

eternity Das Magazin

Media Data 2026

eternity is the magazine for the funeral industry and is distributed free of charge to funeral directors, crematoria, and providers of pet funeral services in Germany, Austria, Switzerland and other European countries.

In addition to industry-specific topics (business management, case law, contracts, statistics, etc.), it also addresses subjects of general interest. The range extends from pastoral care and psychology to socio-political changes and their impact on mourning culture, as well as the cultural history of cemeteries.

One of the particular strengths of our editorial team is its excellent networking throughout Europe. eternity also reports on trends and innovations that are currently en vogue in countries such as the United Kingdom, Italy, Belgium, and the Netherlands.

Originally launched as a purely association-based publication, the "VDT Journal" of VDT e.V., the magazine has received intensive professional support since its founding in 1995. Funeral directors read practical contributions from professionals for professionals — a standard that eternity continues to uphold with great commitment in its 31st year of publication.

eternity provides content with tangible added value for everyday professional practice.

- Current industry trends, products, and services
- Company profiles and interviews with manufacturers
- Announcements and detailed follow-up reports on trade fairs and industry events
- Regular expert articles on thanatopraxy, grief counseling, death tech, and much more

Publication Dates 2026:

Friday,	February	27,	2026
Friday,	April	24,	2026
Friday,	June	26,	2026
Friday,	August	28,	2026
Friday,	October	23,	2026
Friday,	December	18,	2026

Editorial Deadline	Advertising Deadline
February 2, 2026	February 6, 2026
April 1, 2026	April 7, 2026
June 1, 2026	June 9, 2026
August 3, 2026	August 10, 2026
October 2, 2026	October 8, 2026
November 27, 2026	December 1, 2026

Circulation: Approx. 5,000 copies in Germany, Austria, Switzerland, and other European countries

Format: DIN A4, 210 x 297 mm

Extent: Variable: 48 to 60 pages plus 4-page cover

Printing Process: Sheet-fed offset

Frequency: Bimonthly / 6 issues per year

Distribution: Postal delivery to recipients

Volume: 31st year

Advertising Focus & Editorial Plan

February 2026:

- ▶ Funeral service ceremonies
- ▶ Funeral speeches — a service of growing importance

April 2026

- ▶ Funeral stationery
- ▶ Preview of BEFA in Düsseldorf (June 2–4, 2026): What you need to know to plan your visit

June 2026

- ▶ Sea burials and alternative farewells
- ▶ Review of BEFA: What caught our attention and what you should know

August 2026

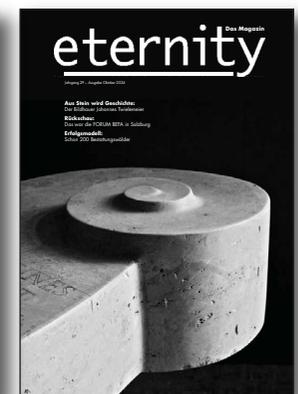
- ▶ Coffins and urns
- ▶ Grave goods and their symbolism — what we give to the deceased and what matters

October 2026

- ▶ Transport and funeral vehicles
- ▶ Pet bereavement: Together through life, together into the grave

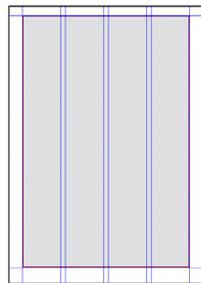
December 2026

- ▶ Sustainable burial practices
- ▶ Death and the images we know from film, theatre, and comics

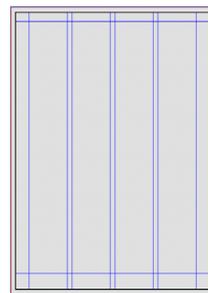


Advertisements

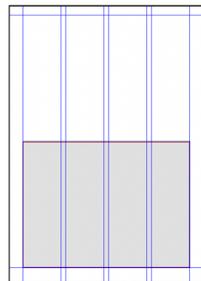
Magazine format: 210 x 297 mm, Type area: 180 x 270 mm



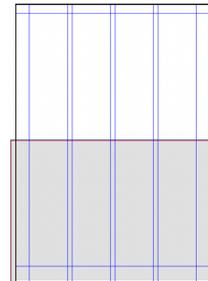
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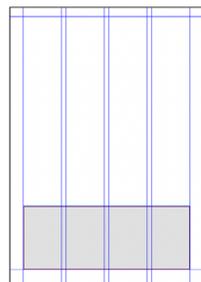
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(bleed)
210 x 297 mm
plus 3 mm bleed
on each side
216 x 303 mm
216 x 303 mm



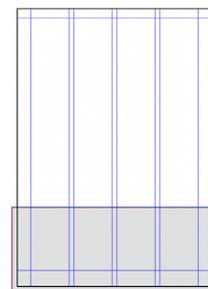
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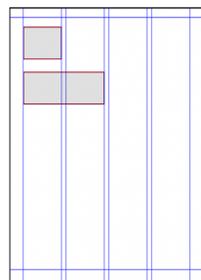
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plus 3 mm bleed
on each side
216 x 303 mm
216 x 141 mm



1/4 page
(type area)
180 x 67 mm



1/4 page
(bleed)
210 x 297 mm
plus 3 mm bleed
on each side
216 x 303 mm
216 x 80 mm



Classified Ads
Single column:
41 x 41 mm

Two columns:
41 x 87,5 mm

Rates

1/1 page cover (U2, U3, U4) – minimum term 1 year:	€ 1,798
1/1 page:	€ 1,510
1/2 page:	€ 1,003
1/4 page:	€ 578
Classified ads:	
Single column:	€ 98
Two columns:	€ 168

Discounts

(for multiple placements)

2 issues: 5%

3 or 4 issues: 10%

5 or 6 issues: 15%

Advertisements must be published within 12 months. Publication dates and sizes must be specified at the time of booking. Inserts and classified ads are excluded from this discount policy.

Inserts

Rates

Total circulation (Germany, Switzerland, Austria, and other European countries)
Approx. 5,000 copies: €1,592

Germany only

(approx. 4,000 copies):	€ 1,424
Additional booking options:	
Germany and Austria:	€ 1,508
Germany and Switzerland:	€ 1,508
Austria (approx. 600 copies):	€ 528
Switzerland (approx. 200 copies):	€ 778
Austria and Switzerland (approx. 800 copies):	€ 944

Insert size must be at least 3 mm smaller on each side than DIN A4.

Rates apply to inserts up to a maximum weight of 20 g.

Prices for heavier inserts upon request.

All prices listed in these media data are subject to statutory VAT.

Technical Specifications

- Format according to the advertisement sizes listed above
- Minimum resolution: 300 dpi
- Color mode: CMYK
- Minimum font size: 6 pt; minimum line thickness: 0.5 pt
- Please submit advertisements exclusively as PDF, JPG, or TIF files

The advertiser is responsible for timely delivery of advertising materials and flawless print documents or inserts. The publisher will request replacement only for clearly unsuitable or damaged print materials. The publisher guarantees standard print quality within the limits permitted by the submitted materials.

The original document name must not contain special characters or umlauts.

Special Rates

Available for NGOs and start-ups. Prices upon request.

Digital Advertising

Available on our homepage and in the form of posts on our Instagram channel [eternity_das_magazin](#). Prices upon request.

Advertorials

Advertisements designed to resemble editorial content. Suitable for explaining a topic in detail to readers in a subtle promotional format. Bookable from 1/1 page. Prices upon request.

Classified Ads

Classified ads are not commercial advertisements. They are intended for readers wishing to sell funeral vehicles, find successors for their business, or similar purposes. They function as a "marketplace." Advertising products or services via classified ads is not permitted.

Advertisement Design

Our graphics department will create or update advertisements for you upon request.

Annual Subscriptions

Funeral directors receive the magazine free of charge.

If you are not a funeral director but are interested in subscribing to eternity, we offer the magazine at cost price:

Germany: € 28
Austria: € 38
Switzerland: € 48

Prices apply to 6 issues per year.
All issues are available for free download at:
www.eternitydasmagazin.de

Contact

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Westwall 46

Fon
0049-2151-4 46 46 46

E-Mail:
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GENERAL TERMS AND CONDITIONS

1. An "advertising order" within the meaning of the following General Terms and Conditions is a contract for the publication of one or more advertisements by an advertiser or other client in a printed publication for the purpose of distribution.
2. Unless otherwise agreed, advertisements must be called off for publication within one year after conclusion of the contract. If the right to call off individual advertisements has been granted within the scope of a contract, the order must be completed within one year from the publication of the first advertisement, provided that the first advertisement is published within the period specified in sentence 1.
3. Within the agreed period or the period specified in clause 2, the client is entitled to call off additional advertisements beyond the number stated in the order.
4. If an order is not fulfilled for reasons for which the publisher is not responsible, the client shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual quantity purchased. This shall not apply if the non-fulfillment is due to force majeure within the publisher's sphere of risk.
5. In calculating purchase quantities, text millimeter lines shall be converted into advertising millimeters according to the applicable rate.
6. Orders for advertisements and third-party inserts that are expressly to be published exclusively in specific issues, editions, or positions must be received by the publisher in sufficient time to allow the client to be informed before the advertising deadline if the order cannot be executed as requested. Classified advertisements shall be published in the respective category without requiring an explicit agreement.
7. Text-section advertisements are advertisements that border editorial text on at least three sides and not other advertisements. Advertisements that are not recognizable as such due to their editorial design shall be clearly marked by the publisher with the word "Advertisement" or a comparable designation.
8. The publisher reserves the right to reject advertising orders—including individual call-offs within a contract—and insert orders due to their content, origin, or technical form in accordance with uniform and objectively justified principles, if their content violates laws or official regulations or if their publication is unreasonable for the publisher. This also applies to orders placed through branch offices, acceptance offices, or representatives. Insert instructions become binding for the publisher only after submission and approval of a sample insert. Inserts that, due to format or presentation, create the impression of being part of the newspaper or magazine, or that contain third-party advertisements, will not be accepted. Rejection of an order will be communicated to the client without delay. In accepting and reviewing advertisement texts, the publisher exercises customary business diligence but shall not be liable if misled or deceived by the client. By placing an advertising order, the advertiser undertakes to bear the costs of publishing any counterstatement relating to factual assertions in the published advertisement, in accordance with the applicable advertising rate.
- 9 a. The client is responsible for the timely delivery of advertisement texts and flawless print materials or inserts. Delivery of data, inserts, etc. shall be at the client's expense. The publisher shall immediately request replacement for clearly unsuitable or damaged print materials. The publisher guarantees the customary print quality for the respective title within the limits permitted by the supplied materials.
- 9 b. Prior to digital transmission of print materials, the client must ensure that the transmitted data are free of computer viruses. If the publisher detects computer viruses in a transmitted file, the file will be deleted immediately without any claims arising therefrom by the client. The publisher also reserves the right to claim damages if computer viruses transmitted in this manner cause damage to the publisher.
10. In the event of wholly or partially illegible, incorrect, or incomplete printing of the advertisement, the client is entitled to a reduction in payment or a flawless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline set for remedy or if the replacement advertisement is again defective, the client is entitled to a price reduction or cancellation of the order. Claims for damages arising from breach of contractual obligations, fault at the time of contract conclusion, or tort—including in the case of telephone orders—are excluded; claims for damages arising from impossibility of performance or delay are limited to compensation for foreseeable damage and to the fee payable for the respective advertisement or insert. This does not apply in cases of intent or gross negligence on the part of the publisher, its legal representative, or its vicarious agents. Liability for the ab-

sence of guaranteed characteristics remains unaffected. In commercial transactions, the publisher shall also not be liable for gross negligence of vicarious agents; in other cases involving merchants, liability for gross negligence is limited to foreseeable damage up to the amount of the advertising fee concerned. Complaints—except in the case of non-obvious defects—must be asserted within four weeks after receipt of the invoice and proof copy.

11. Proofs shall be supplied only upon explicit request. The client bears responsibility for the correctness of returned proofs. The publisher shall consider all corrections communicated within the deadline specified when the proof was sent.

12. If no specific size requirements are given, the actual print height customary for the type of advertisement shall be used as the basis for calculation.

13. Unless advance payment has been agreed, the invoice shall be sent immediately, preferably within 14 days after publication of the advertisement. The invoice is payable within the period stated in the price list, calculated from receipt of the invoice, unless another payment term or advance payment has been agreed in individual cases. Discounts for early payment shall be granted in accordance with the price list.

14. In the event of default of payment or deferment, interest and collection costs shall be charged. In the event of payment default, the publisher may suspend further execution of the current order until payment is made and may require advance payment for the remaining advertisements. If there are justified doubts regarding the client's solvency, the publisher is entitled, even during the term of a contract, to make the publication of further advertisements dependent on advance payment and settlement of outstanding invoices, irrespective of any originally agreed payment terms.

15. Upon request, the publisher shall supply proof of advertisement. Depending on the type and scope of the order, advertisement clippings, proof pages, or complete proof copies will be provided. If a proof copy can no longer be obtained, a legally binding certificate from the publisher confirming publication and distribution of the advertisement shall be provided instead.

16. The client shall bear the costs for the production of printing plates, print materials, and drawings ordered, as well as for significant changes requested by the client or for which the client is responsible that deviate from the originally agreed execution.

17. In the case of contracts covering multiple advertisements, a claim for price reduction due to a reduction in circulation may be derived if, on average over the insertion year beginning with the first advertisement, the average circulation stated in the price list or otherwise specified—or, if no circulation is stated, the average sold circulation (for trade journals, the average actually distributed circulation) of the previous calendar year—is not achieved. A reduction in circulation constitutes a defect justifying a price reduction only if, for circulations up to 50,000 copies, it amounts to 20 percent. In addition, claims for price reduction are excluded if the publisher informed the client of the decrease in circulation in sufficient time for the client to withdraw from the contract before publication of the advertisement.

18. For box number advertisements, the publisher shall exercise the care of a prudent merchant in storing and forwarding responses in a timely manner. Registered and express letters shall be forwarded via normal postal channels only. Responses to box number advertisements shall be retained for four weeks. Correspondence not collected within this period shall be destroyed. Valuable documents shall be returned without the publisher being obliged to do so.

19. Printing materials shall be returned to the client only upon special request. The obligation to retain such materials shall expire three months after completion of the order.

20. Any change to the advertising rate card shall apply to ongoing orders from the date it comes into effect. The most recently published media data shall apply. All previous versions shall lose their validity.

21. The place of performance is the registered office of the publisher. In commercial transactions with merchants, legal entities under public law, or special funds under public law, the place of jurisdiction for legal actions shall be the registered office of the publisher. Insofar as claims by the publisher are not asserted in summary proceedings for payment orders, the place of jurisdiction for non-merchants shall be determined by their place of residence. If, at the time an action is filed, the client's place of residence or habitual abode is unknown, or if the client has moved his or her residence or habitual abode outside the scope of the law after conclusion of the contract, the registered office of the publisher shall be agreed as the place of jurisdiction.