



HUSS-VERLAG GmbH · 80912 Munich · Germany  
 Telefon +49(0)89/323 91-263 · Fax +49(0)89/323 91-420  
 www.logistik-heute.de · anzeigen@logistik-heute.de

### Editorship / Publishing House

**Characteristics:** The specialized magazine for managers in logistics shows an overview about new concepts and products, innovations and trends for complete supply chain.

**Publisher:** Wolfgang Huss

**Editors:** Dr. Petra Seebauer (-213)  
 Thilo Jörgl (-218)

**Advertisement Dept.:** Gabriele König (-261)  
 Marion Mann (-260)

**Volume and year:** volume 34, 2012

**Frequency:** monthly (double numbers 1/2 and 7/8)

**Publishing house:** HUSS-VERLAG GmbH

**Postal address:** 80912 Munich, Germany

**House address:** Joseph-Dollinger-Bogen 5  
 80807 Munich, Germany

**Fon:** +49(0)89/323 91-0

**Fax:** +49(0)89/323 91-420

**Internet:** http://www.logistik-heute.de

**E-Mail:** anzeigen@logistik-heute.de

### Circulation analysis



Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW)

#### Circulation audit:

**Circulation analysis:** Average copies per issue  
 (July 1st 2010 until June 30th 2011)

<b>Print run:</b>	36.198		
<b>Distributed circulation:</b>	<b>35.204</b>	of which abroad:	336
<b>Copies paid:</b>	10.342	abroad:	237
– subscriptions/ other sales:	10.342	of which members:	18
– Sales per copy:	–		
<b>Controlled circulation:</b>	24.862		
<b>Remaining and archive copies:</b>	995		

### Rate Card No. 34 valid from January 1st 2012

**Magazine format:** 210 mm width x 297 mm depth, DIN A4

**Type area:** 185 mm width x 270 mm depth

**Printing process:** Rotary offset (colours according to European scale), perfect binding

**Printing documents:** PDF-files in printing quality are desired with the profile **ISOcoated\_v2\_300\_eci.icc**.  
 In case of incorrect data provided no right for contraction.

#### Dates:

Issue	1/2	3	4	5	6	7/8	9	10	11	12
<b>Advert deadline</b>	31.1.	29.2.	22.3.	4.4.	8.5.	8.6.	17.8.	7.9.	11.10.	8.11.
<b>Publica-tion date</b>	21.2.	27.3.	17.4.	8.5.	5.6.	5.7.	11.9.	2.10.	6.11.	4.12.

**Terms of payment:** 2% discount for payment within 14 days from date of invoice

**Bank account:** Deutsche Bank, Munich  
 account-no. 0 213 132, bank code 700 700 10

**SWIFT CODE:** DEUTDEMM, **IBAN:** DE 45700700100021313200

#### Advertisement sizes and basic rates:

	Sizes width x depth (in mm)		b/w	2c	4c
	high	wide			
1/1	185 x 270		5.980,- €	6.880,- €	8.680,- €
2/3	121 x 270	185 x 175	3.980,- €	4.880,- €	6.680,- €
1/2	137 x 185 (Junior Page)		3.520,- €	4.420,- €	6.220,- €
1/2	90 x 270	185 x 128	3.020,- €	3.930,- €	5.720,- €
1/3	58 x 270	185 x 85	2.060,- €	2.960,- €	4.760,- €
1/4	90 x 128 (Std)	185 x 62	1.580,- €	2.480,- €	3.420,- €
1/8	90 x 62	185 x 31	830,- €	1.380,- €	1.990,- €

#### Surcharges for special positions:

4th cover page (4c)	€ 9.480,-
2nd, 3rd cover page (4c)	€ 9.280,-
1/3 page b/w next to the editorial	€ 4.890,-

Other binding placement regulations starting from 1/2 page and more: in each case 10% impact of the basic price

**Colour surcharges:** (not discountable)  
 For each special colour (HKS, Pantone) € 2.000,-

**Surcharges:** (not discountable)

Bleed: € 550,-

Spread: € 550,-

Cancellation after advert-deadline: 50% of the total price

**Job and opportunity announcements:** 4 Columns width: 43 mm

Job offers: € 5,50 per mm

Job requests: € 2,50 per mm

Purchases/sales/others: € 5,50 per mm

Cipher fee: € 15,-

**Discounts:** Insertions within 12 months

Repetitive rate		quantity rate	
3 ads	5 %	3 pages	10 %
6 ads	10 %	6 pages	15 %
8 ads	12 %	8 pages	20 %
10 ads	15 %	10 pages	25 %

#### Affixed inserts:

2 pages € 5.780,-

4 pages € 9.560,-

6 pages € 14.240,-

#### Loose inserts: (not discountable)

maximum size 200 x 280 mm

up to 25 g price per thousand € 200,-

from 26 g up to 50 g price per thousand € 300,-

#### Affixed advertising forms (Postcards, CD/DVDs, Booklets)

**Mechanical affixing:** (Sticking fee not discountable)

Sticking fee up to 25 g per thousand € 100,-

Sticking fee from 26 g up to 50 g per thousand € 150,-

**Required copies:** 36.800

Higher weights and other advertising forms such as samples on request. Affixed advertising forms only permitted in connection with a carrier announcement.

**VAT:** All prices increase by the legal VAT.

**Area of jurisdiction:** excluding Munich

**Place of publication:** Munich

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<b>Material Handling</b>												
Ground transportation	stacker, counterbalance trucks, hand-guided ground conveyors, AGTS, drive technologies		X	X	X	X	X	X	X	X	X	X
Conveyor technologies	sorter technologies, conveyor belts, roller conveyors, overhead conveyor systems, working platforms, hoisting tables		X	X	X	X	X	X	X	X	X	X
Order picking systems	sorter technologies, folding systems, order picking devices, robotics, pick-by-voice, pick-by-light, pick-by-view				X		X	X		X		X
Storage/racking systems	high-base stores, mini-load installation, storage control devices, automation, control technologies, cold stores, dangerous goods stores		X	X	X	X	X	X	X	X	X	X
<b>Packaging/Dispatch</b>												
Container	plastic/steel container, trays, lattice boxes, crates		X	X		X	X		X		X	
Pallets	plastic/wood pallets, special pallets		X	X		X	X		X		X	
Loading	loading technologies, loading safeties, customs software		X	X		X	X		X		X	X
Packaging materials	cardboard, non-returnable / returnable packing, protection packing, group packing, bottles, labels, tapes catches		X	X		X	X		X		X	
Packaging procedures	shrink wrapping, stretching, hooping, palletizing		X	X		X	X		X		X	
<b>Logistics-IT</b>												
ERP/PPS systems	process optimization, industry solution		X	X	X		X				X	
SCM systems	data integration, EDI, supply chain planning		X	X			X			X		
Security systems	IT-security-systems, entrance-control-systems, video monitoring		X				X					X
TMS systems	telematics, tracking & tracing, fleet management, GPS		X	X		X	X		X	X		
WMS systems	warehouse management software, dispatch software, control software		X	X	X	X	X		X	X	X	X
<b>Identification</b>												
Data radio	radio modems, WLAN bridges, data network technologies		X		X	X						
Labelling	labelling systems, printing systems, EAI/barcode		X		X	X		X		X		
Scanner	MDE, handhelds, hand terminals, car computers		X		X	X		X		X		
RFID	labels, applications, systems		X		X	X		X		X		
<b>Logistics services</b>												
Dangerous goods	chemistry transportation, safety engineering, fire protection						X		X			X
Air freight	airports, airlines			X		X	X			X		
Contract logistics	outsourcing, fulfilment, warehousing, transportation		X			X	X	X	X	X		X
KEP services	delivery concepts, sort technologies, transporters					X	X			X		
Cool logistics	cool store, cool transportation, cooling technologies					X	X			X		
Sea freight/ inland waterway	ports, containerization					X	X			X		
Railway transportation	railway transportation, combined transportation			X		X	X				X	
Special services	spare parts logistics, disposal, concepts for returned goods, human resources, mail order						X		X	X		
<b>Logistics real estates</b>												
Hall equipment	industrial soils, cleaning systems, heating and air condition technologies, lighting concepts		X	X			X		X			X
Hall constructions	steel constructions, gates, ramps, fire protection technologies		X	X		X	X		X			X
Project planning	factory layout, financing, planner, advisor		X	X	X	X	X	X	X	X	X	X
Location planning	freight centres, logistic parks, ports, promotion of economic development					X			X		X	X

### Trade Fairs and Congresses

Fruit Logistica, Berlin	08 – 10 February											
EuroCIS, Düsseldorf	28 February – 01 March	X										
CeBIT, Hannover	06 – 10 March	X										
LogiMAT, Stuttgart	13 – 15 March	X	X									
SITL, Paris	27 – 30 March	X										
Hannover Messe, Hannover	23 – 27 April		X									
Euro ID, Berlin	24 – 26 April		X									
AUTOMATICA, Munich	22 – 25 May					X	X					
SIL, Barcelona	05 – 08 June					X						
Real Estate North, Hamburg	11 – 12 June					X						
transfairlog, Hamburg	12 – 14 June						X	X				
IAA Nutzfahrzeuge, Hannover	20 – 27 September								X	X		
InterCool, Düsseldorf	23 – 26 September							X		X		
FachPack/PrintPack/LogIntern, Nürnberg	25 – 27 September								X	X		
Expo Real, Munich	08 – 10 Oktober									X		
Deutscher Logistik-Kongress, Berlin	17 – 19 Oktober									X	X	
BME-Symposium, Berlin	07 – 09 November											X

Main topics