

DWJ THE MAGAZINE FOR FIREARM OWNERS

MAGAZIN
NEXT LEVEL

- + INDEPENDENT
- + PRINT + DIGITAL
- + PODCASTS
- + ADDED VALUE

DWJ – The media brand for firearm owners.



Rate Card 2025 #2 | Effective from February 1, 2025

WAFFENRECHT / Rechtliche Tücken beim Waffentransport 2

03/25 **DWJ** DAS MAGAZIN FÜR WAFFENBESITZER
Deutschland 6,50 € | EU-Ausland 7,60 € | Schweiz 13,00 Sfr

DIE NEUE HAENEL LR/ONE IM TEST

HECKLER, WALTHER, SCHMIDT & BENDER
MADE IN GERMANY
DEUTSCHE WERTARBEIT IN LAS VEGAS

10 Selten Neuheiten von der weltgrößten Waffenmesse

WELTERFOLG .375 WEATHERBY
Leistung und Ladedaten einer Legende

IM TEST: HAWKE 1-8X24
Wie gut ist ein 500 Euro-Zielfernrohr?

Der Weg der Parabel zum über Frankreich
MANZER BOB IN ALIEMANS

Miederhaden der Patrone 8 x 52 Dillon
NICHTS FÜR GANZWEITER

WAFFENRECHT / Rechtliche Tücken beim Waffentransport

DWJ DAS MAGAZIN FÜR WAFFENBESITZER

ANTWORT AUF DEN KAPITALISMUS

DER MEISTER DER LANGSTRECKE
DESERTTECH SPS AZ COVERT
Echte Wertanlage oder Flop? Ein ganz grosser Name

WAFFENRECHT / Eignung: Wenn der Gutachter nicht „gut“ ist

DWJ DAS MAGAZIN FÜR WAFFENBESITZER

„ICH FERTIGE NICHT FÜR DIE VITRINE!“

PRÄZISIONSMASCHINE AUS HESSEN
RBF ULTRA TARGET
Leicht, leichter, howai Billy the Kid wäre stolz

DWJ DAS MAGAZIN FÜR WAFFENBESITZER

1861 SAVAGE & NORTH HAWK
Pistolen von KMR
NEUES VOM TUNING MEISTER

DIE GANZ DICHEN PILLEN
BRITISCHE HANDWERKSKUNST
HERO DER MÜNDUNGSSCHWIND

BRITISCHE HANDWERKSKUNST
HERO DER MÜNDUNGSSCHWIND

WELTER
NEUES

Quality Through Tradition

TESTED FOR YOU

Since 1965, DWJ has been the leading media brand for sport shooters, law enforcement officers, hunters, and collectors in the German-speaking region. **Politically neutral, independent, and expert-driven**, we provide in-depth coverage of technological advancements and innovations in the fields of handguns, rifles, shotguns, collectibles, and other industry developments.



Dedicated Journalism

Our photo spreads and layouts, highly appreciated by thousands of readers, are created with great care and attention to detail.

NEW!



The renowned firearms law experts Heiko Granzin and Florian Asche have now assumed the role of publishers for Germany's oldest firearms journal.

They will regularly update DWJ readers and listeners on important legal developments and potential pitfalls in firearms law.

The DWJ Podcast is currently available for free streaming on all major platforms, including Spotify, Amazon Music, and more.

Listen now in browser or Spotify on the publisher's website: www.blaetterdach.media/podcast

Dr. Heiko Granzin and Dr. Florian Asche – the new publishers of DWJ.



LISTEN ON Spotify



ADVERTISING FORMATS

RATES & FORMATS

Find the perfect campaign tailored to your advertising needs – whether as a print ad, cover flap, or insert. All advertisements appear in both print and digital editions and can be enhanced with video clips or podcasts. **Let's develop a customized solution together to ensure maximum impact on your target audience.**

DISPLAY ADS

1/4-Page	
Cover	4700,- €
U2/U4	4700,- €
U3	4200,- €

- Print Run: 16,000 copies
- Distributed Circulation: 12,500 copies*
- Paid Circulation: 12,012 copies*
- Subscriber Circulation: 9,084 copies*

*Average print + digital readership, as of 10/2024

1/4-Seite	
4-color	4200,- €

1/2-page horizontal	
4-color	2200,- €

1/2-page vertical	
4-color	2200,- €

1/3-page vertical	
4-color	1500,- €
Editorial section	1900,- €

1/3-page horizontal	
4-color	1500,- €

1/4-page vertical	
4-color	1200,- €

1/4-Seite 2-column	
4-color	1200,- €

1/4-page horizontal	
4-color	1200,- €

Cover position (Inside Front Cover – U2, Inside Back Cover – U3, Back Cover – U4)

ADVERTISING FORMATS & PRICING

Size in Page Sections	Trimmed Formats Width × Height in mm**	Price in Euro
Cover flap	105 × 297	4700,-
1/4 U1/Titel*	210 × 297	4700,-
1/4 U2, U4	210 × 297	4700,-
U3	210 × 297	4200,-
1/4	210 × 297	4200,-
1/2 Vertical 1/2 Horizontal	104 × 297 210 × 152	2200,-
1/3 Vertical 1/3 quer	71 × 297 210 × 110	1500,-
1/3 Editorial	71 × 297 210 × 110	1900,-
1/4 2-Column 1/4 Vertical 1/4 Horizontal	91 × 132 57 × 297 210 × 85	1200,-

*Not eligible for discounts or commissions. Booking available upon consultation and editorial approval. Price includes title story as an ePDF.

**Bleed allowance: For full-bleed ads, a minimum of 3 mm on all sides is required. Minimum text section size: 1/4 page. No printer marks please! More on next page.

INSERTS*

Price per 1,000 copies

Weight	Price in Euro
Up to 20 g	136,-
Each additional 10 g	38,-

Inserts exceeding the weight limit available at an additional charge

*Restrictions: Must not resemble a newspaper or contain third-party ads (collective advertising).

Maximum format: 200 mm (W) x 280 mm (H)

BOUND INSERTS (SUPPLIED)

Umfang	Price in Euro
Extent: 4 pages, up to 25 g	120,-

Maximum format: 210 mm (W) x 297 mm (H) (Full circulation only)

STICK-ON ADS

Price per 1,000 copies

Specifications	Price in Euro
Standard Postcard	68,-

*Carrier Ad needed: Minimum 1 full page, plus DIN postcard

Inserts, stick-on ads, and bound inserts are not eligible for discounts. Minimum quantity: 10,000 copies.

DELIVERY DEADLINE & ADDRESS

Inserts must be delivered three weeks prior to the publication date to:

Dierichs Druck+Media GmbH & Co. KG
Attn: Mr. Peter Reiting
Frankfurter Straße 168
34121 Kassel, Germany

CLASSIFIED ADS & MORE

MILLIMETER ADS BASE RATES PER MM HEIGHT / SINGLE-COLUMN, PLUS VAT.

Number of columns	Column width in mm	4-color Price in Euro
4	44	3,55

Maximum format: 4 columns with 266 mm maximum height and 3 mm space between.

ADVERTISING DISCOUNTS

Applicable for purchases within one advertising year.

Volume tiers	Ad size	Discount rate
2 Ads	2 Seiten	5 %
3 Ads	3 Seiten	10 %
4 Ads	4 Seiten	15 %
6 Ads	6 Seiten	20 %
9 Ads	9 Seiten	25 %
12 Ads	> 12 Seiten	30 %

*The Half-Cover (Flap) is not eligible for discounts.

ADDITIONAL INFORMATION

Agency Commission	15 % commission Granted only for bookings placed through an advertising agency and upon submission of print-ready PDF
Confidential Ad Fee	€10 per publication, including postage, plus VAT.

PUBLICATION DATES / ADVERTISING & PRINT MATERIAL DEADLINES

Issue	First Sale Date	Advertising / Print Material Deadline
01/2025	12/20/2024	11/27/2024
02/2025	01/31/2025	01/08/2025
03/2025	02/28/2025	02/05/2025
04/2025	03/28/2025	03/05/2025
05/2025	04/25/2025	03/28/2025
06/2025	05/30/2025	05/06/2025
07/2025	06/27/2025	06/02/2025
08/2025	07/25/2025	07/02/2025
09/2025	08/29/2025	08/02/2025
10/2025	09/26/2025	09/03/2025
11/2025	10/31/2025	10/08/2025
12/2025	11/28/2025	11/05/2025
01/2026	12/19/2025	11/26/2025
02/2026	01/30/2026	01/07/2026
03/2026	02/27/2026	02/04/2026

CONTACT INFORMATION

Blätterdach GmbH
DWJ Magazin
Steinbeisweg 62
74523 Schwäbisch Hall, Germany

Phone: +49 791 202197-0
Publisher: www.blaetterdach.media
Shop: www.dwjmedien.de

Advertising Department

Advertising Manager

Caroline Reese
Phone: +49 791 202197-30
Email: reese@blaetterdach.media

Advertising Back Office (Mon–Thu)

Stefanie Döhler
Phone: +49 791 202197-41
Email: doehler@blaetterdach.media

BANKING INFORMATION & PAYMENT TERMS

Postbank Stuttgart
DE38 6001 0070 0961 9177 05
BIC PBNKDEFF

Payment Terms: Payment is due immediately upon receipt of invoice, without deductions.

PRINT MATERIAL SPECIFICATIONS

Ad File Submission (PDF):
– Please submit PDF files in PDF/X-4 format.
– Fonts must be embedded or converted to outlines.
– Ensure correct color profiles; we assume no liability for incorrect submissions and without a color-proof reference for printing.

PRINTING PROCESS

Printed according to Euroscale DIN 16539.
– Color Profile for Cover-Pages: ISOcoated_v2_eci.icc
– Color Profile for Content: PSO_LWC_Improved_eci.icc

FILE TRANSFER

Large files can be sent via our We-Transfer account:
<https://dwj.wetransfer.com>

PRODUCTION & TECHNICAL SUPPORT

Head of Media Production
Markus Dierolf
Email: dierolf@blaetterdach.media

GENERAL TERMS AND CONDITIONS

■ Advertising Rates & Production Costs

The advertising rates listed in the rate card apply to print-ready PDF files that meet our technical specifications. If the creation of the advertisement requires above-average production efforts, additional production costs of 15% of the ad price will be charged separately.

■ Advertising Deadline

The standard advertising deadline is approximately three weeks before the official release date (EVT) – see the advertising deadline schedule for details.

■ Late Submission of Advertising Materials

If the publisher does not receive the advertising materials by the deadline, the publisher is entitled to use the most suitable available materials for the ad layout at its own discretion.

■ Modifications in Annual Contracts

For annual advertising contracts that include photo or text changes, these modifications must be submitted in writing by the 5th of the month prior to publication.

If the originally agreed start date of the advertisement placement is postponed, the overall contract duration remains unchanged.

■ Volume Discounts & Payment Conditions

The discounts listed for multiple ad placements are granted only if a written order or advertising contract covering the entire placement period is in place.

– Discounts remain valid only if payment is received after invoicing and before the next issue is published.

– Advertisers with outstanding payments lose all discounts and forfeit the right to publish further advertisements, even if a contract exists.

– By placing an order, the advertiser expressly agrees to these terms.

■ Printing Quality & Liability

– The publisher does not assume liability for the print quality of supplied images or graphics.

– If an advertisement is partially or entirely illegible, incorrect, or incomplete, the advertiser is entitled to

a replacement ad, but only to the extent that the advertisement's intended purpose was compromised.

– Further liability of the publisher is excluded, including errors in editorial content.

■ Complaints & Claims

All claims or complaints must be submitted in writing within 10 days of receiving the invoice; otherwise, they will not be accepted.

■ Cancellation Policy

If the advertiser cancels the contract after the advertising deadline, the publisher is entitled to charge 50% of the total contract value for any unused ad placements as compensation, without requiring proof of actual damages.

■ Legal Responsibility & Third-Party Claims

– The advertiser is fully responsible for the content and legal compliance of all text and image materials provided for publication.

– The advertiser must indemnify the publisher against any claims from third parties arising from

the execution of the advertising contract, including advertisements that were not canceled in time.

– The publisher is not required to verify whether advertisements infringe upon third-party rights.

– If an advertisement that was not canceled in time is published, the advertiser has no claims against the publisher.

– The advertiser also fully indemnifies the publisher against copyright infringement claims.

■ Special Pricing for Supplements & Special Editions

The publisher reserves the right to set special rates for ads in publisher supplements, special editions, and collective advertisements.

■ SEPA Direct Debit

Unless otherwise agreed, SEPA direct debits will be processed 7 calendar days after the first day of sale.

■ Place of Performance & Jurisdiction (Germany)

The place of performance and jurisdiction for both the advertiser and the publisher is Schwäbisch Hall.



BLÄTTERDACH
G M B H

Blätterdach GmbH

Steinbeisweg 62
74523 Schwäbisch Hall, Germany

Phone: +49 791 202197-0
Email: hallo@blaetterdach.media
Publisher: www.blaetterdach.media

Commercial Register: Ulm, No. HR B690559
VAT ID: DE813440182
Managing Director: Markus Dierolf



Scan me!