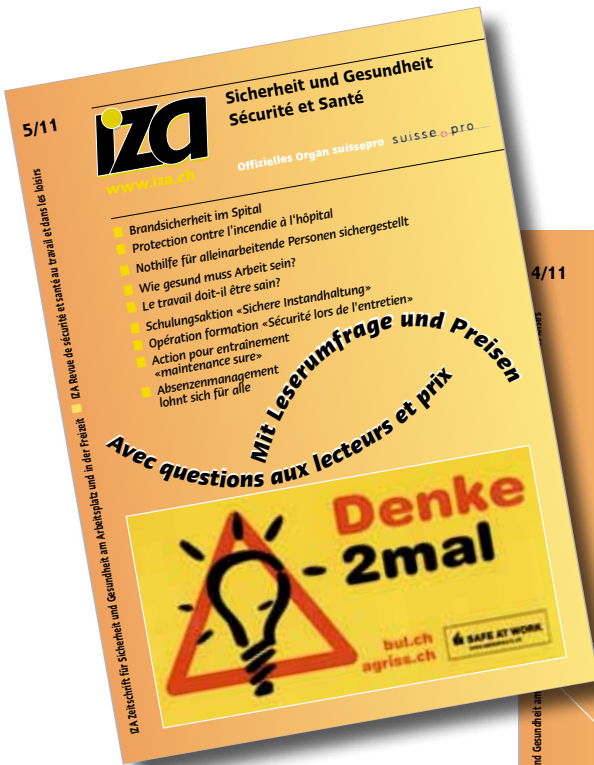




Journal for safety an health at work an leisure

2012 Media Kit



www.iza.ch

Journal for safety and health at work and leisure

The journal for health and safety at work and at leisure, for security services and building security. In close cooperation with swiss safety, health promotion societies and security society and institutions. Publishes all important information concerning safety at work and prevention of health. IZA is published in german and french. Contents: government prescriptions in work safety and work law, new techniques and products for accident prevention, health protection and security services, recommendations of insurances, possibilities on how to save on costs by doing the right prevention. IZA is oriented toward specialists in the above mentioned areas. It fosters interdisziplinarity.

With work safety and health protection you save money. Numbers and statistics relate a clear message: It is worthwhile to inform employ-

ees on accident prevention and health protection. With the prevention of work related illnesses or work and leisure accidents you can reduce human harm as well as huge costs.

IZA is on internet under www.iza.ch. Here you will find addresses of sources, news, events as well as an archive for regular subscribers. You can also subscribe to the regularly published newsletter.

A professional journal of



Advertising agency

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Readership (Multiple answers were possible)

Safetyresponsables 58%
Head of department 23%
CEO 13%
Sanitary people 13%
Work hygienists 7%
Ergonomes 6%
Human Resource responsables 3%

Branches of Readers

Industrie 45%
Government 14%
Consulting 12%
Hospital/houses for elderly 8%
Other 25%

Dates and Topics 2012

Nr.	Publishing	last date for ads	Topics (planned)	Exhibitions / Events
1	January 31th	05.01.2012	<ul style="list-style-type: none"> • fire protection • risk Management • work safety 	
2	April 5th	02.03.2012	<ul style="list-style-type: none"> • hazardous • work safety • health Promotion • operating sanitary • emergency 	Muba Basel, 13.–22.03.12 Personal Swiss Zürich, 17./18.04.12 Professional Learning Zürich, 17./18.04.12 Bea Bern Expo Bern, 27.04.12 Securit Expo Neuchatel, 9.–11.05.12 Siams Moutier, 8.–11.05.12 Lausannetec Lausanne, 22.–25.05.12
3	June 3th	02.05.2012	<ul style="list-style-type: none"> • work safety • building security • fire protection 	EPMT Geneve, 05.06.12 Arbeitssicherheit Schweiz Bern, 06.–08.06.12 Corporate Health Convention, 06.–08.06.12 sicherheitsmesse München, 4./5.07.12
4	August 7th	06.07.2012	<ul style="list-style-type: none"> • work safety • access security 	Sindex Messe für Technologie Bern, 04.09.12 Security Essen, 25.–28.10.12
5	October 3th	04.09.2012	<ul style="list-style-type: none"> • work safety • ergonomics • building security • risk and • crisis Management 	Salon des metiers et de la formation Lau- sanne, 02.–07.10.12 Arbeitsschutz Aktuell Augsburg, 16.–18.10.12 Orgatec Köln, 23.–27.10.12 Sécurité Lausanne, 14.–16.11.12 Geoprotecta Riskmanagement von Natur- gefahren und Klimafolgen, 15.–17.11.12 Berufsmesse Zürich, 20.–24.11.12
6	Dec. 5th	08.11.2012	<ul style="list-style-type: none"> • work safety • stress • psychology • health Promotion 	
1	January 29th	08.01.2013	<ul style="list-style-type: none"> • work safety • fire protection 	

PR articles

Additional items worth much on advertisements. Therefore can be placed on each ad short PR texts. The responsibility lies with the text content of the post author, and the design is for the publisher. The editors reserve any cuts in the text and the absence of illustrations. PR-texts without ad will be charged at cost price.

Size	Tarif s/w	Tarif 2 colors	Tarif 4 colors
Coverpage			CHF 3552.– (173 ×143 mm)
2nd coverpage			CHF 2481.–
3rd coverpage			CHF 2416.–
4th coverpage			CHF 2611.–
1/1 page	CHF 1298.–	CHF 1627.–	CHF 2287.–
1/2 page	CHF 834.–	CHF 1091.–	CHF 1585.–
1/3 page	CHF 627.–	CHF 813.–	CHF 1183.–
1/4 page	CHF 464.–	CHF 561.–	CHF 809.–
1/8 page	CHF 300.–	CHF 382.–	CHF 547.–

Upcharge special placement 10% / Bleed 10% / per colored ink CHF 700.–

Rebates 3 advertisements = 5%, 6 advertisements = 10%

Agency commission 10%

Source registers (including color logo)

Section for 6 issues CHF 480.–

Enclosure loose (plus postal charge)

2-sided A4 CHF 2220.–

4-sided A4 CHF 3330.–

Cards gloosed CHF 120.–

Enclosure (postal charges included)

4-sided A4 CHF 2220.–

8-sided A4 CHF 3330.–

Delivery: 4500 copies each of 14 days before publication to: **Binkert Druck, Baslerstrasse 15, CH 5080 Laufenburg**
Noted on delivery: IZA Nr. ___/2012 (please send 5 samples in time to the management of advertisements).

Internet

Jobs ads CHF 300.– for 4 weeks (text and logo)

Button CHF 150.– per month (160 × 60 Pixel)

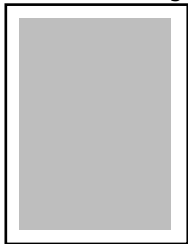
Teaser on homepage CHF 200.– per month (250 Zeichen)

Portrait on marketplace CHF 2000.– per year (text and banner)

(all prices are plus 8% VAT)

Media Kit 2012

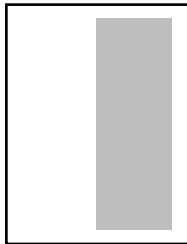
Ad formats of high



1/1 page

TA 172 × 265 mm

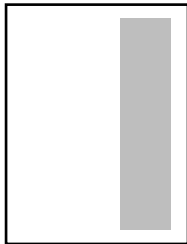
Bleed 216 × 303 mm



1/2 page

TA 89 × 265 mm

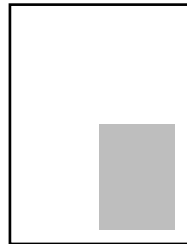
Bleed 107 × 303 mm



1/3 page

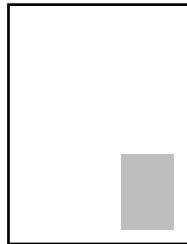
TA 59 × 275 mm

Bleed 78 × 303 mm



1/4 page

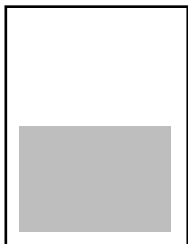
TA 90 × 135 mm



1/8 page

TA 65 × 90 mm

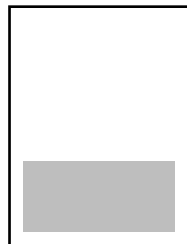
Ad formats across



1/2 page

TA 185 × 135 mm

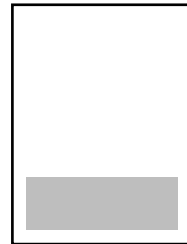
Bleed 214 × 148 mm



1/3 page

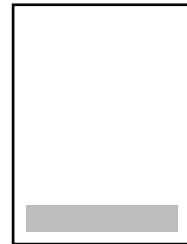
TA 185 × 90 mm

Bleed 214 × 102 mm



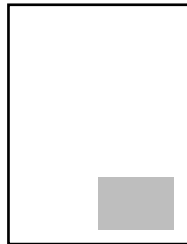
1/4 page

TA 185 × 65 mm



1/8 page

TA 185 × 30 mm



1/8 page

TA 90 × 65 mm

Printing documents

Digital data via e-mail to:
info@binkertpublishing.ch or
via CD and mail to Binkert Publishing GmbH,
Postfach 112, CH4143 Dornach 2

Printers: Binkert Druck AG
Baslerstrasse 15, CH-5080 Laufenburg
Tel. +41 62 869 79 79, binkertdruck@binkert.ch

Subscription rate

Switzerland CHF 76.– (incl. VAT)
Europe CHF 80.– / € 67.– (incl. post)
Trial CHF 30.– for 3 editions
Pensioners and students 30% discount

Short Profile

Frequency	6 per year
Circulation	4500 copies 1456 subscriptions 1100 exhibitions and seminars 1600 Change of target delivery
Trim size	210 × 297 mm (A4)
Type area	172 × 265 mm (Bleed 216 × 303 mm)
Language	German
Print technique	Offset
Printing documents	Digital Data (PDF, EPS, TIFF, JPG) Resolution: 300ppi
Grid	48–60

Terms of business

Advertising order

An advertising order within the meaning of these „General terms and conditions“ is a contract for the placement of one or more advertising media in information and communication services for the purpose of distribution. The contractual arrangements connected with an advertising order will be made in written form (order confirmation).

Price list

The calculation basis for the advertising order will be the Binkert Publishing GmbH price list valid at the time of contract is signed. Price deductions and discounts are defined in the relevant valid price list and the terms specified are binding.

Publication of advertisements, advertorials and editorial contributions

The ordering party alone is responsible for the content of advertisements, advertorials and editorial contributions. This party must assume responsibility for any claims made against the publisher by third parties for any legal reason (notably due to the infringement of privacy, unfair competition, the infringement of copyright, trade mark rights or other property rights, etc.) and must pay all associated. Costs. The publisher reserves the right to reject advertising orders on the basis of content, origin or technical form in accordance with contractual principles, as well as the right to demand changes to or suspend the appearance of current advertising orders. The ordering party/advertiser prohibits the transfer of advertisements, advertorials and editorial contributions to online services and other media by third parties and confers the publisher the right to counteract any violation with appropriate means.

Print documents

The ordering party is responsible for ensuring that print documents and inserts are delivered on time and in perfect condition. If non-compliant print documents are delivered, the additional expense will be passed on to the ordering party. The publisher cannot guarantee that the advertising media will be distributed as agreed in the event that the documents are not delivered in the correct manner - in particular if the delivery is late or if subsequent changes are made.

Electronic data

The publisher does not accept any responsibility for electronic data delivered by the ordering party (data media/e-mail/ISDN) containing errors or being incomplete. Likewise, the publisher refuses to accept liability if data delivered cannot be processed or used in the usual manner, leading to quality deficits in the printed product. The publisher is not liable for data lost in files that are delivered and need to be further processed. The liability of the publisher is limited to errors caused by the publisher itself that are due to gross negligence.

Go-ahead for print

Material will only be given the go-ahead for printing subject to the express wish of the ordering party. The publisher accepts no liability for any compositions or other errors overlooked by the ordering party.

Technical costs

The costs for any post-processing that is required for the print material supplied by the ordering party (including fonts are missing) such as adjusting size, converting colours, changing text, modifying layout or completely recreating advertisements will be charged separately based on the time taken.

Authors corrections

Subsequent text changes, picture conversions, changes to word wrapping or similar changes will be charged based on the time taken. The publisher accepts no liability for any errors overlooked by the ordering party.

Printed defects

The publisher accepts no liability for content that does not appear in the proper manner as a result of missing or unsuitable print documents.

Placement wishes

Placement wishes will be taken into account as far as possible for all placements that do not regard the 2nd, 3rd or 4th cover page. No claims of any kind can be made with regard to the positioning chosen by the publisher.

Complaints

Complaints will only be accepted within 10 days of the publication of the medium concerned. The execution will otherwise be approved as being free of defects.

Retention obligation

The retention obligation for print documents ends one month following the appearance of the respective advertising media. Print documents will only be returned if this is expressly requested.

Payment

The invoice amount must be paid within 10 days of the invoice data without a cash discount being deducted. The publisher will supply a copy of the magazine with the invoice.

Copyright

The copyright for documents supplied by the ordering party must in all cases be held by the ordering party.

Tolerance limits

The magazine reserves the right to make small alterations to print or colours in accordance with general practice in the industry. No objections may be made to such alterations.

Recognition

The placement of an advertisement order implies that the ordering party recognises these « General terms and conditions ».

Jurisdiction: Dornach

The place of performance and place of jurisdiction is Dornach, Switzerland.