

5/17



Illustrierte Zeitschrift für Sicherheit und Gesundheit  
Revue illustrée pour la Sécurité et la Santé

www.iza.ch

Offizielles Organ suisse pro



- \* Inhaltsverzeichnis Seite 4 / Index page 5
- \* Die Grüne Branche hat eine Lösung - auch digital: «Jardin Top» Seite 8
- \* Berufsprüfung Spezialist/in für Arbeitssicherheit und Gesundheitsschutz Seite 13
- \* Projekt «Förderung der physischen Gesundheit von Forstwartlernenden» Seite 20
- \* Sicherer Umgang mit Gasen Seite 22
- \* Recht: Fahren 4.0 Seite 30
- \* Der Unfall eines Lernenden vor Gericht (Suva Event mit fiktivem Unfall) Seite 56
- \* Innovation et qualité française au salon A+A à Düsseldorf page 58
- \* Droit: la conduite 4.0 page 61
- \* L'accident du travail coûte cher à tout le monde (événement Suva avec accident fictif) page 64
- \* Examen professionnel de spécialiste de la sécurité au travail et de la protection de la santé page 67

**Journal for Safety and Health**  
**www.iza.ch**

# MEDIA KIT 2018

## Advertising agency

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## PRESENTATION

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.

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.

## Readership

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%

## With work safety and health protection you safe money

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

## DISTRIBUTION

### Circulation

Subscriptions	1383 ex.
Archive	478 ex.
Changing target readership	605 ex.
Exhibitions and seminars	1100 ex.
Officially audited paid subscriptions 2016	1154 ex.
Printed Edition	3075 ex.

### Subscription rate

Single subscription	CHF 80.– per year
11 to 50 subscriptions	CHF 65.– per year
51 bis 100 subscriptions	CHF 59.– per year
Trial subscription	CHF 30.– (3 Ausgaben)
Single foreign subscription	CHF 88.– / Euro 73.–
Further rates on demand	
Combined subscription print + online	CHF 92.–
Subscription online	CHF 72.–
Students + retired people 30% off	

## TECHNOLOGY

### Sizes

Trim size	210×297 mm
Type Area	183×271 mm
Page plus bleed page	216×303 mm
Double page plus bleed	432×303 mm

Insets:	– bound	215×307 mm*
	– loose	200×290 mm
	* incl. 4 mm cut at head and 10 mm prefold at end	

### Printing technique

offset

### Binding

wire stitching

### Printing material

Digital only

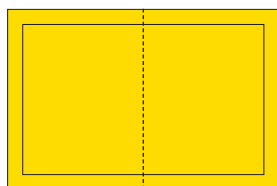
## DATES AND TOPICS 2018

<i>Issue No</i>	<i>Publishing date</i>	<i>last date for ads and editorial</i>	<i>Topics (planned)</i>	<i>Exhibitions</i>
1	February 6 <sup>th</sup>	January 9 <sup>th</sup>	Work Safety Health at work Building Security and Safety	February 8/9, Maintenance, Zurich March 25/26, Burglary Safety, Fellbach, Germany
2	April 3 <sup>rd</sup>	March 6 <sup>th</sup>	Work Safety Health at work Ergonomy	April 4/5, Personal Suisse, Zurich
3	June 5 <sup>th</sup>	May 8 <sup>th</sup>	Works Safety, Health Protection Building Security and Safety Corporate Health, Ergonomy, Fall protection, Medical corps at work	June 13–16, Suisse Public, Bern July 5/6, Security Expo, Munich, Germany
4	August 7 <sup>th</sup>	June 29 <sup>th</sup>	Work Safety Health Protection Dangerous Goods	September 26–28, Salon Professionel de la sécurité
5	October 9 <sup>rd</sup>	September 11 <sup>th</sup>	Work Safety Health Protection Dangerous Goods Ergonomy Medical corps at work	October 17–20, A+A, Düsseldorf, Germany November 11–14, Security, Zurich
6	December 4 <sup>th</sup>	November 8 <sup>th</sup>	Work Safety Health Protection Safety on Machines Medical corps at work	
1/2019	February 55 <sup>th</sup>	January 8 <sup>th</sup>	Work Safety Maintenance Health Protection	

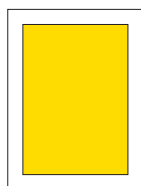
## FORMATS

Trim size: 210×297 mm

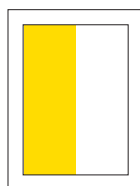
Type area: 182×265 mm



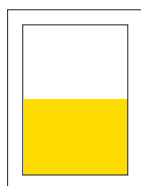
2/1 double page  
420×297 mm  
Bleed 3 mm



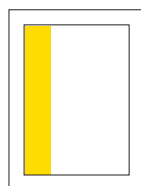
1/1 page  
TA 182×271 mm  
Bleed 210×297+3 mm



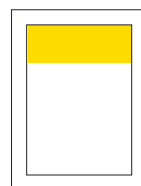
1/2 page horizontal  
TA 89×265 mm



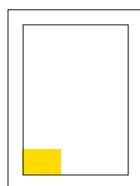
1/2 page vertical  
TA 182×130 mm



1/4 page horizontal  
TA 89×130 mm



1/4 page vertical  
TA 182×63 mm



purchasing directory  
56×40 mm

**Enclosure** 2 pages 2220.– 4 pages 3330.–  
technical costs and postal charges included

**Enclosure loose** as above plus postal charges 350.–

**Cards glooed** as ad 1/1 page 120.–

**Delivery** 3500 ex. – 14 days prior to publishing to:  
to be asked  
**IZA No .../2018**  
(check for higher number for exhibition issues)

Please send 5 examples to Binkert Publishing GmbH,  
Postfach, CH-4143 Dornach

## TARIFS excl. VAT

Sizes	b/w	2 colors	4 colors
1/1 page	1298.–	1627.–	2287.–
1/2 page	834.–	1091.–	1585.–
1/3 page	627.–	813.–	1183.–
1/4 page	464.–	561.–	809.–
1/8 page	300.–	382.–	547.–
coverpage			3552.–
2nd coverpage			2481.–
3rd coverpage			2416.–
4th coverpage			2611.–

<b>Purchasing directory</b>	3 issues	480.–
	per entry with colored logo	240.–
<b>Upcharge</b>	1 color Pantone	700.–
	no rebates	
	special placements	10%
	Editorial work according to time	
<b>Rebates</b>	3× = 5%, 6× = 10%	
<b>Agency commission</b>	10%	

### Internet

(50% rebate in combination with advertising in print)

Usage	1744 visitors per month
Page Impressions	52629 per month
Job ads	300.– for 4 weeks
Button	150.– per month, 160×60 pixels
Teaser on homepage	200.– per month, 250 characters

## 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.

### Printing 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

The invoice amount must 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 off he publication off he 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 de 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».

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