



## Media Kit 2011

### Brief description

DGUV Arbeit & Gesundheit – our readers have a healthier working life

DGUV Arbeit & Gesundheit makes occupational health and safety readable and practical. The magazine contains interesting reports and revealing interviews about everyday life at German companies. DGUV Arbeit & Gesundheit is the guide to safe and healthy working – for people in all professions.

### Language

German

### Publisher and Editor-in-chief

Deutsche Gesetzliche Unfallversicherung (DGUV)  
Mittelstraße 51, 10117 Berlin-Mitte, Germany  
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Web: [www.dguv.de](http://www.dguv.de)

### Editorial Staff and Publishing House

Universum Verlag GmbH  
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### Advertising Company

Universum Verlag GmbH  
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### Magazine Volume

63./64. – established in 1949

### Frequency/Issues per Year

Bimonthly/six times a year

### Circulation

389.503

## Formats

### Journal

W 210 mm x H 297 mm

### Print area

W 176 mm x H 259mm

### Advertisements – Dimensions and Prices

valid from 01.01.2011

### Colour

No additional charge for all colours within the CMYK-Scale.

### Specified positions

No additional charge.

### Agency Commission

15 %

### Method of Payment

Payment within 10 Days: 2 % Discount

Net Cash 30 Days

Foreign customers have to quote value added tax identification number on order.

### Account to be paid

Wiesbadener Volksbank eG, Wiesbaden

Account Number: 24 964 29, BLZ 510 900 00

SWIFT Code: WIBA DE 5 W

IBAN Code: DE 15 5109 0000 0002 4964 29

### Delivery Address

Universum Verlag GmbH

Taunusstraße 54

65183 Wiesbaden, Germany

Place of performance is Wiesbaden

## Discounts

### Series Discounts

These discounts apply to insertions of the same size booked together and at the same time and which are scheduled to appear within a twelve month period.

3 Insertions 3 %

6 Insertions 5 %

9 Insertions 10 %

12 Insertions 15 %

### Volume Discounts

These discounts apply to insertions of the all sizes booked together and at the same time and which are scheduled to appear within a twelve month period.

3 Pages 5 %

6 Pages 10 %

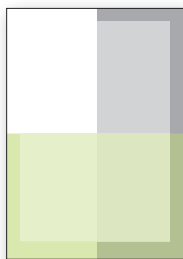
9 Pages 15 %

12 Pages 20 %

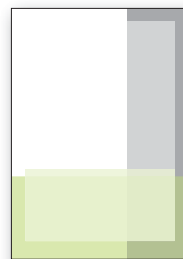
### Advertisements – Dimensions and Prices (b/w and 4c; in Euro, VAT not included) All formats in mm, width x height.



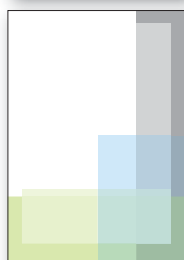
**1/1 Page**  
Print area  
176 x 259  
Bleed Ad  
210 x 297  
8.950,00 €



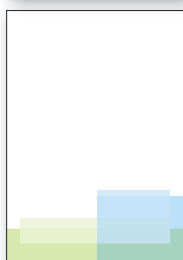
**1/2 Page horizontal/vertical**  
Print area  
176 x 127/86 x 259  
Bleed Ad  
210 x 148/103 x 297  
4.735,00 €



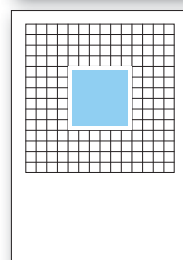
**1/3 Page horizontal/vertical**  
Print area  
176 x 85/56 x 259  
Bleed Ad  
210 x 98/73 x 297  
2.985,00 €



**1/4 Page horizontal/vertical**  
Print area  
176 x 64/44 x 259/  
86 x 127  
Bleed Ad  
210 x 77/58 x 297/  
103 x 148  
1.950,00 €



**1/8 Page horizontal**  
Print area  
176 x 30/86 x 63  
Bleed Ad  
210 x 39/103 x 77  
995,00 €



**Crossword Advertisement**  
Print area  
65 x 65  
795,00 €

Listed are standard advertisements. For further sizes please contact us.



Issue	Selected subjects (information about further subjects available on request)	Deadline for submission of advertisements	Deadline for submission of printing documents	Publication date	Trade fairs
1/2	<p><b>Occupational safety</b> Working safely on large building sites</p> <p><b>Health protection</b> Knee problems</p> <p><b>Insurance coverage</b> First aid</p> <p><b>Internal transport</b> Risk prevention campaign – StaplerCup</p>	03.11.10	10.11.10	04.01.11	
3/4	<p><b>Occupational safety</b> Chemical protection</p> <p><b>Health protection</b> Noise protection</p> <p><b>Insurance coverage</b> Accidents at or on the way to work</p> <p><b>Road traffic safety</b> Cycling safely</p>	05.01.11	12.01.11	25.02.11	<p><b>Sicherheit + Automation:</b> 15.03.2011, Stuttgart (Germany)</p> <p><b>Safety &amp; Security:</b> 15. – 17.03.2011, Amsterdam (Netherlands)</p> <p><b>Hannover Messe:</b> 04. – 08.04.2011, Hannover (Germany)</p> <p><b>Corporate Health Convention:</b> 13. – 14.04.2011, Munich (Germany)</p>
5/6	<p><b>Occupational safety</b> Hazardous materials</p> <p><b>Health protection</b> Night and shift work</p> <p><b>Insurance coverage</b> Interns and part-time employees</p> <p><b>Diet</b> Drinking at the workplace</p>	09.03.11	16.03.11	26.04.11	<p><b>Preventa:</b> 18. – 20.05.2011, Dornbirn (Austria)</p>
7/8	<p><b>Occupational safety</b> Professional fire brigade</p> <p><b>Health protection</b> Mobile office</p> <p><b>Insurance coverage</b> Insurance coverage abroad</p> <p><b>Ergonomics</b> Ergonomics at computer workplaces</p>	04.05.11	11.05.11	27.06.11	
9/10	<p><b>Occupational safety</b> Safety in professional training</p> <p><b>Health protection</b> Infection protection</p> <p><b>Insurance coverage</b> Nursing care at home</p> <p><b>Road traffic safety</b> Risk prevention campaign: safety in everyday life</p>	06.07.11	13.07.11	26.08.11	<p><b>Rehacare:</b> 21. – 24.09.2011, Düsseldorf (Germany)</p> <p><b>27th VDBW Autumn Occupational Health Conference:</b> 22. – 24.09.2011, Bonn (Germany)</p> <p><b>A+A:</b> 18. – 21.10.2011, Düsseldorf (Germany)</p>
11/12	<p><b>Occupational safety</b> Working day at a waste disposal company</p> <p><b>Health protection</b> Taking proper breaks</p> <p><b>Insurance coverage</b> What is an accident at work?</p> <p><b>Fire protection</b> Fire protection</p>	07.09.11	14.09.11	27.10.11	<p><b>SICHERHEIT:</b> 15. – 18.11.2011, Zürich (Switzerland)</p> <p><b>Medica:</b> 16. – 19.11.2011, Düsseldorf (Germany)</p>
	<p><b>Regular series – subjects and schedule available on request</b></p> <p><b>There's always a solution!</b> Personal protection equipment – for anyone on any occasion</p> <p><b>Ergonomics/safety: practical assistants in the factory</b> Lifting, carrying, storing and stacking; working at heights and/or ladders, platforms, internal transport</p> <p><b>Exemplary: corporate health management</b> Best practical examples of exemplary companies from all industries</p> <p><b>I'll do that!</b> Exercise and a healthy diet compatible with everyday working life</p>				



**Platform supported**

Macintosh preferred.

**Preferred File Format**

- PDF/X3 file format generated with Adobe Acrobat Distiller.
  - EPS and PostScript files are also accepted.
- All document fonts must be integrated.

**Software**

- QuarkXpress up to Version 8.1
  - Adobe Illustrator up to Version CS 4
  - Adobe In Design up to Version CS 4
- We cannot accept files in CorelDraw or Microsoft PowerPoint format.

**File Setup Format**

3 mm overlap on each side

**Colours**

Colour sets must fit the Euro-Scale. All graphics must be supplied with the file and saved as CMYK.

**Proofs**

Please provide a colour-matched proof for every advertisement. For 2- or 3-colour advertisements provide a proof for each colour. All digital artwork must be accompanied by a hard copy colour print.

**File Format**

Files must be delivered as open-files. The transferred files have to include all necessary parts (pictures, logos, fonts, etc.). If PostScript-fonts are used a screenfont/printerfont has to be available. TrueType-fonts cannot be accepted. The delivery of closed-files (e.g. separated PostScript with embedded fonts) has to be co-ordinated with the advertising sales office.

**File Delivery Media**

CD-ROM (ISO-Format) sent by special delivery or courier with following information on it: magazine name, issue number, telephone number and name of the maker, index printout.

**Warranty**

Only delivered data can be exposed. We cannot assume liability for deviants in text, images and colours. The print of colour advertisement without colour-matched proof is made without warranty.