



DpS
Fachzeitschrift für
Schädlingsbekämpfung

Rate card 2019

Knowledge for pest control,
up to date and practical.

Specialized Journal for Pest Control

The specialized journal DpS focuses on the requirements of pest controllers. Due to our independence from any manufacturers, we are unique in the German-speaking world. We cover the field of interest of our industry but also think outside the box, delivering information to our readers about related subjects, such as disinfection. Thanks to our editorial advisory, which consists of biologists, scientists, practitioners and public authorities, we offer our roughly 4,100 readers expert information – every month. Make use of the synergy between content and quality reading for your communications!

DpS is used as an educational tool in businesses and passed on by employees, so that colleagues are up to date. Although our readership consists primarily of pest control companies, there are also disinfectors, public health offices and educational establishments in our audience. Thematically we focus on pest control and even answer business questions or offer advice, in order to avoid some of the pitfalls of working life.

Our journal also serves as a work of reference – such articles are identified as Premium Content and our subscribers can find them on our website any time. Our archive goes back to the year 1998 and comprises 800 articles, tagged with 3,000 keywords. Our website also keeps our readers informed about news, industry trends, further education and reports from other media. DpS is also available to our readers for download around the clock.

*Every edition reaches 3.9 persons – according to the DpS Trend-Report from December 2015.

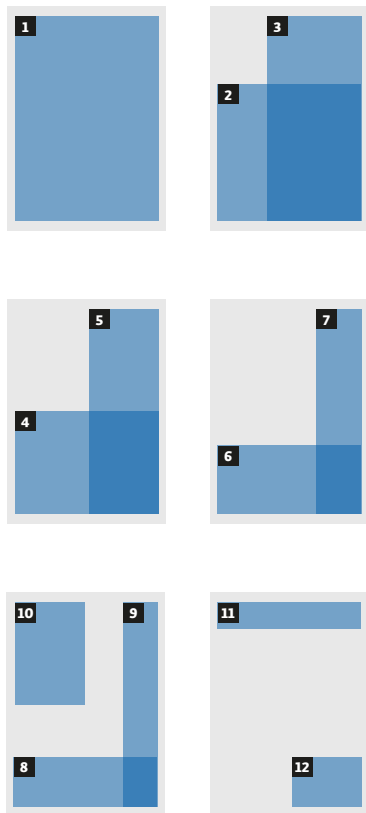
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Also:
 Seminar calendar in the
 3rd month of the quarter,
 two trend-reports in 2019
 and many more.

As of: October 2018, subject to change

Issue	Booking deadline	Deadline advertisements	Date of publication	Planned topics
January	12.12.2018	12.12.2018	04.01.2019	software/IT personal protective equipment bed bugs
February	16.01.2019	23.01.2019	08.02.2019	storage product protection deterrence cockroaches
March	13.02.2019	20.02.2019	08.03.2019	management wood and building protection rodenticides
April	20.03.2019	27.03.2019	12.04.2019	ants bird control Grünau Conference/PestEx
May	17.04.2019	24.04.2019	10.05.2019	wasps plant protection rodents
June	22.05.2019	29.05.2019	14.06.2019	invasive species beetle personal protective equipment
July/August	19.06.2019	26.06.2019	09.07.2019	ants bed bugs bird control
September	21.08.2019	28.08.2019	13.09.2019	rodents insecticides pesticides/technology
October	18.09.2019	25.09.2019	11.10.2019	management wood and building protection disinfection
November	16.10.2019	23.10.2019	08.11.2019	vehicle equipment software/IT bed bugs
December	20.11.2019	27.11.2019	13.12.2019	pesticides/technology rodenticides Moseltagung



Schematic representation

Size		without bleed	with bleed	Delivery incl. bleed	Price
1/1 page (4c)	1	190 × 270 mm	210 × 297 mm	216 × 303 mm	1,800.00 €
2/3 page (4c)	2 landscape	190 × 180 mm	210 × 190 mm	216 × 193 mm	1,200.00 €
	3 upright	125 × 270 mm	125 × 297 mm	131 × 303 mm	
1/2 page (4c)	4 landscape	190 × 135 mm	210 × 145 mm	216 × 151 mm	905.00 €
	5 upright	92 × 270 mm	102 × 297 mm	108 × 303 mm	
1/3 page (4c)	6 landscape	190 × 90 mm	210 × 100 mm	216 × 106 mm	605.00 €
	7 upright	60 × 270 mm	70 × 297 mm	76 × 303 mm	
1/4 page (4c)	8 landscape	190 × 66 mm	210 × 76 mm	216 × 82 mm	455.00 €
	9 upright	45 × 270 mm	55 × 297 mm	61 × 303 mm	
	10 druch corner	92 × 135 mm			
1/8 page (4c)	11 landscape	190 × 35 mm			230.00 €
	12 upright	92 × 66 mm			

Prices per millimeter

4-column s/w 1.45 €
 4-column 4c 1.70 €

Box fee 15.00 €

Special formats

4th back cover	2,470.00 €
Address sheet front (210 × 145 mm, 4c)	990.00 €
Address sheet back (personalization possible)	on request
Advertorial 1/1 page	1,970.00 €
Advertorial 1/2 page	995.00 €
1/3 page table of contents	645.00 €
Junior-Page (153 × 213 mm portrait)	965.00 €

Discounts

(for insertions within one year, starting with publication of the first ad)

Frequency discount

3 times	5 %
6 times	10 %
11 times	15 %
22 times	20 %

quantity discount

1 page	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

Loose insert

weight up to 25 g	745.00 €
weight up to 50 g	1,460.00 €

Ask for more details about weight classes, technical details and current print run.
Trimming or clinching for extra charge. Format up to DIN A4, paper weight up to 220 g/m².
No discount for loose inserts.

Bound in

4-sided DIN A4 (1 sheet DIN A3, folded to DIN A4) on inquiry. Paperweight up to 200 g/m².

Bonding of postcards on inquiry.

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Schaedlings.net is net internet portal with tips and tricks.

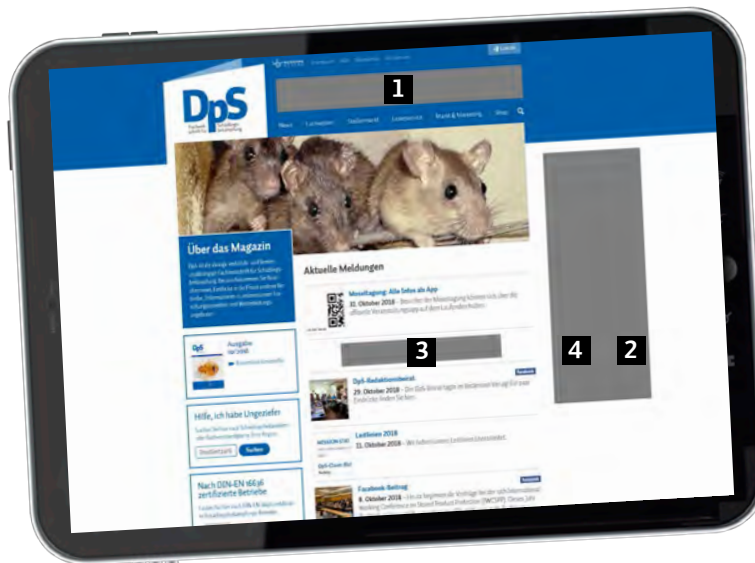
www.schaedlings.net

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Via e-mail to
 media@beckmann-verlag.de
 as png, jpg or gif



Sizes and prices

1 Super-Banner	728 x 90 Pixel	385.00 €
2 Wide Skyscraper	160 x 600 Pixel	385.00 €

Price per month, flexible terms possible.

3 Fullsize-Banner	468 x 60 Pixel	285.00 €
4 Skyscraper	120 x 600 Pixel	285.00 €

DpS News - The newsletter for the specialized journal

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Schedule

Issue	Booking- and deadline	Date of publication
01/2019	Mo., 21.01.2019	Fr., 25.01.2019
02/2019	Mo., 18.02.2019	Fr., 22.02.2019
03/2019	Mo., 25.03.2019	Fr., 29.03.2019
04/2019	Mo., 23.04.2019	Fr., 26.04.2019
05/2019	Mo., 27.05.2019	Fr., 31.05.2019
06/2019	Mo., 24.06.2019	Fr., 28.06.2019
07/2019	Mo., 22.07.2019	Fr., 26.07.2019
08/2019	Mo., 26.08.2019	Fr., 30.08.2019
09/2019	Mo., 23.09.2019	Fr., 27.09.2019
10/2019	Mo., 21.10.2019	Fr., 25.10.2019
11/2019	Mo., 25.11.2019	Fr., 29.11.2019
12/2019	Mo., 16.12.2019	Fr., 20.12.2019

Formats

1 Banner	320 × 240 Pixel
2 PR-Ad	320 × 240 Pixel and 400 characters continuous text (incl. spaces and punctuation)

Frequencia 1 × per month

Prices

Banner	200.00 €
PR-Ad	300.00 €

Data transfer

via e-mail to
media@beckmann-verlag.de



Technical specifications

Data as png oder gif, without animation up to 50 kB

Copies Q2 2018

Print run	1,300
Circulation	1,100
Sold copies	975
Free copies	137
Archives	188

Geographical distribution by postal code in 2017

0	64	6%
1	124	11%
2	123	12%
3	135	13%
4	124	11%
5	81	7%
6	102	9%
7	77	7%
8	60	5%
9	48	4%
Germany	937	85%
foreign countries	170	15%
Annual average	1,107	100%

Analysis of pages and advertisements 2017

number of pages	288 Pages = 100%
advertisements	67.97 Pages = 22,7%
articles	220.03 Pages = 76.4%



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Publisher

Jan-Klaus Beckmann

Frequency of publication

11/year

Trimmed size: DIN A4, 210 mm wide × 297 mm high

Type area: 190 mm wide × 270 mm high, 3 columns à 60 mm or 4 columns à 45 mm

Bleed difference on truncated sizes should have 3 mm on every side.

Gate endangered theme elements should have 5 mm away from the trimmed size.

Printing technology: sheet-fed offset print/saddle stitch, 4c according to Euroscale

Cyan = HKS 47, Magenta = HKS 25, Yellow = HKS 3

Printing data: Please mail ads to media@beckmann-verlag.de

Printing office: art+image GmbH & Co. KG, Dresdener Str. 4, 32423 Minden.

Terms of payment:

After tax within 21 days. The invoicing will be done by default email.

Bank accounts:

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Volksbank eG, IBAN DE68 2519 3331 7010 6266 00, BIC GENODEF1PAT