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# Hebezeuge Fördermittel

Fachzeitschrift für Technische Logistik

[www.hebezeuge-foerdmittel.de](http://www.hebezeuge-foerdmittel.de)

#### Flurförderzeuge

Systemlösung  
für KMS-Group  
Lithium-Ionen-  
Batterie getestet

#### Lagertechnik

Schneller  
Versandpuffer  
ViProtect –  
die neue Palette

#### Antriebstechnik

Nutzenken  
bei Flurförder-  
zeugen

#### Messen

Rückblick  
LogiMAT 2009

Was bringt  
Hannover?



**KBK-System  
in der Praxis  
Flächen-  
deckend  
flexibel**



Rate Card No. 21  
valid from January 2010

#### Characteristics:

**Hebezeuge Fördermittel** is a value-orientated technical magazine for conveyor technics and series lifting equipment across all branches of industry, trade and services. The editorial concept of **Hebezeuge Fördermittel** is focused on system solutions and components in warehousing, handling and conveying, information management, transport and transhipment, cranes and cranes technologies, hoisting equipment and fork lift trucks.

**Hebezeuge Fördermittel** covers all parts of conveyor technique and hoisting devices that are relevant for company logistics manager and buying departments. Our readers are producers as well as users of the technologies and products above.

**Hebezeuge Fördermittel** has developed to one of the leading and most acknowledged magazines of the branch with an excellent standing.

# Mediainformation 2010

**huss**

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## publisher/circulation

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**Purchase price:** Annual subscription: € 143,-  
Cover Price: € 15,-

**ISSN:** 0017-9442

**Readership:** logistics, producers and users of  
mechanical handling, fork lift trucks,  
storage, cranes and series lifting  
equipment

**Circulation:** circulation audit:   
Printed: 12.000  
total distributed: 11.778  
Subscribers: 569  
changing recipients: 11.002  
archives/examples: 222

**Frequency:** 10/year  
2 special editions

**Editorial Calendar:** see pages 5–11

## Rate Card No. 21, valid from January 2010

**Magazine format:** 210 mm width × 297 mm height  
**Type area:** 185 mm width × 268 mm height

**Printed method:** Offset, Lithos on 60 line screen  
**Printed material:** digitalized data will be needed

**Issuance:** monthly + additional issues  
**Issued** in Berlin

**Terms of payment:** Upon receipt of the invoice net  
 within 14 days

**Bank account:** VAT: All prices are excl. VAT  
 Commerzbank  
 A/C No.: 97 600 59 00,  
 Sort code 120 400 00  
 COBADEBB  
 DE88120400000976005900

**Swift:**  
**IBAN**

**Last cancellation date:** Up to the deadline for adverts!  
**Place of jurisdiction:** Berlin only

### Advertisement sizes and basic rates:

Formats	w × h in mm		portrait format	basic prices in € b/w	2 colour	4 colour
	horizontal format	Standard				
1/1 page		185 × 268		3.880,-	4.280,-	5.080,-
3/4 page		185 × 200		2.930,-	3.330,-	4.130,-
2/3 page	185 × 177		121 × 268	2.610,-	3.010,-	3.810,-
1/2 junior page		140 × 188		2.150,-	2.550,-	3.350,-
1/2 page	185 × 131		90 × 268	1.980,-	2.280,-	2.880,-
1/3 page	185 × 86		58 × 268	1.360,-	1.660,-	2.260,-
1/4 page	185 × 63	90 × 131	42 × 268	1.040,-	1.290,-	1.790,-
1/8 page	185 × 29	90 × 63	42 × 125	.540,-	690,-	990,-
1/16 page	90 × 29		42 × 60	.305,-	405,-	605,-

millimeter price 1-column (42 mm): € 4,40; 1-column (58 mm): € 5,80

[www.hebezeuge-foerdermittel.de](http://www.hebezeuge-foerdermittel.de)

#### Cover positions:

Front cover page (4c only) on demand, whole page (4c):  
2nd and 4th cover pages (4c): 5.250,- €  
3rd cover page (4c): 5.150,- €

#### Colour surcharges:

	1/1 and less	1/2 and less	1/4	1/8
per colour	€ 400,00	€ 300,00	€ 250,00	€ 150,00
four colour	€ 1.200,00	€ 900,00	€ 750,00	€ 450,00
per special colour	€ 820,00	€ 700,00	€ 600,00	€ 400,00

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8 ads or 6 pages 10 %  
10 ads or 10 pages 15 %

No discount for colour and other surcharges and loose and supplement/fixd inserts.

#### Loose inserts:

260,- € per 1.000 pieces up to 25g incl. postage  
Only on request, maximum size: 205 x 290 mm

#### Bound-in inserts:

2 pages: 4.500,- €  
4 pages: 6.750,- €  
more on request

DIN A4 format, untrimmed 216 x 303 mm only on total circulation 12.200 incl. oversheets

#### Delivery address for inserts:

Bavaria Druck,  
Joseph-Dollinger-Bogen 5  
80807 München  
Germany  
Hebezeuge Fördermittel Issue XX/2010

www.hebezeuge-foerdermittel.de

In these issue the following products are presented:


	1-2	3	4	5	6	7-8	9	10	11	12
<b>industrial trucks</b>										
ICE powered trucks	•	•	•	•		•		•	•	•
battery powered trucks	•	•	•	•		•		•	•	•
trucks for high bay racking	•	•	•			•		•	•	
industrial trucks for order picking	•	•						•		
driverless trucks	•	•				•		•		
truck on bord fork lifts		•	•	•		•		•		
attachments	•	•	•			•		•	•	•
driver seats		•	•			•		•	•	•
batteries and loading systems	•	•	•			•		•	•	•
tyres		•	•			•		•		
weighing systems for trucks		•	•			•		•	•	
<b>cranes and series lifting equipment</b>										
mobile cranes			•					•		
tower cranes			•					•		
head over cranes (bridge cranes)		•	•		•			•	•	
indoor cranes	•	•		•	•	•	•	•	•	•
electric power supplies	•	•		•		•	•	•	•	•
lorry mounted cranes	•	•	•			•		•	•	•
hoists and winches	•	•	•	•	•	•	•	•	•	•
drive engineering and gears		•	•	•	•	•	•	•	•	•
ropes, chains, capstans	•	•	•	•	•	•	•	•	•	•
radio remote controls		•	•		•	•	•	•	•	•
hoisting equip./load handl. attachm.	•	•	•	•	•	•	•	•	•	•
work platforms/raised platforms		•	•					•	•	•

	1-2	3	4	5	6	7-8	9	10	11	12
<b>storage equipment</b>										
racks		•	•	•				•		•
automatically controlled s/r machines		•						•		•
order picking technology	•	•		•				•		•
sorter and distribution systems	•	•		•				•		•
data communication-identify systems	•	•	•	•				•		•
mini load s/r machines	•	•		•				•		
vertical stores/high bay racking	•	•		•			•	•		•
s/r machines for long materials	•	•		•				•		•
control engineering	•	•	•	•		•		•	•	•
lifting tables, stillage trucks	•	•		•				•		•
container	•	•			•			•		•
pallets	•	•			•			•	•	•
warehouse management systems	•	•			•			•		•
simulation programmms	•	•			•			•		•
software for material flow systems	•	•			•		•	•		•
electrically powered monorails		•	•		•	•	•	•	•	•

### transportation and transshipment

loading systems				•				•		
loading platforms, dock levellers				•				•		
load securing machines		•	•	•				•		•
continous handling equipment				•		•		•		
container transshipment systems				•				•		

## Dates & Features

Issue	concentration subject	technical reports	Trade fairs
<b>1–2 January/February</b> PUBL.: 04 <sup>th</sup> 02. DEADLINE: 14 <sup>th</sup> 01.	<b>– preview to fair LogiMAT</b> – solutions for material flow – cranes and hoisting devices – fork lift trucks topically and components	– 1 <sup>st</sup> product show to the LogiMAT – warehouse management and software, simulation systems – sorter and distribution systems – indoor cranes, electr. pow. supplies – drive engineering: gears etc. – battery and ICE powered fork lift trucks – components for fork lifts	<b>METAV</b> , Düsseldorf 23 <sup>rd</sup> 02.–27 <sup>th</sup> 02/2010
<b>3 March</b> PUBL.: 24 <sup>th</sup> 02. DEADLINE: 09 <sup>th</sup> 02.	<b>Main issue to the fair LogiMAT</b> – solution for material flow – fork lift trucks and components – cranes technology and series equipment – <b>1<sup>st</sup> preview to BAUMA</b>	<b>– product show, interviews, statements to LogiMAT with the official LogiMAT-FairGuide 2010 (circulation: 20,000 copies)</b> – warehouse management and software, simulation systems – sorter and distribution systems – vertical stores, high bay racking – racks, order picking systems – ICE and battery powered fork lift trucks – hybrid-fork lift trucks – attachments and components for fork lift trucks – indoor cranes, electr.pow. monorails – hoisting equipment, ropes, chains, capstans – product news	<b>LogiMAT</b> , Stuttgart 02 <sup>nd</sup> 03.–04 <sup>th</sup> 03/2010 
<b>4 April</b> PUBL.: 13 <sup>th</sup> 04. DEADLINE: 25 <sup>th</sup> 03.	<b>Main issue to BAUMA, Munich</b> – <b>Preview to Fair Resale and Hanover Fair</b>	<b>– BAUMA:</b> ICE and battery powered fork lift trucks, telescope trucks, attachments, batteries and charging systems, components, mobile cranes, tower cranes, radio remote controls, drive engineering and gears, hoists – Used conveyor technics – hydraulics, gears, sensoric systems – drum motors	<b>Hanover Fair</b> 19 <sup>th</sup> 04.–23 <sup>rd</sup> 04/2010 <b>BAUMA</b> , Munich 19 <sup>th</sup> 04.–25 <sup>th</sup> 04/2010 <b>RESALE</b> , Karlsruhe 21 <sup>st</sup> 04.–23 <sup>rd</sup> 04/2010
<b>5 May</b> PUBL.: 12 <sup>th</sup> 05. DEADLINE: 27 <sup>th</sup> 04.	– transportation and transhipment – cranes technology – harbour technology	– loading platforms, dock levellers, gates, ramps – solutions for loading systems – container handling, cargo safety – modernization of cranes: examples, – indoor cranes and hoisting devices – control systems for cranes – <b>preview to the TOC Europe</b> – container handling, port engineering – electrically powered monorails – use of heavy fork lift trucks and spreaders	<b>Control</b> , Stuttgart 04 <sup>th</sup> 05.–07 <sup>th</sup> 05/2010 <b>Sensor+Test</b> , Nürnberg 18 <sup>th</sup> 05.–20 <sup>th</sup> 05/2010

**6 June**  
 PUBL.: 16<sup>th</sup> 06.  
 DEADLINE: 26<sup>th</sup> 05.

- storage equipment compact
- order picking systems, pick-by-voice, pick-by-light
- racks, sorter and distribution systems, automatic controlled s/r machines, high bay racking, platform floor trucks
- pallets, container, weigh systems
- RFID and identification
- on focus: lifting tables
- lifting tables, stillage trucks
- fork lifting trucks
- use of fork lift truck in timber industry, driverless fork lift trucks, safety systems

**TOC Europe**, Valencia  
 08<sup>th</sup> 06.-10<sup>th</sup> 06/2010

**7-8 July/August**  
 PUBL.: 13<sup>th</sup> 08.  
 DEADLINE: 23<sup>rd</sup> 07.

- Industrial trucks: engineering and components
- battery and ICE powered fork lift trucks
- trucks for high bay racking and order picking
- driverless fork lift trucks
- attachments for trucks: tires, controls, cabins, seats, particulate filters, etc.
- new ergonomically and safety solutions
- special ropes, traverses, crane trolleys, cable winches
- trucks from 5 t
- cranes technology
- conveyor techniques in the material flow systems
- continuous handling systems
- electrically pow. monorails, collectors



**Special Issue**  
 PUBL.: 26<sup>th</sup> 08.  
 DEADLINE: 06<sup>th</sup> 08.

**Modernization Guide 2010 »Retrofit & Co.«**  
 - current projects of modernization introduced  
 - object-reports with companies profile see on next pages

**9 September**  
 PUBL.: 07<sup>th</sup> 09.  
 DEADLINE: 23<sup>rd</sup> 08.

- **preview to the Fairs: FachPack, LogIntern Motek and IAA**
- product news to the fairs
- cranes and hoisting devices
- indoor cranes - example applications
- electric power supplies
- hoisting equipment, ropes, chains, capstans
- application of laser - and sensor technology
- loading platforms, dock levellers, ramps
- loading solutions
- transportation and transhipment
- handling technology
- lifting tables, vacuum lifter, handling systems

**MOTEK**, Stuttgart  
 13<sup>th</sup> 09.-16<sup>th</sup> 09/2010  
**IFAT**, Munich  
 13<sup>th</sup> 09.-17<sup>th</sup> 09/2010  
**IAA**, Hanover  
 23<sup>rd</sup> 09.-30<sup>th</sup> 09/2010  
**FachPack+LogIntern**, Nürnberg  
 28<sup>th</sup> 09.-30<sup>th</sup> 09/2010



**Special Issue**  
 PUBL.: 06<sup>th</sup> 10.  
 DEADLINE: 15<sup>th</sup> 09.

**Fork Lift Trucks 2010/2011**  
 - cases of application, technics and trends  
 - further informations see on next pages

Issue	concentration subject	technical reports	Trade fairs
<b>10 October</b> PUBL.: 13 <sup>th</sup> 10. DEADLINE: 28 <sup>th</sup> 09.	<ul style="list-style-type: none"> <li>– storage equipment and logistics</li> <li>– fork lift trucks</li> <li>– cranes technology</li> </ul>	<ul style="list-style-type: none"> <li>– warehouse management and software, simulation systems</li> <li>– sorter and distribution systems</li> <li>– racks, pallets, container, lifting tables, s/r machines</li> <li>– identify and sensoric systems</li> <li>– new developments of battery and ICE powered fork lift trucks, safety systems</li> <li>– attachments and terminals, batteries</li> <li>– mobile cranes, work platforms</li> <li>– hoisting equipment, ropes, chains, capstans</li> <li>– radio remote controls</li> </ul>	<b>German Logistics Conference,</b> Berlin 20 <sup>th</sup> 10.–22 <sup>nd</sup> 10/2010 <b>Euroblech,</b> Hanover 26 <sup>th</sup> 10.–30 <sup>th</sup> 10/2010
<b>11 November</b> PUBL.: 17 <sup>th</sup> 11. DEADLINE: 27 <sup>th</sup> 10.	<p style="color: red; margin: 0;"><b>– preview to the fair SPS/DRIVES</b></p> <ul style="list-style-type: none"> <li>– fork lift trucks</li> <li>– cranes technology</li> <li>– conveyor technology</li> </ul>	<ul style="list-style-type: none"> <li>– battery and ICE powered fork lift trucks,</li> <li>– all terrain trucks, trucks for high bay racking, particulate filters</li> <li>– indoor cranes, service for cranes</li> <li>– hoisting equipment, ropes, chains, capstans, brakes, weighing systems</li> <li>– hydraulics, gears, sensoric systems</li> <li>– driven machinery and gears, drum motors</li> </ul>	<b>SPS/IPC/DRIVES,</b> Nürnberg 23 <sup>rd</sup> 11.–25 <sup>th</sup> 11/2010
<b>also in this issue: Special: Harbour techniques and logistics – further informations see on next pages</b>			
<b>12 December</b> PUBL.: 15 <sup>th</sup> 12. DEADLINE: 24 <sup>th</sup> 11.	<ul style="list-style-type: none"> <li>– fork lift trucks</li> <li>– storage technology</li> <li>– cranes and lifting technology</li> </ul>	<ul style="list-style-type: none"> <li>– ICE and battery powered trucks:</li> <li>– New developments, attachments for trucks, tires, seats, cabins</li> <li>– order picking technology</li> <li>– racks, sorter and distribution systems, automatic controlled s/r machines,</li> <li>– indoor cranes, chain hoists, ropes, electric power supplies, undercarriages, crabs</li> </ul>	<b>Blechexpo,</b> Stuttgart 01 <sup>st</sup> 12.–04 <sup>th</sup> 12/2010

## Special edition Modernization Guide 2010

### Modernization Guide 2010 »Retrofit & Co«

#### current projects of modernization introduced – object-reports with companies profile

As a leading magazine of conveyor technology »**Hebezeuge Fördermittel**« will publish a special edition, which content will be essential and exciting for all companies, which one has the intention to modernize their storage or equipment. This will be an important publication too, because the branch of modernization has been developed to a sales increasing factor.

Modernization of conveyor technique and storage equipment applies the whole spectrum of the Intralogistics: for example: cranes equipment, storage systems, conveying systems, driverless trucks etc.

Many users want to catch up about the questions, when a modernization is profitable and wherefrom they get the necessary consultation.

Because of the manufacturing process, modernization should be take place in use.

Many questions – the »**Modernization Guide 2010 – Retrofit & Co.**« will give the competent answers.

In a series of articles we will introduce outstanding examples of modernization.

From the point of departure to the realization – object reports of different branches.

Each object report (ca. 2-3 pages) will complete by a company profile – ½ page.

**Company profile:**

- address and all communication data
- logo and complete production program
- important steps in the development of the company
- specific strength of the company
- important contact persons
- another references (short description)

**Costs:** object report and company profile:

**2.000,00 €**

– all company profiles are also downloadable at [www.hebezeuge-foerdermittel.de](http://www.hebezeuge-foerdermittel.de) for the period of 1 year

**Attention:** if you book an advertisement of ½ page you will get the company profile out of costs.

**Prices for adverts:** see the regular price list

**Circulation:** 12.000 copies

**Target group:** selected decision makers and users of Intralogistics and production

**Dates:**

publ. date: 26<sup>th</sup> 08/2010

deadline for ads: 06<sup>th</sup> 08/2010

## Special edition for Fork Lift Trucks 2010

### Special edition Fork Lift Trucks 2010/2011 cases of application, technics and trends

#### ► Optimum insert of fork lift trucks in follows branches:

As an leading magazine of conveyor technology  
»**Hebezeuge Fördermittel**«, will published a special edition,  
which content will be essential and exciting for all users of fork  
lift truck techniques.

We will report about suitable using of this technology in  
follows branches:

distribution, carriers, harbour, wholesale and retail trade, drinks  
industry, timber industry, paper and printing industry, electrical  
engineering, building trade, chemical and pharmaceutical in-  
dustry, machine building and motor industry, metal industry  
(steel and foundry)

#### **We will analyse the problems and the right selection of fork lift trucks and components, follows products will be intro- duced:**

ICE powered trucks, Battery powered trucks, High lift platform  
trucks, Industrial trucks for order picking, Driverless trucks,  
Truck on board fork lifts, Spreader, Reach trucks and straddle

carrier, Multi directional trucks, Explosion proof  
industrial trucks, Four way trucks, stillage trucks and pallets  
trucks

**In addition there is broad information about components:**  
attachments, driven machinery, electronically systems,  
controls and terminals, seats and tyres, cabins, weigh systems,  
batteries and loading systems, filters

**Special part:** energy saving and efficiency: we will introduce  
new studies, market maturity products f.e.: hybrid fork lift  
trucks, innovative drive engineering, three-phase AC, fuel cells,  
efficient use of truck fleet etc.

**Also in this edition is a complete list of all producers with:**  
Address, Phone, Fax, e-mail, Internet

**Readership:** all users of truck-technique and ruling persons in  
the branches above.

**Sizes and basic prices for adverts in this special edition:  
are the same as the regular rates – see above !**

#### **Dates:**

publ. date: 06<sup>th</sup> 10. 2010  
deadline for ads: 15<sup>th</sup> 09. 2010

## Special “Harbour techniques and logistics”

### Special

#### »Harbour techniques and logistics«

The logistics and techniques in harbours have developed very quickly in the last few years. This branch is one of the fast increasing industries worldwide.

**Hebezeuge Fördermittel** will have an extra special to this main topic.

It will not only present technical and logistical solutions in this area, but show the great potential of harbour technology and logistics.

This special is an ideal medium for contractors, producers, and service providers who are interested in making a big turnover in harbour techniques to present themselves to this branch.

**Target group:** This special will interest: decision makers in harbour logistics and engineers in seaports, domestic ports, ocean carriers, dispatching companies, ferries, railway companies, storehouses, express companies and leasing enterprises.

#### Topics:

- worldwide harbour building projects
- modernisation and automation in harbours
- actually reports

#### Modern techniques in work:

- overhead and gantry cranes, shipping cranes, cranes cabins

load handling attachments: chains, hoists, winches, traverses, ropes  
spreader, braking systems, electrically powered monorails, laser technology  
gears and drives, hydraulics, controls for cranes and container techniques

#### Communication in harbours:

- radio remote controls, radio data transmission, handhelds

#### Modern container terminals:

- reach stacker, loading platforms, dock levellers, loading systems and loading secure, pallets, dangerous goods transport, transponder technology, general cargo transportation, fork lift trucks and stillage trucks, identify techniques

#### Logistics in the harbour:

- lorry and railway dispatching, logistic service providers, software for warehousing, customs and cargo

#### Dates:

this special will be published in issue:  
11/2010 on 17<sup>th</sup> November 2010

publ. date: 17<sup>th</sup> 11/2010  
deadline for ads: 27<sup>th</sup> 10/2010

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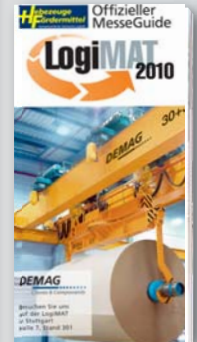
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