

# LOGISTIK FÜR UNTERNEHMEN

Journal for Internal and External Logistics

Media Information 2019



## Brief Description

“Logistik für Unternehmen” covers the whole spectrum of internal and external logistics up to and including e-logistics. The magazine covers trends in current development and presents collective logistic solutions, which it illustrates from a business management stand point.

## Target Group

Technical and business management and all those active in logistic decision making in industrial and commercial organisations as well as logistic service providers.

## Advertisers

Manufacturers and service providers dealing with the flow of supply of materials and production logistics (including mechanical handling, warehousing and packaging), logistic data handling, logistic services and transport, also E-Logistics (including E-Commerce, E-Business and Supply Chain Management).

## Publishing Society

Official journal of the VDI Society Production and Logistics (GPL)

## Year of Publication

33rd year 2019

## Circulation (IVW audited)

Press run: 15,000 copies

Distributed circulation: 14,792 copies

Subscribed circulation: 4,405 copies

## Advertising Prices

1/1 page b/w	€	4,860.00
1/1 page 4c	€	6,060.00
1/2 page b/w	€	2,430.00
1/2 page 4c	€	3,240.00
1/4 page b/w	€	1,215.00
1/4 page 4c	€	1,755.00
Surcharge for bleed adverts:	€	100.00

## Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 185 mm, height 270 mm

## Publication Frequency

8 issues in 2019

## Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	22 January	11 February
3	18 February	11 March
4/5	3 April	25 April
6	3 June	24 June
7/8	23 July	9 August
9	21 August	9 September
10	25 September	15 October
11/12	29 October	18 November

Closing Date (materials): 2 working days after closing date of reservation.

## Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

## Discounts for Publication within 1 Year

by frequency		by volume	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

## Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

Place of payment and performance: Düsseldorf, Germany.

Banking Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

SWIFT/BIC-Code: DRES DE FF300

IBAN: DE69 3008 0000 0212 172400

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