

## Journal for Internal and External Logistics

### 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 standpoint.

### 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

36<sup>th</sup> year 2022

### Circulation (IVW audited)

Press run: 8,000 copies

Distributed circulation: 8,000 copies\*

Subscribed circulation: 3,586 copies

\* in 2021

### Advertising Prices

1/1 page b/w	EUR	5,171.00
1/1 page 4c	EUR	6,371.00
1/2 page b/w	EUR	2,586.00
1/2 page 4c	EUR	3,396.00
1/4 page b/w	EUR	1,293.00
1/4 page 4c	EUR	1,833.00
Surcharge for bleed adverts:	EUR	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 2022

### Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	20 January	10 February
3/4	14 March	4 April
5/6	6 May	20 May
7/8	22 June	13 July
9/10	8 August	30 August
11/12	24 October	16 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 frequency	
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.

Bank Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

SWIFT/BIC-Code: DRES DE FF300

IBAN: DE69 3008 0000 0212 172400

**Digital & Crossmedial on [www.logistik-fuer-unternehmen.de](http://www.logistik-fuer-unternehmen.de)****Display**

- Wallpaper	EUR per month	3,500
- Halfpage Ad	EUR per month	3,000
- Sitebar Ad	EUR per month	3,000
- Billboard	EUR per month	3,000
- Super Banner	EUR per month	2,500
- Medium Rectangle	EUR per month	1,500

**Content Solution/Lead/Reach**

- Digital Advertorial	EUR per month	2,500
- Corporate Profile	EUR per month	1,500
- Product Profile	EUR per month	1,500
- Category Page	EUR per month	7,500–20,000
- Exklusiv-Supplement	EUR per month	4,500
- Premium Event	EUR per month	750

**Contact**

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