



## Media data 2023

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. 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 in the companies. Also there are public health offices and educational establishments in our audience. In addition to all pest-control topics, we also address business issues and give one or the other tip to avoid the pitfalls of working life.

Our journal also serves as a work of reference – relevant articles are identified as Premium Content and our subscribers can find them on our website any time. Our archive comprises over 1,000 articles. Since 2019, our newsletter **DpS News** has been reaching our target group even more frequently and digitally.

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

## Contact the editor

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## Also:

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

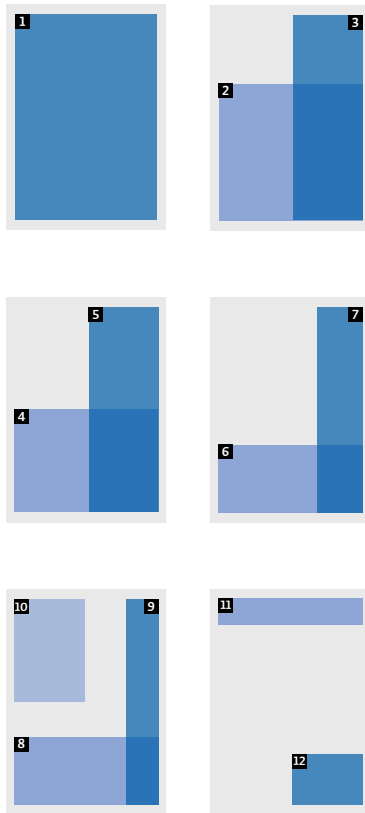
## Detailed topic plan by email:

Register at <https://schaedlings.net/marketing/aktueller-themenplan/themenplan-als-newsletter/>



As of:  
 October 2022, subject to change

Issue	Booking deadline	Deadline advertisements	Date of publication	Planned topics
<b>January</b>	07.12.2022	14.12.2022	13.01.2023	rodenticides bed bugs wood and building protection
<b>February</b>	18.01.2023	25.01.2023	10.02.2023	rodent pests bird control insecticides
<b>March</b>	15.02.2023	22.02.2023	10.03.2023	ants oak processionary moth bed bugs
<b>April</b>	22.03.2023	29.03.2023	14.04.2023	rodent pests wasps plant protection
<b>May</b>	19.04.2023	26.04.2023	12.05.2023	rodenticides bed bugs storage protection
<b>June</b>	24.05.2023	31.05.2023	16.06.2023	rodent pests oak processionary moth wood and building protection
<b>July/August</b>	21.06.2023	28.06.2023	14.07.2023	bird control insecticides personal protective equipment
<b>September</b>	16.08.2023	23.08.2023	08.09.2023	rodenticides bed bugs cockroaches
<b>October</b>	13.09.2023	20.09.2023	06.10.2023	rodent pests bird control ants
<b>November</b>	18.10.2023	25.10.2023	10.11.2023	bed bugs wood and building protection storage protection
<b>December</b>	15.11.2023	22.11.2023	08.12.2023	rodenticides bird control insecticides



Schematic representation

Size		without bleed	with bleed	Delivery incl. bleed	Price
<b>1/1 page (4c)</b>	<b>1</b>	190 × 270 mm	210 × 297 mm	216 × 303 mm	€ 1,955.00
<b>2/3 page (4c)</b>	<b>2</b> landscape	190 × 180 mm	210 × 190 mm	216 × 193 mm	€ 1,360.00
	<b>3</b> upright	125 × 270 mm	125 × 297 mm	131 × 303 mm	
<b>1/2 page (4c)</b>	<b>4</b> landscape	190 × 135 mm	210 × 145 mm	216 × 151 mm	€ 1,020.00
	<b>5</b> upright	92 × 270 mm	102 × 297 mm	108 × 303 mm	
<b>1/3 page (4c)</b>	<b>6</b> landscape	190 × 90 mm	210 × 100 mm	216 × 106 mm	€ 680.00
	<b>7</b> upright	60 × 270 mm	70 × 297 mm	76 × 303 mm	
<b>1/4 page (4c)</b>	<b>8</b> landscape	190 × 66 mm	210 × 76 mm	216 × 82 mm	€ 515.00
	<b>9</b> upright	45 × 270 mm	55 × 297 mm	61 × 303 mm	
	<b>10</b> druch corner	92 × 135 mm			
<b>1/8 page (4c)</b>	<b>11</b> landscape	190 × 35 mm			€ 255.00
	<b>12</b> upright	92 × 66 mm			

## Prices per millimeter

(Column width 45mm, price per mm of height)

4-column b/w	€ 1.80
4-column 4c	€ 1.96
Box fee	€ 15.00

## Special formats

4th back cover	€ 2,720.00
Address sheet front (210 × 145 mm, 4c)	€ 1,045.00
Advertorial 1/1 page	€ 2,100.00
Advertorial 1/2 page	€ 1,050.00
1/3 page contents section	€ 700.00
Junior-Page (148 x 210 mm with incision)	€ 1,045.00

## Discounts

### Frequency discount

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

### Volume discount

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

## Loose insert

(not eligible for discounts)

weight up to 25 g	€ 790.00
weight up to 50 g	€ 1,580.00

More rates on request.

The loose insert prices refer to machine-processed inserts. Technical details, dispatch quantities and prices for hand-made inserts upon request.

## Bound in

on demand

## Contact advertising department

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(Contact DpS)  
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Jens Plumhoff (Leader)  
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Schaedlings.net is the internet portal of **DpS** with the latest news and tips for the industry.  
[www.schaedlings.net](http://www.schaedlings.net)

**Average hits per month**

Page impressions: 4,333  
 Sessions: 2,462  
 Users: 1,551

**Data transfer**

via e-mail to  
[media@beckmann-verlag.de](mailto:media@beckmann-verlag.de)  
 as png, jpg or gif



**Formats and prices**

Price per month, flexible terms possible

<b>1 Super-Banner</b>	
728 x 90 pixels	€ 420.00

<b>3 Fullsize-Banner</b>	
468 x 60 pixels	€ 315.00

<b>2 Wide Skyscraper</b>	
160 x 600 pixels	€ 420.00

<b>4 Skyscraper</b>	
120 x 600 pixels	€ 315.00

**DpS News** – The newsletter for the specialized journal

Our e-mail newsletter **DpS News** is published monthly and contains important information for all interested in the pest control industry.

We will inform in advance about the topics in the next issue of the magazine, what news is available, which news is interesting on the web and much more.

### recipients

Ø 1,900

Ø Open rate: 48.1%

Ø CTR: 10.7%

(Period 1 year, as of August 2022)

### Schedule

Issue	Booking- and ad-deadline	Date of publication
<b>01/2023</b>	Mo. 23.01.2023	Fr. 27.01.2023
<b>02/2023</b>	Mo. 20.02.2023	Fr. 24.02.2023
<b>03/2023</b>	Mo. 27.03.2023	Fr. 31.03.2023
<b>04/2023</b>	Mo. 24.04.2023	Fr. 28.04.2023
<b>05/2023</b>	Mo. 22.05.2023	Fr. 26.05.2023
<b>06/2023</b>	Mo. 26.06.2023	Fr. 30.06.2023
<b>07/2023</b>	Mo. 24.07.2023	Fr. 28.07.2023
<b>08/2023</b>	Mo. 21.08.2023	Fr. 25.08.2023
<b>09/2023</b>	Mo. 18.09.2023	Fr. 22.09.2023
<b>10/2023</b>	Mo. 23.10.2023	Fr. 27.10.2023
<b>11/2023</b>	Mo. 20.11.2023	Fr. 24.11.2023
<b>12/2023</b>	Mo. 18.12.2023	Fr. 22.12.2023

### Formats and Prices

<b>1</b> Banner	320 x 240 pixels	€ 215.00
<b>2</b> PR-Ad	320 x 240 pixels characters continuous text (incl. spaces and punctuation)	€ 325.00

**Frequenza** 1 x per month

### Data transfer

via e-mail to [media@beckmann-verlag.de](mailto:media@beckmann-verlag.de)



### Technical specifications

Data as png, jpg or gif,

## Package-Deals

With our cross-media packages you can reach maximum ranges in the industry!

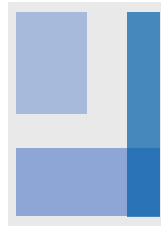
### Target group contacts each circuit:

3 packages: 33.779 contacts  
 6 packages: 67.559 contacts  
 11+ packages\*: 135.118 contacts

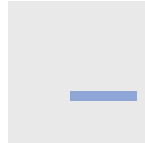
\* This package contains  
 11 x print and 12 x online each  
 (schaedlings.net and DpS News).

Schematic representation

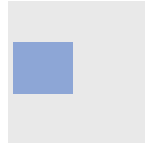
### Basic XS 1/4 page ad in DpS



### Fullsize Banner on schaedlings.net



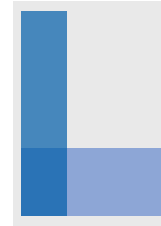
### Banner in DpS News



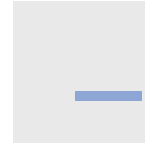
### Frequency

3 pkg.	€ 2,900.00
6 pkg.	€ 5,500.00
11+ pkg.*	€ 9,960.00

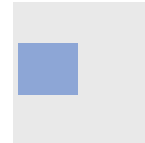
### Basic S 1/3 page ad in DpS



### Fullsize Banner on schaedlings.net



### Banner in DpS News



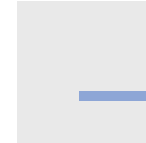
### Frequency

3 pkg.	€ 3,360.00
6 pkg.	€ 6,300.00
11+ pkg.*	€ 11,400.00

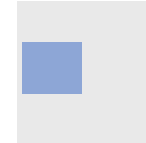
### Basic M 1/2 page ad in DpS



### Fullsize Banner on schaedlings.net



### Banner in DpS News



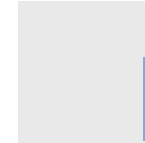
### Frequency

3 pkg.	€ 4,190.00
6 pkg.	€ 7,950.00
11+ pkg.*	€ 14,100.00

### Basic L 1/1 page ad in DpS



### Skyscraper on schaedlings.net



### PR-Ad in DpS News



### Frequency

3 pkg.	€ 6,900.00
6 pkg.	€ 13,000.00
11+ pkg.*	€ 23,000.00



## Special products

We can support you with a wide variety of communication solutions that will make your product even better perceived by your customers.

## Customer magazines

It doesn't matter whether you want your own new customer magazine or want to change an existing magazine – talk to us.



## Professional survey

Would you like to know what your customers think? No problem: We carry out your survey professionally.



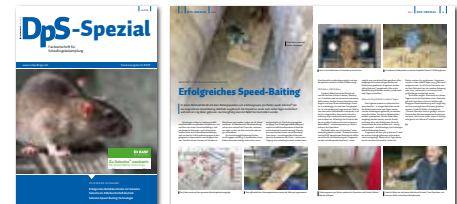
## Reprint

You liked a publication in DpS and would like to use it actively for your image or sales support? With a reprint (print and/or digital) it's a breeze.



## DpS-Spezial

Are you focusing on a product in particular? Let's create a DpS-Spezial: A booklet with exclusive content from/about your company and/or your product!



Print run	Q2 2022
	copies
Print run	1,433
Circulation	1,243
Sold copies	1,056
Free copies	187
Archives	190

Geographical distribution by postal code in 2021		
0	66	5%
1	133	11%
2	123	10%
3	137	11%
4	137	11%
5	96	8%
6	114	9%
7	93	8%
8	77	6%
9	55	5%
<b>Germany</b>	<b>1,031</b>	<b>85%</b>
<b>foreign countries</b>	<b>178</b>	<b>15%</b>
<b>Annual average</b>	<b>1,209</b>	<b>100%</b>

Coverage analysis 2021 (11 issues)	
number of pages	296 pages = 100%
advertisements	68.83 pages = 23.2%
articles	227.18 pages = 76.8%



## Contact reader service

Marie-Sophie Appelbaum (Leader)

Tel. +49 5132 8591-50

vertrieb@beckmann-verlag.de

## Publisher

Beckmann Verlag GmbH & Co. KG

## Address

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Tel. +49 5132 8591-0  
info@beckmann-verlag.de

## Publisher

Jan-Klaus Beckmann

## Frequency of publication

11/year

## Bank details:

Sparkasse Hannover,  
IBAN DE66 2505 0180 1000 0033 41,  
BIC SPKHDE2HXXX

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

**Book format:** DIN A4, 210 mm wide × 297 mm high

**Print space:** 190 mm wide × 270 mm high, 3 columns, 60 mm each or 4 columns, 45 mm each

Bleed for bleed formats 3 mm on all sides. Motif elements likely to be cropped out must each be least 5 mm from the final trimming size.

**Print procedure/processing:** Sheet offset/saddle stitch, 4c as per Euroscale  
Cyan = HKS 47, Magenta = HKS 25, Yellow = HKS 3

**Print documents:** Please send the printing documents by e-mail as a printable fine-data PDF file. Without a binding proof, we assume no liability for the printing of color advertisements. The sender is responsible for the timely delivery of the printing documents. If it is not possible for the advertisement to appear due to non-observance of specifications or for other reasons, the publisher assumes no liability.

**Print shop:** Loose inserts are to be delivered free with a classification note (title/book no./dispatch quantity) to our print shop:  
art+image GmbH & Co. KG, Dresdener Str. 4, 32423 Minden.

**Terms of cancellation:** Cancellation after the booking deadline is not possible. The assignment will be billed in the full amount.

**Payment conditions:** Within 21 days of the billing date before deduction of discount. The invoice is sent exclusively via automated email to the client's address or an email address given in the order.

The applicable VAT is additionally calculated for domestic orders.  
The publisher's terms and conditions apply.