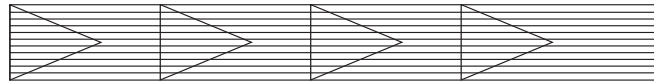


# LOGISTIK FÜR UNTERNEHMEN

Journal for Internal and External Logistics

## Media Information 2021



### 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

35th year 2021

### Circulation (IVW audited)

Press run: 8,000 copies

Distributed circulation: 14,733 copies\*

Subscribed circulation: 3,902 copies

\* in 2020

### Advertising Prices

1/1 page b/w	€	5,070.00
1/1 page 4c	€	6,270.00
1/2 page b/w	€	2,535.00
1/2 page 4c	€	3,345.00
1/4 page b/w	€	1,268.00
1/4 page 4c	€	1,808.00
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

6 issues in 2021

### Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	1 February	16 February
3/4	15 March	1 April
5/6	21 May	9 June
7/8	7 July	27 July
9/10	20 August	7 September
11/12	25 October	12 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 [www.logistik-fuer-unternehmen.de](http://www.logistik-fuer-unternehmen.de)

### Display

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- 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
- Medium Rectangle	1,500 €	per month

### Content Solution/Lead/Reach

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- Digital Advertorial	2,500 €	per month
- Corporate Profile	1,500 €	per month
- Product Profile	1,500 €	per month
- Category Page	7,500 €	per year
- Exklusiv-Supplement	4,500 €	per month
- Premium Event	750 €	per month

### Contact

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