

# Media data 2025

Short characteristics

Topics and dates

Sizes, prices

Prices, discounts

Website

Newsletter

Cross-media  
packages

Special products

Copies

Technical details

Knowledge for pest control,  
up to date and practical

**DpS**  
print and online



Price List No. 49 | valid from January 2025

IN DIESER AUSGABE:

Asiatische Hornisse  
Tapinoma magnum  
Seminarkalender

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The trade magazine **DpS** – The Pest Control Magazine has been the leading source of information for professional pest controllers, hygiene experts, and professionals in related fields for many years. With well-researched and practical articles, **DpS** provides readers with valuable knowledge and guidance on current trends, innovations, and regulatory requirements within the industry.

Thanks to close collaboration with an experienced editorial advisory board, comprising biologists, scientists, and practitioners, we offer high-quality content that covers both technical and business aspects of pest control. **DpS** is not only recognized as a source of information but also as a valuable training and continuing education tool for companies and educational institutions.

A unique feature of **DpS** is the comprehensive online access to over 1,200 expert articles, available as premium content to our subscribers. This allows for flexible access to in-depth analyses and practical guidance whenever needed.

Your advertising opportunity in **DpS**: With a broad readership that shares each issue with an average of four other people, we offer you an ideal platform to effectively promote your products and services. Whether in our print magazine, in the **DpS News** newsletter, or on our online portal [schaedlings.net](https://www.schaedlings.net) – your advertising message reaches industry professionals and strengthens your market presence.

Use **DpS** to showcase your expertise and position your company as an indispensable partner in the pest control industry. Together, we ensure that your message reaches the right target audiences.

## Contact the editor

Pia-Kim Schaper  
(Responsible editor)  
schaper@beckmann-verlag.de  
Tel: +49 5132 8591-65

Jan-Klaus Beckmann  
(Editor)  
redaktion@schaedlings.net  
Tel: +49 5132 8591-65

## Also:

Seminar calendar in the 3rd month  
of the quarter and many more.

## Detailed topic plan by email:

Register at  
<https://kurzlinks.de/themenplan2025>

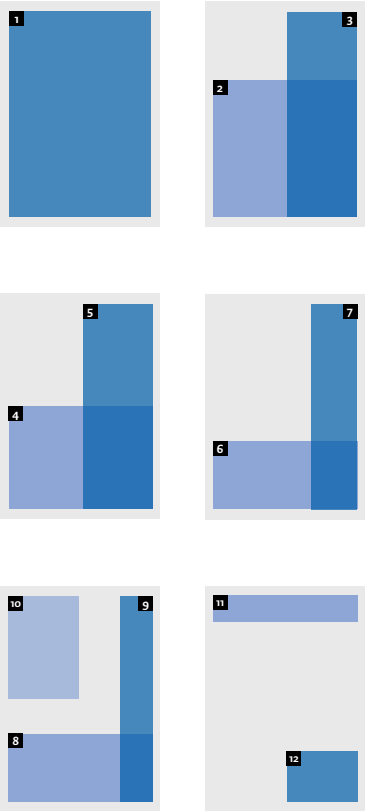
Or scan  
the QR code



As of:  
October 2024,  
subject to change

Issue	Booking deadline	Deadline advertisements	Date of publication	Planned topics
January	04.12.2024	11.12.2024	10.01.2025	rodent pests bed bugs ants
February	22.01.2025	29.01.2025	14.02.2025	apprenticeship software insecticides
March	19.02.2025	26.02.2025	14.03.2025	rodenticides oak processionary moth mosquitoes
April	19.03.2025	26.03.2025	11.04.2025	wasps wood and building protection Grünauer Tagung
May	16.04.2025	23.04.2025	09.05.2025	fish cockroaches rodent pests
June	21.05.2025	28.05.2025	13.06.2025	storage protection ants bird control
July/August	18.06.2025	25.06.2025	11.07.2025	oak processionary moth personal protective equipment corporate management
September	20.08.2025	27.08.2025	12.09.2025	rodenticides wasps software
October	17.09.2025	24.09.2025	10.10.2025	cockroaches rodent pests bird control
November	22.10.2025	29.10.2025	14.11.2025	bed bugs insecticides wood and building protection
December	19.11.2025	26.11.2025	12.12.2025	storage protection apprenticeship rodenticides

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Schematic representation

Size		without bleed	with bleed	Delivery incl. bleed	Price
1/1 page (4c)	1	190 × 270 mm	210 × 297 mm	216 × 303 mm	€ 1,995.00
2/3 page (4c)	2 landscape	190 × 180 mm	210 × 190 mm	216 × 193 mm	€ 1,385.00
	3 upright	125 × 270 mm	125 × 297 mm	131 × 303 mm	
1/2 page (4c)	4 landscape	190 × 135 mm	210 × 145 mm	216 × 151 mm	€ 1,040.00
	5 upright	92 × 270 mm	102 × 297 mm	108 × 303 mm	
1/3 page (4c)	6 landscape	190 × 90 mm	210 × 100 mm	216 × 106 mm	€ 695.00
	7 upright	60 × 270 mm	70 × 297 mm	76 × 303 mm	
1/4 page (4c)	8 landscape	190 × 66 mm	210 × 76 mm	216 × 82 mm	€ 525.00
	9 upright	45 × 270 mm	55 × 297 mm	61 × 303 mm	
	10 druch corner	92 × 135 mm			
1/8 page (4c)	11 landscape	190 × 35 mm			€ 260.00
	12 upright	92 × 66 mm			

Prices per millimeter

(Column width 45mm, price per mm of height)

- 4-column b/w € 1.85
- 4-column 4c € 2.00
- Box fee € 15.00

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**Contact advertising department**

Andrea Heitmann  
(Contact DpS)  
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Jens Plumhoff (Leader)  
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**Special formats**

4th back cover	€ 2,775.00
Address sheet with ad and personalized text	€ 1,065.00
Advertorial 1/1 page	€ 2,140.00
Advertorial 1/2 page	€ 1,070.00
1/3 page contents section	€ 715.00
Junior-Page (148 x 210 mm with incision)	€ 1,065.00

**Discounts**

**Frequency discount**

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

**Volume discount**

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

**Loose insert**

(not eligible for discounts)  
weight up to 25 g      € 790.00  
weight up to 50 g      € 1,580.00  
More rates on request.

The loose insert prices refer to machine-processed inserts. Technical details, dispatch quantities and prices for hand-made inserts upon request.

**Bound in**

on demand

Schaedlings.net is the internet portal of **DpS** with the latest news and tips for the industry.  
**www.schaedlings.net**

**Average hits per month**

Page impressions: 5,190  
Sessions: 3,591

Average of months  
January to June 2024  
Source: Matomo



**Data transfer**

via e-mail to  
media@beckmann-verlag.de  
as png, gif, jpg or  
HTML/Script Tag

**Formats and prices**

Price per month, flexible terms possible

1 Super-Banner	
728 x 90 pixels	€ 430.00

2 Wide Skyscraper	
160 x 600 pixels	€ 430.00

3 Fullsize-Banner	
468 x 60 pixels	€ 320.00

4 Skyscraper	
120 x 600 pixels	€ 320.00

**DpS News** – The newsletter for the specialized journal

Our e-mail newsletter **DpS News** is published monthly and contains important information for all interested in the pest control industry.

We will inform in advance about the topics in the next issue of the magazine, what news is available, which news is interesting on the web and much more.

**recipients**

Ø 1,800

Ø Open rate: 52.0 %  
Ø CTR: 18.9 %  
(average values from January to August 2024)

**Data transfer**

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

**Technical specifications**

Data as png, jpg or gif

**Schedule**

Issue	Booking-and ad-deadline	Date of publication
01/2025	Mo. 27.01.2025	Fr. 31.01.2025
02/2025	Mo. 24.02.2025	Fr. 28.02.2025
03/2025	Mo. 24.03.2025	Fr. 28.03.2025
04/2025	Di. 22.04.2025	Fr. 25.04.2025
05/2025	Mo. 26.05.2025	Fr. 30.05.2025
06/2025	Mo. 23.06.2025	Fr. 27.06.2025
07/2025	Mo. 21.07.2025	Fr. 25.07.2025
08/2025	Mo. 25.08.2025	Fr. 29.08.2025
09/2025	Mo. 22.09.2025	Fr. 26.09.2025
10/2025	Mo. 20.10.2025	Fr. 24.10.2025
11/2025	Mo. 24.11.2025	Fr. 28.11.2025
12/2025	Mo. 15.12.2025	Fr. 19.12.2025

**Formats and Prices**

1 Banner	320 x 240 pixels	€ 220.00
Double banner	640 x 240 pixels	€ 405.00
2 PR-Ad	320 x 240 pixels characters continuous text (incl. spaces and punctuation)	€ 355.00

**Your news, our newsletter recipients**

DpS News Spezial	Details, dates and prices on request
DpS News Promotion	



New Products, Company News, seasonal offers ... You provide the content, we create and send the newsletter to our mailing list.

**Package-Deals**[Short characteristics](#)[Topics and dates](#)[Sizes, prices](#)[Prices, discounts](#)[Website](#)[Newsletter](#)[Cross-media packages](#)[Special products](#)[Copies](#)[Technical details](#)

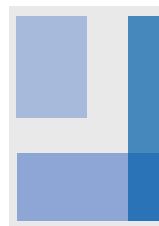
With our cross-media packages you can reach maximum ranges in the industry!

**Target group contacts each circuit:**

3 packages:	34,916 contacts
6 packages:	69,833 contacts
11+ packages*:	139,666 contacts

\* This package contains  
11 x print and 12 x online each  
(schaedlings.net and DpS News).

**Basic XS**  
1/4 page ad  
in DpS



Fullsize Banner on  
schaedlings.net

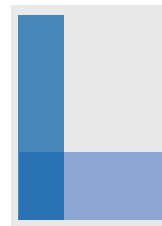


Banner in DpS News

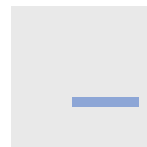


Frequency	
3 pkg.	€ 2,950.00
6 pkg.	€ 5,600.00
11+ pkg.*	€ 10,150.00

**Basic S**  
1/3 page ad  
in DpS



Fullsize Banner on  
schaedlings.net

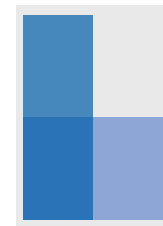


Banner in DpS News



Frequency	
3 pkg.	€ 3,400.00
6 pkg.	€ 6,500.00
11+ pkg.*	€ 11,700.00

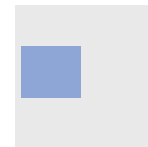
**Basic M**  
1/2 page ad  
in DpS



Fullsize Banner on  
schaedlings.net



Banner in DpS News

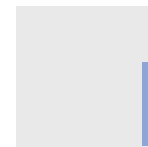


Frequency	
3 pkg.	€ 4,270.00
6 pkg.	€ 8,100.00
11+ pkg.*	€ 14,450.00

**Basic L**  
1/1 page ad  
in DpS



Skyscraper on  
schaedlings.net



PR-Ad in DpS News



Frequency	
3 pkg.	€ 6,900.00
6 pkg.	€ 13,000.00
11+ pkg.*	€ 23,000.00

Schematic representation



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## Special products

We can support you with a wide variety of communication solutions that will make your product even better perceived by your customers.

## DpS-Spezial

Are you focusing on a product in particular? Let's create a DpS-Spezial: A booklet with exclusive content from/about your company and/or your product!

## Customer magazines

It doesn't matter whether you want your own new customer magazine or want to change an existing magazine – talk to us.

## Professional survey

Would you like to know what your customers think? No problem: We carry out your survey professionally.

## Reprint

You liked a publication in DpS and would like to use it actively for your image or sales support? With a reprint (print and/or digital) it's a breeze.



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Reader service

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Coverage analysis 11 issues 2023		
number of pages:	320 pages	100 %
articlel:	248,40 pages	77,6 %
advertisements:	71,60 pages	22,4 %

Print run Q2 2024	
Print run:	1,400 copies
Circulation (incl. ePaper):	1,139 copies
Sold copie:	1,082 copies
Free copies:	139 copies



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## Publisher

Beckmann Verlag GmbH & Co. KG

## Address

Beckmann Verlag GmbH & Co. KG  
Rudolf-Petzold-Ring 9  
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## Publisher

Jan-Klaus Beckmann

## Frequency of publication

11/year

## Bank details

Sparkasse Hannover,  
IBAN DE66 2505 0180 1000 0033 41,  
BIC SPKHDE2HXXX

Volksbank eG,  
IBAN DE68 2519 3331 7010 6266 00,  
BIC GENODEF1PAT

**Book format:** DIN A4, 210 mm wide × 297 mm high

**Print space:** 190 mm wide × 270 mm high, 3 columns, 60 mm each or 4 columns, 45 mm each

Bleed for bleed formats 3 mm on all sides. Motif elements likely to be cropped out must each be least 5 mm from the final trimming size.

**Print procedure/processing:** Sheet offset/saddle stitch, 4c as per Euroscale  
Cyan = HKS 47, Magenta = HKS 25, Yellow = HKS 3

**Print documents:** Please send the printing documents by e-mail as a printable fine-data PDF file. Without a binding proof, we assume no liability for the printing of color advertisements. The sender is responsible for the timely delivery of the printing documents. If it is not possible for the advertisement to appear due to non-observance of specifications or for other reasons, the publisher assumes no liability.

**Print shop:** Loose inserts are to be delivered free with a classification note (title/book no./dispatch quantity) to our print shop:  
art+image GmbH & Co. KG, Dresdener Str. 4, 32423 Minden.

**Terms of cancellation:** Cancellation after the booking deadline is not possible. The assignment will be billed in the full amount.

**Payment conditions:** Within 21 days of the billing date before deduction of discount. The invoice is sent exclusively via automated email to the client's address or an email address given in the order.

The applicable VAT is additionally calculated for domestic orders.  
The publisher's terms and conditions apply.