



Media kit 2025

Rate list no. 47
Valid from 1 January 2025



KANTAR

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HUSS-VERLAG GmbH
80912 Munich
Germany

huss



Matthias Pieringer
editor-in-chief
LOGISTIK HEUTE

Dear media decision-makers

Particularly in today's BANI world, i.e. "brittle", "anxious", "non-linear" and "incomprehensible" – logistics and supply chain managers need reliable companionship. LOGISTIK HEUTE is one of those companions, designed to support decision-makers professionally with well-researched information.

The logistics industry is one of the largest, most important economic sectors in Germany. With more than three million employees, it is responsible for the transportation and storage of a wide range of goods. It also controls the flow of information and commodities.

However, it is not simply a matter of course that everything always runs so smoothly. Natural disasters or armed conflicts, for example, can soon have a disruptive impact on complex global supply chains. However, despite these and other challenges, logistics and supply chain managers in industry, retail and the service sector must also continue to play their part in ensuring that production lines run smoothly and goods from online stores are delivered to customers undamaged and on time. In terms of environmental and climate protection, it is essential to carry out logistical tasks as sustainably as possible.

One of the daily tasks of the editorial team is to prepare particularly important news for the SCM and logistics community, weighing, classifying and analysing the latest information. It is also crucial to present the content in the format with the greatest benefit for readers. The news, reports, features, interviews and commentaries reach the readership via various channels – whether print, online or social networks. After sending us a "like", some readers also subscribe to our free LOGISTIK HEUTE weekly newsletter via our website at www.logistik-heute.de or register as participants in a LOGISTIK HEUTE forum on subjects such as food transportation or fashion logistics.

Now in its 47th year, LOGISTIK HEUTE looks forward to serving its readers in 2025. LOGISTIK HEUTE is not only available as a printed edition, but also as a magazine app and online on the internet – a service that is included for LOGISTIK HEUTE subscribers. If you would like to find out more: this Media Kit 2025 provides an overview of the complete LOGISTIK HEUTE product family.

Kind regards

Matthias Pieringer
matthias.pieringer@hussverlag.de

Print



Magazine app



Online



Picture: Fotolia/pixelproHD

www.logistik-heute.de

- 1 **Title:** LOGISTIK HEUTE
- 2 **Brief description:** LOGISTIK HEUTE is a trade magazine for logistics professionals that illustrates the latest concepts, products, ideas and trends currently impacting the entire supply chain. www.logistik-heute.de
- 3 **Target group:** Decision-makers in the fields of industry, commerce and services
- 4 **Frequency of publication:** 10 issues per year + 2 special editions (combined issues 1/2 and 7/8)
- 5 **Magazine size:** 210 x 297 mm, A4
- 6 **Year of issue:** 47th year of issue 2025
- 7 **Purchase price:** Annual subscription in Germany: €240 (including VAT, plus €9.80 postage costs)
Single issue price: €23 (including VAT, plus €3 postage costs)
ISSN no: 0173-6213
- 8 **Body:** –
- 9 **Memberships:** –
- 10 **Publishing company:** HUSS-VERLAG GmbH
Phone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de
- 11 **Publisher:** Wolfgang Huss, Dipl.-Ing. (FH) Christoph Huss
- 12 **Advertising and sales:** Gabriele König -261 (responsible) gabriele.koenig@hussverlag.de
Adrienne Géra -260 adrienne.gera@hussverlag.de
Oliver Dorsch -314 leserservice@hussverlag.de
- 13 **Editorial team:** Matthias Pieringer -215 (responsible)

14 Volume analysis:	2023 = 11 issues
Total no. of pages:	828 pages = 100.00 %
Editorial section:	628 pages = 75.85 %
Advertising section:	200 pages = 24.15 %
Of which: Occasional ads	5.25 pages = 2.63 %
Bound inserts	4 pages = 2.00 %
Publisher's advertising	85.75 pages = 42.88 %
Inserts:	18

15 **Content analysis of editorial section: 2023 = 628 pages**

15a	Topics	Pages	%	15b	Fields	Pages	%
	Digitalisation/software in general	46.20	7.36		Procurement/purchasing	168.80	26.88
	Storage technology	23.10	3.68		Distribution	211.90	33.74
	Container systems	23.50	3.74		Waste disposal	73.80	11.75
	Contract logistics, service providers	21.30	3.39		Production	173.50	27.63
	WMS	22.70	3.61		Total	628.00	100.00
	ERP systems	17.90	2.85	15c	Industries	Pages	%
	TMS	16.80	2.68		Automotive	38.30	6.10
	SCM systems	26.30	4.19		Construction	32.60	5.19
	Materials handling	24.60	3.92		Chemicals	23.90	3.81
	Ground conveyors	22.80	3.63		Services in general	35.70	5.68
	Picking systems	25.30	4.03		Electrical	20.20	3.22
	Cool chain logistics	17.50	2.79		Commerce	68.80	10.96
	Air freight	14.40	2.29		Industry in general	54.50	8.68
	Sea freight	17.60	2.80		CEP services	66.70	10.62
	Rail freight	23.10	3.68		Consumer goods	51.10	8.14
	Spare parts	24.20	3.85		Machinery and plants	42.90	6.83
	Logistics properties	51.60	8.22		Metalworking industry	33.20	5.29
	Packaging	39.30	6.26		Pharmaceutical	35.40	5.64
	CEP services	37.90	6.04		Telecommunications	29.50	4.70
	Sustainability	56.70	9.03		Textiles	46.90	7.47
	Management	75.20	11.97		Transportation services	48.30	7.69
	Total	628.00	100.00		Total	628.00	100.00

16 Circulation control:


The German
Audit Bureau
of Circulation (IVW)

17 Circulation analysis: Number of copies per issue on an annual average
(1 July 2023 to 30 June 2024)

Copies printed:	30,000		
Copies actually distributed:	29,455	Of which abroad:	166
Copies sold:	11,124	Of which abroad:	144
– Subscription copies/ other sales:	11,124	Of which member copies:	0
– Retail sales:		–	
Free copies:	18,331		22
Remaining, archive and sample copies:	545		

18 Geographical distribution analysis:

Economic area	Percentage of actually distributed copies	
	%	Copies
Germany	99.44	29,289
Abroad	0.56	166
Copies actually distributed	100	29,455

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany

Postal zone 0	6.32 %	1,851 copies
Postal zone 1	5.42 %	1,587 copies
Postal zone 2	10.41 %	3,049 copies
Postal zone 3	10.30 %	3,017 copies
Postal zone 4	12.36 %	3,620 copies
Postal zone 5	11.65 %	3,412 copies
Postal zone 6	9.86 %	2,888 copies
Postal zone 7	12.47 %	3,653 copies
Postal zone 8	11.94 %	3,497 copies
Postal zone 9	9.27 %	2,715 copies

Number of copies actually distributed in Germany **29,289** copies

Summary of data collection method 2

- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 92,218
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the copies actually distributed (1 July 2023 to 30 June 2024).

The analysis represents a total population of the 29,455 copies actually distributed (i.e. 100 %).

- Time period of the analysis:** July 2024
- Analysis conducted by:** HUSS-VERLAG GmbH

Title	Publishing company	IVW	Frequency*	C. a. d.**	Rate 1/1 4c*	CPM***
dhf	TeDo Verlag GmbH	Yes	10 issues	9,873	€5,400.-	€546.95
f+h – Fördertechnik, Materialfluss, Logistik 4.0	Vereinigte Fachverlage GmbH	Yes	10 issues	6,823	€6,765.-	€991.50
LOGISTIK HEUTE	HUSS-VERLAG GmbH	Yes	10 issues + 2 special issues	29,505	€9,080.-	€307.74
LOGISTRA	HUSS-VERLAG GmbH	Yes	6 issues	10,450	€5,180.-	€495.69
Materialfluss	Pelemedia GmbH	Yes	9 issues + 1 special issue	9,915	€7,690.-	€775.59
MM Logistik	Vogel Communications Group GmbH & Co. KG	Yes	4 issues + 2 special issues	7,859	€6,490.-	€825.80
Technische Logistik	HUSS-MEDIEN GmbH	Yes	9 issues + 2 special issues	11,748	€6,670.-	€567.76

Title	Publishing company	IVW	Frequency*	C. a. d.**	Rate 1/1 4c*	CPM***
dispo	WEKA Industrie Medien GmbH	No	5 issues	9,000	€5,200.-	€577.78
VerkehrsRundschau	TECVIA GmbH	No	19 issues	15,000	€7,980.-	€532.00

Sorting: alphabetically by c. a. d.: Copies actually distributed *Media kit and rate lists 2024 **IVW II/2024 (Print without e-paper) ***Cost per mille

With LOGISTIK HEUTE you book at the lowest CPM.

1.1 Sectors/branches of industry/types of company

1.1.1 Sectors/branches of industry:

No. of the GCEA, 2008	Readership groups (according to Classification of Economic Activities)	Percentage of maximum readership (MR) Projection (approx.)	
		%	
45, 46, 47	Trade (commission trade and wholesale trade, retail trade)	14.0	4,484
49, 49.2, 49.4, 50, 51, 52, 53	Transport / logistics services / forwarding companies / express / parcel services / vans	11.0	3,523
28	Mechanical engineering	10.0	3,203
19, 20, 21, 22, 35	Chemical and plastics industry / mineral oil processing / energy	7.5	2,402
10, 11, 12, 46.3	Food and beverages industry	7.5	2,402
72, 85, 94	Public authorities, universities, associations	7.0	2,242
26, 27	Production of data processing devices / electrical engineering / precision engineering / optics	6.5	2,082
05 – 09, 23.3 - 23.6, 41, 42, 43	Construction industry, component production / production materials	6.5	2,082
24, 25	Metal production and processing / manufacturing of metal products	6.5	2,082
62, 70, 71	System and software houses / planning and engineering firms / management consultants	6.0	1,921
31, 32	Production of furniture, jewellery, musical instruments, sports equipment, toys, other products	3.0	961
13, 14, 15	Textiles, clothing and leather industries	3.0	961
29, 30	Production of motor vehicles and automotive components, other vehicles	3.0	961
16, 17, 18	Wood, paper and printing industries	2.0	640
	Other	6.5	2,082
		100	32,028

1.1.2 Types of company: was not surveyed

1.2 Size of the business entity

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
1 to 99 employees	64.5	20,658
100 to 199 employees	12.5	4,004
200 to 499 employees	15.0	4,804
500 to 999 employees	4.5	1,441
1.000 and more employees	3.5	1,121
	100.0	32,028

3.2 readers

LOGISTIK HEUTE is read by an estimated average number of 3.2 people.

90%
decision-makers
and advisors

90 % of LOGISTIK HEUTE readers are decision-makers and advisors.

2.1 Job characteristics

2.1.1 Area of responsibility

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
Planning and managing material flows (organisation, controlling, analysis of logistics key figures)	50.5	16,174
Company management	45.5	14,573
Planning and managing material flows (purchasing/materials management)	44.5	14,252
External transport, coordination of service providers	44.0	14,092
Warehousing/management, stock picking, inventory management	42.0	13,452
Sales/marketing/corporate communication	41.0	13,131
Goods inspection, packaging and dispatch	40.5	12,971
Internal transport	38.5	12,331
Planning and managing IT processes	25.0	8,007
Planning and managing production and assembly processes	19.0	6,085

Multiple choice (100 % = 32,028 readers)

2.1.2 Position within company

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
Chairman, managing director, authorised representative	23.5	7,527
Logistics manager	23.5	7,527
Owner/co-owner	16.0	5,125
Other commercial and technical employees/schedulers	14.5	4,644
Head of warehousing, dispatch, fleet	8.0	2,562
Head of purchasing/materials management, IT, production, sales	8.0	2,562
Supply chain director/ supply chain manager	3.5	1,121
Scientists/lecturer	1.5	480
Others	0.5	160
No data	1.0	320
	100.0	32,028

2.2.1 **School qualification:** was not surveyed

2.2.2 **Vocational training:** was not surveyed

86 %
**Recommendation
rate**

86 % of readers can thoroughly recommend LOGISTIK HEUTE.

2.2.3 Age

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
Up to 29 years	6.0	1,922
30 to 39 years	20.0	6,406
40 to 49 years	26.5	8,487
50 to 59 years	33.0	10,569
60 years and over	14.5	4,644
	100.0	32,028

KANTAR

Summary of the survey method for the readership structure analysis for LOGISTIK HEUTE 3-L

1. **Method:** User/readership structure analysis conducted via telephone survey – sample survey

2. Total population (percentage analysed):

Total population (tvA)	34,087 = 100 %
Not included in the analysis	2,059 = 6 %
Percentage analysed	32,028 = 94 %

3. **Random sample:** 200 net interviews, random addresses selected for the sample

4. Target person of the analysis:

The main reader in the maximum readership was surveyed

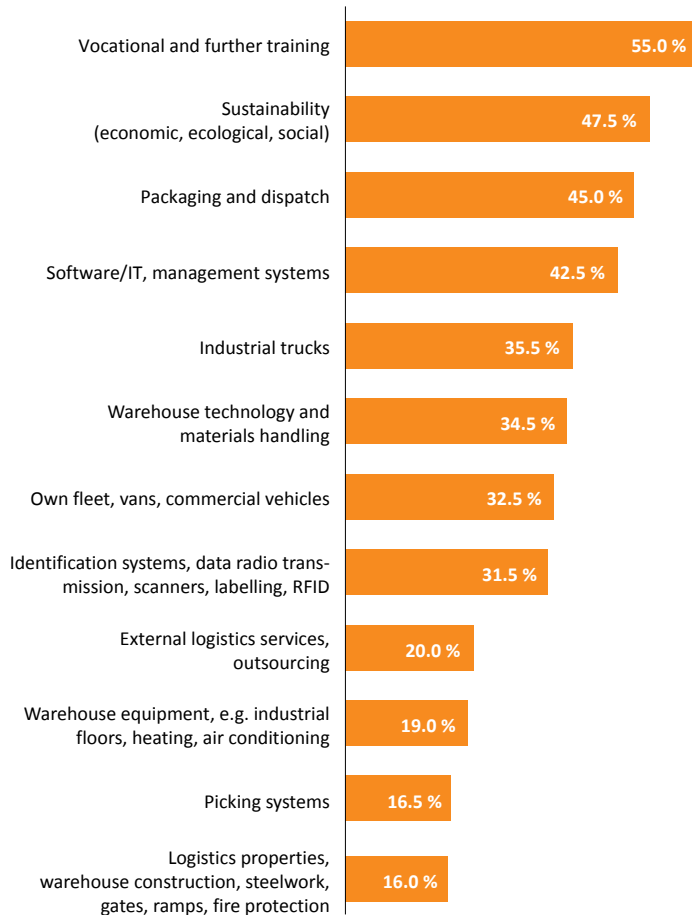
5. **Time period of the analysis:** 22 October to 28 November 2019

6. Analysis conducted by:

KANTAR, Bielefeld (formerly tns emnid)

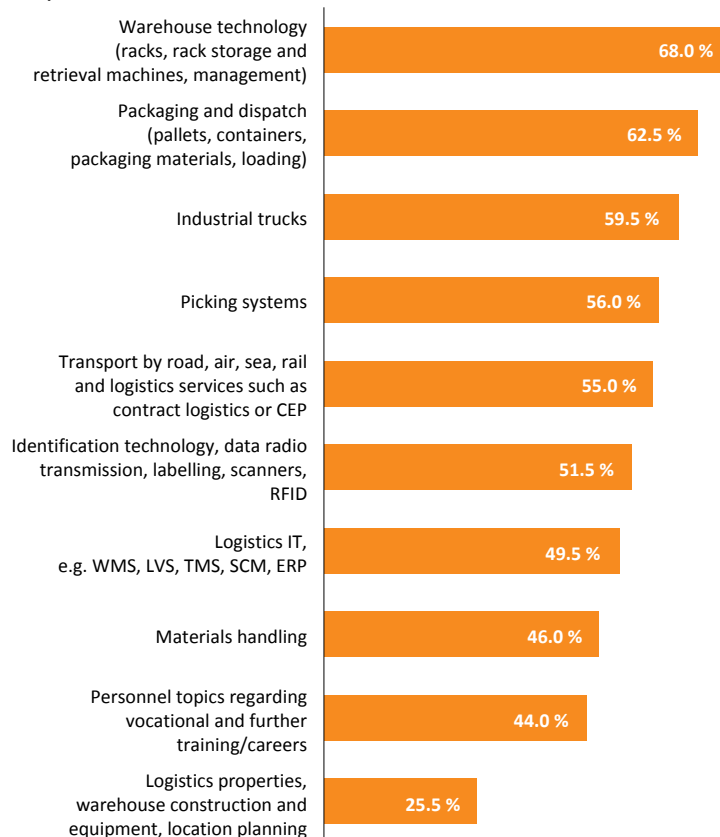
A detailed description of the survey method is available at:
www.logistik-heute.de/leserstruktur.

3. Planned areas of investment



Multiple choice (100 % = 32,028 readers)

4. Topics of interest



Multiple choice (100 % = 32,028 readers)



1 Circulation:

Copies printed 30,000
(publisher information)

2 Magazine size:

210 mm wide x 297 mm high, A4

Type area:

185 mm wide x 270 mm high

3 Printing and binding process, print documents:

Contents: Web offset (Euro scale), cover: Sheet offset (Euro scale)
Adhesive binding

Digital advertisements – print documents

Data format: Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

Colour space: Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black. Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

Profiles: For ads on the cover and in the content ISOcoated_v2_300_eci.icc. The profile can be downloaded at: www.eci.org.

Proof: An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof. A colour proof can only serve for checking purposes.

Data medium: DVD

Data transmission up to 5 MB via e-mail to: anzeigen@logistik-heute.de otherwise via FTP (on request)

Preparation of print documents on request (at cost price)

4 Deadlines: See deadline and topic schedule on pages 14/15

Frequency of publication: 10 times per year and two special editions

5 Publishing company:

HUSS-VERLAG GmbH
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
Postal address: 80912 Munich, Germany
Internet: www.logistik-heute.de
Ad scheduling: Tomislav Potvorski, Phone +49 89 32391-263, Fax: -163
E-mail: anzeigen@logistik-heute.de

6 Conditions of payment:

2 % discount for payment within 5 days, or net payment within 14 days without discount

Bank data:

Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10

SWIFT CODE: DEUTDEMMXXX

IBAN: DE45 7007 0010 0021 3132 00

BIC: DEUTDEMMXXX

7 Advertising formats (in type area) and rates

Rates do not include VAT.

Size	Width x height (in mm)				
	Vertical	Horizontal	b/w	2c	4c
1/1	185 x 270		€6,180	€7,180	€9,080
2/3	121 x 270	185 x 175	€4,180	€5,160	€7,080
1/2	137 x 185 (junior page)		€3,780	€4,680	€6,580
1/2	90 x 270	185 x 128	€3,280	€4,180	€6,080
1/3	58 x 270	185 x 85	€2,240	€3,140	€5,060
1/4	90 x 128 (standard)	185 x 62	€1,740	€2,640	€3,640
1/8	90 x 62	185 x 30	€1,010	€1,570	€2,270

Other formats available on request

8 Surcharges:

8.1 Colour surcharges: Special colours on request

8.2 Preferential placements:

4th cover page (4c)	€9,680
2nd and 3rd cover page (4c) each	€9,480
1/3 page (4c) next to editorial	€5,180
Other binding placement rules from 1/2 page and larger:	
10 % surcharge on basic price in each case	

8.3 Size surcharges:

9 Section ads:

Number of columns: 4, column width: 43 mm

• Job vacancies (incl. online):	€5.50 per mm and column
• Job searches (incl. online):	€2.50 per mm and column
• Buying/selling/miscellaneous:	€5.50 per mm and column
Box number fee:	€15

10 Special forms of advertising:

Rates and surcharges for special forms of advertising available on request

11 Discounts: When booking within one year

Frequency discount	Quantity discount	
3 advertisements 3 %	2 pages	5 %
6 advertisements 5 %	4 pages	10 %
8 advertisements 8 %	6 pages	15 %
10 advertisements 10 %	8 pages	20 %
	10 pages	25 %

12 Combinations:

LOGISTIK HEUTE and special edition "Logistik-Immobilien & Standorte"

13 Bound inserts*:

2 pages	€7,780
4 pages	€10,980
Required delivery amount:	30,600 copies

14 Inserts*: not discountable

Loosely inserted, maximum size 200 x 280 mm

Rates up to 25 g total weight: €200 per thousand copies

26 to 50 g total weight: €300 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 30,600 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

15 Glued-in advertising material (postcards, CDs/DVDs, booklets) mechanically glued*:

Glueing fee up to 25 g: €100 per thousand copies

Glueing fee from 26 to 50 g: €150 per thousand copies

(glueing fee not discountable)

Required delivery amount: 30,600 copies

Higher weights and other forms of advertising as well as samples on request

Glued-on advertising material only in combination with a supporting advertisement

16 Delivery address for items 13 – 15:

Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168

34121 Kassel, Germany

Phone +49 561 60280-171

Delivery information: For LOGISTIK HEUTE issue no. xx/2025

Delivery deadline: Up to 10 days after the advertising deadline

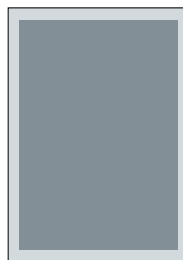
*For further information and technical data, please see information sheet "Bound inserts, inserts, glued-on advertising material" on pages 16 and 17

Rates do not include VAT.



Over 3 million direct marketing addresses from 5,000 sectors make your advertising a success.

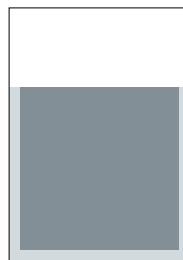
www.huss-adressen.de Advice: +49 89 32391-319



1/1 page

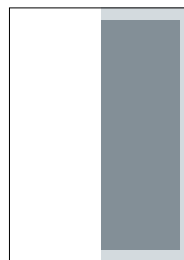
In type area
In bleed
4c rate

185 x 270 mm
210 x 297 mm*
€9,080



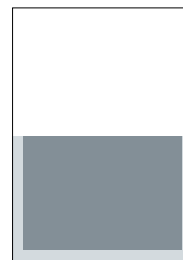
2/3 page horizontal

185 x 175 mm
210 x 191 mm*
€7,080



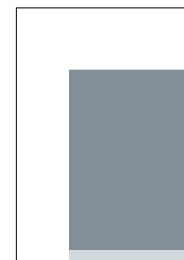
1/2 page vertical

90 x 270 mm
101 x 297 mm*
€6,080



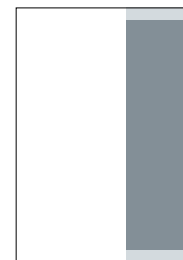
1/2 page horizontal

185 x 128 mm
210 x 144 mm*
€6,080



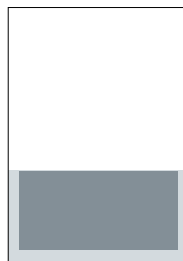
Junior page

137 x 185 mm
148 x 201 mm*
€6,580



1/3 page vertical

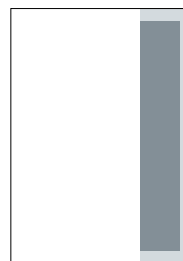
58 x 270 mm
69 x 297 mm*
€5,060



1/3 page horizontal

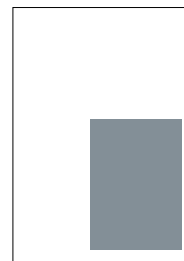
In type area
In bleed
4c rate

185 x 85 mm
210 x 101 mm*
€5,060



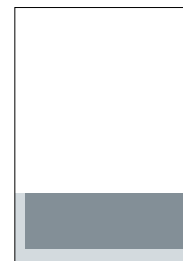
1/4 page vertical

43 x 270 mm
54 x 297 mm*
€3,640



1/4 page standard

90 x 128 mm
available on request
€3,640



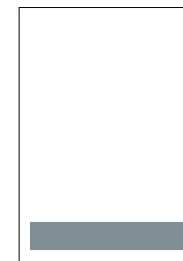
1/4 page horizontal

185 x 62 mm
210 x 78 mm*
€3,640



1/8 page standard

90 x 62 mm
—
€2,270



1/8 page horizontal

185 x 30 mm
210 x 46 mm*
€2,270

Rates do not include VAT. Formats: Width x height * plus 3 mm trim on each outer edge

Marketplace package (print and online)

Present your products and services via cross-media to our magazine readers and to our visitors to: www.logistik-heute.de.

	Print	Online	Rate/mm 1-column
Package A	5 issues	6 months	€26.00 per mm
Package B	10 issues	12 months	€49.50 per mm

Print example:

WAREHOUSE LIGHTING



AURA LIGHT

Innovative
Beleuchtungs-lösungen
für Läger und Hallen

- Individuelle Beleuchtungskonzepte zur Reduzierung von Betriebskosten und CO₂
- Kompetente Beratung
- Individuelle Lichtplanung
- Technischer Support

Sie planen einen Neubau oder eine Sanierung? Sprechen Sie uns an!

Aura Light GmbH
 Alter Teichweg 15 • 22081 Hamburg
 Tel: +49 040 75 66 34-0 • Fax: -39
www.auralight.de • info@auralight.de

Online example:

Section: Warehouse lighting



AURA LIGHT



Aura Light GmbH
www.auralight.de

(e-mail address and website are linked)

Package A: 1-column (width 43 mm), height 60 mm x €26 = €1,560

Rates do not include VAT.



Issue	Highlights EXTRA	Topics	Events, trade fairs
AD 11 Nov. 24 PD 19 Feb. 25	Special edition Software in der Logistik 2025	Focus: generative AI, resilience , logistics IT, SCM, ERP, TMS, WMS, customs, AutoID, best practice examples from the logistics IT sector, company profiles	
1/2 AD 22 Jan. PD 19 Feb.	Intralogistics at LogiMAT 	Packaging and dispatch (pallets, containers, loading, packaging materials and processes), logistics IT (ERP, SCM and security systems, TMS, WMS), Ident, artificial intelligence, material flow solutions (materials handling and storage technology, cranes, picking systems, ground conveyors, FTS), logistics properties, contract logistics, CEP services LogiMAT 2025 preliminary report	FRUIT LOGISTICA , Berlin, 05 – 07 Feb. LogiMAT India , Mumbai, 13 – 15 Feb. EuroCIS , Düsseldorf, 18 – 20 Feb. LogiMAT , Stuttgart, 11 – 13 March ProMat , Chicago, 17 – 20 March Deutscher Materialfluss-Kongress , Garching, 20 – 21 March
3 AD 26 Feb. PD 19 Mar.	Sustainability and ESG in logistics	Logistics services, CEP services, contract logistics, cool chain logistics, logistics IT , material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes, sustainability), logistics properties , digitalisation, circular economy	HANNOVER MESSE , Hanover, 31 March – 04 April Log 2025 Handelslogistik Kongress , Cologne, 01 – 02 April SITL , Paris, 01 – 03 April bauma , Munich, 07 – 13 April Tag der Logistik , 10 April
4 AD 26 Mar. PD 23 Apr.	Innovations for logistics and SCM	Contract logistics, logistics services, logistics IT (ERP, SCM, TMS, WMS and artificial intelligence systems), material flow solutions (materials handling and storage technology, picking systems, ground conveyors), Ident (data radio transmission, labelling, scanners, RFID), packaging and dispatch (pallets, containers, loading, packing materials and processes), start-ups LogiMAT 2025 follow-up report	LogiMAT China , Shenzhen, 24 – 26 April med.Logistica , Leipzig, 07 – 08 May
5 AD 17 Apr. PD 14 May	Logistics services for transport logistic 	Logistics IT , logistics properties, contract logistics (outsourcing, fulfillment, warehousing), inter-modal transport, air and sea freight, rail freight, CEP services, e-mobility, hydrogen, material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packing materials and processes), sustainability transport logistic preliminary report	Real Estate Arena , Hanover, 14 – 15 May SIL , Barcelona, 17 – 20 June transport logistic , Munich, 02 – 05 June automatica , Munich, 24 – 27 June
6 AD 19 May PD 23 June	Warehousing and automatisa- tion	Logistics IT, material flow solutions (materials handling and storage technology, picking systems, ground conveyors), Ident (data radio transmission, labelling, scanners, camera systems), logistics and SCM advice, AMR, robotics , logistics and CEP services transport logistic follow-up report	

7/8 AD 16 June PD 14 July	Solutions for e-commerce and fulfilment	Intermodal transport, air and sea freight, rail freight, CEP services, contract logistics, cool chain logistics, logistics IT, material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes, sustainability), Ident (data radio transmission, labelling, scanners, RFID), digitalisation	
9 AD 19 Aug. PD 12 Sept. 	Packaging and dispatch for FACHPACK	Packaging and dispatch (pallets, containers, loading, packaging materials and processes), sustainability, Ident (data radio transmission, labelling, scanners, RFID), logistics IT (ERP, SCM and security systems, TMS, WMS), material flow solutions (materials handling and storage technology, picking systems, ground conveyors), AI FACHPACK 2025 preliminary report	Zukunftskongress Logistik , Dortmund, 09 – 10 Sep. IAA MOBILITY , Munich, 09 – 14 Sep. FACHPACK , Nuremberg, 23 – 25 Sep.
AD 19 Aug. PD 12 Sept.	Special edition Logistik-Immobilien & Standorte	Location planning (goods centres, economic development, logistics parks), insurances, financing, sustainability, warehouse construction, warehouse equipping (floors, air conditioning, lighting, racks, gates and ramps), storage tents, fire protection, digitalisation, ESG criteria, circular economy EXPO REAL 2025 and BUILDINX 2025 preliminary report	EXPO REAL , Munich, 06 – 08 Oct. LogiMAT Southeast Asia , Bangkok/Thailand, 15 – 17 Oct. BUILDINX , Dortmund, 18 – 20 Nov.
10 AD 16 Sept. PD 10 Oct.	Logistics and CEP services	Air freight, sea freight, rail freight, logistics and CEP services, city logistics, cool chain logistics, contract logistics, outsourcing, logistics IT (ERP, SCM and security systems, TMS, WMS), material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes), sustainability	Logistics Summit , Dusseldorf, 08 – 09 Oct. BVL Supply Chain CX 2025 , Berlin, 22 – 24 Oct.
11 AD 14 Oct. PD 12 Nov.	Artificial intelligence and robotics	AMR, logistics IT (ERP, SCM and security services, TMS, WMS), digitalisation, warehousing , material flow solutions (materials handling and storage technology, picking systems, ground conveyors), computer vision, logistics and SCM advice	BME-Symposium , Berlin, 12 – 14 Nov. Supply Chain Awards , Frankfurt am Main*
12 AD 14 Nov. PD 08 Dec.	Megatrends in logistics and SCM for 2026	Logistics services, outsourcing, fulfilment, sustainability, logistics IT (ERP, SCM and security systems, TMS, WMS), AI, digitalisation, logistics properties, location planning, project planning, material flow solutions (materials handling and storage technology, picking systems, ground conveyors), supply chain risk management, e-mobility Supply Chain Award 2025 winners	
AD 11 Nov. PD Feb. 2026	Special edition Software in der Logistik 2026	Logistics IT (SCM, ERP, TMS, WMS, customs), AutoID, best practice examples from the logistics IT sector, company profiles	

Recurring topics:

- Reports on best practice examples from the fields of materials handling, packaging, logistics IT, Ident and logistics services
- Project reports on newly built logistics properties and technical equipment
- Trend reports from the world of science
- Articles on careers, vocational and further training
- Background reports on changes and trends in the field of logistics

AD = advertising deadline PD = publication date

*Date not known at time of printing

13 Bound inserts:

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights by the advertising deadline of each issue at the latest. Bound inserts may only advertise for the sales campaigns **of advertisers**. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. Placement depends on the technical possibilities.

Formats open:

1 sheet (= 2 pages) untrimmed 216 mm wide x 307 mm high
 2 sheets (= 4 pages) untrimmed 433 mm wide x 307 mm long
 3 sheets (= 6 pages) untrimmed 621 mm wide x 307 mm long

Applicable for all bound inserts delivered folded:

4 mm head trim
 6 mm foot trim
 3 mm gutter bleed
 3 mm side trim

Technical specifications:

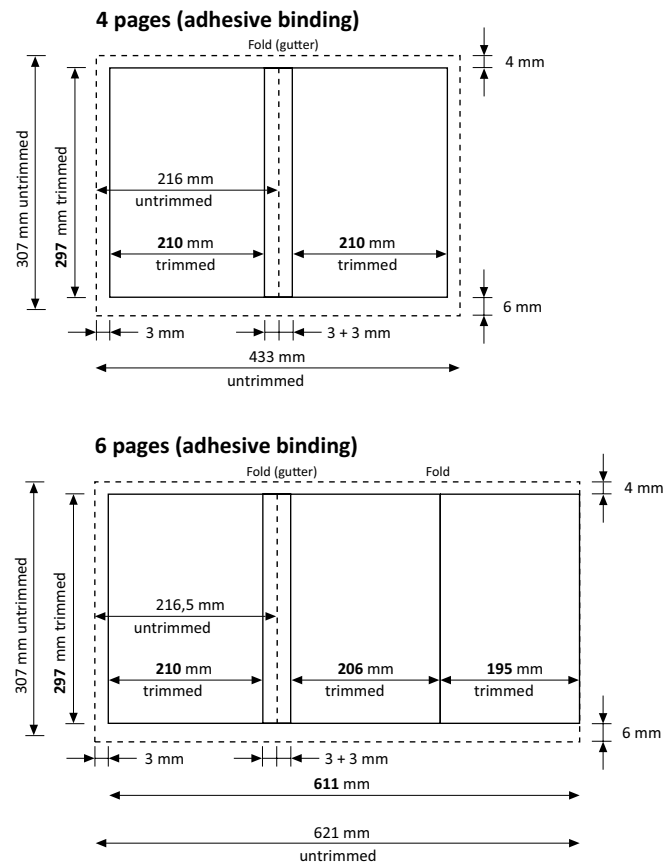
Bound inserts must be delivered untrimmed; multiple-sheet bound inserts must be delivered pre-folded.
 The front page of the bound insert must be marked accordingly. Bound inserts must be designed so that no additional preparation or processing is necessary. Any complications and additional folding or glueing work will be charged separately.

Required delivery amount: 30,600 copies

Price

2 pages	€7,780
4 pages	€10,980

Delivery date: Up to 10 days after the advertising deadline.



14 Inserts:

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights by the advertising deadline of each issue at the latest. Inserts may only advertise for the sales campaigns **of advertisers**. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. The placement of inserts depends on the technical possibilities.

Technical information:

Inserts will be inserted loosely.

Maximum size: 200 x 280 mm

Inserts must be designed so that no additional processing is necessary. Any complications and/or additional work (e.g. folding) will be charged separately. Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the post office.

Rates for inserts:

Up to 25 g total weight	€200 per thousand copies
26 g to 50 g total weight	€300 per thousand copies
Higher weights on request	
Partial insert surcharge per postal zone split	€50
Partial inserts (by postal zone) on request.	
Inserts are not discountable .	

Circulation charged: 30,000 copies

Required delivery amount: 30,600 copies

Delivery date: Up to 10 days after the advertising deadline.

Rates do not include VAT.

15 Glued-on advertising material, postcards (CDs, DVDs, booklets)

mechanically glued:

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with glued-on postcard. Product samples can only be accepted upon presentation of a binding sample and with the prior agreement of the post office, which the publisher must obtain in advance.

Sizes:

The regulations for postcards are applicable.

Minimum size: 140 x 90 mm (width x length)

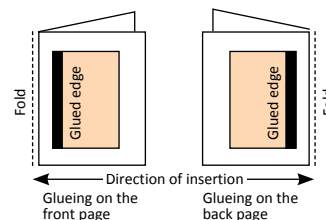
Maximum size: 235 x 125 mm (width x length)

Gluing charges: Up to 25 g €100 per thousand copies
From 26 g to 50 g €150 per thousand copies

Any complications will be charged separately.

Required delivery amount: 30,600 copies

Delivery date: Up to 10 days after the advertising deadline.



Technical specifications:

For glued-on postcards or goods samples, the glued edges should be placed towards the gutter.

Postal address:

Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168
34121 Kassel, Germany
Phone +49 561 60280-171

Delivery information:

For LOGISTIK HEUTE issue no. xx/2025



420 x 101 mm* €9,420
420 x 144 mm* €10,960

Panorama ads

Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.



69 x 297 mm
and
141 x 101 mm*
€8,240

L-shaped ads

The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

Ad specials

Our special forms of advertising in LOGISTIK HEUTE are sure to be popular with advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers and generating returns. Here are some examples. Contact us if you are interested in implementing individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the best performance for your brand.

Quotes and advice: Gabriele König

Phone +49 89 32391-261, gabriele.koenig@hussverlag.de



Rate according to
required format
on request.

Flexform ads

Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats)



271 x 160 mm*
€9,440

Tunnel ads

Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.



Front cover
105 x 202 mm*
and back cover
105 x 297 mm*
€12,890

Flying page / cover page / half cover






An ad that covers half of the cover page (flying page).

*Formats in bleed require an extra 3 mm for trim on each outer edge.

Rates do not include VAT.



- 1 **Web address (URL):**
www.logistik-heute.de
- 2 **Brief description:**
Daily logistics news, dates, background reports, comprehensive database of articles, recent studies, lectures, event calendar and careers portal as well as the latest surveys, photo series and videos from the field of logistics.
- 3 **Target group:** Decision-makers from the fields of industry, commerce and services
- 4 **Publishing company:** HUSS-VERLAG GmbH, postal address: 80912 Munich, Germany
- 5 **Contacts:**
Gabriele König, Phone +49 89 32391-261
E-mail: gabriele.koenig@hussverlag.de
Adrienne Géra, Phone +49 89 32391-260
E-mail: adrienne.gera@hussverlag.de
- 6 **Access control:** dfp/GoogleAdManager
- 7 **Traffic:** publisher information
Page impressions: 108,826
Visits: 68,410
Unique visitors: 55,276
- 8 **Data delivery:** Seven working days before publication to: anzeigen@logistik-heute.de as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a max. size of 150 KB (HTML5 subload up to max. 500 KB). Duration per Ad Impression: 30 seconds minimum.
- 9 **Use of external ad server:** dfp/GoogleAdManager
- 10 **Types of advertising and rates:** see table on the right
Rates do not include VAT.

Illustrations (similar)	Form of advertising	Format (W x L)	Placement	Rate/CPM
	Billboard	up to max. 980 x 300 (or standard 850 x 250) pixels + mandatory in addition mobile variant up to max 360 x 225 (standard 300 x 100)	Directly below the main navigation	€105
	Half-page right (sticky)	300 x 600 pixels	Outside right or mobile content below	€95
	Skyscraper (sticky)	160 x 600 pixels	Outside right or mobile content below	€90
	Rectangle	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content above	€50
	Large mobile (or half-banner)	300 x 100 (or 234 x 60) pixels	Left sidebar or mobile (partly) content top	€30

Industry guide online

This internet platform enables you to quickly provide our readers with in-depth, up-to-date, straightforward information about your company. You can include images, texts, documents, videos, blogs, Twitter feeds, RSS feeds, social media profiles and links.

We prepare your company data to ensure that your entry in our industry guide is optimally positioned in the most widely used online search engines. Moreover, you not only increase your traffic, through the LOGISTIK HEUTE backlinks you also improve the SEO parameters of your company website.



Rate: €980 for the first year,
 €480 for every
 additional year
 Rates do not include VAT.

Online advertorial (native advertising, content marketing)

An online advertorial on logistik-heute.de gives you the opportunity to place your advertising message using texts (approx. 3,000 keystrokes) and images directly in the editorial section of LOGISTIK HEUTE. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

Conditions

Duration:	2 weeks	4 weeks
Impressions:	approx. 55,000	approx. 110,000
Rate:	€2,980	€4,980

Native text ad (native advertising, lead and traffic generation)

A text banner with an image is a native form of advertising that is placed directly in the editorial section of our website and guarantees above-average attention and CTR. The native text ad is placed on the start page directly below the news block and within each news single view.

Conditions

Duration:	2 weeks	4 weeks
Impressions:	approx. 30,000	approx. 60,000
Rate:	€1,600	€2,800

Rates do not include VAT.

Detailed information available on request.



Bild: Freepik

LEADS / WHITEPAPER

Profile

- GDPR-compliant lead generation in your target group on www.logistik-heute.de
- By contacting us and downloading a white paper, study or similar
- You determine individually which lead contact data are requested

Conditions

Period	Teaser-Impressions	Rate
2 months	approx. 130,000	€ 5,500

Services provided

- Exclusive native teaser advertising spaces (e.g. in news and photo galleries; no rotation, no standard advertising spaces)
- Customised microsite with enquiry form and your direct contact details
- White paper automatically sent to interested parties with e-mail verification in advance
- Reporting on leads collected after the end of the runtime (optionally also in "real time" after receipt of the lead to the specified e-mail address)

Placement

- Teaser placement in editorial content
- In every news item (after the 1st section) and on the homepage after 9th news
- In each photo gallery (directly below the caption)
- 1 time per month (i.e. 2 times) in editorial social media channels (LinkedIn, X (Twitter), Facebook)

|| SOCIAL MEDIA POSTING

Profile

Your individual social media posting on the following LOGISTIK HEUTE channels:

- LinkedIn, Instagram, Facebook, X (Twitter)

Conditions

Period	Impressions	Rate
4 weeks	approx. 40,000	€ 2,900

Services provided

- During the 4-week campaign period, 1 post (image + text + link) is placed on each of the 4 channels per week, i.e. a total of 16 posts (on different days of the week or at different times of day)
- The post is also advertised as an ad within LinkedIn to the target group of LOGISTIK HEUTE followers
- Analysis at the end of the runtime (total impressions and clicks)

- 1 **LOGISTIK HEUTE weekly**
- 2 **Brief description:** LOGISTIK HEUTE weekly reports on the most important events in the field of logistics on a weekly basis. It offers not only current news, but also background reports and information on dates, personalities and the latest from the world of science.
- 3 **Target group:** Logistics decision-makers from industry, commerce and the services sector
- 4 **Contacts:**
Gabriele König, Phone +49 89 32391-261, gabriele.koenig@hussverlag.de
Adrienne Géra, Phone +49 89 32391-260, adrienne.gera@hussverlag.de
- 5 **Access control:** Episerver
- 6 **Subscribers:** 8,933 (publisher information)
- 7 **Data delivery:** At least seven days before your campaign begins via e-mail to: anzeigen@logistik-heute.de, GIF (not animated), JPG (max. 72 dpi), text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)
- 8 **Forms of advertising and rates (per placement):**

Type of ad	Measurements (W x L)	Text	Rate
Head graphic banner	310 x 90 pixels	–	€590
Head text banner		165 strokes max. (incl. headline max. 40 strokes)	€590
Full banner	468 x 60 pixels	–	€550
Graphic banner	up to max. 620 x 170 pixels	–	€590
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€590
Text banner without image		500 keystrokes	€590

- 9 **Frequency of publication:** weekly, every Thursday
- 10 **Discounts:** After consultation

Rates do not include VAT.

Head-Banner

Full banner

Graphic banner

Text banner
with image

Text banner
without image





LOGISTIK HEUTE-Forum

One-day face-to-face event for personal discussion



LOGISTIK HEUTE-Forum digital

Digital event with a broad range of participants

Best Practices
in SCM and logistics

E-Commerce



The LOGISTIK HEUTE forums are designed for managers from the worlds of industry, commerce and services. As a neutral sector platform, the events are aimed at intensifying the dialogue between the participants and providing information on new developments and services in a particular industry.

As a sponsor, you benefit from:

- The high profile and neutrality of LOGISTIK HEUTE
- Cross-media coverage
- Networking at the event or digitally
- Participating in interactive discussion formats

Contact and information: Gabriele König,
Tel.: +49 89 32391-261 · E-Mail: gabriele.koenig@hussverlag.de

Fashion logistics

Food logistics

Spare parts logistics



Photos: Natalia Klenova; netrun78; standuc; vegefox.com (alle Adobe Stock)



Special edition: “Logistik-Immobilien & Standorte 2025”

Again in 2025, LOGISTIK HEUTE will publish a special edition on the topic of logistics properties and locations in the run-up to the EXPO REAL trade fair (6 – 8 October 2025 in Munich). The editorial team takes a closer look at the development of the top warehouse locations in Germany and portrays three selected logistics regions. The magazine also features:

- Expert reports and stories on trends and further developments in the construction, leasing and renting of distribution centres as well as background articles on these topics.
- Best practices and reports on market trends by developers, investors, financiers and suppliers.
- Information provided by researchers, including those from the Fraunhofer Center for Applied Research on Supply Chain Services (SCS).

Advertising environment: Planners, brokers, general contractors, developers, consultants, financial services providers, insurances, logistics parks, goods centres, business development companies, warehouse equippers, cleaning and lighting specialists, door and ramp manufacturers

Target readership: Decision-makers from the fields of industry, commerce and services who want to be ideally informed on trends in the field of logistics properties and locations in Germany

Circulation: 30,000 copies

Size: 210 x 297 mm, A4

Deadlines: Publication date: 12 September 2025
Advertising deadline: 19 August 2025
Print document deadline: 19 August 2025

Advertising sizes and rates:

Size	Width x length (in mm)		s/w	2c	4c
	Vertical	Horizontal			
1/1	185 x 270		€6,180	€7,180	€9,080
2/3	121 x 270	185 x 175	€4,180	€5,160	€7,080
1/2	137 x 185 (Junior Page)		€3,780	€4,680	€6,580
1/2	90 x 270	185 x 128	€3,280	€4,180	€6,080
1/3	58 x 270	185 x 85	€2,240	€3,140	€5,060
1/4	90 x 128 (Norm)	185 x 62	€1,740	€2,640	€3,640
1/8	90 x 62	185 x 30	€1,010	€1,570	€2,270

Rates do not include VAT.

Other sizes available on request

Software in der Logistik

This practical guide provides answers to all questions concerning AutoID, ERP, SCM, TMS systems, WMS and customs.

- Recommendations for the introduction of various software systems
- Market analyses
- Best practice projects
- Company profiles

Target group: IT decision-makers, logistics managers, software developers and consultants

Circulation:	20,000 copies
Size:	A4, 210 x 297 mm
No. of pages:	Approx. 116
Date of publication:	19 February 2025
Advertising deadline:	11 November 2024
Print document deadline:	18 November 2024

Advertising options:

Company profile with logo	
1/1 page 4c	€2,950
Image ad	
1/1 page 4c	€2,950
Combination of profile and ad	
2 x 1/1 page 4c	€4,750

Further special advertising formats such as inserts, stick-on attachments, etc. available on request.

Gabriele König, Phone +49 89 32391-261
gabriele.koenig@hussverlag.de

Rates do not include VAT.

With a **company profile**, you can present your company to supply chain managers and IT decision-makers in the world of logistics via **print, magazine app and online.**

Unternehmensprofile A - Z

Material

ERP

SCM

TMS

WMS

Zoll

dbh

Logistics IT AG

Marlinsstraße 47 - 49

28195 Bremen

Tel. +49 (0)421 30902-0

www.dbh.de

Ansprechpartner:

Team Vertrieb

Tel. +49 (0)421 30902-700

sales@dbh.de

Verstand:

Marc Möller

Gründungsdatum:

1973

Mitarbeiter:

ca. 300

Standorte:

Bremen (Hauptstadt), 7 weitere Standorte in Deutschland

Mehr Wertsetzung für mehr Mehrwert

Seit 1973 unterstützen wir unsere Kunden mit Software, Beratung und Lösungen dabei, ihre Geschäftsprozesse schneller, effizienter und rentabler zu gestalten.

Unsere Produkte arbeiten zusammen und werden sich intensiv mit ein- und nachgelagerten Systemen wie Warenwirtschaften oder ERP-Systemen. So können wir für unsere Kunden Wertschöpfung im Prozess aus ermöglichen reibungslose und leistungsfähige Prozesse, minimales Risiko und größere Transparenz.

Mit standardisierten Schnittstellen zu vielen ERP- und WMS-Systemen trägt sich unsere Software optimal in Ihre bestehende Systemlandschaft ein. Speziell für SAP bieten wir Plug-Ins an, mit denen sich Güterfluss-Transaktions schnell und einfach integrieren lassen.

Wir betreiben unsere Lösungen in unseren eigenen Rechenzentren, die höchste Ansprüche an Ausfallsicherheit und Leistungsstabilität erfüllen. Zusätzlich wird dbh regelmäßig für Informationssicherheit, Datenschutz und Verfügbarkeit nach DIN ISO/IEC 27001 zertifiziert.

Referenzen

Mehr als 2.750 Kunden aus Industrie und Handel, Transport und Logistik, Kraftwirtschaft und Dienstleistung, unter anderem AGO, Bayernhafen, Bayliss, Brönniger, Cash, COSCO, deuter Sport, die-industria markt, Fage Deutschland, Götter Schenck, Harnisch Transport Logistik, Leifheit, Luftwaffe Technik, Maiba, MAN Truck & Bus, Pander, Q-Gating, Respack Naturalis, Samed, Sartorius & Berger, SAF, Spars, Tolsch, Vötsch & Bach, Wacker Chemie

Leistungen und Produkte

Software

Zoll, Außenhandel und Trade Compliance

- Tariflung
- Einfuhr, Ausfuhr, NCTS, EMCS, aktive und passive Veredelung, Zolllager
- Internationale Zollabwicklung, Centralized Clearance
- Umsatzsteuer-ID Prüfung, Geländegestaltung, Inverkehr
- EU-Vorabmeldung, AEO
- Sonderkontrollenprüfung, Klassifizierung, (H&M) Exportkontrolle
- Lieferantenklärung, Falschabwicklung und Ursprungsbestätigung

Transport und Logistik

- Vorkontrollsystem inklusive Frachtdatenmanagement
- Transportmanagement für See und Luft inklusive Track & Trace, WebCargo und INTRA Schnittstelle
- Exportierte Materialauftragsverwaltung
- Containerabrechnung
- Container-Datenaustausch und -information
- Automatisierte Gestaltung

Schifffahrt und Häfen

- Port Community Systems Southern
- Intermodalen Lösungen
- Portal für Hinterlandanbindung inklusive Bahnverkehrs
- Videoüberwachung für Waggons, LKW und Container
- Lösungen für Reedereien

Berating

- Fachliche Beratung in unseren Kompetenzfeldern
- Prozessanalyse und -optimierung
- Herstellerspezifische IT-Beratung

Lösungen

- Unternehmensweite Betriebsmittel- und Schnittstellen
- Cloudbetrieb in eigenen ISO/IEC 27001 zertifizierten Rechenzentren
- Hosting von einzelnen Anwendungen bis zur kompletten Betreuung der IT-Infrastruktur
- IT-Services wie Datenarchivierung und -sicherung, revisionssichere Langzeitarchivierung, Rechnungsabgrenzung
- Fachlich und technisch qualifizierter, hausinterner Support

Example of a company profile

LOGISTIK HEUTE and the Fraunhofer Institute for Material Flow and Logistics are your guarantee of editorial quality.

www.huss-mediasales.de

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LOGISTIK HEUTE product family

The **Logistik Praxis** series provides practical advice for logistics specialists and IT experts



The **LOGISTIK ▶ WISSEN ◀** series and the latest studies from the **LOGISTIK ▶ RESULT ◀** series provide readers with additional in-depth information on various aspects of the supply chain.



In the series “Logistik Praxis” and in collaboration with authors of the Fraunhofer Institute for Material Flow and Logistics, Fraunhofer IML clearly explains the latest developments and logistics topics with a high degree of practical relevance.



Corporate publishing

With the help of external partners, HUSS-VERLAG GmbH develops useful products in the field of corporate publishing, such as:

- Supplements to trend topics
- Portraits of companies and their supply chain projects and products

Rates on request

Contact and information:

Julia Bönsch, Phone +49 89 32391-309 · E-mail: julia.boensch@hussverlag.de

General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract**, the advertiser is obliged to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or (according to the rates list) within the agreed time limit specified in section 2.
- 4. Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of certain individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Refusal of orders:** The publisher reserves the right to refuse advertisement orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement has been indicated, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in this connection (including the cost of any legal defence required), even if an order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. The sole responsibility for the correct placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement in the event of a claim for damages in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
Transfer of risk occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.
If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.
Return of print documents: Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.
Printing size of advertisements: If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
Proof copies will only be sent if specifically requested. The publisher does not accept any corrections of which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
If print samples or online advertising are transmitted paperlessly to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. iSDN, e-mail), the following additional provisions shall apply:
File formats: In the case of two colour related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files which the publisher cannot change text. The publisher has the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.
Online advertising may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
Colour advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if the advertisement is performed on a computer.
Computer viruses: The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** The publisher has the right to place a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four hours or forwarded to the customer by standard mail, even if the letters are registered or urgent. The publisher will send back valuable documents without being required to do so. Otherwise, the publisher will not collect them. In the event of a dispute between the publisher and the customer, the publisher reserves the right to go to court in order to eliminate the misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon, for which the customer is responsible, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or substitution.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Differences in rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWM reports. Furthermore, when placing advertisement orders, the customer must specify the circulation. If the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices** are payable within 14 days of invoice, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct invoices in the event of clerical or printing errors.
- 20. In the event of late payment or deferment of payment**, the legally applicable interest at the commercial rate of 9 percentage points above the base interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 50 days, unless the payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be a justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.
Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the beginning of the next advertisement. The publisher is not liable for the print errors if the customer does not accept the print errors and correct in the event of an online advertisement, the publisher's liability is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If at all times to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commitment of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22.a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an essential obligation of the contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.
b) The publisher is not liable for damages if the publisher is not at fault and a culpable breach of an essential obligation of the contract is not proven. The liability from the contract shall be limited to the agreed advertisement price.
c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.
d) The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for future expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs or of the executive staff members of the publisher.
e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.
f) The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.
g) The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with public liability law shall remain unaffected.
h) The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.
i) The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
j) **Loss of force majeure** such as industrial accident, confiscation, general shortages of industrial materials, energy scarcity or plant malfunctions releases the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its production quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.
- 23. The external jurisdiction of performance and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

Additional terms of business of the publisher

- a)** Our general and additional terms of business, upon confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- b) Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- c)** Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- d)** The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for publication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed. The client guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

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