

LOGISTIK FÜR UNTERNEHMEN

Journal for Internal and External Logistics

Media Information 2020



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

34th year 2020

Circulation (IVW audited)

Press run: 15,000 copies

Distributed circulation: 14,801 copies

Subscribed circulation: 4,134 copies

Advertising Prices

1/1 page b/w	€ 4,970.00
1/1 page 4c	€ 6,170.00
1/2 page b/w	€ 2,485.00
1/2 page 4c	€ 3,295.00
1/4 page b/w	€ 1,243.00
1/4 page 4c	€ 1,783.00
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 176 mm, height 270 mm

Publication Frequency

8 issues in 2020

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	17 January	31 January
3	14 February	28 February
4/5	23 March	7 April
6	27 May	12 June
7/8	9 July	22 July
9	24 August	11 September
10	1 October	16 October
11/12	4 November	20 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

Contact

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VDI fachmedien

Digital & Crossmedial on ingenieur.de

Display

- Fireplace	4,500 €	per month
- Wallpaper	4,000 €	per month
- Halfpage Ad	3,500 €	per month
- Sitebar Ad	3,500 €	per month
- Billboard	3,500 €	per month
- Super Banner	2,500 €	per month
- Skyscraper	2,500 €	per month
- Medium Rectangle	1,500 €	per month

Content Solution/Lead/Reach

- Digital Advertorial	2,500 €	per month
- Corporate Profile	1,500 €	per month
- Product Profile	1,500 €	per month
- Category Page	7,000 €	per year
- Premium Event	750 €	per month
- Newsletter		in progress
- Webinare		in progress
- Whitepaper		in progress
- B2B Retargeting		in progress

Contact

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