



www.pvtweb.de

pvt

POLIZEI VERKEHR + TECHNIK

Specialized magazine for internal security, police and traffic management, technology and equipment since 1956

media information 2024

rate card No. 43
valid from 1st November 2023



Content

Specialized Magazine

pvt Overview	3
Editorial Calendar	5



Print

Rate card	
Formats and technical data	6
Production requirements and circulation	7



Digital

pvt website portrait	8
Banner rates	9
New „NEWS“ subchannel	10
Banner advertising on GPEC® website	11



Publishing House: EMW Exhibition & Media Wehrstedt GmbH

Hagenbreite 9
06463 Falkenstein/Harz, OT Ermsleben
Phone: +49 34743 62090
Fax: +49 34743 62091
info@wehrstedt.org
www.wehrstedt.org

Local court HRA 111856
CEO: Dr. Uwe H. Wehrstedt

Publisher + Editor:

Dr. Uwe H. Wehrstedt
Phone: +49 34743 62090
Fax: +49 34743 62091
redaktion@pvtweb.de

Profile: pvt is an independent publication recognized in Germany and abroad for decades. It addresses primarily members of police but also other authorities and organizations with security tasks (BOS). It was first published in 1956 for education and further training by employees of the "Polizeischule für Technik und Verkehr" in Essen and was welcomed "as special magazine for the various technical questions of police" by the IMK (Standing Conference of the Ministers and Senators of the Interior of the Länder). Still today Germany's Police presidents express their special connection to pvt as publishers. Since 2010 it is published by EMW Exhibition & Media Wehrstedt GmbH. For the specific target group of members in the field of public security, pvt offers target-oriented and sound information for decision makers, procurement officers and users with regard to the conception and procurement of task force technology as well as other means of equipment and services that are relevant for the proper execution of duty. Because of controlling elements in the administration such as budgeting or delegation of responsibility, users are stronger involved in the procurement process of new materials. This happens by formulating tactical and technological or logistical requirements, by participating in the testing and selection of the most appropriate materials or as procurement officers directly. Industry and economy provide pvt with information and trends that are of interest for the development of task-force technology and the offer of services.

Target groups/subscribers:

- Members of authorities and organizations with security tasks (BOS), primarily from police departments and stations, ministries as well as of Federal and Länder facilities for police education and further training
- Employees of public order offices and roads and traffic authorities
- Members of international administrations or police authorities
- Employees of Federal and Länder procurement offices, the German Armed Forces – especially Military Police, customs and private security companies
- Employees of technical surveillance and expert organizations
- Management of national and international companies

Focal Point of Contents

- Police and traffic management
- Digitalization, communication technology
- Vehicle and traffic technology
- Non-lethal and self-defence weapons, small arms, accessories and ammunition
- Forensics, measurement and laboratory technology, aviation security technology, detection of narcotics
- NBC protection and explosives disposal services
- Safety technology
- Clothing, personal equipment, body armour and ballistic protection, emergency, rescue and medical equipment

Publication frequency: **6 x a year,**
on the 15th working day
of each odd month

Volume: **69th year of
publication 2024**

Annual subscription incl. postage and packing

E-Paper **25,- €**

Print Germany **45,- €**

Print abroad **52,- €**

E-Paper
+ Print Germany **55,- €**

E-Paper
+ Print abroad **62,- €**

Retail sale print

Print **7,50 €**

plus postage
and packing **2,50 €**

E-Paper **5,- €**

ISSN (Print) 0772-5962

Publisher:

Police department heads of the federation, the presidents of the Federal Police and the German Police University, Presidents of State Police and as well as the Inspector of Länder Riot Police Forces



Ministerialdirektor Dr. Christian Klos
Bundesministerium des Innern, für Bau und Heimat



Präsident Dr. Dieter Romann
Bundespolizeipräsidium



Inspekteur der Bereitschaftspolizeien der Länder
Andreas Backhoff, Bundesministerium des Innern,
für Bau und Heimat



Präsident Professor Dr. Hans-Jürgen Lange
Deutsche Hochschule der Polizei



Landespolizeipräsidentin Dr. Stefanie Hinz
Ministerium für Inneres, Digitalisierung und Migration,
Baden-Württemberg



Landespolizeipräsident Michael Schwald
Bayerisches Staatsministerium des Innern,
für Sport und Integration



Senatsdirigent Klaus Zuch
Senatsverwaltung für Inneres und Sport, Berlin



Ministerialdirigentin Anja Germer
Ministerium des Innern und für Kommunales, Brandenburg



Leitende Kriminaldirektorin Kathrin Schuol
Behörde für Inneres und Sport, Freie und
Hansestadt Hamburg



Landespolizeipräsident Robert Schäfer
Hessisches Ministerium des Innern und für Sport



Ministerialdirigent Berthold Witting
Ministerium für Inneres, Bau und Digitalisierung
Mecklenburg-Vorpommern



Landespolizeipräsident Axel Brockmann
Niedersächsisches Ministerium für Inneres und Sport



Ministerialdirigent Gerrit Weber
Ministerium des Innern des Landes Nordrhein-Westfalen



Leitender Ministerialrat Dr. Dieter Keip
Ministerium des Innern und für Sport, Rheinland-Pfalz



Dr. Thorsten Weiler, Leiter Abteilung D,
Polizeiangelegenheiten & Bevölkerungsschutz,
Ministerium für Inneres, Bauen und Sport, Saarland



Landespolizeipräsident Jörg Kubiessa
Staatsministerium des Innern, Sachsen



Ministerialdirigentin Christiane Bergmann
Ministerium für Inneres und Sport des Landes
Sachsen-Anhalt



Ministerialdirigent Ingo Minnerop, Ministerium für
Inneres, Kommunales, Wohnen und Sport, Schleswig-Holstein

Dates & Features List

These are the main features for 2024.

Additionally there are more articles about current subjects:

- Full operation
- Practical knowledge
- More about equipment
- Digital + internal security

OD: Order deadline

CD: Copy deadline

PD: Publication date

01/2024 January/February

OD: 15th Dec 2023
 CD: 21st Dec 2023
 PD: 15th Jan 2024

Special distribution:
 German Traffic Court Day 2024
 Traffic safety, traffic technology

03/2024 May/June

OD: 08th May 2024
 CD: 10th May 2024
 PD: 23rd May 2024

Vehicle technology,
 Specially protected vehicles,
 Drones, NBC protection

05/2024 September/October

OD: 16th Aug 2024
 CD: 23rd Aug 2024
 PD: 16th Sep 2024

Access protection, anti-terror barriers,
 protection of critical infrastructures,
 Ballistic Protection, Special Operations
 Forces and equipment

02/2024 March/April

**Official
 publication of
 GPEG® 2024
 May 6 + 8,
 Leipzig**

OD: 16th Feb 2024
 CD: 23rd Feb 2024
 PD: 15th Mar 2024

Digitalization, information & communication &
 Innovation, Cyber and IT Security, Automotive
 Forensics, biometrics + current ideas innova-
 tive leadership and operational resources

04/2024 July/August

OD: 17th June 2024
 CD: 24th June 2024
 PD: 15th July 2024

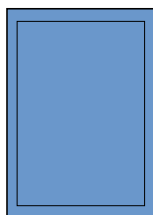
Operational training, personal
 equipment, weapon accessories,
 training and further education

06/2024 November/December

OD: 13th Sep 2024
 CD: 21st Oct 2024
 PD: 15th Nov 2024

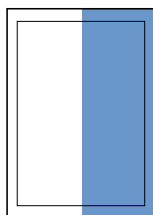
Accident recording, drugs, Crime preven-
 tion, protection of critical people infra-
 structures, resilience, Special distribution:
 BKA autumn conference 2024

Subject to modifications and current adjustments.



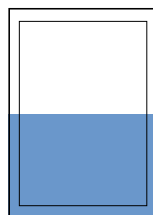
full page
 B: 210 x 297
 T: 180 x 260

4c
3,600,-
 black & white
2,440,-



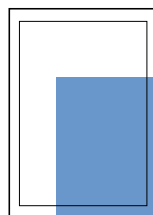
half page vertical
 B: 103 x 297
 T: 88 x 260

4c
1,860,-
 black & white
1,235,-



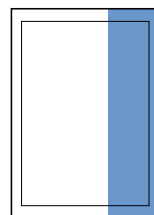
half page horizontal
 B: 210 x 148
 T: 180 x 128

4c
1,860,-
 black & white
1,235,-



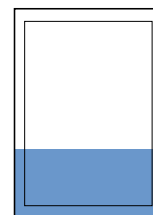
Junior Page
 B: 143 x 200
 T: 128 x 180

4c
1,860,-
 black & white
1,235,-



third page vertical
 B: 72 x 297
 T: 57 x 260

4c
1,225,-
 black & white
840,-



third page horizontal
 B: 210 x 98
 T: 180 x 85

4c
1,225,-
 black & white
840,-

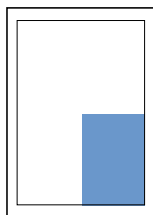
Advertorial

full page 4c **2,200,-**
 half page 4c **4,200,-**

Inside Front Cover **4,012,-**

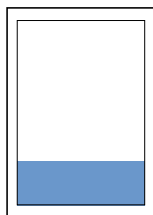
Inside Backcover **3,856,-**

Outside Backcover **4,178,-**



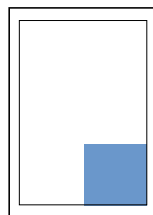
quarter page vertical
 T: 88 x 128

4c
910,-
 black & white
610,-



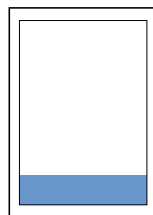
half page horizontal
 T: 180 x 62

4c
910,-
 black & white
610,-



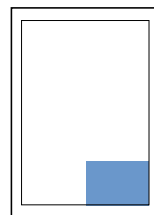
sixth page
 T: 88 x 86

4c
670,-
 black & white
460,-



sixth page horizontal
 T: 180 x 42

4c
670,-
 black & white
460,-



eighth page
 T: 88 x 62

4c
510,-
 black & white
360,-

surcharge bleed 10%

Price for 2c = Price for 4c minus 20%

**Rates in EURO
 plus VAT**

B: format in Width x Depth in mm
 bleed plus 3 mm

T: type area

Rate Card/Production Requirements

Discount: For bookings within 12 months:

Frequency discount

3x	5%
6x	10%
9x	15%
12x	20%

Volume discount

2 pages	10%
4 pages	15%
6 pages	20%

Reduced rate for job offers: 4 columns, size of column 42 mm: € 3,60 per mm
3 columns, size of column 57 mm: € 4,65 per mm

Special advertisement: inserts, reprints and others on request

File format: As copy material we prefer PDF/X-3-files (according to ISO-15930-3) with minimum 300 dpi.

Your contact:

Mr. Fabian Lemm fabian.lemm@wehrstedt.org

Phone: +49 34743 - 620 90

Fax: +49 34743 - 620 91

Circulation:

Circulation min. 850 plus bonus distribution and digital users, **E-Paper** 420 users plus multiple users

Circulation breakdown:

Please consider that the magazine is evaluated in offices/departments and authorities, brought into circulation among colleagues and displayed and archived in libraries. **This way the publication reaches a great number of readers as decision makers, procurement officers, users and customers.** It is estimated that one copy has an **average of 32 readers** of all hierarchy levels in the departments/authorities. Thus pvt is the efficient publication for reaching decision makers, procurement officers and users of police technology and services by placing product or image advertisements. For this reason pvt recommends itself to companies and service providers as target oriented and competent platform for optimum product or image campaigns with the least scattering loss. Job offers can also be placed effectively.

URL: www.pvtweb.de

General Information: www.pvtweb.de
Our website offers current information and is the first step for research about special articles or issues of pvt als E-Paper. Use our platform for your marketing.

Target Group: Members of public security, especially from the police but also from economy and science; decision makers, purchasers, users and students

Material Deadline: 3 days before start of campaign

Contact for Content:

Dr. Uwe H. Wehrstedt
redaktion@pvtweb.de

Contact for Advertising:

Fabian Lemm
fabian.lemm@wehrstedt.org



pvt
POLIZEI VERKEHR + TECHNIK

SEIT 1956 DIE FACHZEITSCHRIFT FÜR INNERE SICHERHEIT.

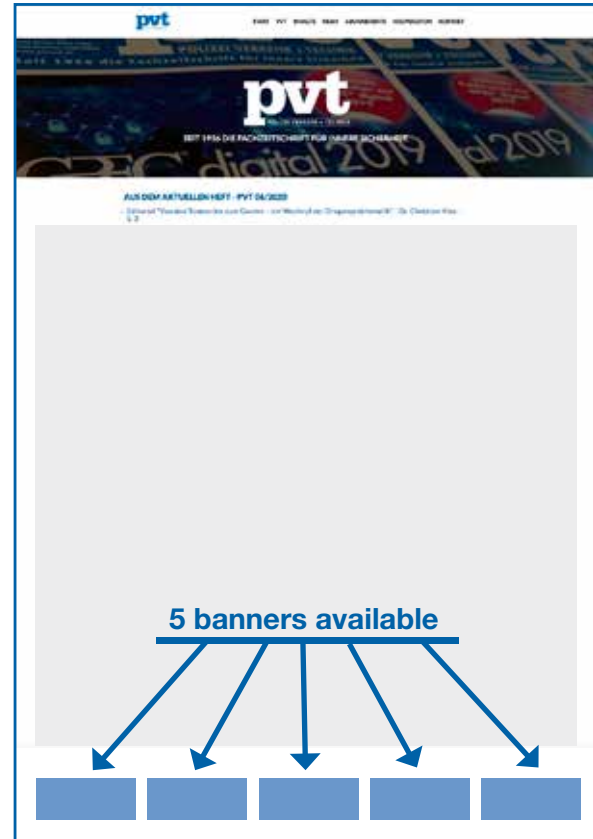
Rates



Banner advertising on pvtweb.de

Format:	800 x 534 Pixel
Rate:	130,- / per month plus VAT
Run of site:	run of site
File format:	JPEG, JPG, PNG, GIF
	Flash format *.swf max 200 kb
	Gif format *.gif max 200 kb
	HTML format *.html max 60 kb
Data volume:	200 kb

Rates in EURO plus VAT



This is a new online advertising possibility like a small white paper.

Content in German language:

- Headline
- Body text: max. 450 signs incl. space
- Extended text with click on "... more"
- Total number of signs: 2,000 incl. space
- Link to your website
- 1 picture

Rate:

290,-

Duration:

2 months

The image shows a screenshot of a PVT magazine advertisement. The top part of the page features the PVT logo and navigation links. Below that, there's a large banner for 'pvt' magazine, dated October 2020, with the tagline 'SEIT 1956 DIE FACHZEITSCHRIFT FÜR INNERE SICHERHEIT'. The main article is titled 'ELBIT SYSTEMS STÄRKT DIE AKTIVITÄTEN IN DEUTSCHLAND - TELEFUNKEN RACOMS FIRMIERT ZUKÜNFTIG ALS ELBIT SYSTEMS DEUTSCHLAND'. The article text discusses the acquisition of Elbit Systems Deutschland GmbH by Telefunken Racoms. Below this, there are two more article teasers: 'INNOVATION / WELTNEUHEIT: TARGETMASDR™ MOBILE SCHIESSTRAININGSANLAGE MIT TREFFERANZEIGE UND SCHUSSAUSWERTUNG' and 'MERCEDES-BENZ FÜR MESSEAUFTRITT AUF DER GPEC® 2020 MIT DEM RED DOT BRANDS & COMMUNICATION AWARD AUSGEZEICHNET'.

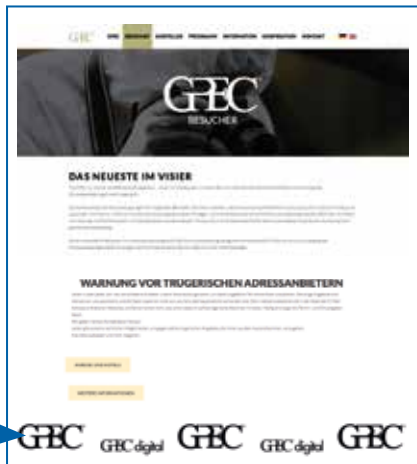
Rates in EURO plus VAT

Banner advertising on GPEC® website

Button Banner

Format: 800 x 534 Pixel
Rate: 230,- / month
Location: visitor sub channel and visitor registration channel

5 banners available



Full Banner

Format: 383 x 127 Pixel
Rate: 230,- / month
Location: landing page

2 banners available



Media partners

File format: JPEG, JPG, PNG, GIF

Data volume: 200 kb

Rates in EURO plus VAT