



Media data 2024

Knowledge for pest control,
up to date and practical

The specialist journal **DpS** is aimed at pest controllers and professionals from related industries who deal with the increasing challenges of pest control. As a long-established medium in the field, we provide expertly curated professional information, guaranteed in part by the expertise of our diverse editorial board, consisting of biologists, scientists, practitioners, and government officials. In addition to the multi-faceted topics surrounding pest control, we also address business aspects to provide valuable tips and help navigate the pitfalls of professional life.

DpS serves as a training tool that is passed on to employees within companies. Furthermore, the magazine also reaches health authorities and educational institutions that use our contributions as a source of information. The magazine is an important reference work with an extensive archive of over 1,100 professional articles, available online as premium content for our subscribers.

With a strong readership from the pest control industry, we offer you the perfect platform to effectively promote your products and services. Your advertising in **DpS** will be noticed not only by our direct subscribers but also shared with an average of 3.9 individuals* per issue. These multiplier effects ensure that your message reaches a broad and engaged readership.

We offer various advertising opportunities to effectively showcase your brand, products, and services. Place your ad in our print magazine or in our newsletter, **DpS News**, through which we reach your target audience more frequently and digitally.

Position yourself as a leading expert in the industry and take advantage of the opportunity to present your advertising message in **DpS** and benefit from our extensive and highly qualified readership.

*This figure refers to the total reach of our readership, including sharing with colleagues and employees, based on the "DpS Trend Report" from December 2015.

DpS News

Discover our monthly email newsletter, **DpS News**, which provides important information to all interested parties in the pest control industry. Recipients receive current news and relevant web news, as well as exclusive insights into the upcoming issue of the magazine. As a companion to the specialist journal, our newsletter offers indispensable and up-to-date information.

Secure your spot in our newsletter today and successfully spread your message in the pest control industry. Don't miss the opportunity to maximize your reach and attract potential business partners. Contact us for further information.

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Also:

Seminar calendar in the 3rd month of the quarter and many more.

Detailed topic plan by email:

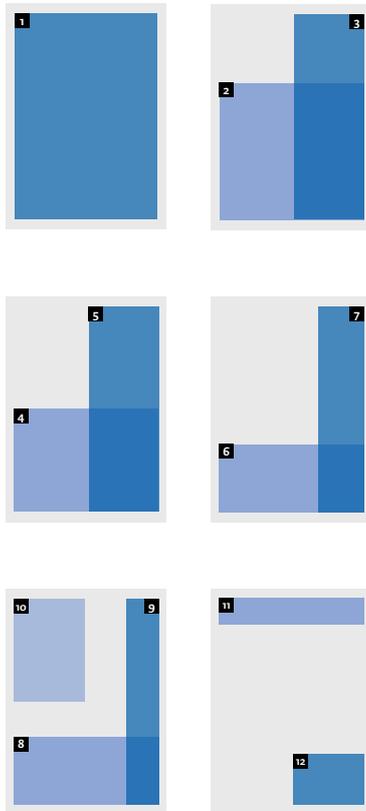
Register at <https://schaedlings.net/marketing/aktueller-themenplan/themenplan-als-newsletter/>

Or scan
 the QR code



As of:
 October 2023, subject to change

Issue	Booking deadline	Deadline advertisements	Date of publication	Planned topics
January	06.12.2023	13.12.2023	12.01.2024	rodent pests personal protective equipment plant protection
February	17.01.2024	24.01.2024	09.02.2024	bird control training corporate management
March	14.02.2024	21.02.2024	08.03.2024	ants oak processionary moth bed bugs
April	20.03.2024	27.03.2024	12.04.2024	wasps mosquitoes PestEx
May	17.04.2024	24.04.2024	10.05.2024	rodenticides cockroaches wood and building protection
June	22.05.2024	29.05.2024	16.06.2023	rodent pests bed bugs storage protection
July/August	19.06.2024	26.06.2024	12.07.2024	oak processionary moth ants software
September	14.08.2024	21.08.2024	06.09.2024	corporate management wasps rodenticides
October	11.09.2024	18.09.2024	04.10.2024	cockroaches rodent pests insecticides
November	16.10.2024	23.10.2024	08.11.2023	bed bugs bird control wood and building protection
December	13.11.2024	20.11.2024	06.12.2024	storage protection Pest-Protect/Moseltagung rodenticides



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	€ 1,955.00
2/3 page (4c)	2 landscape	190 × 180 mm	210 × 190 mm	216 × 193 mm	€ 1,360.00
	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	€ 1,020.00
	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	€ 680.00
	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	€ 515.00
	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			€ 255.00
	12 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 with ad and personalized text	€ 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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Schaedlings.net is the internet portal of **DpS** with the latest news and tips for the industry.
www.schaedlings.net

Average hits per month

Page impressions: 4,333
 Sessions: 2,462

Average of months
 January to June 2023
 Source: Matomo

Data transfer

via e-mail to
media@beckmann-verlag.de
 as png, gif, jpg or
 HTML/Script Tag



Formats and prices

Price per month, flexible terms possible

1 Super-Banner		
	728 x 90 pixels	€ 420.00
2 Wide Skyscraper		
	160 x 600 pixels	€ 420.00

3 Fullsize-Banner		
	468 x 60 pixels	€ 315.00
4 Skyscraper		
	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 1,800

Ø Open rate: 47.0 %

Ø CTR: 13.6 %

(Period 1 year, as of August 2023)

Data transfer

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

Technical specifications

Data as png, jpg or gif,

Schedule

Issue	Booking- and ad-deadline	Date of publication
01/2024	Mo. 22.01.2024	Fr. 26.01.2024
02/2024	Mo. 19.02.2024	Fr. 23.02.2024
03/2024	Mo. 25.03.2024	Fr. 29.03.2024
04/2024	Mo. 22.04.2024	Fr. 26.04.2024
05/2024	Mo. 27.05.2024	Fr. 31.05.2024
06/2024	Mo. 24.06.2024	Fr. 28.06.2024
07/2024	Mo. 22.07.2024	Fr. 26.07.2024
08/2024	Mo. 26.08.2024	Fr. 30.08.2024
09/2024	Mo. 23.09.2024	Fr. 27.09.2024
10/2024	Mo. 21.10.2024	Fr. 25.10.2024
11/2024	Mo. 25.11.2024	Fr. 29.11.2024
12/2024	Mo. 16.12.2024	Fr. 20.12.2024

Formats and Prices

1 Banner	320 x 240 pixels	€ 215,00
Double banner	640 x 240 pixels	€ 400,00
2 PR-Ad	320 x 240 pixels characters continuous text (incl. spaces and punctuation)	€ 350,00

Your news, our newsletter recipients

DpS News Spezial	Details, dates and prices
DpS News Promotion	on request



New Products, Company News, seasonal offers ... You provide the content, we create and send the newsletter to our mailing list.

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).

	Basic XS 1/4 page ad in DpS	Basic S 1/3 page ad in DpS	Basic M 1/2 page ad in DpS	Basic L 1/1 page ad in DpS
	Fullsize Banner on schaedlings.net	Fullsize Banner on schaedlings.net	Fullsize Banner on schaedlings.net	Skyscraper on schaedlings.net
	Banner in DpS News	Banner in DpS News	Banner in DpS News	PR-Ad in DpS News
Frequency	Frequency	Frequency	Frequency	Frequency
3 pkg. € 2,900.00	3 pkg. € 3,360.00	3 pkg. € 4,190.00	3 pkg. € 6,900.00	
6 pkg. € 5,500.00	6 pkg. € 6,300.00	6 pkg. € 7,950.00	6 pkg. € 13,000.00	
11+ pkg.* € 9,960.00	11+ pkg.* € 11,400.00	11+ pkg.* € 14,100.00	11+ pkg.* € 23,000.00	

Schematic representation

Special products

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

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!



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.



Print run	Q2 2023
copies	
Print run	1,400
Circulation	1,196
Sold copies	1,057
Free copies	139
Archives	204

Geographical distribution by postal code in 2022		
0	66	5%
1	132	11%
2	124	10%
3	136	11%
4	137	11%
5	97	8%
6	113	9%
7	90	8%
8	77	6%
9	51	4%
Germany	1,023	84 %
foreign countries	188	16 %
Annual average	1,211	100 %

Coverage analysis 2022 (11 issues)		
number of pages	352 pages	= 100 %
advertisements	86.16 pages	= 24.8 %
articles	265.84 pages	= 75.2 %



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Jan-Klaus Beckmann

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11/year

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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.