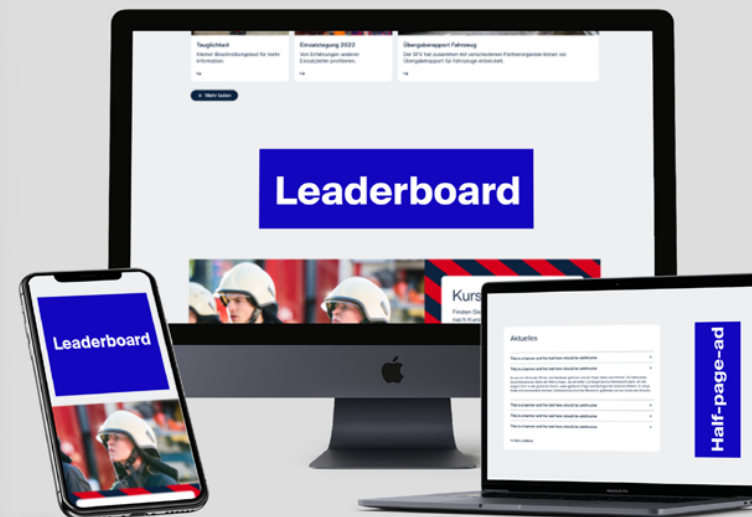


Schweizerischer Feuerwehrverband
Fédération suisse des sapeurs-pompiers
Federazione svizzera dei pompieri
Federaziun svizra dals pumpiers



Stämpfli
Communication

VALID FROM 18.04.2024



118 SWISSFIRE.CH Magazine

Total print: 13 237 Ex.

118 swissfire.ch – a management magazine with 60000 readers

118 swissfire.ch is currently primarily a management newspaper. Due to the fact that it is published in the fire brigade magazine or circulated, 118 swissfire.ch reaches a readership of around 60000 per issue. In its twelve issues per year it publishes about 96 magazine pages each. About two thirds of the magazine is aimed at about two thirds of the subscribers and readers in German-speaking Switzerland. Around 30 per cent of each issue is published in French, with around 10 per cent of the volume devoted to the Italian section. This relationship, which privileges the minorities over the German-speaking majority, has a long tradition and corresponds to the SFV's understanding of its role, which has also made the transfer of knowledge its priority.

118 swissfire.ch as a newspaper for procurers

If you are a commander, an officer or a person responsible for equipment in the fire department and need to make purchases, 118 swissfire.ch is the right partner for you. Important new features and innovations are presented in editorial articles. The advertisements of the leading manufacturers and suppliers of firefighting equipment and vehicles in Switzerland provide comprehensive information about products and their further developments. The company directory is also particularly valuable as a vademecum for cost-effective purchasing.

118 swissfire.ch as a training instrument

The subscribers and readers of 118 swissfire.ch use our magazine as a tool for training and further education. Particularly suitable for this purpose are our sections on deployment and procedures in action, which highlight events that have been dealt with and technical developments in the fire service



Further information on our website swissfire.ch

Publisher

The Swiss Fire Fighters Association represents all of the 77871 men and women who serve in one of the 1187 fire brigades in Switzerland and the Principality of Liechtenstein. Included in the SFV are, via the Association of Swiss Professional Fire Brigades (VSBF), an equal number of around 1 187 professional fire fighters working in the 16 professional fire brigades in Switzerland. However, the SFV wants to be more than just a representative of the fire fighters' interests. Our aim is also to play a role in the development of concepts and training. In this way we guarantee the transfer of knowledge throughout Switzerland. Furthermore, the SFV is a modern and innovative service provider and works in a performance and success-oriented manner. We support the cantonal associations, connect the language regions of Switzerland and are politically neutral. Finally, the SFV is also a link to national partners in civil protection and is active internationally.

The SFV is the publisher of 118 swissfire.ch, the Swiss fire brigade newspaper. The monthly newspaper, published in three languages and comprising around 96 pages, is a recognised specialist journal for the fire service, disaster management and civil protection.

Your contact persons at 118 swissfire.ch



Marco Moser
Chefredaktor 118 swissfire.ch
Tel. +41 31 958 81 12
m.moser@swissfire.ch



Isabelle Grünenwald
Stv. Chefredaktorin
Tel. +41 31 958 81 22
i.gruenenwald@swissfire.ch



Michael Werder
Stv. Chefredaktor
Teile französisch und italienisch
Tel. +41 79 298 35 13
m.werder@swissfire.ch



Eva Tschannen
Redaktorin
Tel. +41 31 958 81 31
e.tschannen@swissfire.ch

MEDIA DATA

Technical details

Edition

Total paid circulation: 13 237 copies
notarially certified

Languages

German/French/Italian and Romansh combined in one edition

Technical data

Format: A4, 210 × 297 mm
Type area: 180 × 277 mm
Paper: coated

Discounts / Commission

Contract discount

3 times 5%, 6 times 10%, 11 times 15%
(term one year from order placement, format and subject change possible)

Free PR
One ½ page free PR per CHF 5000.– annual order volume)

Advisory Commission
For recognised advertising agencies and intermediaries: 10% of the net amount

Print material

Data as high-resolution PDF, others after consultation

Print

Stämpfli AG, Bern

General Terms and Conditions of Business

See under [staempfli.com/mediadaten](https://www.staempfli.com/mediadaten)

Compensation for activity

If booked advertisements are cancelled or changed after the advertising deadline, we will charge a flat rate for administrative costs.

Data processing / design

Adjustments, creative services (image and text editing), corrections etc. will be charged separately according to time and effort.

Publisher

Schweizerischer Feuerwehrverband
Morgenstrasse 1
Postfach
3073 Gümligen
Tel. +41 31 958 81 18
Fax +41 31 958 81 11
[swissfire.ch](https://www.swissfire.ch)

Subscriptions / Single sale

Domestic subscription: 75.–

E-subscription: 100.–

E-subscription combined with print subscription: 149.–

Subscription service
Schweizerischer Feuerwehrverband
Englantina Hamzar
Tel. +41 31 958 81 18
abonement@swissfire.ch

All prices in CHF, please add 8.1% VAT

Formats and prices

Print

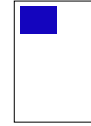
1/1 page*
Edge dropping
 216 x 303 mm
 (+ 3 mm Cutting)
 d/f/i 3800.–



1/2 Page horizontal*
Edge dropping
 210 x 148 mm
 (+ 3 mm Cutting)
 d/f/i 1900.–



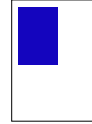
1/8 Page horizontal
 88 x 66 mm
 d/f/i 690.–



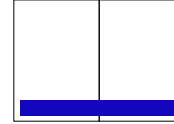
1/2 Page high
 88 x 277 mm
 d/f/i 1900.–



1/4 Page high
 88 x 136 mm
 d/f/i 1290.–



1/8 Panorama page below
 390 x 30 mm
 d/f/i 720.–



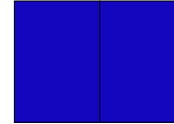
1/2 Page high*
Edge dropping
 109 x 303 mm
 (+ 3 mm cutting)
 d/f/i 1900.–



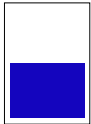
1/4 Page horizontal
 180 x 66 mm
 d/f/i 1290.–



1/1 Panorama page
 432 x 303 mm
 (+ 3 mm Cutting)
 d/f/i 7600.–



1/2 Page horizontal
 180 x 136 mm
 d/f/i 1900.–



1/8 Page Banner
 180 x 30 mm
 d/f/i 785.–



All advertisements will be placed adjacent to the text, if possible.

* Edge dropping advertisements: 1/1 page without surcharge, 1/2 page with 10% surcharge on the gross price.

Publication frequency and dates

The magazine is published monthly in the 149th year.

Issue no.	Advertising deadline	Publication dates	Themes
2	11.01.2024	02.02.2024	
3	08.02.2024	01.03.2024	
4	07.03.2024	05.04.2024	
5	11.04.2024	03.05.2024	
6	08.05.2024	07.06.2024	
7	13.06.2024	05.07.2024	
8	11.07.2024	02.08.2024	
9	15.08.2024	06.09.2024	
10	12.09.2024	04.10.2024	
11	10.10.2024	01.11.2024	
12/2024 and 01/2025	14.11.2024	06.12.2024	

Specials

Special placements

4th cover page		
Size	Format (width x height)	Price
1/1 Page	216 x 303 mm	3950.–

Other fixed placements: 10% surcharge on the gross price

Contents		
Size	Format (width x height)	Price
1/6 Page	high 57 x 136 mm, placed in the table of contents	1085.–

Design costs Print templates

Design by Stämpfli AG (140.–/h)	at cost
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For 11 issues

Size	Price
1 Field, 85 x 15 mm, for 11 issues	2100.–
Each additional field 25% discount	

Duration: January-December, including entry on the Internet at swissfire.ch
Placement on the second cover Page

Publireports

Size	Format (width x height)	Price
1/1 Page	180 x 277 mm	3650.–
1/2 Page horizontal	180 x 136 mm	1900.–

Please ask for our leaflet!

Prices for French-language magazine section

One German-language and one French-language advertisement in the same issue: 50% discount on the gross price of the French-language advertisement

Additional advertising options

Supplements / stickers

Total circulation (13 237 copies)		
Advertising value	up to maximum 50 g	3800.-
Technical costs	Bonding	501.-
	Inserting	846.-
Porto	Supplement until 50 g	328.-
	Sticker up to 50 g	450.-

Front/rear flap

Total circulation (13 237 copies)		
Advertising value		8900.-
Technical costs	Folded inwards	1000.-
	Folded outwards	2600.-
Porto	up to 50 g	450.-

Memosticker

Total circulation (13 237 copies)		
Size	76 x 76 mm	
Advertising value		2500.-
Technical costs		1675.-
Total		4175.-

Excl. production costs for memostickers



Content-Sponsoring

Editorial logo placement

We offer you the possibility to additionally support the articles with your logo presence. In our editorial articles, the vehicles used (vehicle manufacturers) are highlighted by name.

Logo	Price per placement	Flat rate for annual placement
Logo in text connection	200.–	1200.–*

*With an annual turnover of CHF 10 000.–, content sponsorship is free of charge (logo placement).

Jobs

Jobs on 118 swissfire.ch

Print	Possible in all formats
Online	CHF 1290
Duration Online	90 Days
Combination offer	Advertisement price (print) + 200.–

Online

Newsletter Fireflash Commanders March/June/September

Branded-Content
Text with image (with 2 links), in 3 languages,
Headline max. 39 characters

Size (Pixel)	Price
200 x 200 pixel	500.–

Banner Rectangle
in 3 languages

Size (Pixel)	Price
650 x var. pixel	1290.–

Newsletter Fireflash Training Officer March/August

Branded-Content
Text with image (with 2 links), in 3 languages,
Headline max. 39 characters

Size (Pixel)	Price
200 x 200 pixel	500.–

Banner Rectangle
in 3 languages

Size (Pixel)	Price
650 x var. pixel	990.–

Banner advertising in the French-language newsletter: 30% on the gross price

Banner advertising in the Italian-language newsletter: 30% on the gross price

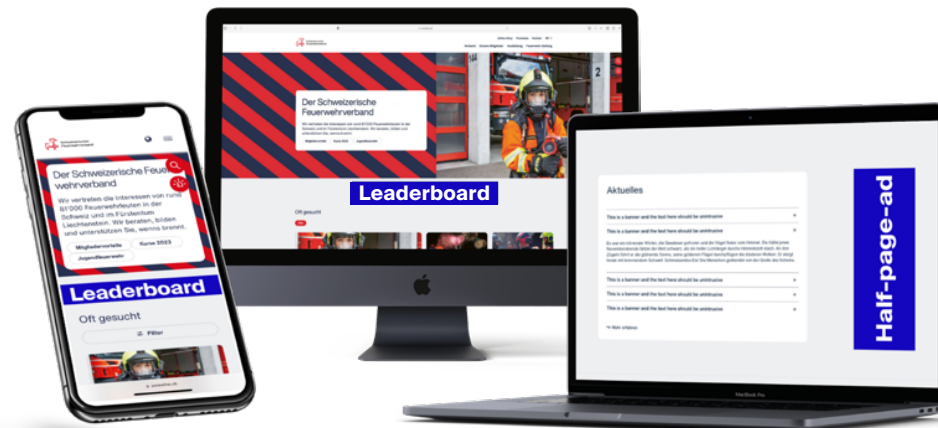
On the homepage

Banner on the homepage	Size, Rotation	Price per month	Price per year
Half-page-ad	312 x 600 pixel 2 Rotations visible Desktop	985.–	10 835.–
Leaderboard	890 x 132 pixel 2 Rotations visible Desktop and Mobile	1250.–	13 750.–

<https://www.swissfire.ch>

General:

File size: max. 500 kB
File formats: gif, animated gif, jpg, png
Delivery: late. 4 working days before campaign start to mediavermarktung@staempfli.com
Placement: always on the 1st of the month



Contact us

Specialized media are our forte. We market their electronic and printed advertising space and the associated portals and channels. In doing so, we are in active contact with the publishers, the editorial offices and you, the advertising customers. Our goal is your success. We are happy to advise you throughout the whole process, from the conception until the implementation. We know the requirements and particularities of each publication, portal and advertising format. This is how we ensure that your message appears with the best design, at the right place, in the desired format, at the right time and in the right advertising medium.

Would you like an overall consultation, a cost calculation or do you have other questions about the offer? Please do not hesitate to contact us. We look forward to hearing from you.



Your contact people at Stämpfli LTD.



Christian Hauff
Responsible media consulting
and marketing
Tel. +41 44 403 44 61
118swissfire@staempfli.com



Marlon Frauchiger
Responsible media consulting
and marketing
Tel. +41 31 300 63 78
118swissfire@staempfli.com

Stämpfli AG
Wölflistrasse 1
PO Box
3001 Bern
+41 31 300 66 18

Hertistrasse 23
8304 Wallisellen
+41 31 300 66 18

118swissfire@staempfli.com
www.staempfli.com