

MEDIA DATA 118 SWISSFIRE.CH

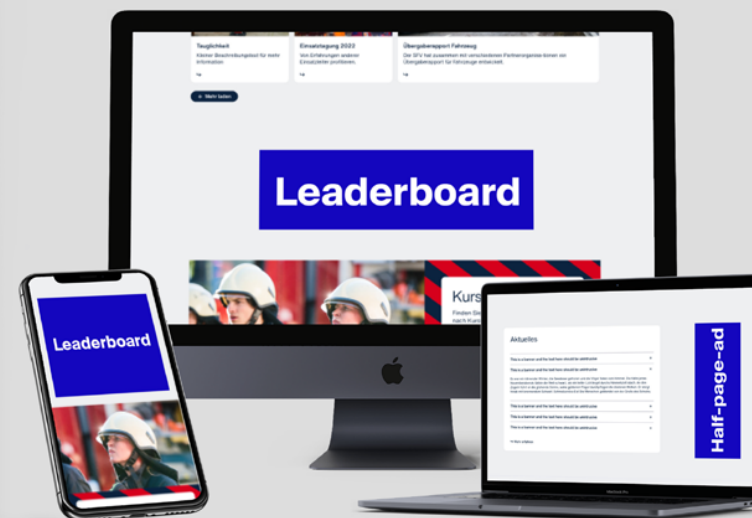


Schweizerischer Feuerwehrverband
Fédération suisse des sapeurs-pompiers
Federazione svizzera dei pompieri
Federaziun svizra dals pumpiers



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

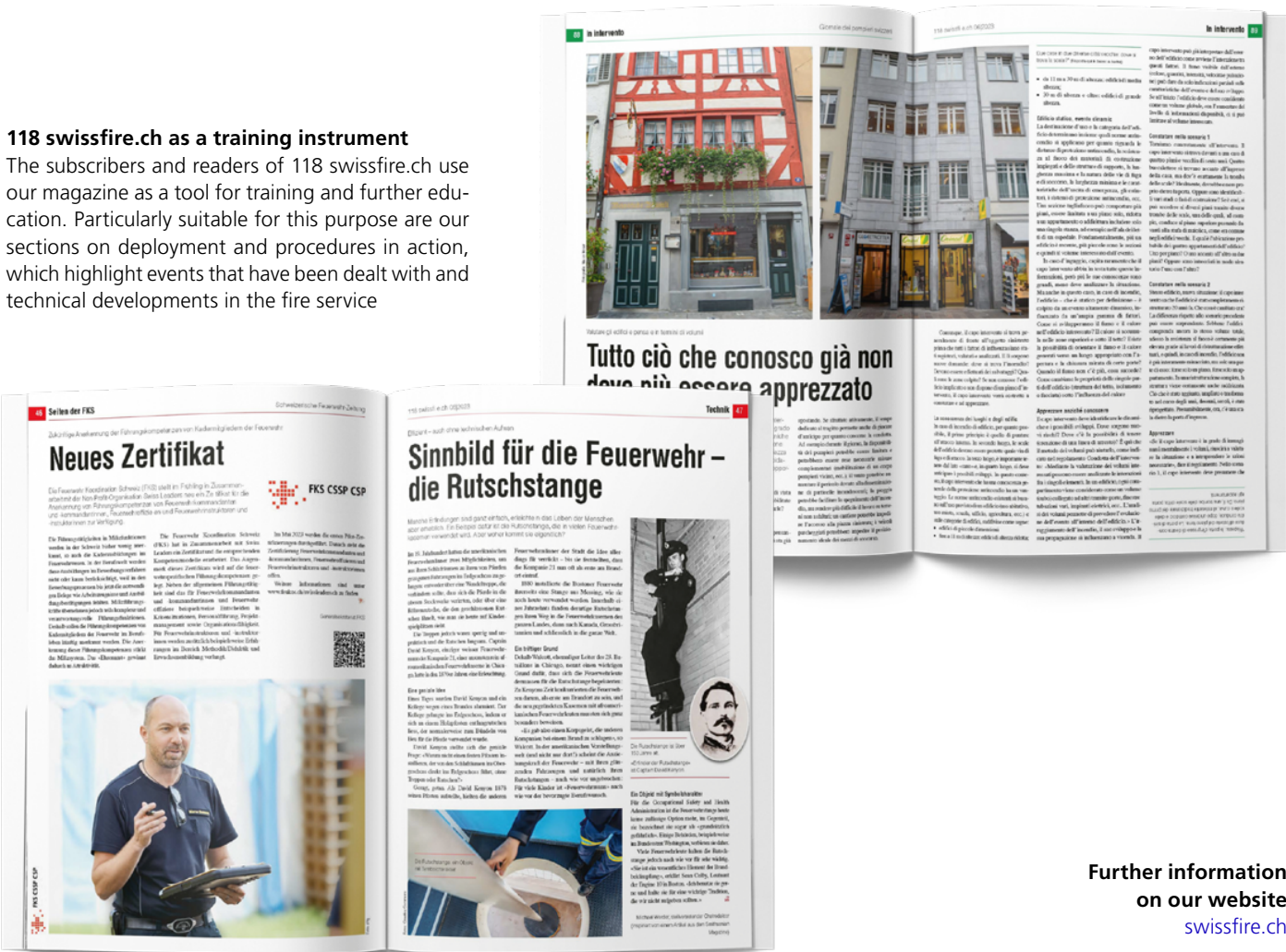
118 swissfire.ch is currently primarily a management newspaper. Due to the fact that it is published in the fire brigade magazine or circulated, 118 swissfire.ch reaches a readership of around 60000 per issue. In its twelve issues per year it publishes about 96 magazine pages each. About two thirds of 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



Nicole Chisholm
redaktionelle Mitarbeiterin
Tel. +41 31 958 81 33
n.chisholm@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

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

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

abonnemente@swissfire.ch

All prices in CHF, please add 8.1% VAT

Formats and prices

Print

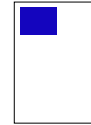
| |
|----------------------|
| 1/1 page* |
| Edge dropping |
| 216 × 303 mm |
| (+ 3 mm Cutting) |
| d/f/i 3800.– |



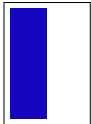
| |
|-----------------------------|
| 1/2 Page horizontal* |
| Edge dropping |
| 210 × 148 mm |
| (+ 3 mm Cutting) |
| d/f/i 1900.– |



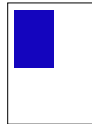
| |
|----------------------------|
| 1/8 Page horizontal |
| 88 × 66 mm |
| d/f/i 690.– |



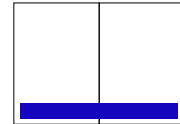
| |
|----------------------|
| 1/2 Page high |
| 88 × 277 mm |
| d/f/i 1900.– |



| |
|----------------------|
| 1/4 Page high |
| 88 × 136 mm |
| d/f/i 1290.– |



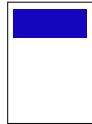
| |
|--------------------------------|
| 1/8 Panorama page below |
| 390 × 30 mm |
| d/f/i 720.– |



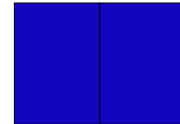
| |
|-----------------------|
| 1/2 Page high* |
| Edge dropping |
| 109 × 303 mm |
| (+ 3 mm cutting) |
| d/f/i 1900.– |



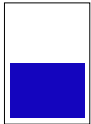
| |
|----------------------------|
| 1/4 Page horizontal |
| 180 × 66 mm |
| d/f/i 1290.– |



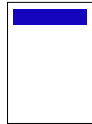
| |
|--------------------------|
| 1/1 Panorama page |
| 432 × 303 mm |
| (+ 3 mm Cutting) |
| d/f/i 7600.– |



| |
|----------------------------|
| 1/2 Page horizontal |
| 180 × 136 mm |
| d/f/i 1900.– |



| |
|------------------------|
| 1/8 Page Banner |
| 180 × 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 × height) | Price |
| 1/1 Page | 216 × 303 mm | 3950.– |
| Other fixed placements: 10% surcharge on the gross price | | |
| Contents | | |
| Size | Format (width × height) | Price |
| 1/6 Page | high 57 × 136 mm, placed in the table of contents | 1085.– |

Design costs Print templates

| | |
|---------------------------------|---------|
| Design by Stämpfli AG (140.–/h) | at cost |
|---------------------------------|---------|

For 11 issues

| Size | Price |
|--|--------|
| 1 Field, 85 × 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 × height) | Price |
|---------------------|-------------------------|--------|
| 1/1 Page | 180 × 277 mm | 3650.– |
| 1/2 Page horizontal | 180 × 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 10000.–, 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