

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

37th year 2023

Circulation (IVW audited)

Press run: 7,781 copies

Distributed circulation: 3,414 copies*

Subscribed circulation: 3,407 copies

* in 2022

Advertising Prices

1/1 page b/w	EUR	5,430.00
1/1 page 4c	EUR	6,630.00
1/2 page b/w	EUR	2,715.00
1/2 page 4c	EUR	3,525.00
1/4 page b/w	EUR	1,358.00
1/4 page 4c	EUR	1,898.00
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 2023

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	23 January	10 February
3/4	7 March	27 March
5/6	4 May	25 May
7/8	7 July	28 July
9/10	8 September	28 September
11/12	6 November	6 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**Display**

- Wallpaper	EUR per month	3,800
- Halfpage Ad	EUR per month	3,300
- Sitebar Ad	EUR per month	3,300
- Billboard	EUR per month	3,300
- Super Banner	EUR per month	2,700
- Medium Rectangle	EUR per month	1,700

Content Solution/Lead/Reach

- Digital Advertorial	EUR per month	2,800
- Corporate Profile	EUR per month	1,700
- Product Profile	EUR per month	1,700
- Category Page	EUR per month	8,250–22,000
- Exklusiv-Supplement	EUR per month	5,000
- Premium Event	EUR per year	1,600

Contact

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