

Our TRADE FAIR OFFERS to A+A 2025

4.-7. November 2025

Our trade fair offers at a glance

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Why you should book our offers for A+A

Advertise your trade fair appearance at A+A 2025 with extra power!

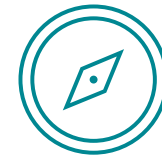
Benefit from the increased attention in the A+A environment and take advantage of the offer of the safety officer and safety engineer for your perfect trade fair communication before, during and after the trade fair!

The target group is occupational safety specialists, safety engineers, Safety officers, entrepreneurs, managing directors and trade fair visitors.



Long range

Reach our readers as well as the trade fair visitors of A+A via our various channels (print + digital).



Precise positioning

Benefit from the charisma of A+A, which is a permanent fixture in the industry.



Targeted approach

With your presence at A+A, you address your target group in a tailor-made way.



Attractive environment

Benefit from the editorial environment of the trade journals Sicherheitsbeauftragter, Sicherheitsingenieur.

Your advertisement in the trade fair editions

Trade fair edition with trends and products for A+A 2025!
Show presence in the trade fair editions of Safety Officer and Safety Engineer.

Your benefits:

- ✓ High level of reader interest due to the preliminary trade fair reports
- ✓ Free trade fair information
- ✓ Presence at the most important industry trade fair in 2025
- ✓ Distribution at the trade fair



Performance	Sicherheitsingenieur	Sicherheitsbeauftragter	Combo price
1/1 page, 4c	2.700,-	4.250,-	6.000,-
Junior page, 4c	1.950,-	3.065,-	4.500,-
1/2 page, 4c	1.450,-	2.235,-	3.200,-
1/3 page, 4c	990,-	1.560,-	2.250,-
1/4 page, 4c	725,-	1.170,-	1.700,-
1/8 page, 4c	420,-	650,-	950,-

Sicherheitsbeauftragter 10/2025

AD*: 09.10.2025, BD*: 15.09.2025

Sicherheitsingenieur 10/2024:

AD*: 16.10.2025, BD*: 22.09.2025

*AD= Advertisingdeadline, BD = Booking deadline

Special supplement especially about A+A

Special supplement A+A 2025

- ✓ Additional distribution at A+A 2025
- ✓ Digital magazine for download
- ✓ High reach through direct distribution to trade visitorsCredibility & relevance through editorial environment
- ✓ Targeted target group approach directly at the trade fair

→ Mintage: 15,000 copies + digital edition

Special supplement in



Sicherheitsingenieur 10/2025

(Release date:16.10.2025)

Sicherheitsbeauftragter 10/2025

(Release date:09.10.2025)

Performance	Format	Price <small>Valid from 01.10.24 plus VAT</small>
U2, U4	210 x 297 mm	4.550,-
1/1 page	210 x 297 mm	3.450,-
1/2 page	land. 210 x 150 mm, port. 103 x 197 mm	1.660,-
1/3 page with editorial	portrait 71 x 297 mm	1.630,-
1/3 page	land. 210 x 105 mm, port. 71 x 297 mm	1.170,-

Automatic reduction from 210 x 297 mm (A4) to 95% supplement format 200 x 280 mm.

Advertising deadline: 04.09.2025

Advertorial Print

Present your company and your products to A+A visitors with an advertorial ad in text and images.

We support you in creating your advertorial:

- ✓ Layout examples to choose from
- ✓ Clear specifications for text and image sizes
- ✓ Contribution hardly differs from the editorial contributions
- ✓ We edit and layout your advertorial
- ✓ You will receive the finished PDF for approval

Performance	Circumference	Price Valid from 01.10.24 plus VAT
2/1 pages	approx. 5,000 characters plus image(s)	3.850,-
1 1/2 pages	approx. 3,200 characters plus image(s)	3.200,-
1/1 pages	approx. 2,400 characters plus image(s)	2.300,-
1/2 pages	approx. 800 characters plus image	1.170,-



*Beispielabbildungen

Use the environment of A+A for more visibility



Advertising deadline: 22.08.2025

Guided Tours at the A+A

The Si Academy organises guided tours at the A+A. These will take place from 4 – 7 November 2025. For a stay of max. 15 minutes, a representative of the partner is given the opportunity to present the products and his company to the visitor.

Your benefits:

- ✓ Lead Generation
- ✓ Increased attention of your exhibition stand
- ✓ Direct customer contact with potential business partners
- ✓ Measurable success through feedback and direct interaction

Become a partner and let guided groups visit you at your booth.

Booking deadline: 01.07.2025

Performance	Circumference	Price
TOUR 01*	Key trends and innovations in PPE	2.950,-- € netto
TOUR 02*	Ergonomic solutions in industry and logistics	
TOUR 03*	Safe work at height	

**Maximum 6th partner per tour / Guided tours are only offered in German*

Your contact persons:

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Tour contents of the trade fair tours

Tour 01	Tour 02	Tour 03
Key trends and innovations in PPE	Ergonomic solutions in industry and logistics	Safe work at height
<p>The tour of the trade fair is intended to give visitors important insights into the current trends in PPE and how, for example, the topics of sustainability and climate change are incorporated into the products. In addition, it can also be about the most important innovations in functional aspects, for example in multi-norm clothing or with regard to individual adaptability to users.</p>	<p>The physical strain on employees in production and logistics is ok, very high. Which one Are there solutions to minimize these burdens? The range of products can include a wide range of products that we want to present to our tour visits: for example, from lifting aids to exoskeletons to products for specific areas of application.</p>	<p>When employees leave the solid ground under their feet, they also expose themselves to increased risk – whether on the ladder, on scaffolding, on roofs or when working at great heights. On our tour of the trade fair, we would like to show our visitors what safety concepts are available for climbing aids, how different the offers for fall protection and PPE can be and what it is also important for work at height.</p>

Price: The fee per exhibition partner is € 2,950,-- net per booked tour (1, 2 or 3)

Dates: 4.11.2025 afternoon | 5.11.2025 Morning and afternoon | 6.11.2025 Morning and afternoon | 7.11.2025 morning
This means that the partners are visited 6 times. A maximum of 15 participants are possible per tour.

Show your presence in the sifa-sibe newsletter.

Benefit from our wide reach
The newsletter is sent every Thursday to 6,800 recipients from the occupational health and safety sector and brings current and interesting news about occupational safety and prevention.

Your benefit:

- ✓ Highlighted placement for increased visibility
- ✓ Placement in the editorial environment for high credibility

In the newsletter, you can directly invite our readers to visit your booth.

Performance	Format	Price <small>Valid from 01.10.2024 plus VAT</small>
Leaderboard via header	728 x 90*	750,—
Text/Image Display	Bild 200 x 150 und Text 300 Zeichen inkl. Leerzeichen	620,—
Fullbanner	468 x 60* 590 x 100*	620,—
Medium Rectangle	300 x 250	620,—

*Mobile display: scaled to 300 pixels width.



Use the environment of A+A for more visibility


















Website - Banner placement

sifa-sibe.de – Online portal of journals

In addition to the wide range of news from occupational health and safety, users appreciate the website's extensive online archive with numerous technical articles as well as helpful product recommendations and date tips for events and seminars for further education

Your benefits:

- ✓ High reach through continuous visibility on the website
- ✓ Measurable success through click and conversion tracking

Advertising format on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) on desktop and tablet	Description Desktop and tablet	Placement on phone display	Size in pixels (w x h) on smartphone	Price per week (Mo-Su)
Leaderboard/ large leaderboard/ expandable leaderboard	 	728 x 90 970 x 90 728 x 90 and 728 x 300	Placement above header		300 x 50	580.00 595.00
(Sticky) skyscraper/ (sticky) wide skyscraper	 	120 x 600 160 x 600	Placement on far right next to content (sticky banner remains in field of view when scrolling the page)		300 x 50	580.00
Hockystick/ wallpaper with additional HEX code background colour	 	728 x 90 and 160 x 600 or 970 x 90 and 120 x 600	Leaderboard adjacent to skyscraper on the right		300 x 75	1,155.00
Frame ad		160 x 600 and 1,125 x 90 and 160 x 600	Leaderboard with skyscrapers on left and right (tablet display in hockystick format only)		300 x 75	1,205.00
Billboard		970 x 250	Banner directly below navigation bar		300 x 75	695.00
Medium rectangle/ video ad		300 x 250	Banner in content or in outer column		300 x 250	580.00
Half-page ad		300 x 600	Banner in outer column in medium rectangle format.		300 x 600	1,250.00

A+A Online Raffle

Become a sponsor, position yourself in a positive environment and benefit from extensive advertising measures around the competition.

Your advantages as a partner

- ✓ Qualified lead generation through participant data
- ✓ Increased visibility in print and online
- ✓ Positive image through

The competition runs **from 15 October to 30 November 2025**. The **raffle will take place in mid-December**. A Smart TV (Samsung QLED 4K Q60D – 55 inches) will be raffled.

Deadline for entries: 31.08.2025

Data delivery: until 15.09.2025

Required data: Logo



Performance	Basic
Your company logo on the competition website	✓
Your logo on full-page advertisement in Sicherheitsingenieur, Sicherheitsbeauftragter, A+A Spezial and Ergomed	✓
Exclusive newsletter to approx. 7,100 recipients with information about the prize and your company logo	✓
Banner ads on the website sifa-sibe.de with your logo	✓
Leads of the competition participants	✓
Price (plus VAT)	2.500,- €

Let's stay connected!

Whether print media or comprehensive online marketing solutions - we would be pleased to discuss an individual campaign, adapted to your objectives and budgets

We are looking forward to your request.



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