

Media kit 2024

Rate list no. 36
Valid from 1 January 2024



Member of
Logistics Alliance Germany



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HUSS-VERLAG GmbH
80912 Munich, Germany

huss





Tobias Schweikl
editor-in-chief
LOGISTRA

Dear media decision-makers,

The world of logistics is still undergoing some far-reaching changes. Both warehouse processes and road transportation are being strongly impacted by two megatrends at the same time: digitization and sustainability.

The term sustainability is misleading, as many companies were already operating sustainably, but the crucial factor is the decarbonisation now being targeted. Battery-powered and fuel cell trucks are an essential part of this change, although not the only ones. Step by step, all business processes are being thoroughly scrutinised in order to minimise the resulting carbon footprint or to make the entire company fully carbon-neutral, with the risk that the logistics sector could be completely different tomorrow than it is today!

The potential that digitization offers is also quite revolutionary. Logistics companies up and down the country are practicing in the use of warehouse and transport software, but the real revolution is yet to come. With the buzzword “artificial intelligence”, an ever greater number of skills are shifting from humans to machines. This decision is being made within a “black box” without anyone able to understand how it was reached. The underlying data volumes are far too large and the processes too fast for any human being to cope with.

Creepy? Yes, but unstoppable – and on the other hand, it also opens up an unimagined range of possibilities, combined with a major need for the readers of LOGISTRA to be informed about it!

This year the focus will once again be on trade fairs and congresses. We will be reporting in detail on trends and innovations at the LogiMAT (19 to 21 March in Stuttgart), the HANNOVER MESSE (22 to 26 April in Hanover), the IAA TRANSPORTATION (17 to 22 September in Hanover), the FACHPACK (24 to 26 September in Nuremberg) and the BVL Supply Chain CX 2024 (23 to 25 October in Berlin).

With its news coverage, LOGISTRA reaches out to logistics experts in Germany, Austria and Switzerland: via our print magazine with an IVW-certified circulation of 10,505 (copies actually distributed IVW II/2023), online via our website at www.logistra.de with 30,333 page impressions and 18,157 visits and via our weekly newsletter with some 2,100 subscribers.

Kind regards

Tobias Schweikl
tobias.schweikl@hussverlag.de

Print



Online



www.logistra.de

- 1 **Title:** LOGISTRA
- 2 **Brief description:** The trade magazine LOGISTRA provides information on tried-and-tested solutions and products for optimising warehousing, dispatch and distribution logistics.
www.logistra.de
- 3 **Target group:** Decision-makers responsible for operations in the field of distribution logistics.
- 4 **Frequency of publication:** 6 times per year (combined issues)
- 5 **Magazine size:** 210 x 297 mm, A4
- 6 **Year of issue:** 36th year of issue 2024
- 7 **Purchase price:** Annual subscription in Germany €106 (including VAT, plus €9.60 postage costs)
Single issue price €18 (including VAT, plus €3 postage costs)
ISSN number: 1862-7250
- 8 **Body:** –
- 9 **Memberships:** Förderverein Logistics Alliance Germany e.V.
- 10 **Publishing company:** HUSS-VERLAG GmbH
Phone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de
- 11 **Publishers:** Wolfgang Huss, Christoph Huss
- 12 **Advertising and sales:** Logistics: Gabriele König -261 (responsible)
gabriele.koenig@hussverlag.de
Fleets: Michaela Pech -251 (responsible)
michaela.pech@hussverlag.de
Oliver Dorsch -314
leserservice@hussverlag.de
- 13 **Editorial team:** Tobias Schweikl -493 (responsible)

14 Volume analysis:	2022 = 6 issues	
Total no. of pages:	344 pages =	100.00 %
Editorial section:	258 pages =	75.00 %
Advertising section:	86 pages =	25.00 %
of which: Occasional ads	-	
Bound inserts	0 pages =	
Publisher's advertising	33 pages =	38.37 %
Inserts:	9	

15 **Content analysis of editorial section: 2022 = 258 pages**

15a	Topics	Pages	%	15c	Industries	Pages	%
	AutoID, mobile data collection	12.70	4.92		Automotive	33.40	12.95
	Containers, pallets	13.10	5.08		Construction	29.80	11.55
	Ground conveyors	23.90	9.26		Chemical, pharma	17.50	6.78
	Materials handling	23.60	9.15		Beverage logistics	17.90	6.94
	Picking systems	12.50	4.84		Food, beverages and tobacco	20.60	7.98
	Warehouse management	11.80	4.57		Furniture	19.20	7.44
	Shelf and rack construction	7.10	2.75		Machinery and plants	39.10	15.16
	Transportation management	11.40	4.42		Textiles	27.80	10.78
	Transportation services	13.30	5.16		Commerce	52.70	20.43
	Packaging	14.70	5.70		Total	258.00	100.0
	Dispatch	15.40	5.97				
	Trucks	36.50	14.15				
	Commercial vans	41.20	15.97				
	Fleet management	20.80	8.06				
	Total	258.00	100.0				

16 Circulation control:



The German
Audit Bureau
of Circulation (IVW)

17 Circulation analysis: Number of copies per issue on an annual average
(1 July 2022 to 30 June 2023)

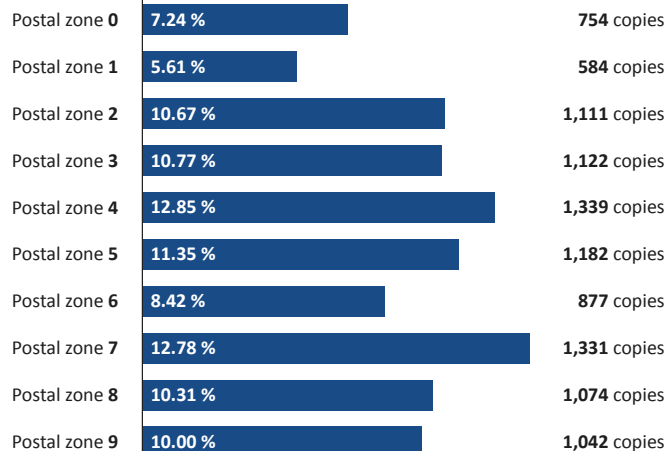
Copies printed:	11,000	
Copies actually distributed:	10,459	of which abroad 43
Copies sold:	7,664	of which abroad 19
– Subscription copies/ other sales:	7,664	of which member copies 0
– Retail sales:		
Free copies:	2,795	24
Remaining, archive and sample copies	541	

18 Geographical distribution analysis:

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	99.59	10,416
Abroad	0.41	43
Copies actually distributed	100	10,459

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany



Number of copies actually distributed in Germany **10,416 copies**

Summary of method used for compiling statistics for circulation analysis (AMF Standard 2, number 18, 3-E)

1 Method of analysis:

Circulation analysis through data analysis – total compilation

2 Description of recipients at the time of compilation:

2.1 Characteristics of the file:

The recipients file contains a list of the addresses of all recipients. The postal details allow the file to be sorted by postal code or inland and foreign recipients.

2.2 Total number of recipients in the file: 63,984

2.3 Total number of alternating recipients: 60,648
(Alternation after every third issue)

2.4 Structure of recipients of an average issue by type of distribution:

Copies sold	7,664	7,664
of which: Standard subscribers / other sales	7,664	
Member subscribers	0	
Single sales	0	
Permanent free copies	0	
Alternating free copies	2,795	
Sample copies	541	
Copies actually distributed		10,459
of which: Germany	10,416	
Abroad	43	

3 Description of the analysis:

3.1 Population (analysed percentage):

(copies actually distributed) 10,459 = 100 %

The analysis represents the population
(copies actually distributed) 10,459 = 100 %

3.2 Day the representative sample was taken:

1 July 2021

3.3 Description of the database:

The analysis is based on the entire file.
The percentages calculated for the various distribution areas were projected from the copies actually distributed on an annual average in accordance with AMF number 17.

3.4 Target person of the analysis:

Not applicable

3.5 Definition of the reader:

Not applicable

3.6 Time period of the analysis:

July 2023

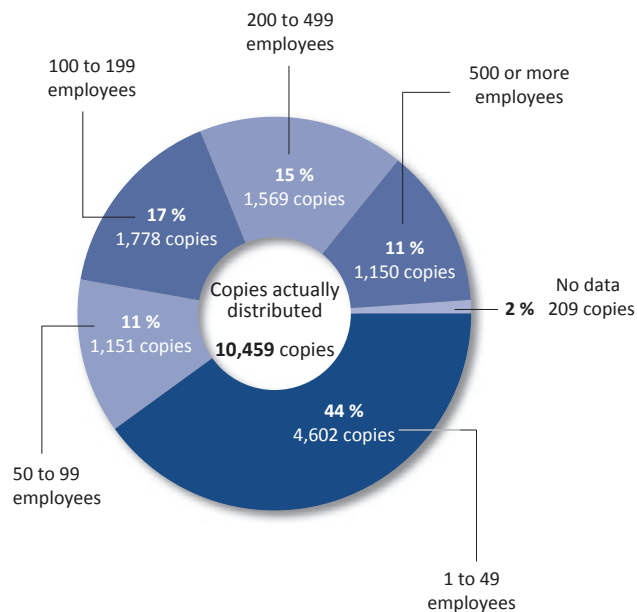
3.7 Analysis conducted by:

HUSS-VERLAG GmbH

19 Sectors/branches of industry/fields/professional categories:

No. of the GCEA, 2008 as at 2009	Readership groups (according to Classification of Economic Activities)	%	Projection (approx.)
10, 11, 12, 46.3	Food, beverages and tobacco industry	6	628
46.13	Construction materials trade	10	1,046
20, 21, 22	Chemical industry	6	628
05-08, 19, 35	Oil, mining, energy	2	209
24, 25	Steel, iron, sheet metal	5	523
28, 29, 30	Mechanical and automotive engineering	11	1,150
26	Electrical engineering, precision mechanics	8	837
27	Precision mechanics, optics	3	314
31, 32	Furniture, timber industry	6	627
13, 14, 15	Leather, textiles, clothing	3	314
17, 18	Print and paper	2	209
46, 47	Commerce	16	1,673
49, 49.2, 49.4, 50, 51, 52, 53	Logistics service providers, freight forwarders	15	1,569
72, 94	Public authorities, associations	3	314
	Other	4	418
		100	10,459

20 Size of the business entity:



23 **Age:** Information not collected

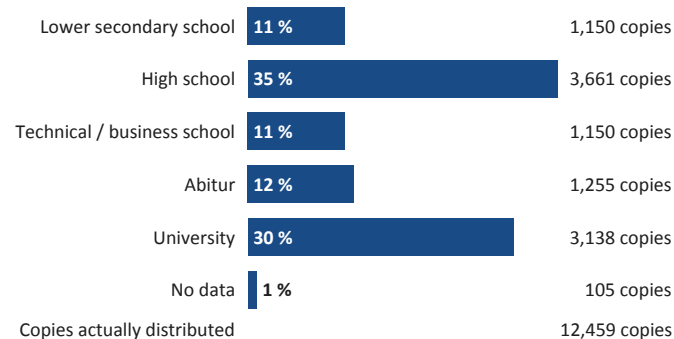
24 **Community size classes:** Information not collected, as irrelevant for the assessment of this magazine as an advertising medium.

For a summary of the data collection method, please see page 5.

21 Job characteristics: position within company



22 Education/training: School leaving certificate





1 **Circulation:**
Copies printed 11,000
(Publisher information)

2 **Magazine size:**
210 mm wide x 297 mm long, A4
Type area:
185 mm wide x 270 mm long

3 **Printing and binding process, print documents:**
Contents: Web offset (Euro scale), cover: Sheet offset (Euro scale)
Stapled

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 ISOcoated_v2_300_eci.icc
For ads in the content PSO_LWC_Improved_eci.icc
The profiles 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@logistra.de
otherwise via FTP (on request)

Preparation of print documents on request (at cost price)

4 **Deadlines:** See deadline and topic schedule on pages 12/13
Frequency of publication: 6 times per year

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

6 **Conditions of payment:**
2 % discount for payment within 5 days, or net payment within 14 days without discount.

Bank details:

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 tye area) and rates

Rates do not include VAT.

Size	Width x length (in mm)		4c
	Vertical	Standard	Horizontal
1/1 page	185 x 270		€5,180
Junior page	137 x 185		€3,580
1/2 page	90 x 270		€3,180
1/3 page	58 x 270		€2,180
1/4 page	43 x 270	90 x 128	€1,880
1/8 page	43 x 128	90 x 62	€1,080

Other formats available on request

8 Surcharges:

8.1 Colour surcharges:

Special colours on request

8.2 Preferential placements:

Image on cover page	€6,800
4th cover page (4c)	€5,880
2nd and 3rd cover page (4c) each	€5,580
1/3 page (4c) next to editorial	€2,280
1/2 page (4c) vertical next to table of contents	€3,280
Island ads (surrounded by editorial content on 4 sides)	€8.50 per mm
Other binding placement rules from 1/2 page and larger: 10% surcharge on basic rate in each case	

8.3 Format surcharges: -

9 Section ads:

Number of columns: 4, column width: 43 mm

• Job vacancies:	€3.80 per mm and column
• Job requests:	€2.00 per mm and column
• Purchases/Sales/Miscellaneous:	€3.80 per mm and column
Box number fee:	€15.00

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 %

12 Combinations: LOGISTRA and VISION TRANSPORT

13 Bound inserts*:

2 pages	€4,380
4 pages	€6,380
Required delivery amount:	11,300 copies

14 Inserts*: Not discountable

Loosely inserted, maximum size 200 x 280 mm

Rates up to 25 g total weight: €240 per thousand copies

26 to 50 g total weight: €360 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 11,300 copies

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

15 Glued-on 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: 11,300 copies

Higher weights and other forms of advertising as well as samples are available 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 LOGISTRA issue no. xx/2024

Delivery deadline: Up to 10 days after the advertising deadline

*For further information and technical data please see information sheet

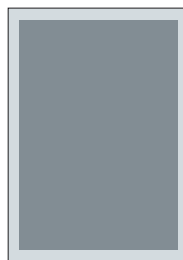
"Bound inserts, inserts, glued-on advertising material" on pages 14/15

Rates do not include VAT.



More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.

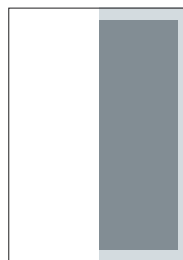
www.huss-adressen.de Consulting: +49 89 32391-319



1/1 page

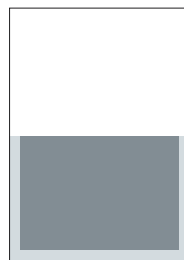
In type area
In bleed
4c rate

185 x 270 mm
210 x 297 mm*
€5,180



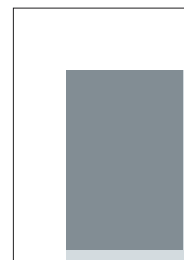
1/2 page vertical

90 x 270 mm
103 x 297 mm*
€3,180



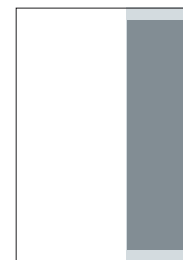
1/2 page horizontal

185 x 128 mm
210 x 144 mm*
€3,180



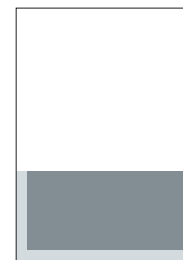
Junior page

137 x 185 mm
150 x 198 mm*
€3,580



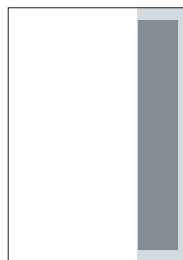
1/3 page vertical

58 x 270 mm
71 x 297 mm*
€2,180



1/3 page horizontal

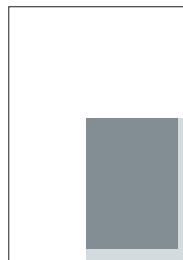
185 x 85 mm
210 x 98 mm*
€2,180



1/4 page vertical

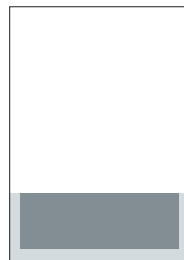
In type area
In bleed
4c rate

43 x 270 mm
56 x 297 mm*
€1,880



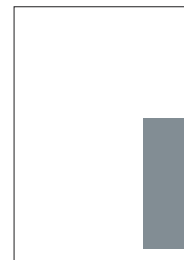
1/4 page standard

90 x 128 mm
103 x 144 mm*
€1,880



1/4 page horizontal

185 x 62 mm
210 x 75 mm*
€1,880



1/8 page vertical

43 x 128 mm
—
€1,080



1/8 page standard

90 x 62 mm
—
€1,080



1/8 page horizontal

185 x 30 mm
—
€1,080

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

LOGISTRA Internet Guide 2024

Company portraits and summary of services of important logistics providers – both print and online!

18th edition 2024/2025

Brief description: Providers of products and services in the fields of warehouse logistics and vehicle fleets present their companies to warehouse, dispatch and fleet managers – clearly sorted alphabetically by topic.

Reach out to your target group in printed form with this magazine within a magazine in LOGISTRA and as an insert in the journal "Transport": 29,000 copies in total.

In addition, your company portrait at: www.logistra.de/internetguide provides you with an ideal opportunity to expand your customer base.

Target group: Warehouse and dispatch managers as well as fleet operators and managers in a range of industrial and commercial enterprises and forwarding companies

Copies printed: 29,000 copies

Size: A4, 210 mm x 297 mm

Date of publication: 17 June 2024 as magazine in magazine in LOGISTRA 5-6/2024 and on 21 June 2024 as an insert in Transport 12/2024

Advertising deadline: 3 May 2024



Service provided: Print entry in the LOGISTRA Internet Guide including one year online at www.logistra.de/internetguide with link


Duration: One year

Rate: €640 per entry

Rates do not include VAT.



Issue	Warehouse & Dispatch	Fleets	Supplements	Events/Trade fairs
1/2 AD: 29 January PD: 26 February	<ul style="list-style-type: none"> • LogiMAT preliminary report • Logistics IT • Automation • Ground conveyors 	<ul style="list-style-type: none"> • Load securing • Temperature-controlled transportation • City logistics 		Deutscher Materialfluss-Kongress , Garching, 29 February – 1 March LogiMAT , Stuttgart, 19 – 21 March 
3/4 AD: 11 March PD: 8 April	<ul style="list-style-type: none"> • LogiMAT follow-up report • Materials handling and warehouse technology • Picking Systems 	<ul style="list-style-type: none"> • Van and delivery vehicles • Washing systems • Electric mobility 		Tag der Logistik , 18 April HANNOVER MESSE , Hannover, 22 – 26 April
5/6 AD: 16 May PD: 17 June	<ul style="list-style-type: none"> • Start of the reader's choice: LOGISTRA best practice 2024 • Logistics IT • Sustainability 	<ul style="list-style-type: none"> • Start of the reader's choice: LOGISTRA best practice 2024 • Telematics/navigation • Transport management software • Tyre and breakdown services 	Internet-Guide Vision Transport 	Eurobike , Frankfurt, 3 – 7 July ADAC Truck-Grand-Prix , Nurburgring, 11 – 14 July
7/8 AD: 12 August PD: 9 September	<ul style="list-style-type: none"> • Packaging and dispatch • Warehouse technology • Industrial gates and ramps 	<ul style="list-style-type: none"> • IAA TRANSPORTATION 2024 preliminary report • Cargo bikes • Temperature-controlled transportation • Last mile 		IAA TRANSPORTATION , Hanover, 17 – 22 September International Cargobike of the Year Award (CABOTY) , 17 – 18 September FACHPACK , Nuremberg, 24 – 26 September

Issue	Warehouse & Dispatch	Fleets	Supplements	Events/Trade fairs
9/10 AD: 12 September PD: 9 October	<ul style="list-style-type: none"> • BVL Supply Chain CX 2024 preliminary report • Warehouse equipment • Customs and export • Auto ID 	<ul style="list-style-type: none"> • International Cargobike of the Year 2024, the winners • Electric mobility • Light distributor trucks • Commercial vehicle tyres 		BVL Supply Chain CX 2024 , Berlin, 23 – 25 October
11/12 AD: 21 October PD: 18 November	<ul style="list-style-type: none"> • Food logistics • Logistics services • Warehouse management 	<ul style="list-style-type: none"> • LOGISTRA best practice 2024: Announcement of the winners • Autonomous driving • Washing systems • Types of fuel / fuel cards 	Wall calendar 	
	Regular topics <ul style="list-style-type: none"> • Packaging, loading, dispatch • Containers and pallets • Warehouse equipment and management • Logistics software (warehouse, dispatch, export) 	Regular topics <ul style="list-style-type: none"> • Tests and driving reports on light distributor trucks, vans and delivery vehicles • Presentation of new light and heavy commercial vehicles • Presentation of new semitrailers, bodies and trailers • Transport management systems • Operating materials (anti-freeze, AdBlue, lubricants, diesel, natural gas) 		

AD = advertising deadline PD = publication date

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:

- 1 sheet (= 2 pages + flap min. 10 cm wide)
untrimmed 213 mm wide x 307 mm long
- 2 sheets (= 4 pages) untrimmed 426 mm wide x 307 mm long
- 3 sheets (= 6 pages) untrimmed 614 mm wide x 307 mm long

Technical specifications:

Bound inserts must be delivered untrimmed; multiple-sheet bound inserts must be delivered pre-folded. The head must be closed.

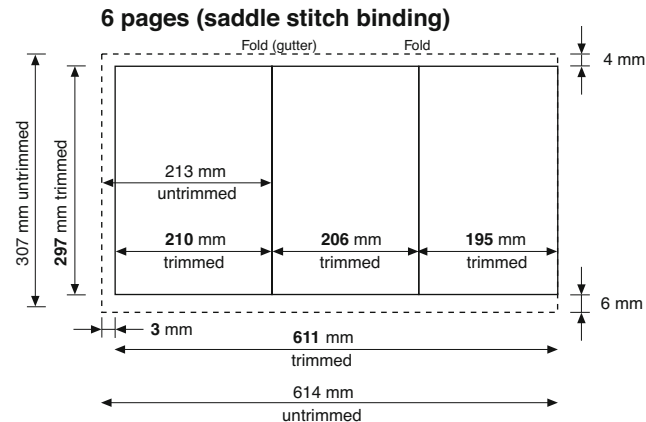
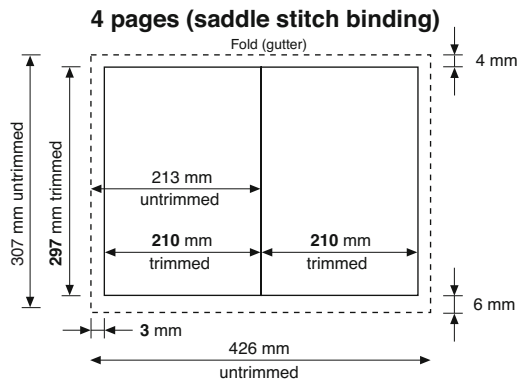
The front page of the bound insert must be marked accordingly.

Bound inserts must be designed in such a way that no additional preparation and processing is necessary. Any complications and additional folding or glueing work will be separately charged.

Rates:

2 pages	€4,380
4 pages	€6,380
Required delivery amount:	11,300 copies

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



14 Inserts:

Before accepting and confirming the order we require a binding sample showing sizes and weights by the copy 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 data:

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 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 €240 per thousand copies

26 to 50 g total weight €360 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: 11,000 copies

Required delivery amount: 11,300 copies

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

Rates do not include VAT.

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

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with a 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)

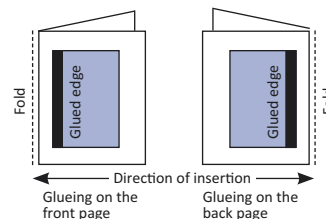
Glueing charges: Up to 25 g €100 per thousand copies

From 26 g to 50 g €150 per thousand copies

Any complications will be charged separately.

Required delivery amount: 11,300 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 LOGISTRA issue no. xx/2024

"LOGISTRA" Wall calendar 2025

155x75mm

75x155 mm

75x75 mm

2025

155x155mm

LOGISTRA vermittelt Wissen aus der Praxis für die Praxis. **LOGISTRA.de**

Publication date: 18 November 2024, as an insert in LOGISTRA 11-12/2024

Advertising deadline: 9 October 2024

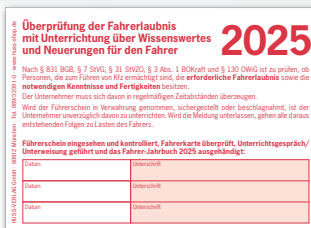
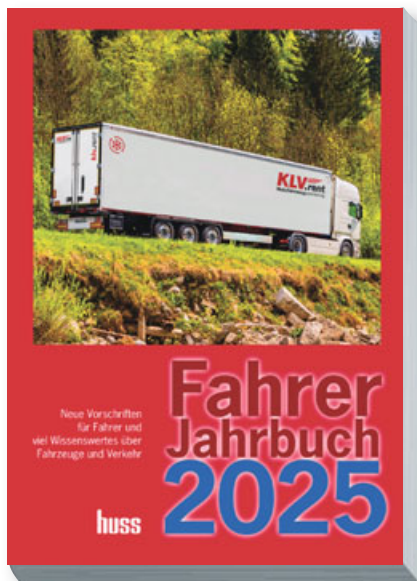
Circulation: 11,000

Format: DIN A1 (820 x 580 mm)

Advertising options:

1 field	75 x 75 mm	€450
2 fields	75 x 155 mm	€800
	155 x 75 mm	€800
4 fields	155 x 155 mm	€1,500
Exclusive	800 x 155 mm +155 x 305 mm	€9,400

Rates do not include VAT.



Drivers' Almanac 2025

Tried and tested for 48 years – new regulations and useful facts for drivers about vehicles and transportation

49th edition 2025

This handbook helps companies to comply with their statutory reporting requirement and is an important planning tool for every driver. The Drivers' Almanac focuses on topics such as: on the road, safety, load securing, legal stipulations, hazardous goods, and services. It contains valuable information that includes driving times, rest periods, diesel driving bans and toll rates. Its helpful checklists and an extensive calendar with currently applicable driving bans make the Drivers' Almanac a highly practical companion.

A driver's card is also enclosed with the handbook so that the required proof of driving licence verification can be provided.

Buyers, target group:

Fleet managers and dispatchers responsible for drivers and loading personnel.

Ideal advertising space for: Suppliers to the commercial vehicles industry, highway service stations, filling stations.

Copies printed: 22,000 copies

Size, number of pages: 120 x 168 mm, 176 pages

Colour profiles: Cover: ISOcoated_v2_eci.icc
Content: PSO_uncoated_iso_12647_eci.icc

Rates:

1/1 page 4c: €2,980

1/2 page 4c: €1,630

Title page: €4,000 (image: W 105 x L 95 mm)

Cover: on request

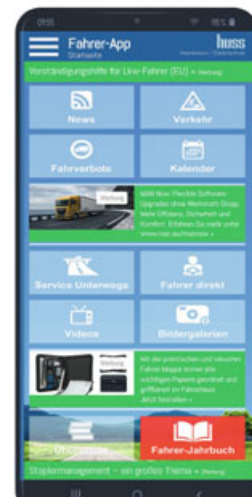
Date of publication:

November 2024

Advertising deadline:

October 2024

Rates do not include VAT.



Drivers' app for the Drivers' Almanac

Banner advertising partnerships

In the Android version and new as a **web app under fahrer-app.de**, the drivers' app offers logo and banner distribution in various categories, including links. Furthermore, the drivers' app is promoted in the publishing company's print and online media.

Rate for exclusive sponsor partnership available on request.

Contact: Phone +49 89 32391-251
michaela.pech@hussverlag.de



LogiMAT Daily 2024

The official trade fair newspaper

The official trade fair newspaper "LogiMAT Daily" is published on each day of the trade fair and distributed to the visiting experts. It provides a summary of the previous day at the fair and informs readers of the current day's programme. The newspaper mainly focuses on trade topics, interviews and impressions of the fair.

The LogiMAT Daily is an up-to-date companion that no visitor to the fair should be without.

www.logistra.de/logimat-daily

Target readership:

Experts and decision-makers in the intralogistics sector, all visitors to the LogiMAT 2024

Ideal advertising space for:

All LogiMAT exhibitors

Total distribution:

24,500 copies
(1st day: 8,000, 2nd day: 10,000, 3rd day: 6,500)

Size:

255 x 350 mm

Advertising deadline:

7 February 2024

Print documents:

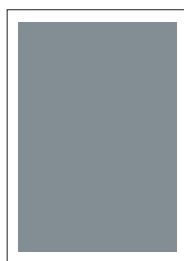
15 February 2024

Publishing dates:

Daily on 19, 20 and 21 March 2024
for the LogiMAT 2024 trade fair in Stuttgart

Your advertisement
will be published in all three
trade fair issues + an online
listing as PDF

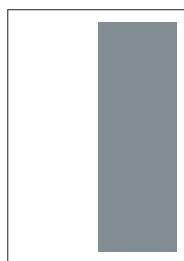
LogiMAT Daily 2024 – advertising formats and rates



1/1 page

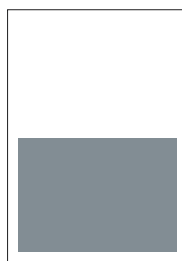
In type area
4c rate
B/w rate

231 x 320 mm
€6,400
€5,150



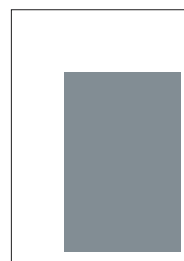
1/2 page vertical

111 x 320 mm
€4,250
€3,020



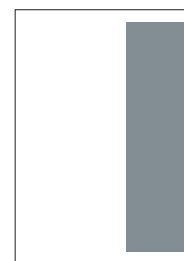
1/2 page horizontal

231 x 158 mm
€4,250
€3,020



Junior page

170 x 230 mm
€4,250
€3,020



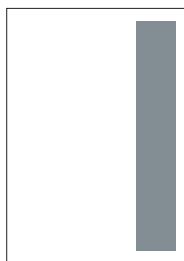
1/3 page vertical

69 x 320 mm
€3,440
€2,180



1/3 page horizontal

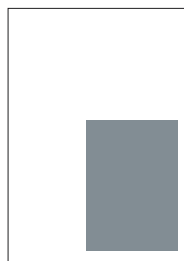
231 x 106 mm
€3,440
€2,180



1/4 page vertical

In type area
4c rate
B/w rate

52 x 320 mm
€3,100
€1,840



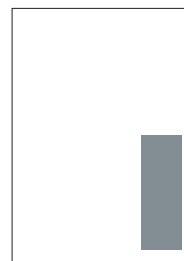
1/4 page standard

111 x 158 mm
€3,100
€1,840



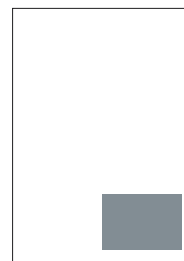
1/4 page horizontal

231 x 77 mm
€3,100
€1,840



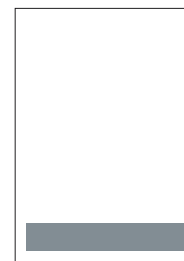
1/8 page vertical

51 x 159 mm
€2,640
€1,380



1/8 page standard

111 x 77 mm
€2,640
€1,380



1/8 page horizontal

231 x 37 mm
€2,640
€1,380

Rates do not include VAT. Formats: width x length. Create print templates without trim

Print documents as PDF files with profile "ISOnewspaper26v4" only

- 1 **Web address (URL):**
www.logistra.de
- 2 **Brief description:**
The LOGISTRA website provides news, specialised articles, market summaries, image galleries and an up-to-date events calendar for the fields of warehousing, dispatch, goods distribution and fleets. The "Online Internet Guide" offers you a list of addresses of important providers sorted by key words.
- 3 **Target group:** Warehouse and dispatch managers as well as fleet operators and managers in the fields of industry and commerce
- 4 **Publishing company:** HUSS-VERLAG GmbH, Postal address: 80912 Munich, Germany
- 5 **Contacts:** Logistics: Gabriele König, Phone +49 89 32391-261 (responsible)
gabriele.koenig@hussverlag.de
Fleets: Michaela Pech, Phone +49 89 32391-251 (responsible)
michaela.pech@hussverlag.de
- 6 **Access control:** Revive, dfp, Matomo
- 7 **Traffic:** Monthly average (publisher information)
Page impressions: 30,333
Visits: 18,157
Unique users: 16,139
- 8 **Data delivery:** Seven working days before publication to: anzeigen@logistra.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).
- 9 **Use of external ad server:** Revive
- 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 pixels (standard 300 x 100 pixels)	directly below the main navigation	€85
	Half-page right (sticky)	300 x 600 pixels	Outside right or mobile content below	€80
	Skyscraper (sticky)	160 x 600 pixels	Outside right or mobile content below	€75
	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

Special forms of advertising: the online advertorial (native advertising, content marketing)

An online advertorial on logistra.de gives you the opportunity to place your advertising message directly in the editorial section of LOGISTRA using texts and images. 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.

Services

- Online advertorial with a maximum of 3,000 keystrokes, images, backlinks, file attachments, videos and lots more
- Appears 2 times or 4 times in the **LOGISTRA newsletter** with an image, headline, teaser text and link to the advertorial

Placement

- Teaser placed on the front page as the 2nd or 5th news with image, headline, teaser-text and link to the advertorial
- Header-teaser on top of the navigation bar with link to the advertorial

Advantages

- * Exclusiveness
- Professional reporting at the end of the campaign

Conditions

Duration:	2 weeks	4 weeks
Impressions:	approx. 15,000	approx. 30,000
Rate:	€1,690	€2,900

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

The text banner with image is a native form of advertising which is placed directly in the editorial section of our website and guarantees above-average attention and CTR.

Services

- Text banner (approx. 350 keystrokes) with image and external link as required
- Advertising format with the look and feel of an editorial article
- Apart from image campaigns, especially suitable for generating leads and traffic

Placement

- Placement on the home page as 6th or 9th news
- Within each news view above or below the news text

Advantages

- Exclusiveness, since only one campaign is placed at a time (no rotation)
- Professional reporting at end of duration with impressions, clicks and CTR on a weekly basis

Conditions

Duration:	2 weeks	4 weeks
Impressions:	approx. 10,000	approx. 20,000
Rate:	€790	€1,490

Rates do not include VAT.

1 LOGISTRA newsletter

- 2 **Brief description:** The LOGISTRA newsletter reports weekly on topics concerning commercial vehicle fleets and warehouse logistics.
- 3 **Target group:** Vehicle fleet and warehouse managers
- 4 **Publishing company:** HUSS-VERLAG GmbH, postal address: 80912 Munich, Germany
- 5 **Contacts:**
Logistics: Gabriele König, Phone +49 89 32391-261, gabriele.koenig@hussverlag.de
Fleets: Michaela Pech, Phone +49 89 32391-251, michaela.pech@hussverlag.de
- 6 **Access control:** Episerver
- 7 **Subscribers:** 2,139 (publisher information)
- 8 **Data delivery:** At least seven days before your campaign begins via e-mail to: anzeigen@logistra.de, GIF (not animated), JPG, text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)

9 Forms of advertising and rates (per placement):

Type of ad	Size (W x L)	Text	Rate
Full banner	468 x 60 pixels	–	€310
Graphic banner	up to max. 620 x 170 pixels	–	€340
Text banner without image		500 keystrokes	€340
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€340

- 10 **Frequency of publication:** Weekly, every Wednesday
- 11 **Discounts:** After consultation
- 12 **Conditions of payment:** 2 % discount for payment within 5 days, or net payment within 14 days
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

Rates do not include VAT.

Full banner

Graphic banner

Text banner
with image

Text banner
with image



General Terms of Business (GTB) for publications, 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. Advertisements and third-party inserts are only 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 customer is entitled 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 contractual 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 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, in inserts, due to their size or presentation, give readers the impression of being part of the newspaper, 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 on 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. In case of doubt, 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 admissibility 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 effort), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. With the placing of an advertisement, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made 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 at the time the publisher receives the print documents or 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 up/down to the next millimetre.
Proof copies will only be sent to the publisher if the customer has explicitly requested 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 digital transmission, more 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 of which the publisher cannot change the content. 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 samples: The customer is required to deliver all advertising 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 master colour proof 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 the actual colour. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
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:** Upon request, the publisher will deliver 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 weeks 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, any mail not collected will be destroyed by the publisher. The publisher reserves the right to open incoming offers in order to eliminate 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 already agreed upon or for changes to the content of the advertisement, the publisher reserves the right to be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or subsequent changes.
- 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 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 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 IVW reports. Furthermore, when placing advertisement orders, any claims for rate reductions or damages are excluded 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 invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct incorrect invoices within six months of invoicing.
- 20. In the event of late payment** or default of payment, the legally applicable interest at the commercial rate of 9 percentage points above the basic 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 damages 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 60 days, unless these 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 default of payment. The publisher reserves the right to assign 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 any 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 defects prior to the start of production, the publisher is not obliged to check the print documents to ensure that they are complete and correct. In the case of **online advertising**, the warranty 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 fee-based service, the publisher will endeavour to supply the missing media service at the latest at the start of the insertion time, assuming it is not contrary to the interests of the customer. If the attempt 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 commencement 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. **Claims** 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 in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, 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 consequential damages, consequential harm caused by a defect, or loss of profits and compensation for futile 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 product 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 reproduction. Any claims for damages incurred through the use of the goods or for machine damage or for machine downtime or for machine repair costs are excluded.
j) **Cases of force majeure** such as industrial action, confiscation, general shortages of raw materials, energy scarcity or plant malfunctions release 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 circulation 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 j).**
- 23. To the extent permitted by law, the place 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, the order 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 duplication, 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/she transfers these rights to 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.

huss

Trade publications

by the HUSS Publishing Group Munich and Berlin

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