



Media kit 2024

Rate list no. 46
Valid from 1 January 2024



Member of
Logistics Alliance Germany



KANTAR

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HUSS-VERLAG GmbH
80912 Munich
Germany

huss



Matthias Pieringer
editor-in-chief
LOGISTIK HEUTE

Dear media decision-makers

Nothing is as constant as change. This adage also applies to the logistics industry, which is one of the largest and most important economic sectors in Germany. With more than three million employees, it is responsible for the transportation and storage of goods. It also controls the flow of information and commodities. In other words, the logistics sector keeps the economy running. But for this to succeed in today's BANI world, i.e. "brittle", "anxious", "non-linear" and "incomprehensible" – logistics and supply chain managers need reliable companions to accompany them in their everyday work. LOGISTIK HEUTE is one of those companions, designed to support them with well-founded information.

In this uncertain world, things do not necessarily always run according to plan. Natural disasters or armed conflicts, for example, can soon have a disrupting impact on global supply chains. However, despite these and other challenges, logistics and supply chain managers in industry, retail and the service sector must continue to play their part in ensuring that production lines run smoothly and goods from online stores are delivered to customers on time. In the interest of environmental and climate protection, it is important to complete each task as sustainably as possible.

Preparing particularly important news for the SCM and logistics community is one of the daily tasks of the editorial team, which classifies, weights, sifts and analyses the information it receives. This also involves the question of which formats can best be used to present the content with the greatest benefit for the readership. The news, reports, features, interviews and commentaries reach readers via various channels – whether print, web or social networks. After sending us a "like", some readers also subscribe to our free LOGISTIK HEUTE weekly newsletter via our website at www.logistik-heute.de or register as participants in a LOGISTIK HEUTE forum.

In 2024, LOGISTIK HEUTE is celebrating its 45th anniversary and would thus be delighted to accompany its readers into its 46th year. LOGISTIK HEUTE is not only available as a print edition, but also as a magazine app and online on the web – a service that is included for LOGISTIK HEUTE subscribers. If you would like to find out more, the 2024 media kit provides an overview of the entire LOGISTIK HEUTE product family.

Kind regards

Matthias Pieringer
matthias.pieringer@hussverlag.de

Print



Magazine app



Online



Picture: Fotolia/pixelproHD

www.logistik-heute.de

- 1 **Title:** LOGISTIK HEUTE
- 2 **Brief description:** LOGISTIK HEUTE is a trade magazine for logistics professionals that illustrates the latest concepts, products, ideas and trends currently impacting the entire supply chain. www.logistik-heute.de
- 3 **Target group:** Decision-makers in the fields of industry, commerce and services
- 4 **Frequency of publication:** 10 issues per year + 2 special editions (combined issues 1/2 and 7/8)
- 5 **Magazine size:** 210 x 297 mm, A4
- 6 **Year of issue:** 46th year of issue 2024
- 7 **Purchase price:** Annual subscription in Germany: €240 (including VAT, plus €9.80 postage costs)
Single issue price: €23 (including VAT, plus €3 postage costs)
ISSN no: 0173-6213
- 8 **Body:** –
- 9 **Memberships:** Förderverein Logistics Alliance Germany e.V.
- 10 **Publishing company:** HUSS-VERLAG GmbH
Phone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de
- 11 **Publisher:** Wolfgang Huss
- 12 **Advertising and sales:** Gabriele König -261 (responsible) gabriele.koenig@hussverlag.de
Adrienne Géra -260 adrienne.gera@hussverlag.de
Oliver Dorsch -314 leserservice@hussverlag.de
- 13 **Editorial team:** Matthias Pieringer -215 (responsible)

14 **Volume analysis:** 2022 = 11 issues

| | |
|-----------------------------|-----------------------|
| Total no. of pages: | 804 pages = 100.00 % |
| Editorial section: | 611 pages = 76.00 % |
| Advertising section: | 193 pages = 24.00 % |
| Of which: Occasional ads | 7.19 pages = 3.73 % |
| Bound inserts | 0 pages = 0 % |
| Publisher's advertising | 75.05 pages = 38.89 % |
| Inserts: | 15 |

15 **Content analysis of editorial section: 2022 = 611 pages**

| 15a | Topics | Pages | % | 15b | Fields | Pages | % |
|-----|---------------------------------------|---------------|---------------|-----|-------------------------|---------------|---------------|
| | Digitalization/software in general | 39.70 | 6.50 | | Procurement/purchasing | 193.40 | 31.65 |
| | Storage technology | 25.30 | 4.14 | | Distribution | 234.50 | 38.40 |
| | Container systems | 22.80 | 3.73 | | Waste disposal | 47.20 | 7.73 |
| | Contract logistics, service providers | 23.40 | 3.83 | | Production | 135.80 | 22.23 |
| | WMS | 21.60 | 3.54 | | Total | 611.00 | 100.00 |
| | ERP systems | 14.90 | 2.44 | 15c | Industries | Pages | % |
| | TMS | 13.50 | 2.21 | | Automotive | 41.10 | 6.73 |
| | SCM systems | 25.30 | 4.14 | | Construction | 29.80 | 4.88 |
| | Materials handling | 22.70 | 3.72 | | Chemicals | 21.70 | 3.55 |
| | Ground conveyors | 24.80 | 4.06 | | Services in general | 31.50 | 5.16 |
| | Picking systems | 23.40 | 3.83 | | Electrical | 22.60 | 3.70 |
| | Cool chain logistics | 15.10 | 2.47 | | Commerce | 65.40 | 10.70 |
| | Air freight | 13.80 | 2.26 | | Industry in general | 47.80 | 7.82 |
| | Sea freight | 18.50 | 3.03 | | CEP services | 61.20 | 10.02 |
| | Rail freight | 24.30 | 3.98 | | Consumer goods | 55.50 | 9.08 |
| | Spare parts | 22.60 | 3.70 | | Machinery and plants | 39.90 | 6.53 |
| | Logistics properties | 58.50 | 9.57 | | Metalworking industry | 38.60 | 6.32 |
| | Packaging | 37.90 | 6.20 | | Pharmaceutical | 34.70 | 5.68 |
| | CEP services | 39.20 | 6.42 | | Telecommunications | 27.40 | 4.48 |
| | Sustainability | 52.80 | 8.64 | | Textiles | 42.50 | 6.96 |
| | Management | 70.90 | 11.60 | | Transportation services | 51.30 | 8.40 |
| | Total | 611.00 | 100.00 | | Total | 611.00 | 100.00 |

16 **Circulation control:**



The German
Audit Bureau
of Circulation (IVW)

17 **Circulation analysis: Number of copies per issue on an annual average**
(1 July 2022 to 30 June 2023)

| | | |
|--|---------------|-----------------------------|
| Copies printed: | 30,000 | |
| Copies actually distributed: | 29,411 | Of which abroad: 174 |
| Copies sold: | 10,962 | Of which abroad: 149 |
| – Subscription copies/ other sales: | 10,962 | Of which member copies: 0 |
| – Retail sales: | – | – |
| Free copies: | 18,449 | 25 |
| Remaining, archive and sample copies: | 589 | |

18 **Geographical distribution analysis:**

| Economic area | Percentage of actually distributed copies | |
|------------------------------------|---|---------------|
| | % | Copies |
| Germany | 99.41 | 29,237 |
| Abroad | 0.59 | 174 |
| Copies actually distributed | 100 | 29,411 |

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany

| | | |
|---------------|----------------|--------------|
| Postal zone 0 | 6.70 % | 1,958 copies |
| Postal zone 1 | 5.45 % | 1,592 copies |
| Postal zone 2 | 10.51 % | 3,073 copies |
| Postal zone 3 | 10.75 % | 3,143 copies |
| Postal zone 4 | 13.09 % | 3,828 copies |
| Postal zone 5 | 11.44 % | 3,345 copies |
| Postal zone 6 | 9.20 % | 2,690 copies |
| Postal zone 7 | 12.75 % | 3,728 copies |
| Postal zone 8 | 10.45 % | 3,082 copies |
| Postal zone 9 | 9.57 % | 2,798 copies |

Number of copies actually distributed in Germany **29,237** copies

Summary of data collection method 2

- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 90,164
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the copies actually distributed (1 July 2022 to 30 June 2023).

- The analysis represents a total population of the 29,411 copies actually distributed (i.e. 100 %).
- Time period of the analysis:** July 2023
- Analysis conducted by:** HUSS-VERLAG GmbH

| Title | Publishing company | IVW | Frequency* | C. a. d.** | Rate 1/1 4c* | CPM*** |
|--|--|-----|---------------------------------|------------|--------------|---------|
| dhf | TeDo Verlag GmbH | Yes | 10 issues | 10,771 | €5,400.- | €501.35 |
| f+h – Fördertechnik, Materialfluss, Logistik 4.0 | Vereinigte Fachverlage GmbH | Yes | 10 issues | 8,537 | €6,380.- | €747.34 |
| LOGISTIK FÜR UNTERNEHMEN | VDI Fachmedien GmbH & Co. KG | Yes | 6 issues | 7,843 | €6,630.- | €845.34 |
| LOGISTIK HEUTE | HUSS-VERLAG GmbH | Yes | 10 issues + 2 special issues | 29,392 | €9,080.- | €308.93 |
| LOGISTRA | HUSS-VERLAG GmbH | Yes | 6 issues | 10,505 | €5,180.- | €493.10 |
| Materialfluss | WEKA BUSINESS MEDIEN GmbH | Yes | 9 issues + 2 special issues | 9,888 | €7,330.- | €741.30 |
| MM Logistik | Vogel Communications Group GmbH & Co. KG | Yes | 6 issues + 2 special issues | 7,902 | €6,490.- | €821.31 |
| Technische Logistik | HUSS-MEDIEN GmbH | Yes | 9 issues + 3 special issues | 11,666 | €6,590.- | €564.89 |
| Title | Publishing company | IVW | Frequency* | C. a. d.** | Rate 1/1 4c* | CPM*** |
| dispo | WEKA Industrie Medien GmbH | No | 5 issues + 1 special issues | 8,800 | €5,200.- | €590.91 |
| Verkehrsrundschau | TECVIA GmbH | No | 21 issues | 15,000 | €7,600.- | €506.67 |

Sorting: alphabetically by c. a. d.: Copies actually distributed *Media kit and rate lists 2023 **IVW (II/2023) ***Cost per mille

With LOGISTIK HEUTE you book at the lowest CPM.

1.1 Sectors/branches of industry/types of company
1.1.1 Sectors/branches of industry:

| No. of the GCEA, 2008 | Readership groups (according to Classification of Economic Activities) | Percentage of maximum readership (MR) | |
|----------------------------------|--|--|----------------------|
| | | % | Projection (approx.) |
| 45, 46, 47 | Trade (commission trade and wholesale trade, retail trade) | 14.0 | 4,484 |
| 49, 49.2, 49.4, 50, 51, 52, 53 | Transport / logistics services / forwarding companies / express / parcel services / vans | 11.0 | 3,523 |
| 28 | Mechanical engineering | 10.0 | 3,203 |
| 19, 20, 21, 22, 35 | Chemical and plastics industry / mineral oil processing / energy | 7.5 | 2,402 |
| 10, 11, 12, 46.3 | Food and beverages industry | 7.5 | 2,402 |
| 72, 85, 94 | Public authorities, universities, associations | 7.0 | 2,242 |
| 26, 27 | Production of data processing devices / electrical engineering / precision engineering / optics | 6.5 | 2,082 |
| 05 – 09, 23.3 - 23.6, 41, 42, 43 | Construction industry, component production / production materials | 6.5 | 2,082 |
| 24, 25 | Metal production and processing / manufacturing of metal products | 6.5 | 2,082 |
| 62, 70, 71 | System and software houses / planning and engineering firms / management consultants | 6.0 | 1,921 |
| 31, 32 | Production of furniture, jewellery, musical instruments, sports equipment, toys, other products | 3.0 | 961 |
| 13, 14, 15 | Textiles, clothing and leather industries | 3.0 | 961 |
| 29, 30 | Production of motor vehicles and automotive components, other vehicles | 3.0 | 961 |
| 16, 17, 18 | Wood, paper and printing industries | 2.0 | 640 |
| | Other | 6.5 | 2,082 |
| | | 100 | 32,028 |

1.1.2 Types of company: was not surveyed

1.2 Size of the business entity

| | Percentage of maximum readership (MR) | |
|--------------------------|---------------------------------------|----------------------|
| | % | Projection (approx.) |
| 1 to 99 employees | 64.5 | 20,658 |
| 100 to 199 employees | 12.5 | 4,004 |
| 200 to 499 employees | 15.0 | 4,804 |
| 500 to 999 employees | 4.5 | 1,441 |
| 1.000 and more employees | 3.5 | 1,121 |
| | 100.0 | 32,028 |

3.2 readers

LOGISTIK HEUTE is read by an estimated average number of 3.2 people.

90% decision-makers and advisors

90 % of LOGISTIK HEUTE readers are decision-makers and advisors.

2.1 Job characteristics

2.1.1 Area of responsibility

| | Percentage of maximum readership (MR) | |
|---|---------------------------------------|----------------------|
| | % | Projection (approx.) |
| Planning and managing material flows (organisation, controlling, analysis of logistics key figures) | 50.5 | 16,174 |
| Company management | 45.5 | 14,573 |
| Planning and managing material flows (purchasing/materials management) | 44.5 | 14,252 |
| External transport, coordination of service providers | 44.0 | 14,092 |
| Warehousing/management, stock picking, inventory management | 42.0 | 13,452 |
| Sales/marketing/corporate communication | 41.0 | 13,131 |
| Goods inspection, packaging and dispatch | 40.5 | 12,971 |
| Internal transport | 38.5 | 12,331 |
| Planning and managing IT processes | 25.0 | 8,007 |
| Planning and managing production and assembly processes | 19.0 | 6,085 |

Multiple choice (100 % = 32,028 readers)



2.1.2 Position within company

| | Percentage of maximum readership (MR) | |
|--|---------------------------------------|----------------------|
| | % | Projection (approx.) |
| Chairman, managing director, authorised representative | 23.5 | 7,527 |
| Logistics manager | 23.5 | 7,527 |
| Owner/co-owner | 16.0 | 5,125 |
| Other commercial and technical employees/schedulers | 14.5 | 4,644 |
| Head of warehousing, dispatch, fleet | 8.0 | 2,562 |
| head of purchasing/materials management, IT, production, sales | 8.0 | 2,562 |
| Supply chain director/ supply chain manager | 3.5 | 1,121 |
| Scientists/lecturer | 1.5 | 480 |
| Others | 0.5 | 160 |
| No data | 1.0 | 320 |
| | 100.0 | 32,028 |

2.2.1 School qualification: was not surveyed

2.2.2 Vocational training: was not surveyed

86 %
Recommendation rate

86 % of readers can thoroughly recommend LOGISTIK HEUTE.

2.2.3 Age

KANTAR

| | Percentage of maximum readership (MR) | |
|-------------------|---------------------------------------|----------------------|
| | % | Projection (approx.) |
| Up to 29 years | 6.0 | 1,922 |
| 30 to 39 years | 20.0 | 6,406 |
| 40 to 49 years | 26.5 | 8,487 |
| 50 to 59 years | 33.0 | 10,569 |
| 60 years and over | 14.5 | 4,644 |
| | 100.0 | 32,028 |

Summary of the survey method for the readership structure analysis for LOGISTIK HEUTE 3-L

1. **Method:** User/readership structure analysis conducted via telephone survey – sample survey

2. **Total population (percentage analysed):**

| | |
|------------------------------|----------------|
| Total population (tvA) | 34,087 = 100 % |
| Not included in the analysis | 2,059 = 6 % |
| Percentage analysed | 32,028 = 94 % |

3. **Random sample:** 200 net interviews, random addresses selected for the sample

4. **Target person of the analysis:**

The main reader in the maximum readership was surveyed

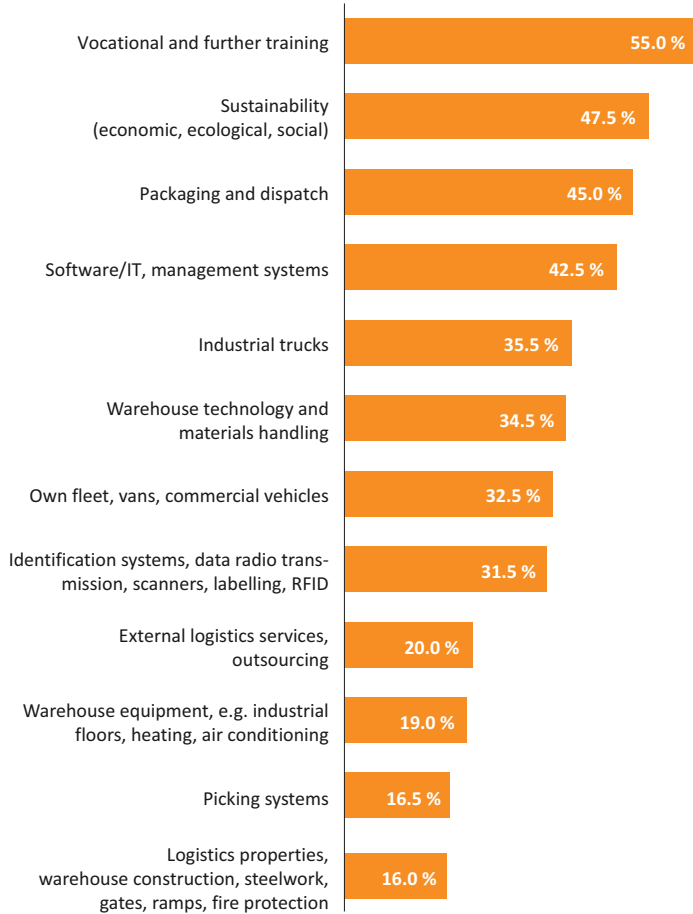
5. **Time period of the analysis:** 22 October to 28 November 2019

6. **Analysis conducted by:**

KANTAR, Bielefeld (formerly tns emnid)

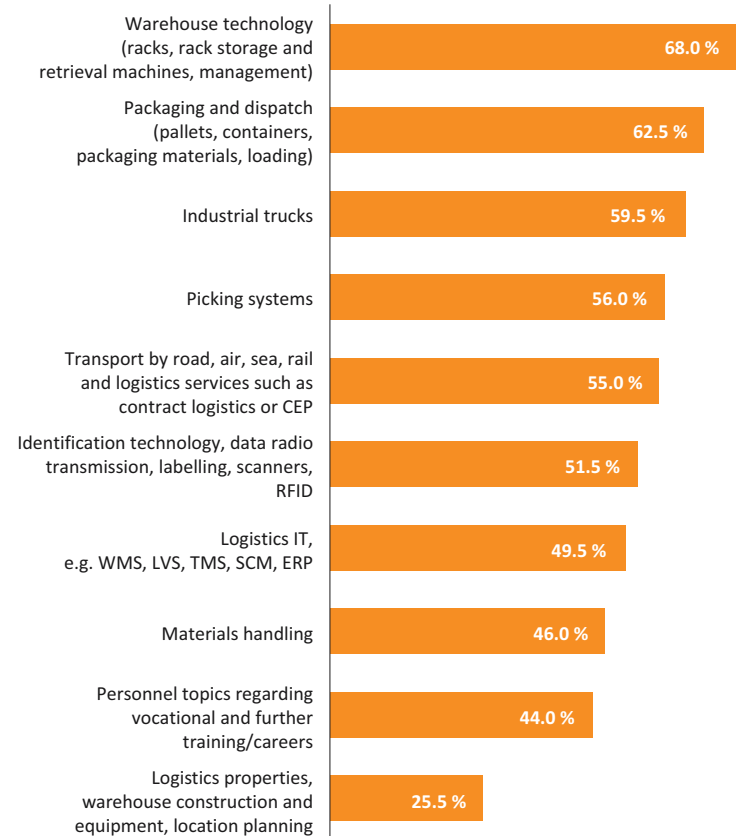
A detailed description of the survey method is available at: www.logistik-heute.de/leserstruktur.

3. Planned areas of investment



Multiple choice (100 % = 32,028 readers)

4. Topics of interest



Multiple choice (100 % = 32,028 readers)



1 **Circulation:**
Copies printed 30,000
(publisher information)

2 **Magazine size:**
210 mm wide x 297 mm high, A4

Type area:
185 mm wide x 270 mm high

3 **Printing and binding process, print documents:**
Contents: Web offset (Euro scale), cover: Sheet offset (Euro scale)
Adhesive binding

Digital advertisements – print documents

Data format: Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

Colour space: Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black. Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

Profiles: For ads on the cover **ISOcoated_v2_300_eci.icc**
For ads in the content **PSO_LWC_Improved_eci.icc**
The profiles can be downloaded at: www.eci.org.

Proof: An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof. A colour proof can only serve for checking purposes.

Data medium: DVD

Data transmission up to 5 MB via e-mail to: anzeigen@logistik-heute.de
otherwise via FTP (on request)

Preparation of print documents on request (at cost price)

4 **Deadlines:** See deadline and topic schedule on pages 14/15
Frequency of publication: 10 times per year and two special editions

5 **Publishing company:** HUSS-VERLAG GmbH
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
Postal address: 80912 Munich, Germany
Internet: www.logistik-heute.de
Ad scheduling: Tomislav Potvorski, Phone +49 89 32391-263, Fax: -163
E-mail: anzeigen@logistik-heute.de

6 **Conditions of payment:**
2 % discount for payment within 5 days, or net payment within 14 days without discount

Bank data:

Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10
SWIFT CODE: DEUTDEMMXXX
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEMMXXX

7 **Advertising formats (in type area) and rates**

Rates do not include VAT.

| Size | Width x height (in mm) | | b/w | 2c | 4c |
|------|-------------------------|------------|--------|--------|--------|
| | Vertical | Horizontal | | | |
| 1/1 | 185 x 270 | | €6,180 | €7,180 | €9,080 |
| 2/3 | 121 x 270 | 185 x 175 | €4,180 | €5,160 | €7,080 |
| 1/2 | 137 x 185 (junior page) | | €3,780 | €4,680 | €6,580 |
| 1/2 | 90 x 270 | 185 x 128 | €3,280 | €4,180 | €6,080 |
| 1/3 | 58 x 270 | 185 x 85 | €2,240 | €3,140 | €5,060 |
| 1/4 | 90 x 128 (standard) | 185 x 62 | €1,740 | €2,640 | €3,640 |
| 1/8 | 90 x 62 | 185 x 30 | €1,010 | €1,570 | €2,270 |

Other formats available on request

8 Surcharges:

8.1 **Colour surcharges:** Special colours on request

8.2 Preferential placements:

| | |
|---|--------|
| 4th cover page (4c) | €9,680 |
| 2nd and 3rd cover page (4c) each | €9,480 |
| 1/3 page (4c) next to editorial | €5,180 |
| Other binding placement rules from 1/2 page and larger: 10 % surcharge on basic price in each case | |

8.3 Size surcharges:

9 Section ads:

Number of columns: 4, column width: 43 mm

- Job vacancies (incl. online): €5.50 per mm and column
 - Job searches (incl. online): €2.50 per mm and column
 - Buying/selling/miscellaneous: €5.50 per mm and column
- Box number fee: €15

10 Special forms of advertising:

Rates and surcharges for special forms of advertising available on request

11 Discounts: When booking within one year

| Frequency discount | Quantity discount |
|------------------------|-------------------|
| 3 advertisements 3 % | 2 pages 5 % |
| 6 advertisements 5 % | 4 pages 10 % |
| 8 advertisements 8 % | 6 pages 15 % |
| 10 advertisements 10 % | 8 pages 20 % |
| | 10 pages 25 % |

12 Combinations:

LOGISTIK HEUTE and special edition 'Logistik-Immobilien & Standorte'

13 Bound inserts*:

| | |
|---------------------------|---------------|
| 2 pages | €7,780 |
| 4 pages | €10,980 |
| Required delivery amount: | 30,600 copies |

14 Inserts*: not discountable

Loosely inserted, maximum size 200 x 280 mm

Rates up to 25 g total weight: €200 per thousand copies

26 to 50 g total weight: €300 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 30,600 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

15 Glued-in advertising material (postcards, CDs/DVDs, booklets) mechanically glued*:

Glueing fee up to 25 g: €100 per thousand copies

Glueing fee from 26 to 50 g: €150 per thousand copies

(glueing fee not discountable)

Required delivery amount: 30,600 copies

Higher weights and other forms of advertising as well as samples on request

Glued-on advertising material only in combination with a supporting advertisement

16 Delivery address for items 13 – 15:

Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168

34121 Kassel, Germany

Phone +49 561 60280-171

Delivery information: For LOGISTIK HEUTE issue no. xx/2024

Delivery deadline: Up to 10 days after the advertising deadline

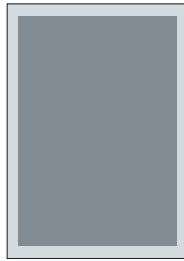
*For further information and technical data, please see information sheet "Bound inserts, inserts, glued-on advertising material" on pages 16 and 17

Rates do not include VAT.



Over 3 million direct marketing addresses from 5,000 sectors make your advertising a success.

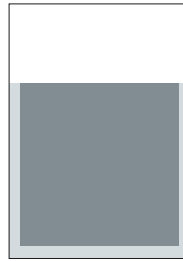
www.huss-adressen.de Advice: +49 89 32391-319



1/1 page

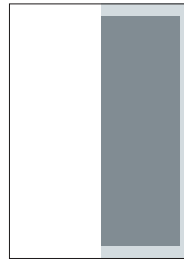
In type area
In bleed
4c rate

185 x 270 mm
210 x 297 mm*
€9,080



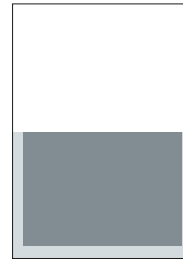
2/3 page horizontal

185 x 175 mm
210 x 191 mm*
€7,080



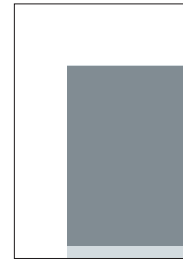
1/2 page vertical

90 x 270 mm
101 x 297 mm*
€6,080



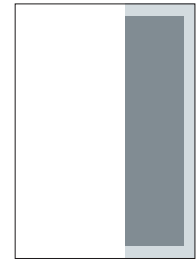
1/2 page horizontal

185 x 128 mm
210 x 144 mm*
€6,080



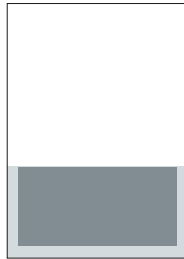
Junior page

137 x 185 mm
148 x 201 mm*
€6,580



1/3 page vertical

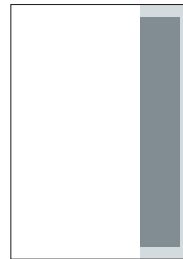
58 x 270 mm
69 x 297 mm*
€5,060



1/3 page horizontal

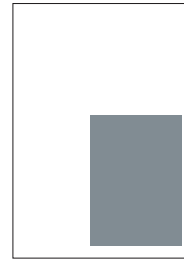
In type area
In bleed
4c rate

185 x 85 mm
210 x 101 mm*
€5,060



1/4 page vertical

43 x 270 mm
54 x 297 mm*
€3,640



1/4 page standard

90 x 128 mm
available on request
€3,640



1/4 page horizontal

185 x 62 mm
210 x 78 mm*
€3,640



1/8 page standard

90 x 62 mm
–
€2,270



1/8 page horizontal

185 x 30 mm
210 x 46 mm*
€2,270

Rates do not include VAT. Formats: Width x height * plus 3 mm trim on each outer edge

Marketplace package (print and online)

Present your products and services via cross-media to our magazine readers and to our visitors to: www.logistik-heute.de.

| | Print | Online | Rate/mm 1-column |
|------------------|-----------|-----------|------------------|
| Package A | 5 issues | 6 months | €26.00 per mm |
| Package B | 10 issues | 12 months | €49.50 per mm |

Print example:

WAREHOUSE LIGHTING



AURA LIGHT

Innovative
Beleuchtungs-lösungen
für Läger und Hallen

- Individuelle Beleuchtungskonzepte zur Reduzierung von Betriebskosten und CO₂
- Kompetente Beratung
- Individuelle Lichtplanung
- Technischer Support

Sie planen einen Neubau oder eine Sanierung? Sprechen Sie uns an!

Aura Light GmbH
Alter Teichweg 15 • 22081 Hamburg
Tel: +49 040 75 66 34-0 • Fax: -29
www.auralight.de • info@auralight.de

Online example:

Section: Warehouse lighting



AURA LIGHT


Aura Light GmbH
www.auralight.de

(e-mail address and website are linked)

Package A: 1-column (width 43 mm), height 60 mm x €26 = €1,560

Rates do not include VAT.



| Issue | Highlights EXTRA | Topics | Events, trade fairs |
|--|---|---|--|
| AD 10 Nov. 23 PD 21 Feb. 24 | Special edition Software in der Logistik 2024 | Focus: visibility, computer vision , logistics IT, SCM, ERP, TMS, WMS, customs, AutoID, best practice examples from the logistics IT sector, company profiles | |
| 1/2 AD 25 Jan. PD 21 Feb. | Intralogistics at the LogiMAT  | Packaging and dispatch (pallets, containers, loading, packaging materials and processes, sustainability), logistics IT (ERP, SCM and security systems, TMS, WMS), Ident, artificial intelligence, material flow solutions (materials handling and storage technology, cranes, picking systems, ground conveyors, FTS), logistics properties, contract logistics, CEP services LogiMAT 2024 preliminary report | FRUIT LOGISTICA , Berlin, 07 – 09 Feb. EuroCIS , Dusseldorf, 27 – 29 Feb. LogiMAT India , Delhi, 28 Feb. – 01 March |
| 3 AD 28 Feb. PD 22 Mar. | E-Commerce and Fulfillment | Intermodal transport, air and sea freight, rail freight, CEP services, contract logistics, cool chain logistics, logistics IT, material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes, sustainability), digitalization HANNOVER MESSE 2024 preliminary report | Deutscher Materialfluss-Kongress , Garching, 29 Feb. – 01 March Log 2024 Handelslogistik Kongress , Cologne, 12 – 13 March LogiMAT , Stuttgart, 19 – 21 March SITL , Paris, 19 – 21 March |
| 4 AD 27 Mar. PD 24 Apr. | Resilience and transparency in the SCM | Contract logistics, logistics services, logistics IT (ERP, SCM, TMS, WMS and artificial intelligence systems), supply chain risk management , material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packing materials and processes) LogiMAT 2024 follow-up report | Tag der Logistik , 18 April HANNOVER MESSE , Hanover, 22 – 26 April LogiMAT China , Shenzhen, 08 – 10 May |
| 5 AD 22 Apr. PD 17 May | Sustainable logistics and cir- cular economy | Logistics properties, contract logistics (outsourcing, fulfillment, warehousing), intermodal transport, air and sea freight, rail freight, CEP services, e-mobility, material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packing materials and processes) | Real Estate Arena , Hanover, 05 – 06 June SIL , Barcelona, 05 – 07 June transport logistic China , Shanghai, 25 – 27 June |
| 6 AD 17 May PD 19 June | 45 LOGISTIK HEUTE DAS DEUTSCHE LOGISTIKMAGAZIN AI for logistics and SCM | Logistics IT, material flow solutions (materials handling and storage technology, picking systems, ground conveyors), ident (data radio transmission, labelling, scanners, camera systems), computer vision, logistics and SCM advice , logistics and CEP services anniversary edition: 45 years LOGISTIK HEUTE | automatica , Munich, 27 – 30 June |

| | | | |
|--|---|--|--|
| 7/8 AD 17 June PD 12 July | Storage technology and materials handling | Material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes, sustainability), ident (printers, labelling, scanners, RFID, data radio transmission), logistics IT (ERP, SCM and security systems, TMS, WMS), innovations and start-ups in the logistics sector | |
| 9 AD 19 Aug. PD 13 Sept. |  FACHPACK | Packaging and dispatch (pallets, containers, loading, packaging materials and processes), sustainability , ident (data radio transmission, labelling, scanners, RFID), logistics IT (ERP, SCM and security systems, TMS, WMS), material flow solutions (materials handling and storage technology, picking systems, ground conveyors) FACHPACK 2024 / commercial vehicles, e-mobility, hydrogen at IAA TRANSPORTATION 2024 preliminary report | Zukunftskongress Logistik, Dortmund* IAA TRANSPORTATION , Hanover, 17 – 22 Sep. InnoTrans , Berlin, 24 – 27 Sep. FACHPACK , Nuremberg, 24 – 26 Sep. |
| AD 19 Aug. PD 13 Sept. | Special edition Logistik-Immobilien & Standorte | Location planning (goods centres, economic development, logistics parks), insurances, financing, sustainability, warehouse equipping (floors, air conditioning, lighting, racks, gates and ramps), storage tents, fire protection, digitalization, ESG criteria, circular economy EXPO REAL 2024 and BUILDINX 2024 preliminary report | EXPO REAL , Munich, 07 – 09 Oct. BUILDINX , Dortmund, 19 – 21 Nov. |
| 10 AD 16 Sept. PD 11 Oct. | Logistics services and CEP | Air freight, sea freight, rail freight, logistics and CEP services, city logistics, cool logistics, contract logistics, outsourcing, logistics IT (ERP, SCM and security systems, TMS, WMS), material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes, sustainability) | Logistics Summit , Dusseldorf, 09 – 10 Oct. LogiMAT Southeast Asia , Bangkok, 16 – 18 Oct. BVL Supply Chain CX 2024 , Berlin, 23 – 25 Oct. |
| 11 AD 14 Oct. PD 13 Nov. | Warehouse automation and AMR | AMR, logistics IT (ERP, SCM and security services, TMS, WMS), digitalization, warehousing, material flow solutions (materials handling and storage technology, picking systems, ground conveyors) | BME-Symposium , Berlin, 13 – 15 Nov. Supply Chain Awards , Frankfurt am Main, * |
| 12 AD 15 Nov. PD 9 Dec. | Contract logistics | Logistics services, outsourcing, fulfilment, sustainability, logistics IT (ERP, SCM and security systems, TMS, WMS), digitalization, logistics properties, location planning, project planning, material flow solutions (materials handling and storage technology, picking systems, ground conveyors) Supply Chain Award 2024 winners | |
| AD 11 Nov. PD Feb. 2025 | Special edition Software in der Logistik 2025 | Logistics IT (SCM, ERP, TMS, WMS, customs), AutoID, best practice examples from the logistics IT sector, company profile | |

Recurring topics:

- Reports on best practice examples from the fields of materials handling, packaging, logistics IT, Ident and logistics services
- Project reports on newly built logistics properties and technical equipment
- Trend reports from the world of science
- Articles on careers, vocational and further training
- Background reports on changes and trends in the field of logistics

AD = advertising deadline PD = publication date

*Date not known at time of printing

13 **Bound inserts:**

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights by the advertising deadline of each issue at the latest. Bound inserts may only advertise for the sales campaigns of **advertisers**. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. Placement depends on the technical possibilities.

Formats open:

- 1 sheet (= 2 pages) untrimmed 216 mm wide x 307 mm high
- 2 sheets (= 4 pages) untrimmed 433 mm wide x 307 mm long
- 3 sheets (= 6 pages) untrimmed 621 mm wide x 307 mm long

Applicable for all bound inserts delivered folded:

- 4 mm head trim
- 6 mm foot trim
- 3 mm gutter bleed
- 3 mm side trim

Technical specifications:

Bound inserts must be delivered untrimmed; multiple-sheet bound inserts must be delivered pre-folded. The front page of the bound insert must be marked accordingly. Bound inserts must be designed so that no additional preparation or processing is necessary. Any complications and additional folding or glueing work will be charged separately.

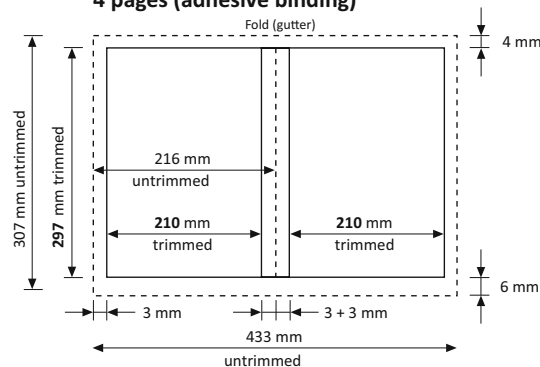
Required delivery amount: 30,600 copies

Price

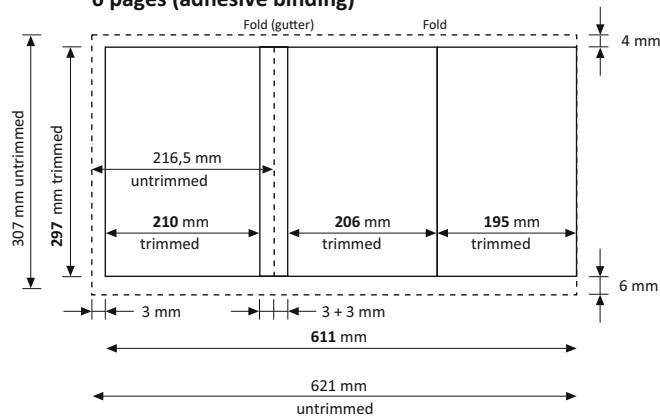
| | |
|---------|---------|
| 2 pages | €7,780 |
| 4 pages | €10,980 |

Delivery date: Up to 10 days after the advertising deadline.

4 pages (adhesive binding)



6 pages (adhesive binding)



14 Inserts:

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights by the advertising deadline of each issue at the latest. Inserts may only advertise for the sales campaigns of **advertisers**. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. The placement of inserts depends on the technical possibilities.

Technical information:

Inserts will be inserted loosely.

Maximum size: 200 x 280 mm

Inserts must be designed so that no additional processing is necessary. Any complications and/or additional work (e.g. folding) will be charged separately. Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the post office.

Rates for inserts:

| | |
|--|--------------------------|
| Up to 25 g total weight | €200 per thousand copies |
| 26 g to 50 g total weight | €300 per thousand copies |
| Higher weights on request | |
| Partial insert surcharge per postal zone split | €50 |
| Partial inserts (by postal zone) on request. | |

Inserts are **not discountable**.

Circulation charged: 30,000 copies

Required delivery amount: 30,600 copies

Delivery date: Up to 10 days after the advertising deadline.

Rates do not include VAT.

15 Glued-on advertising material, postcards (CDs, DVDs, booklets)

mechanically glued:

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with glued-on postcard. Product samples can only be accepted upon presentation of a binding sample and with the prior agreement of the post office, which the publisher must obtain in advance.

Sizes:

The regulations for postcards are applicable.

Minimum size: 140 x 90 mm (width x length)

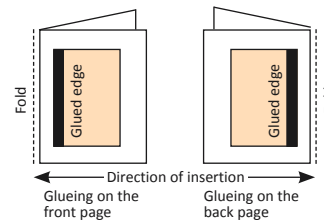
Maximum size: 235 x 125 mm (width x length)

Gluing charges: Up to 25 g €100 per thousand copies
From 26 g to 50 g €150 per thousand copies

Any complications will be charged separately.

Required delivery amount: 30,600 copies

Delivery date: Up to 10 days after the advertising deadline.



Technical specifications:

For glued-on postcards or goods samples, the glued edges should be placed towards the gutter.

Postal address:

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168
34121 Kassel, Germany
Phone +49 561 60280-171

Delivery information:

For LOGISTIK HEUTE issue no. xx/2024



Panorama ads

Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.



69 x 297 mm
and
141 x 101 mm*
€8,240

L-shaped ads

The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

Ad specials

Our special forms of advertising in LOGISTIK HEUTE are sure to be popular with advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers and generating returns. Here are some examples. Contact us if you are interested in implementing individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the best performance for your brand.

Quotes and advice: Gabriele König
Phone +49 89 32391-261, gabriele.koenig@hussverlag.de



Flexform ads

Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats)



Tunnel ads

Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.



Front cover
105 x 202 mm*
and back cover
105 x 297 mm*
€12,890

Flying page / cover page / half cover

An ad that covers half of the cover page (flying page).

*Formats in bleed require an extra 3 mm for trim on each outer edge.
Rates do not include VAT.



- 1 **Web address (URL):**
www.logistik-heute.de
- 2 **Brief description:**
Daily logistics news, dates, background reports, comprehensive database of articles, recent studies, lectures, event calendar and careers portal as well as the latest surveys, photo series and videos from the field of logistics.
- 3 **Target group:** Decision-makers from the fields of industry, commerce and services
- 4 **Publishing company:** HUSS-VERLAG GmbH, postal address: 80912 Munich, Germany
- 5 **Contacts:**
Gabriele König, Phone +49 89 32391-261
E-mail: gabriele.koenig@hussverlag.de
Adrienne Géra, Phone +49 89 32391-260
E-mail: adrienne.gera@hussverlag.de
- 6 **Access control:** IVW, dfp, Revive, Matomo
- 7 **Traffic:** publisher information
Page impressions: 100,679
Visits: 54,962
Unique visitors: 43,313
- 8 **Data delivery:** Seven working days before publication to: anzeigen@logistik-heute.de as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a max. size of 150 KB (HTML5 subload up to max. 500 KB).
- 9 **Use of external ad server:** Revive
- 10 **Types of advertising and rates:** see table on the right
Rates do not include VAT.

| Illustrations (similar) | Form of advertising | Format (W x L) | Placement | Rate/CPM |
|-------------------------|--------------------------------------|---|---|----------|
| | Billboard | up to max. 980 x 300 (or standard 850 x 250) pixels + mandatory in addition mobile variant up to max 360 x 225 (standard 300 x 100) | Directly below the main navigation | €105 |
| | Half-page right (sticky) | 300 x 600 pixels | Outside right or mobile content below | €95 |
| | Skyscraper (sticky) | 160 x 600 pixels | Outside right or mobile content below | €90 |
| | Rectangle | 300 x 250 (up to max. 300 x 300) pixels | Left sidebar or mobile content above | €50 |
| | Large mobile (or half-banner) | 300 x 100 (or 234 x 60) pixels | Left sidebar or mobile (partly) content top | €30 |

Industry guide online

This internet platform enables you to quickly provide our readers with in-depth, up-to-date, straightforward information about your company. You can include images, texts, documents, videos, blogs, Twitter feeds, RSS feeds, social media profiles and links.

We prepare your company data to ensure that your entry in our industry guide is optimally positioned in the most widely used online search engines. Moreover, you not only increase your traffic, through the LOGISTIK HEUTE backlinks you also improve the SEO parameters of your company website.

Rate: €980 for the first year,
€480 for every
additional year
Rates do not include VAT.

Online advertorial (native advertising, content marketing)

An online advertorial on logistik-heute.de gives you the opportunity to place your advertising message using texts (approx. 3,000 keystrokes) and images directly in the editorial section of LOGISTIK HEUTE. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

Conditions

| | | |
|--------------|----------------|-----------------|
| Duration: | 2 weeks | 4 weeks |
| Impressions: | approx. 50,000 | approx. 100,000 |
| Rate: | €2,980 | €4,980 |

Native text ad (native advertising, lead and traffic generation)

A text banner with an image is a native form of advertising that is placed directly in the editorial section of our website and guarantees above-average attention and CTR. The native text ad is placed on the start page directly below the news block and within each news single view.

Conditions

| | | |
|--------------|----------------|----------------|
| Duration: | 2 weeks | 4 weeks |
| Impressions: | approx. 25,000 | approx. 50,000 |
| Rate: | €1,600 | €2,800 |

Rates do not include VAT.

Detailed information available on request.



Bild: Freepik

LEADS / WHITEPAPER



SOCIAL MEDIA POSTING

Profile

- GDPR-compliant lead generation in your target group on our website
- By contacting us and downloading a white paper, study or similar
- You determine individually which lead contact data are requested

Conditions

| Period | Teaser-Impressions | Rate |
|----------|--------------------|-----------|
| 3 months | ca. 150.000 | € 6.500,- |

Services provided

- Exclusive native teaser advertising spaces (e.g. in news and photo galleries; no rotation, no standard advertising spaces)
- Customised microsite with enquiry form and your direct contact details
- White paper automatically sent to interested parties with e-mail verification in advance
- Reporting or leads collected after the end of the runtime (optionally also in “real time” after receipt of the lead to the specified e-mail address)

Placement

- Teaser placement in editorial content
- In every news item (after the 1st section) and on the homepage after 9th news
- In each photo gallery (directly below the caption)
- 1 time per month (i.e. 3 times) in editorial social media channels (Li, Xi, Tw, Fb)

Profile

Your individual social media posting on the following LOGISTIK HEUTE channels:

- LinkedIn, Xing, Facebook und Twitter (X)

Conditions

| Period | Impressions | Rate |
|---------|-------------|-----------|
| 4 weeks | ca. 40.000 | € 2.900,- |

Services provided

- During the 4-week campaign period, 1 post (image + text + link) is placed on each of the 4 channels per week, i.e. a total of 16 posts (on different days of the week or at different times of day)
- The post is also advertised as an ad within LinkedIn to the target group of LOGISTIK HEUTE followers
- Analysis at the end of the runtime (total impressions and clicks)



- 1 **LOGISTIK HEUTE weekly**
- 2 **Brief description:** LOGISTIK HEUTE weekly reports on the most important events in the field of logistics on a weekly basis. It offers not only current news, but also background reports and information on dates, personalities and the latest from the world of science.
- 3 **Target group:** Logistics decision-makers from industry, commerce and the services sector
- 4 **Contacts:**
Gabriele König, Phone +49 89 32391-261, gabriele.koenig@hussverlag.de
Adrienne Géra, Phone +49 89 32391-260, adrienne.gera@hussverlag.de
- 5 **Access control:** Episerver
- 6 **Subscribers:** 8,534 (publisher information)
- 7 **Data delivery:** At least seven days before your campaign begins via e-mail to: anzeigen@logistik-heute.de, GIF (not animated), JPG, text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)
- 8 **Forms of advertising and rates (per placement):**

| Type of ad | Measurements (W x L) | Text | Rate |
|---------------------------|-----------------------------|---|------|
| Head graphic banner | 310 x 90 pixels | – | €570 |
| Head text banner | | 165 strokes max. (incl. headline max. 40 strokes) | €570 |
| Full banner | 468 x 60 pixels | – | €530 |
| Graphic banner | up to max. 620 x 170 pixels | – | €570 |
| Text banner with image | max. 240 x 160 pixels | 350 keystrokes | €570 |
| Text banner without image | | 500 keystrokes | €570 |

- 9 **Frequency of publication:** weekly, every Thursday
- 10 **Discounts:** After consultation

Rates do not include VAT.

Head-Banner

Full banner

Graphic banner

Text banner with image

Text banner without image



LOGISTIK HEUTE

forum

LOGISTIK HEUTE-Forum

One-day face-to-face event for personal discussion

Best Practices
in SCM and logistics

E-Commerce

Become a **sponsor** and benefit from the popularity of the LOGISTIK HEUTE event series both face-to-face and digitally.



Forum Topics



The LOGISTIK HEUTE forums are designed for managers from the worlds of industry, commerce and services. As a neutral sector platform, the events are aimed at intensifying the dialogue between the participants and providing information on new developments and services in a particular industry.

As a sponsor, you benefit from:

- The high profile and neutrality of LOGISTIK HEUTE
- Cross-media coverage
- Networking at the event or digitally
- Participating in interactive discussion formats

Contact and information: Gabriele König,
Tel.: +49 89 32391-261 · E-Mail: gabriele.koenig@hussverlag.de

LOGISTIK HEUTE

forum
digital

LOGISTIK HEUTE-Forum digital

Digital event with a broad range of participants

Fashion logistics

Food logistics

Production logistics

Spare parts logistics





Special edition: "Logistik-Immobilien & Standorte 2024"

Again in 2024, LOGISTIK HEUTE will publish a special edition on the topic of logistics properties and locations in the run-up to the EXPO REAL trade fair (7 – 9 October 2024 in Munich). The editorial team takes a closer look at the development of the top warehouse locations in Germany and portrays three selected logistics regions. The magazine also features:

- Expert reports and stories on trends and further developments in the construction, leasing and renting of distribution centres as well as background articles on these topics.
- Best practices and reports on market trends by developers, investors, financiers and suppliers.
- Information provided by researchers, including those from the Fraunhofer Center for Applied Research on Supply Chain Services (SCS).

Advertising environment: Planners, brokers, general contractors, developers, consultants, financial services providers, insurances, logistics parks, goods centres, business development companies, warehouse equippers, cleaning and lighting specialists, door and ramp manufacturers

Target readership: Decision-makers from the fields of industry, commerce and services who want to be ideally informed on trends in the field of logistics properties and locations in Germany

Circulation: 30,000 copies

Size: 210 x 297 mm, A4

Deadlines: Publication date: 13 September 2024

Advertising deadline: 19 August 2024

Print document deadline: 19 August 2024

Advertising sizes and rates:

| Size | Width x length (in mm) | | s/w | 2c | 4c |
|------|-------------------------|------------|--------|--------|--------|
| | Vertical | Horizontal | | | |
| 1/1 | 185 x 270 | | €6,180 | €7,180 | €9,080 |
| 2/3 | 121 x 270 | 185 x 175 | €4,180 | €5,160 | €7,080 |
| 1/2 | 137 x 185 (Junior Page) | | €3,780 | €4,680 | €6,580 |
| 1/2 | 90 x 270 | 185 x 128 | €3,280 | €4,180 | €6,080 |
| 1/3 | 58 x 270 | 185 x 85 | €2,240 | €3,140 | €5,060 |
| 1/4 | 90 x 128 (Norm) | 185 x 62 | €1,740 | €2,640 | €3,640 |
| 1/8 | 90 x 62 | 185 x 30 | €1,010 | €1,570 | €2,270 |

Rates do not include VAT.

Other sizes available on request

Software in der Logistik

This practical guide provides answers to all questions concerning AutoID, ERP, SCM, TMS systems, WMS and customs.

- Recommendations for the introduction of various software systems
- Market analyses
- Best practice projects
- Company profiles

Target group: IT decision-makers, logistics managers, software developers and consultants

Circulation: 20,000 copies
Size: A4, 210 x 297 mm
No. of pages: Approx. 116
Date of publication: 21 February 2024
Advertising deadline: 10 November 2023
Print document deadline: 17 November 2023

Advertising options:

| | |
|-------------------------------|--------|
| Company profile with logo | |
| 1/1 page 4c | €2,850 |
| Image ad | |
| 1/1 page 4c | €2,850 |
| Combination of profile and ad | |
| 2 x 1/1 page 4c | €4,650 |

Further special advertising formats such as inserts, stick-on attachments, etc. available on request.
 Gabriele König, Phone +49 89 32391-261
 gabriele.koenig@hussverlag.de

Rates do not include VAT.

With a **company profile**, you can present your company to supply chain managers and IT decision-makers in the world of logistics via **print, magazine app and online**.



Example of a company profile



LOGISTIK HEUTE and the Fraunhofer Institute for Material Flow and Logistics are your guarantee of editorial quality.

LOGISTIK HEUTE product family

The **Logistik Praxis** series provides practical advice for logistics specialists and IT experts



The **LOGISTIK>WISSEN<** series and the latest studies from the **LOGISTIK>RESULT<** series provide readers with additional in-depth information on various aspects of the supply chain.



In the series "Logistik Praxis" and in collaboration with authors of the Fraunhofer Institute for Material Flow and Logistics, Fraunhofer IML clearly explains the latest developments and logistics topics with a high degree of practical relevance.



Corporate publishing

With the help of external partners, HUSS-VERLAG GmbH develops useful products in the field of corporate publishing, such as:

- Supplements to trend topics
- Portraits of companies and their supply chain projects and products

Rates on request

Contact and information:

Julia Bönsch, Phone +49 89 32391-309 · E-mail: julia.boensch@hussverlag.de

General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract** for the publication of advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list within the agreed time limit specified in section 2.
- 4. Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Cancellation of orders:** The publisher reserves the right to cancel orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions are given, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal admissibility of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in and/or the inclusion (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. The placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
Transfer of risk occurs with the receipt of the print documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two copies of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on the placement and print quality and rule out subsequent complaints.
If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.
Return of print documents: Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.
Printing size of advertisements: If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
Proof copies will only be provided if requested. The publisher is not liable for corrections of which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
If print samples or online advertising are transmitted paperlessly to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, e-mail), the following additional provisions shall apply:
File formats: In the case of data files, related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files which the publisher cannot change that content. The publisher has the right to refuse to accept open files (i.e. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.
Online advertising may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
Colour advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/JUGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check the advertisement. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if a correction fax is performed.
Computer viruses: The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by standard mail, even if the letters are registered or urgent. The publisher will send back valuable documents without being required to do so. Otherwise, any mail not collected within the specified time limit will be destroyed by the publisher at the customer's expense. The publisher reserves the right to eliminate missive of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text linetype lines will be converted to advertisement millimetres based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon, or for which the customer is responsible, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs for handling or subjecting to production.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Different advertising rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWW reports. Furthermore, when placing advertisement orders, the customer must specify the circulation. If the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices are payable** within 14 days of invoice, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to deduct incurred advertising costs from the invoice.
- 20. In the event of late payment or deferment of payment,** the legally applicable interest at the commercial rate of 9 percentage points above the base interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 30 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and any demand payment in advance for any further advertisements. Should there be any further justification of doubt regarding the customer's ability to pay, the publisher is entitled to the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of flawless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.
Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the beginning of the print advertisement. The publisher is obliged to check the print documents to ensure that they are complete and correct in the event of online advertising. The publisher's liability is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If the attempt to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22. a) Regardless of the legal grounds on which they are based, including tort, the publisher is only liable if damages (1) are caused through a culpable breach of an essential obligation of the contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with willful intent on the part of the publisher.
b) The publisher is not liable for damages if the publisher is not liable for gross negligence or willful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.
c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or willful intent by employees or by those who are not organs or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.
d) The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for full expenses insofar as the publisher is not liable for gross negligence or willful intent on the part of organs or executive staff members of the publisher.
e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.
f) The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.
g) The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with applicable law shall remain unaffected.
h) The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.
i) The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
j) **Costs of force majeure** shall be borne by the customer. In the event of force majeure, general shortages of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its production quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.**
- 23. The publisher's place of business and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

Additional terms of business of the publisher

- Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for publication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed. The client guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

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Trade publications

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HUSS-VERLAG GmbH
Joseph-Dollinger-Bogen 5
80807 München
Phone +49 89 32391-0
management@hussverlag.de
www.huss.de



HUSS-MEDIEN GmbH
Am Friedrichshain 22
10407 Berlin
Phone +49 30 42151-0
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