

Price List No. 50

# Media data 2026

Print. Digital.  
Directly in your target group.



# DpS



## The No. 1 trade journal for professional pest controllers

DpS – The trade journal for pest control has been the leading trade medium for pest controllers, hygiene experts and decision-makers in the industry for many years.

- ✓ **11 issues** per year with practical technical articles
- ✓ **Technical support** from an experienced editorial advisory board
- ✓ **Exclusive access** to over 1,200 online articles
- ✓ **High-performing newsletter** with strong reach





### Your target group – without wastage

- Subscribers: 1,085 (Q2/2025)
- Average readers per issue: approx. 4
- Newsletter: around 1,800 recipients
- Website: Ø 5,200 page views

DpS reaches the industry directly: practitioners, decision-makers, companies. No detours, no wastage.



Scope analysis 2024	Pages	Percentage
Produced	328	100
Editorial	254.6	77.6
Advertising	73.4	22.4

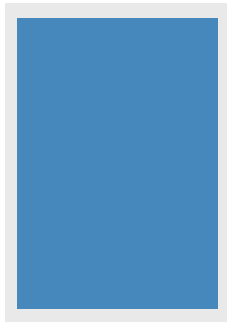
Circulation 2nd quarter 2025	Copies
Print run	1,400
Circulation (including ePaper)	1,131
Sold/subscribers	1,085
Complimentary copies	105



## Your message in the magazine – visible, lasting, valuable

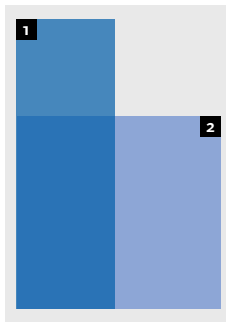
From 1/8 of a page to an exclusive cover page: you choose the format, we ensure the perfect placement. Benefit from a trade journal that is

kept, passed on and read repeatedly in every-day working life.



**1/1 page, 4c**  
€ 2,065.00

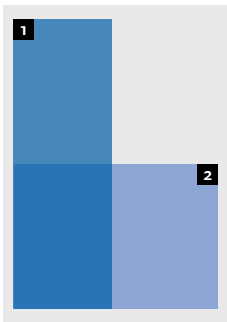
190 × 270 mm  
with bleed:  
210 × 297 mm



**2/3 page, 4c**  
€ 1,435.00

**1 vertical**  
125 × 270 mm  
with bleed:  
135 × 297 mm

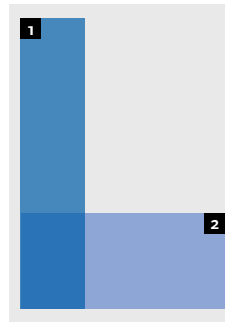
**2 horizontal**  
190 × 180 mm  
with bleed:  
210 × 190 mm



**1/2 page, 4c**  
€ 1,075.00

**1 vertical**  
92 × 270 mm  
with bleed:  
102 × 297 mm

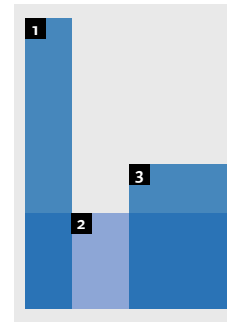
**2 horizontal**  
190 × 135 mm  
with bleed:  
210 × 145 mm



**1/3 page, 4c**  
€ 720.00

**1 vertical**  
60 × 270 mm  
with bleed:  
70 × 297 mm

**2 horizontal**  
190 × 90 mm  
with bleed:  
210 × 100 mm

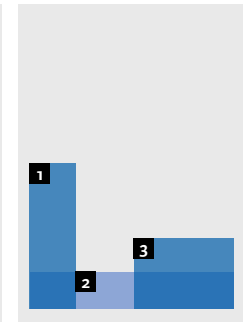


**1/4 page, 4c**  
€ 545.00

**1 vertical**  
45 × 270 mm  
with bleed:  
55 × 297 mm

**2 horizontal**  
190 × 66 mm  
with bleed:  
210 × 76 mm

**3 corner**  
92 × 135 mm



**1/8 page, 4c**  
€ 270.00

**1 vertical**  
45 × 135 mm

**2 horizontal**  
190 × 35 mm

**3 corner**  
92 × 66 mm



## Special placements for maximum attention

Use our special formats to highlight your message – e. g. cover pages, advertorials or junior pages. With attractive discount scales, you benefit even more from multiple placements.

### Cover page

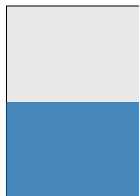


The cover pages are among the most exclusive advertising spaces in the magazine

#### Cover page price

4th cover page 4c € 2,870.00

### Address sheet

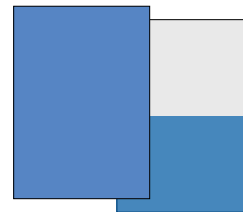


With advertisement and personalised text

#### Address sheet price

€ 1,100.00

### Advertorial



You provide the content. If you wish, we can design and produce it in the **DpS** editorial style. Alternatively, you can provide a finished template.

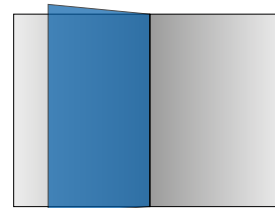
**Advantage:** The editorial look of your content ensures high credibility

#### Preise Advertorials

1/1 page € 2,215.00

1/2 page € 1,105.00

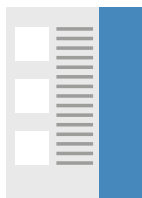
### Insert



On request, front and back, inserted in the magazine



### Table of contents advertisement

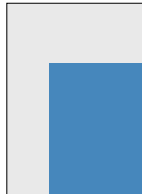


The key position in the table of contents attracts a lot of attention and is immediately visible when leafing through the magazine. You and your product present the magazine.

#### Price Table of contents advertisement

1/3 page vertical	€ 740.00
-------------------	----------

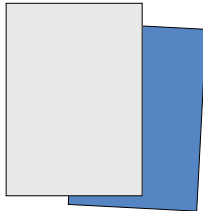
### Junior page



#### Price Junior page

148 x 210 mm plus bleed	€ 1,100.00
-------------------------	------------

### Inserts



An insert in **DpS** is cheaper than sending your own mailshot – with the same visibility and direct target group appeal.

#### Insert prices (non-discountable)

Inserts up to 25 g	€ 845.00
Inserts up to 50 g	€ 1,685.00
Inserts up to 75 g	1,845.00

Others on request. Insert prices refer to inserts that can be processed by machine. Technical details, delivery quantities and prices for manual inserts on request.

### Prices per millimetre

Column width 45 mm

#### Price per mm height

4 columns b/w	€ 1.90
4 columns 4c	€ 2.10
Box number fee	€ 15.00

### Discount scales

#### By number of placements

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

#### By number of pages used

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



## Relevant topics. Month after month.

Whether it's pests, insecticides, software or wood preservation – our topic plan covers all the important industry focal points. Your advertisement will appear in exactly the right editorial context.

Issue	Dates	Topics	Industry events
<b>01/2026</b>	<b>B</b> 03.12.2025 <b>A</b> 10.12.2025 <b>P</b> 09.01.2026	Rodent pests Business and Industry Bird control	
<b>02/2026</b>	<b>B</b> 21.01.2026 <b>A</b> 28.01.2026 <b>P</b> 13.02.2026	Invasive species Oak processionary moths, Rodenticides	
<b>03/2026</b>	<b>B</b> 18.02.2026 <b>A</b> 25.02.2026 <b>P</b> 13.03.2026	PPE Ants Cockroaches	Seminar calendar
<b>04/2026</b>	<b>B</b> 18.03.2026 <b>A</b> 25.03.2026 <b>P</b> 10.04.2026	Timber and structural protection Software/IT, Bed bugs	PestEx Expocida Iberia
<b>05/2026</b>	<b>B</b> 15.04.2026 <b>A</b> 22.04.2026 <b>P</b> 08.05.2026	Rodent pests, Business and Industry Stored- product-protection	Grünau Conference
<b>06/2026</b>	<b>B</b> 20.05.2026 <b>A</b> 27.05.2026 <b>P</b> 12.06.2026	Ants Bird control Silverfish	Seminar calendar

Issue	Dates	Topics	Industry events
<b>07 + 08/2026</b>	<b>B</b> 17.06.2026 <b>A</b> 24.06.2026 <b>P</b> 10.07.2026	Cockroaches Rodenticides Plant protection	
<b>09/2026</b>	<b>B</b> 19.08.2026 <b>A</b> 26.08.2026 <b>P</b> 11.09.2026	PPE Wasps Software/IT	Seminar calendar
<b>10/2026</b>	<b>B</b> 16.09.2026 <b>A</b> 23.09.2026 <b>P</b> 09.10.2026	Oak processionary moth, Bed bugs Rodent pests	
<b>11/2026</b>	<b>B</b> 21.10.2026 <b>A</b> 28.10.2026 <b>P</b> 13.11.2026	Business and Industry Timber and structural protection, Ants	
<b>12/2026</b>	<b>B</b> 18.11.2026 <b>A</b> 25.11.2026 <b>P</b> 11.12.2026	Plant protection Rodenticides Bird control	Seminar calendar Mosel Confer- ence, PestWorld

**B = Booking, A = Artwork, P = Publication**

Status: 10/2025 – subject to change

You can find the detailed schedule with all dates and content at <https://schaedlings.net/marketing/aktueller-themenplan>.

There you can also register to receive the schedule directly by email in future.





Magazine

Formats

Topics and schedule

**Digital**

Webinars

Cross-media

Special Products

Technical

Contacts

## Your brand online – directly in the target group

Our digital reach perfectly complements your print engagement.

Choose banner placements or PR advertisements – and reach decision-makers exactly where they are looking for information.

Issue	Booking and file deadline	Publication date
01/2026	26.01.2026	30.01.2026
02/2026	23.02.2026	27.02.2026
03/2026	23.03.2026	27.03.2026
04/2026	21.04.2026	24.04.2026
05/2026	25.05.2026	29.05.2026
06/2026	22.06.2026	26.06.2026
07/2026	27.07.2026	31.07.2026
08/2026	24.08.2026	28.08.2026
09/2026	21.09.2026	25.09.2026
10/2026	26.10.2026	30.10.2026
11/2026	23.11.2026	27.11.2026
12/2026	14.12.2026	18.12.2026

## Formats and Prices

<b>1</b> Banner	320 × 240 px	€ 220.00
<b>2</b> Double banner	640 × 240 px	€ 440.00
<b>3</b> PR advertisement	<b>Photo:</b> 320 × 240 px <b>Text:</b> 400 characters (incl. spaces and punctuation marks)	€ 460.00

**Top product 2026:** Newsletter PR advertisement – Reach and clicks guaranteed

## Exclusive newsletters – your message takes centre stage

In addition to our monthly newsletter, we offer exclusive mailings dedicated solely to your message.

<b>DpS News Special</b>	comprehensive presentation with images, text and link options	Details, dates and prices available on request
<b>DpS News Promotion</b>	compact format for focused messages	



## Reach

1,800 Recipients  
52 % Open rate  
19 % Click-through rate  
*Average values from 2024*



## Your brand online – directly in the target group

Our digital reach perfectly complements your print engagement.

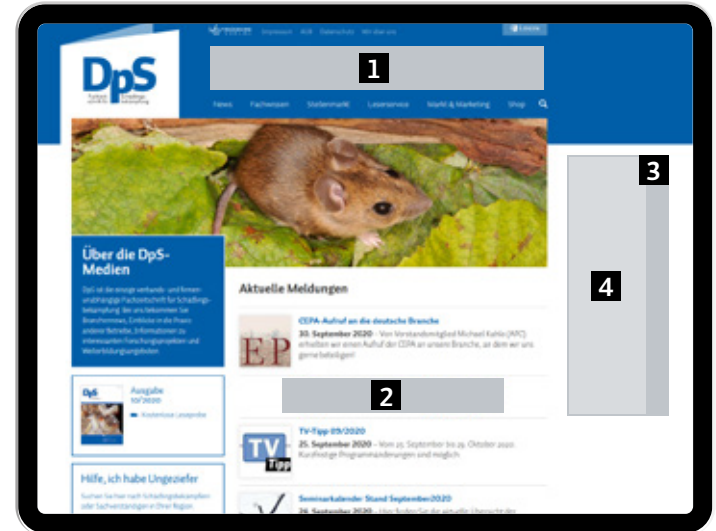
### Formats and Prices

Prices per month and category, flexible terms available

<b>1 Super banner</b>	728 × 90 px	€ 445.00
<b>2 Wide skyscraper</b>	160 × 600 px	€ 445.00
<b>3 Full-size banner</b>	468 × 60 px	€ 330.00
<b>4 Skyscraper</b>	120 × 600 px	€ 330.00

Detailed requirements can be found in the *Technical* section of the media data.

All prices exclude VAT.



### Reach

5,200 Page views per month

*Average value from 2024*



## Your expertise – live and practical

Would you like to showcase your expertise in pest control and reach our specialist community directly? DpS webinars provide the ideal format for this. We take care of the organisation, technology and promotion – you contribute the topic and your expertise. This allows you to reach your target group live, interactively and sustainably.

### Services:

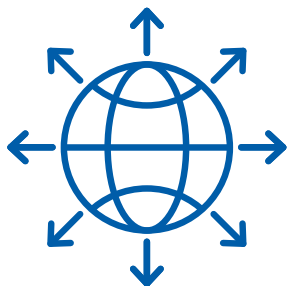
- Technical implementation by our team
- Promotion via DpS channels (trade journal, newsletter, website, social media)
- Follow-up, including recording for your further use.

**Prices and services:** on request



## Print + Online = Maximum visibility

Combine print advertisements, website banners and newsletter placements into attractive package deals. You benefit from significantly increased presence with predictable budgets.



## Reach

Audience reach per placement

3 placements	6 placements
34,572	69,144

## BASIS Package – establish your presence

A strong entry package for smaller budgets. Ensures continuous visibility in print and online.

- 1/4-page advertisement in DpS (portrait, landscape or corner)
- 1 full-size banner (468 x 60 px) on schaedlings.net (1 month)
- 1 banner in the DpS News newsletter

## PLUS Package – increase your reach

The bestseller for campaigns that combine print and digital touchpoints effectively.

- 1/2-page advertisement in DpS (portrait or landscape)
- 1 full-size banner (468 x 60 px) on schaedlings.net (1 month)
- 1 banner in the DpS News newsletter

## PREMIUM Package – maximum attention

For market leaders, product launches and brand campaigns.

- 1/1-page advertisement in DpS
- 1 skyscraper (120 x 600 px) on schaedlings.net (1 month)
- 1 PR advertisement in the DpS News newsletter

## Test Package (can only be booked once)

Ideal for first-time advertisers.

- 1 x print advertisement (1/4 page)
- 1 x banner in the DpS News newsletter
- 1 x banner on schaedlings.net (1 month)

## All-in

Tailored annual packages available on request.

## Package prices

Package	Services per placement	Number of placements	Price
<b>BASIC Package</b>	1/4 page + website banner + newsletter banner	3 x	€ 3,000
<b>PLUS Package</b>	1/2 page + website banner + newsletter banner	6 x	€ 8,200
<b>PREMIUM Package</b>	1/1 page + skyscraper website + PR ad newsletter	6 x	€ 15,000
<b>Test Package</b> (can only be booked once)	1/4 page + banner website + banner newsletter	1 x	€ 1,050

**Book once – benefit multiple times.**



Magazine

Formats

Topics and schedule

Digital

Webinars

Cross-media

**Special Products**

Technical

Contacts

## Individual. Exclusive. Effective.

Whether you need a DpS Special Edition, a customer magazine, a survey or a reprint – we present your content and products in a high-quality editorial environment. Benefit from our editorial expertise and our reach to strengthen your brand sustainably.

Case study:

BASF, Funke, and many other companies already rely on our special products.

## DpS-Spezial

Present your company or product in a stand-alone special issue with exclusive content.



## Professional surveys

Gain valuable insights: We design, conduct and analyse customer or market surveys for you.



## Customer magazines

We create new customer publications or adapt existing ones to your brand and messaging.



## Reprints (print and/or digital)

Use published DpS articles for your communications and sales activities – we provide professional reprints.





## Magazine

### Magazine format

DIN A4, 210 mm width × 297 mm height

### Type area

190 mm width × 270 mm height

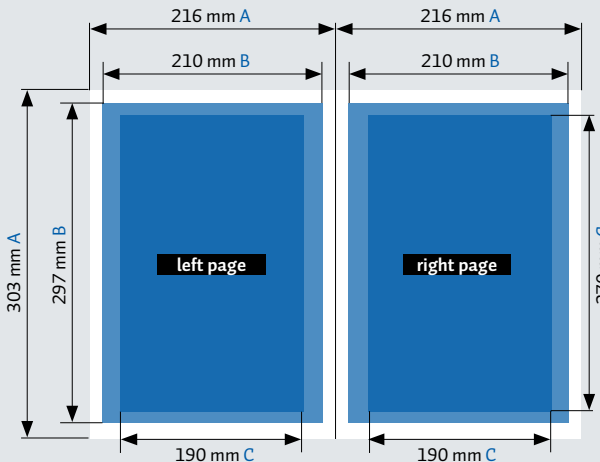
- 3 columns of 60 mm each
- 4 columns of 45 mm each

### Frequency of publication

11 times per year

## Print documents

- Please deliver the print documents by e-mail as a printable high-resolution PDF file (preferably PDF/X-1a).
- Without a binding proof, we cannot guarantee the printing of color advertisements.
- The sender is responsible for the timely delivery of the print data. The publisher accepts no liability if the advertisement cannot be published due to non-compliance with specifications or for other reasons.
- We would be happy to design your advertisement. Price on request.
- Maximum file size for delivery by email: 20 MB.



A = Data format  
216 mm × 303 mm  
B = Final format  
210 mm × 297 mm  
C = Type area  
190 mm × 270 mm

Safety margin  
3 mm from the edge

## Printing process/processing

Sheet-fed offset, saddle stitching,  
4c Euroscalea

## Bleed

- for trimmed formats 3 mm on all sides
- Motif elements at risk of being cut off: at least 5 mm from the final format

## Deadlines

Latest date: Deadline for print documents according to the current theme and production plan. The client is responsible for meeting the deadlines. If delivery is not made on time or is not made at all, the order will be invoiced in full.



## General requirements

- Image data as jpg, png or gif
- Image data individually, not embedded in a document
- Resolution max. 100 dpi

## Data transfer

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

## Delivery of inserts

- Inserts must be delivered ready for processing.
- The delivery note must state the title, edition and number of copies.
- The client is responsible for ensuring that the inserts arrive on time and in full.
- The delivery date corresponds to the print deadline (see dates) and is also stated on each order confirmation.

## Delivery address/printing company

art+image GmbH & Co. KG  
Dresdener Straße 4  
32423 Minden

## Newsletter

### PR advertisement

- Image/banner: 320 x 240 px (width x height)
- Headline: up to 30 characters (total)
- Body text: up to 370 characters (total)
- URL

### Banner

- 320 x 240 px (width x height)
- URL

### Double banner

- 640 x 240 px (width x height)
- URL

## Advertising banner

### Super banner

- 728 x 90 px (width x height)

### Wide skyscraper

- 160 x 600 px (width x height)

### Full-size banner

- 468 x 60 px (width x height)

### Skyscraper

- 120 x 600 px (width x height)

## Cancellation and legal information

### Cancellation deadlines

Cancellation is free of charge until the booking deadline.  
Later cancellations will be charged in full.

### Terms of payment

- Within 21 days of the invoice date without deduction of discount.
- Invoices are sent automatically by email.
- The applicable value added tax will be charged additionally.

### Implementation notes

- All information in the media data is provided without guarantee.
- Subject to change without notice.
- The publisher's terms and conditions apply.



### Media Consulting

Andrea Heitmann  
(Contact person DpS)  
Tel. +49 5132 8591 26

Jens Plumhoff (Leader)  
Tel. +49 5132 8591 20  
media@beckmann-verlag.de

### Editorial

Pia-Kim Schaper  
(Editor-in-chief)  
Tel. +49 5132 8591 65  
schaper@beckmann-verlag.de

### Distribution

Verena Rust  
Tel. +49 5132 8591 50  
vertrieb@beckmann-verlag.de

### Subscription/Reader Service

VU.SOLUTIONS GmbH & Co. KG  
Tel. +49 6123 9238 257  
beckmann-verlag@vuservice.de

### Accounting

Tel. +49 5132 8591 60  
buchhaltung@beckmann-verlag.de

### Address for incoming invoices:

rechnungen@beckmann-verlag.de

### Bank Details

Sparkasse Hannover,  
IBAN DE66 2505 0180 1000 0033 41,  
BIC SPKHDE2HXXX  
Volksbank eG,  
IBAN DE68 2519 3331 7010 6266 00,  
BIC GENODEF1PAT

### Publisher Information

Beckmann Verlag GmbH & Co. KG  
Rudolf-Petzold-Ring 9  
31275 Lehrte  
Germany  
info@beckmann-verlag.de  
https://beckmann-verlag.de

Hildesheim Local Court: HRA 31353  
VAT ID No.: DE 115 054 958  
Personally liable partner:  
beccom GmbH  
Managing Directors: Jan-Klaus Beckmann,  
Thomas Deuscher  
Hildesheim Local Court: HRB 35675