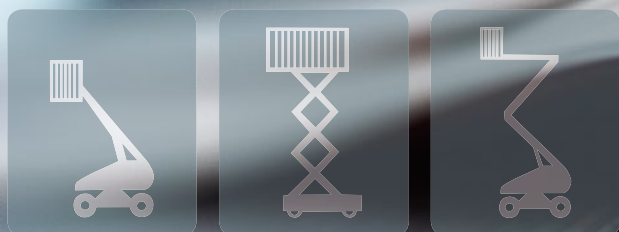




## Journal 2019

Information for safely and effectively  
handling working platforms

# Media Information



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### IPAF – Headquarters

Moss End Business Village · Crooklands, Cumbria LA7 7NU, UK  
 Tel.: +44 (0) 1 53 95/6 67 00 · Fax: +44 (0) 1 53 95/6 60 84  
 info@ipaf.org · www.ipaf.org

### IPAF – Basel

Dufourstraße 11 · 4052 Basel · Switzerland  
 Tel.: +41 (0) 61/227 90-00 · Fax: +41 (0) 61/227 90-09  
 basel@ipaf.org · www.ipaf.org

### Krafthand Medien GmbH

Walter-Schulz-Straße 1 · 86825 Bad Wörlshofen · Germany  
 Telefon 0 82 47 / 30 07-0 · Telefax 0 82 47 / 30 07-70  
 www.krafthand-medien.de

Also available as an E-paper:  
[www.ipaf.org/de/](http://www.ipaf.org/de/)



IPAF – Deutschland  
**Reinhard Willenbrock**  
 Alter Schulhof 3 · 28717 Bremen · Germany  
 ☎ +49 (0) 421 6260-310  
 ✉ deutschland@ipaf.org · www.ipaf.org



**Romana Kennel**  
 Management Media Sales Print/Digital  
 ☎ +49 (0) 82 47/30 07-60  
 ✉ romana.kennel@krafthand.de



Editorial office  
**Harald Späth**  
 Director  
 ☎ +49 (0) 82 47/30 07-180  
 ✉ spaeth.ipaf@krafthand.de



**Carolin Endres**  
 Order management  
 ☎ +49 (0) 82 47/30 07-22  
 ✉ carolin.endres@krafthand.de

## 1 IPAF – International Powered Access Federation

The International Powered Access Federation, also known as the IPAF, is an association which represents the interests of manufacturers, lease companies and users of powered access. The members of the association organise a safety and training programme on a global scale. These programmes are standardised and are subject to a high quality level tailored to those being instructed. On an annual basis, over 150,000 persons are trained according to the German TÜV-certified IPAF training system in accordance with ISO 18878 as well as according to DGUV 308-008.

## 2 Media profile

The IPAF Journal is one of the most successful publications in the federation. It is published by Krafthand Medien GmbH each spring and comprises in particular topics and developments of the powered access industry, safety concerns, legal requirements, fields of application and backgrounds.

## 3 Target groups:

- Users of aerial working platforms
- Lease companies of aerial working platforms/construction machinery
- Safety representatives
- Building companies/workshops
- Building service providers/garden and landscape businesses



## 4 Distribution

The IPAF Journal is distributed over 12 months at all trade fairs and events which the IPAF attends, as an insert in specialist magazines as well as from IPAF training centres.

## 5 Circulation

40,000 copies

## 4 Deadlines for 2019

Copy deadline: 14th January  
 Print documents deadline: 24th January  
 Publication date: 14th March



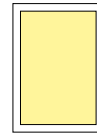
# 1 Advertisement prices and formats

All prices specified are net prices (excluding VAT).

| 1/1      | Formats                                 |                                    | Prices             |                |
|----------|---|------------------------------------|--------------------|----------------|
|          | Print space formats<br>(width x height) | Bleed formats<br>(width x height)* | Basic price<br>b/w | 4-colour       |
| Portrait | 187 x 270 mm                            | 210 x 297 mm                       | <b>2,320 €</b>     | <b>4,000 €</b> |

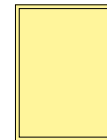
\*plus bleed margin: on all sides of 3 mm

1/1 advertisement in print space:



Portrait

1/1 advertisement in bleed:

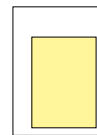


Portrait

| Junior page | Formats                                 |                                    | Prices             |                |
|-------------|---|------------------------------------|--------------------|----------------|
|             | Print space formats<br>(width x height) | Bleed formats<br>(width x height)* | Basic price<br>b/w | 4-colour       |
| Portrait    | 139 x 190 mm                            | 150 x 211 mm                       | <b>1,560 €</b>     | <b>2,800 €</b> |

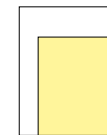
\*plus bleed margin: on all sides of 3 mm

Junior page in print space:



Portrait

Junior page in bleed:

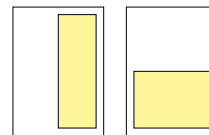


Portrait

| 1/2       | Formats                                 |                                    | Prices             |                |
|-----------|---|------------------------------------|--------------------|----------------|
|           | Print space formats<br>(width x height) | Bleed formats<br>(width x height)* | Basic price<br>b/w | 4-colour       |
| Portrait  | 91 x 270 mm                             | 102 x 297 mm                       | <b>1,250 €</b>     | <b>2,460 €</b> |
| Landscape | 187 x 134 mm                            | 210 x 154 mm                       |                    |                |

\*plus bleed margin: on all sides of 3 mm

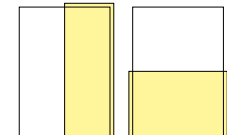
1/2 advertisement in print space:



Portrait

Landscape

1/2 advertisement in bleed:



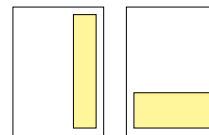
Portrait

Landscape

| 1/3       | Formats                                 |                                    | Prices             |                |
|-----------|---|------------------------------------|--------------------|----------------|
|           | Print space formats<br>(width x height) | Bleed formats<br>(width x height)* | Basic price<br>b/w | 4-colour       |
| Portrait  | 59 x 270 mm                             | 70 x 297 mm                        | <b>970 €</b>       | <b>1,700 €</b> |
| Landscape | 187 x 90 mm                             | 210 x 110 mm                       |                    |                |

\*plus bleed margin: on all sides of 3 mm

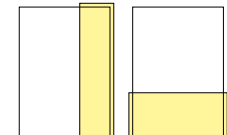
1/3 advertisement in print space:



Portrait

Landscape

1/3 advertisement in bleed:



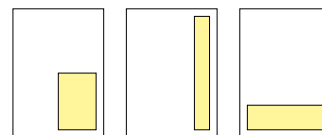
Portrait

Landscape

| 1/4       | Formats                                 |                                    | Prices             |                |
|-----------|---|------------------------------------|--------------------|----------------|
|           | Print space formats<br>(width x height) | Bleed formats<br>(width x height)* | Basic price<br>b/w | 4-colour       |
|           | 2-column                                | 91 x 134 mm                        |                    |                |
| Portrait  | 43 x 270 mm                             | 54 x 297 mm                        |                    |                |
| Landscape | 187 x 65 mm                             | 210 x 82 mm                        | <b>830 €</b>       | <b>1,560 €</b> |

\*plus bleed margin: on all sides of 3 mm

1/4 advertisement in print space:

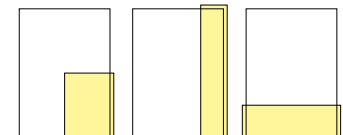


2-column

Portrait

Landscape

1/4 advertisement in bleed:



2-column

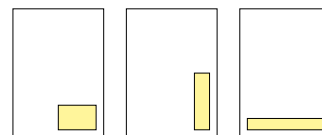
Portrait

Landscape

| 1/8       | Formats                                 |                                    | Prices             |              |
|-----------|---|------------------------------------|--------------------|--------------|
|           | Print space formats<br>(width x height) | Bleed formats<br>(width x height)* | Basic price<br>b/w | 4-colour     |
|           | 2-column                                | 91 x 65 mm                         |                    |              |
| Portrait  | 43 x 134 mm                             |                                    |                    |              |
| Landscape | 187 x 32 mm                             |                                    |                    |              |
|           |   |                                    | <b>570 €</b>       | <b>940 €</b> |

\*plus bleed margin: on all sides of 3 mm

1/8 advertisement in print space:



2-column

Portrait

Landscape

## 2 Surcharges

- Preferential placement:** For advertisements with fixed placement specifications, a surcharge of 10% is applied to the b/w price (U2, U3 or U4).
- Format surcharge:** For advertisements greater than the print space, a bleed surcharge of 10% is applied to the b/w price.
- Colour surcharge:** The named prices apply to colours according to the Euro scale. Surcharge for special colours per colour: € 580

## 3 Directories

Basic entries in the "IPAF training centres" and "Manufacturers" directories are free of charge to IPAF members. Highlighting with **Bold** and use of your **company logo** is calculated at **180 EUR per entry**.

## 4 Supplements

- Supplement** 2-pages: 2,320 EUR  
4-pages: 3,480 EUR
- 
- Supplements** max. 195 mm wide x 285 mm high.  
Minimum size and other formats available on request.
- Prices: up to 25 g EUR 117 per thousand  
up to 30 g EUR 119 per thousand  
up to 40 g EUR 122 per thousand  
up to 50 g EUR 127 per thousand
- A supplement note appears free of charge.  
All prices are excluding postal fees
- 
- Delivery** Delivery date for supplements:  
27th February 2019. Please send us a sample in good time.

## 5 Payment conditions

The net price is payable within 30 days. If paid within 8 days, a discount of 2% is applied. In the case of direct debit, a discount of 3% is applied.

### Bank connections:

- **Sparkasse Memmingen-Lindau-Mindelheim, Germany**  
IBAN: DE92 7315 0000 0000 1031 84; SWIFT (BIC): BYLADEM1MLM
- **Postbank München, Germany**  
IBAN: DE44 7001 0080 0047 9398 07; SWIFT (BIC): PBNKDEFF

## 6 Warranty

If incomplete or deviating data (text, colours, images) is supplied, we assume no liability for the printed result. Incorrect exposures due to incomplete or missing data, incorrect settings or incomplete specifications are calculated. This also applies for setting or reproduction work as well for incorrectly supplied proofs.



### Do you want to reach the decision makers in the construction and gardening and landscaping industry?

Our bd baumaschinendienst technology magazine offers you a high-quality platform for your advertisement. Print and online.

Circulation: 16,300 copies monthly

Contact: Romana Kennel  
Telefon: + 49(0)8247/3007-60  
E-mail: [romana.kennel@krafthand.de](mailto:romana.kennel@krafthand.de)

Visit us: [www.baumaschinendienst.de](http://www.baumaschinendienst.de)

## Strong media brands

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