

Media-Kit 2021



Rate Card No. 31
valid from January 2021



Annual editions
see page 7-9

huss

HUSS-MEDIEN GmbH
10400 Berlin
Phone +49 30 42151-344
Fax +49 30 42151-207

www.technische-logistik.net

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

Technische Logistik covers all parts of conveyor technique and hoisting devices relevant for company logistics manager and buying departments. Our readers are investment decision-makers and -preparers in intralogistics: logistic managers, warehouse and production managers, technical directors and technicians in development, planning and production.

Technische Logistik has developed to one of the leading and most acknowledged magazines of the branch with an excellent standing.



Cross Media Offers

- homepage
- newsletter
- journal
- annual editions
- fair guides



Publisher: HUSS-MEDIEN GmbH

Address: Am Friedrichshain 22
10407 Berlin
Germany

Phone: +49 30 42151-344
Fax: +49 30 42151-207

Internet: www.technische-logistik.net

Year: volume 61

Chief Editor: Jan Kaulfuhs-Berger
Phone: +49 30 42151-371
E-Mail:
jan.kaulfuhs-berger@technische-logistik.net


Advertising Manager: Marco Fiolka
Phone: +49 30 42151-344
E-Mail: marco.fiolka@hussmedien.de

Distribution: tl.vertrieb@hussmedien.de

Purchase price: Annual subscription: € 207.60
Cover Price: € 21.00

ISSN: 0017-9442

Readership: investment decision-makers and -preparers in intralogistics: logistic managers, warehouse and production managers, technical directors and technicians in development, planning and production.

Circulation: circulation audit: 
printed: 12,000
total distributed: 11,794
subscribers: 372
changing recipients: 10,693
archives/examples: 206

Frequency: 9/year
3 annual editions

Editorial Calendar: see pages 4–6

issue	key contents	technical reports	trade fairs
<p>1-2</p> <p>Deadline 25th 01.</p> <p>Publ. Date 15th 02.</p>	<p>Preview to Interpack</p> <p>solutions for material flow</p> <p>cranes and hoisting devices</p> <p>fork lift trucks and AGVs</p>	<p>product news: cartoning-, strapping- and varnishing systems, labelling systems, packaging disposal, containers and pallets</p> <p>warehouse management and software, simulation systems, sorter and distribution systems, racks, container</p> <p>indoor cranes, electr. pow. monorails, hoisting equipment, ropes, chains, capstans</p> <p>battery and ICE powered fork lift trucks, AGVs, power supply, chargers, wheels, tires and rollers</p> <p>components: seats, terminals, attachments</p>	<p>interpack Dusseldorf, 25th 02.–03rd 03. 2021</p>
<p>3</p> <p>Deadline 2nd 02.</p> <p>Publ. Date 16th 03.</p>	<p>storage technology</p> <p>cranes technology</p> <p>Special: AGVs</p>	<p>WMS and software, simulation systems, sorter and distribution systems, automatic controlled s/r machines,</p> <p>indoor cranes and hoisting devices, radio remote controls, sway control, crane controls and gears chains, ropes, hydraulics</p> <p>conceptions, applications, case studies and product news</p>	<p>EuroBLECH Hanover, 09th–12th 03. 2021</p> <p>Metav Dusseldorf, 23rd–26th 03. 2021</p>
<p>4</p> <p>Deadline 9th 03.</p> <p>Publ. Date 1st 04.</p>	<p>Preview to the Hanover Fair</p> <p>transportation and transshipment</p> <p>conveyor technology</p> <p>Special: Robotics</p>	<p>Product news and statements to the fair</p> <p>loading platforms, dock levellers, ramps, loading solutions, cargo safety</p> <p>drives and gears, sensoric systems, continuous handling systems, hanging conveyor technology</p> <p>electrically pow. monorails, collectors</p> <p>robotics for the intralogistics, technics, energy solutions, case studies</p>	<p>Hannover Fair Hanover, 12th–16th 04. 2021</p> <p>InnoTrans Berlin, 27th–30th 04. 2021</p>
<p>5</p> <p>Deadline 22nd 04.</p> <p>Publ. Date 14th 05.</p>	<p>1st preview to LogiMAT</p> <p>fork lift trucks and AGVs</p> <p>cranes technology compact</p> <p>Special: Harbour Techniques and Logistics</p>	<p>1st product show</p> <p>battery and ICE powered fork lift trucks, AGVs, comfort systems, attachments</p> <p>indoor cranes and hoisting devices crane kits, jib cranes, sensor and laser systems, crane controls</p> <p>Preview to the TOC Europe</p> <p>gantry and head over cranes, load handling devices, brakes, hydraulics, electrically powered monorails, use of heavy fork lift trucks, spreaders, straddle carriers</p>	

issue	key contents	technical reports	trade fairs
<p>6</p> <p>Deadline 19th 05.</p> <p>Publ. Date 14th 06.</p>	<p>Main issue to the fair LogiMAT </p> <p>cranes technology and hoists</p> <p>storage equipment compact</p> <p>fork lift trucks and AGVs</p>	<p>Product show, interviews, statements to LogiMAT with the "Official LogiMAT-FairGuide 2021" (circulation: 32,000 copies)</p> <p>indoor cranes, chain hoists, trolleys, sway control: new developments, crane controls, drives and gears</p> <p>order picking systems, pick-by-voice, pick-by-light, racks, sorter and distribution systems automatic controlled s/r machines and shuttle systems, high bay racking, safety systems pallets, container, weigh systems</p> <p>battery and ICE powered fork lift trucks, AGVs, comfort systems, attachments</p>	<p>TOC EUROPE Rotterdam, 08th–10th 06. 2021</p> <p>Achema Frankfurt, 14th–18th 06. 2021</p> <p>LogiMAT Stuttgart, 22nd–24th 06. 2021</p>
<p>7-8</p> <p>Deadline 13th 07.</p> <p>Publ. Date 3rd 08.</p>	<p>cranes technology</p> <p>conveyor technology</p> <p>fork lift trucks and AGVs</p> <p>Special: drive technology</p>	<p>indoor cranes and hoisting devices, special ropes, traverses, crane trolleys, cable, industrial winches, controls, power supply</p> <p>continuous handling systems, hanging conveyor technology, electrically pow. monorails, collectors</p> <p>AGVs, charging systems, Li-Ion-tech., ex-proof trucks, attachments for trucks</p> <p>drives and gears for: AGVs, fork lift trucks, cranes, conveyors technics, safety systems</p>	
<p>AE</p> <p>Deadline 4th 08.</p> <p>Publ. Date 27th 08.</p>	<p>Annual edition: Retrofit & Maintenance 2021 current projects of modernization and maintenance introduced object-reports with company profiles (further information see on page 7)</p>		
<p>9</p> <p>Deadline 24th 08.</p> <p>Publ. Date 14th 09.</p>	<p>Preview to the fair FachPack</p> <p>fork lift trucks and AGVs</p> <p>cranes and hoisting devices</p> <p>Special: Shuttle-Systems 2021</p>	<p>product news: cartoning-, strapping- and varnishing systems, labelling systems, packaging disposal, containers and pallets</p> <p>AGVs, charging systems, Li-Ion-tech., fleet management systems, software attachments for trucks: tires, controls</p> <p>indoor cranes, service for cranes, hoisting equipment, ropes, chains, capstans, brakes, crane controls, radio remote controls</p> <p>vehicle-, energy- and drive-concepts, load sensing, sensor technology, radio connection, energy storage systems, power supply for shuttles</p>	<p>FACHPACK Nuremberg, 28th–30th 09. 2021</p>

ask for our cross-media-combis

issue	key contents	technical reports	trade fairs
<p>AE Deadline 26th 08. Publ. Date 20th 09.</p>	<p>Annual edition: Fork Lift Trucks 2021/2022 cases of application, technologies, trends (further information see on page 8)</p>		
<p>10 Deadline 6th 09. Publ. Date 27th 9.</p>	<p>Preview to the fair MOTEK transportation and transhipment storage equipment and logistics</p> <p>Special: Harbour Techniques and Logistics</p>	<p>product show to the Motek: handling technology, gears and drives, lifting tables loading platforms, dock levellers, ramps, loading solutions, cargo safety WMS, simulation systems, s/r machines, shuttle systems, hazardous goods store sorter and distribution systems, mobile racks, pallets, container, RFID gantry and head over cranes, load handling devices, brakes, hydraulics, electrically powered monorails, use of heavy fork lift trucks, spreaders, straddle carriers</p>	<p>Motek Stuttgart, 05th–08th 10. 2021 BVL-Kongress Berlin, 20th–22nd 10. 2021 Blechexpo Stuttgart, 26th–29th 10. 2021 A+A Dusseldorf, 26th–29th 10. 2021</p>
<p>11-12 Deadline 22nd 10. Publ. Date 12th 11.</p>	<p>Preview to the fair SPS/DRIVES conveyor technology/ drive engineering cranes technology storage technology</p> <p>Special: Airport Engineering and Logistics</p>	<p>Product show to the fair mobile hydraulics, gears, sensoric systems, drives and gears, frequency inverter, drum motors indoor cranes, service for cranes, hoisting equipment, ropes, chains, capstans, brakes, weighing systems, rack systems, hazardous goods storage, special bearings, marking, auto-ID, weighing technology, pallets, containers, storage equipment baggage handling, fire protection technology, sensor technology, tractors, trucks, platforms</p>	<p>Hypermotion Frankfurt, 16th–18th 11. 2021 inter airport Europe Munich, 09th–12th 11. 2021 SPS Nuremberg, 23rd–25th 11. 2021</p>
<p>AE Deadline 16th 11. Publ. Date 9th 12.</p>	<p>Annual edition: Best Projects 2022 – Guidebook for Investors cases of application, technologies, trends (further information see on page 9)</p>		



Retrofit & Maintenance 2021

current modernization and maintenance projects introduced – object-reports with company profiles

As a leading magazine of conveyor technology »Technische Logistik« is going to publish a special edition, the contents of which will be essential and exciting for all companies with the intention to modernize their storage or equipment.

This will be also an important publication, because the branch of modernization and maintenance developed into a sales increasing factor.

Modernization and maintenance of conveyor technique and storage equipment applies to the whole spectrum of intralogistic: for example: crane equipment, storage systems, conveying systems, driverless trucks etc.

Many users want to be kept informed about questions as, when is a modernization profitable and wherefrom to get the necessary consultation.

Because of the manufacturing process, modernization and maintenance should take place while production continues.

Many questions – the »Retrofit & Maintenance 2021« will be able to answer.

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

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

Each object report (2–3 pages) will be completed by a company profile – ½ page.

Company profile:

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

Costs:

object report 2 pages and
1/2 page company profile:

€ 2,300

all company profiles are also available at
www.technische-logistik.net
for the period of 1 year

Attention:

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

Prices for adverts:

see on the regular price list in the media map

Circulation:

12,000 copies

Target group:

selected decision makers and users of
intralogistics and production

Dates:

publ. date: 27th 08/2021

deadline for ads: 4th 08/2021



**Special edition
Fork Lift Trucks 2021/2022
cases of application,
innovations, and technical highlights**

Optimum insert of fork lift trucks in the following branches:

As an leading magazine of conveyor technology »Technische Logistik« is going to published a special edition, the contents of which will be essential and exciting for all users and buyers of fork lift truck techniques.

We will report about the suitable usage of this technology in the following branches:

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

We will analyse the problems and the right selection of fork lift trucks and components, follows products will be introduced:

ICE powered trucks, Battery powered trucks, High lift platform trucks, Industrial trucks for order picking, Driverless trucks, Truck on board fork lifts, Spreader, Reach trucks and straddle carrier, Multi directional trucks, Explosion proof industrial trucks, Four way trucks, stillage trucks and pallets trucks

We additionally inform about the following components:

attachments, driven machinery, electronically systems, controls and terminals, seats and tyres, cabins, weigh systems, batteries and loading systems, filters, energy saving and efficiency systems

Also in this edition is a complete list of all producers containing:

Address, Phone, Fax, Email, Internet

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

Sizes and basic prices for adverts in this special edition:

... are the same as the regular rates –
see rates in the mediamap!!!

Dates:

publ. date: 20th 09/2021
deadline for ads: 26th 08/2021



Best Projects 2022
Intralogistics for Investors

As a leading magazine of conveyor technology »Technische Logistik« is going to publish a special edition, the contents of which will be essential and exciting for all companies planning concrete investment projects in the field of intralogistics. This will also be an important publication, because the new building branch developed into a sales increasing factor. With this edition we will present the whole range of topics of building projects in the intralogistics.

The investors will be informed about different options, the planning, the projecting and providing with energy saving and economic methods for a new factory or facility.

Also an important part: the general contractors. They could offer their clients all necessary conditions: Know-how, all services and systems.

»Best Projects 2022« covers all parts of new building enterprises: analysis, consulting topics, the planning and simulation, implementation and completion, the turnkey delivery and after-sales services.

This will be an important decision-making-help for all investors.

Your letter of recommendation

Part 1) basics and theory of the new building business.
Advices for investors: establishment, announcement, advancements

Part 2) analysis, consultation, planning and conception:
We will introduce your consulting and planning projects
(report 6.000–8.000 signs)

Part 3) from the implementation to the handover
Your building projects of the year introduced: object reports from different general suppliers: sole responsibility, realization and services (report max. 6.000–8.000 signs)

Part 4) to every single reports there will be a company profile containing:

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

Costs: an object report 2 pages,
1/2 page company profile: € 2,300
All company profiles are also available at
www.technische-logistik.net
for the period of 1 year

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

Prices for adverts: see on the regular price list in the media map
f.e.: ½ page 4c: € 3,460
¼ page 4c: € 6,100

Circulation: 12,000 copies

Target group: selected decision makers and investors of intralogistics in production, distribution, industry and commerce

Dates:
publ. date: 9th 12/2021
deadline for ads: 16th 11/2021

Magazine format: 210 mm width × 297 mm height
Type area: 185 mm width × 266 mm height
Printed method: Offset, Lithos on 60 line screen
Printed material: digitalized data will be needed
Issuance: 9/year + 3 annual editions
Issued: in Berlin

Terms of payment: Upon receipt of the invoice net cash within 14 days
 Agency commission rate: 15 %
 VAT: All prices are excl. VAT

Bank account: Commerzbank Berlin
 A/C No.: 97 600 59 00,
 Sort code 120 400 00
 Swift (BIC-Code): COBADEFFXXX
 IBAN: DE881204 0000 0976 0059 00

Last cancellation date: Up to the deadline for adverts!

Place of jurisdiction: Berlin only

Advertisement sizes and basic rates:

Formats	width × height horizontal format	Standard	portrait format	basic prices bw	2 colour	4 colour
1/1 page		185 × 266 mm		€ 4,900	€ 5,300	€ 6,100
Junior page		135 × 185 mm		€ 2,790	€ 3,190	€ 3,990
1/2 page	185 × 130 mm		90 × 266 mm	€ 2,560	€ 2,860	€ 3,460
1/3 page	185 × 85 mm		58 × 266 mm	€ 1,780	€ 2,080	€ 2,680
1/4 page	185 × 63 mm	90 × 130 mm	43 × 266 mm	€ 1,360	€ 1,610	€ 2,110
1/8 page	185 × 30 mm	90 × 63 mm	43 × 125 mm	€ 720	€ 870	€ 1,170

millimeter price 1-column (42 mm): € 5.60; 1-column (58 mm): € 7.00

Cover positions:

Front cover page (4c only) on demand,
whole page (4c):
2nd and 4th cover pages (4c): € 6,220

Colour surcharges:

	1/1 and less	1/2 and less	1/4	1/8
per colour	€ 400	€ 300	€ 250	€ 150
four colour	€ 1,200	€ 900	€ 750	€ 450

Discounts:

For orders within one calendar year:

3 ads or	2 pages	5 %
6 ads or	4 pages	8 %
9 ads or	6 pages	10 %

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

Loose inserts:

€ 295 per 1.000 pieces up to 25 g incl. postage
Only on request, maximum size: 205 × 290 mm

Bound-in inserts:

2 pages: € 5,440
4 pages: € 7,950
more on request

DIN A4 format, untrimmed 213 × 303 mm
only on total circulation 12.200 incl. oversheets

**Delivery address
for inserts:**

Gotteswinter und Aumaier GmbH
Bavaria-Druck
Joseph-Dollinger-Bogen 22
80807 München
Germany

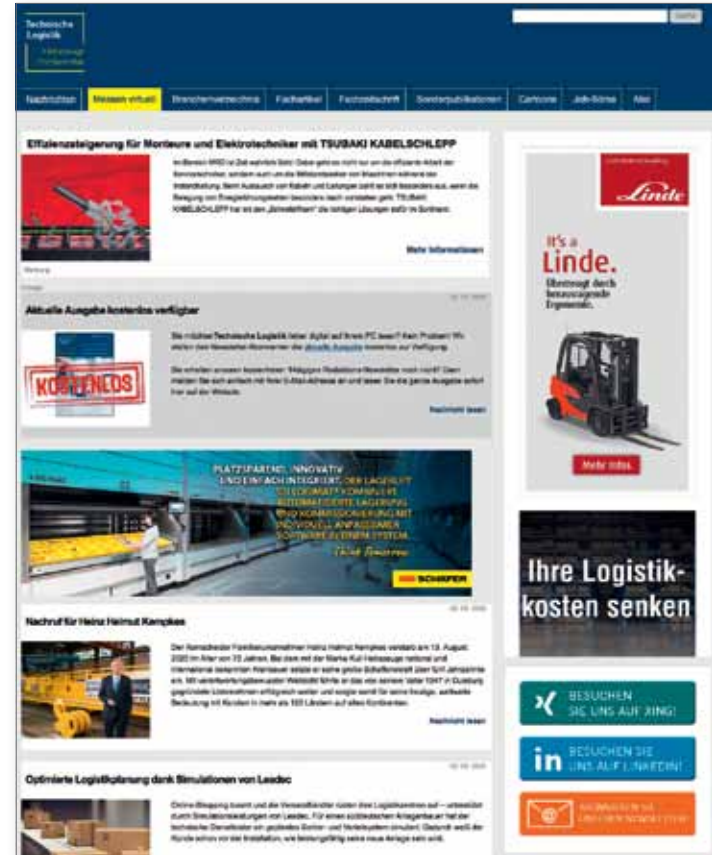
For „Technische Logistik“ issue XX/2021

www.technische-logistik.net

- Character:** portal for intralogistics: material flow, hoistings, conveyor technics, cranes technology, fork lift trucks
- Content:** product news, company database, current dates, technical articles, archive, news of the magazine
- Target group:** investment decision-makers and -preparers in intralogistics: logistics managers, warehouse and production managers, technical directors and technicians in development, planning and production

Type of advertising	Position	max. file size	size w x h pix	costs per month
Full Banner	horizontal	100 kB	468 x 60	€ 2,260
Super Banner	horizontal	100 kB	728 x 90	€ 2,430
Billboard	horizontal	100 kB	770 x 250	€ 2,450
HalfPageAd	vertical	100 kB	300 x 600	€ 2,580
Skyscraper	vertical	100 kB	120 x 600	€ 2,720
Wide Skyscraper	vertical	100 kB	160 x 600	€ 2,840
Wallpaper	horizontal/ vertical	100 kB	468 x 60 + 120 x 600	€ 2,960
Big Wallpaper	horizontal/ vertical	100 kB	728 x 90 + 160 x 600	€ 3,180
Rectangle	right	100 kB	300 x 250	€ 860

- Formats:** HTML/HTML5, GIF, PNG, JPEG, expandable formats on request
- AdImpressions:** we guarantee 12,000 AI's per month
- Reporting:** You receive a reporting after the end of the campaign.
- Advertising manager:** Marco Fiolka
Phone: +49 30 42151-344
marco.fiolka@hussmedien.de

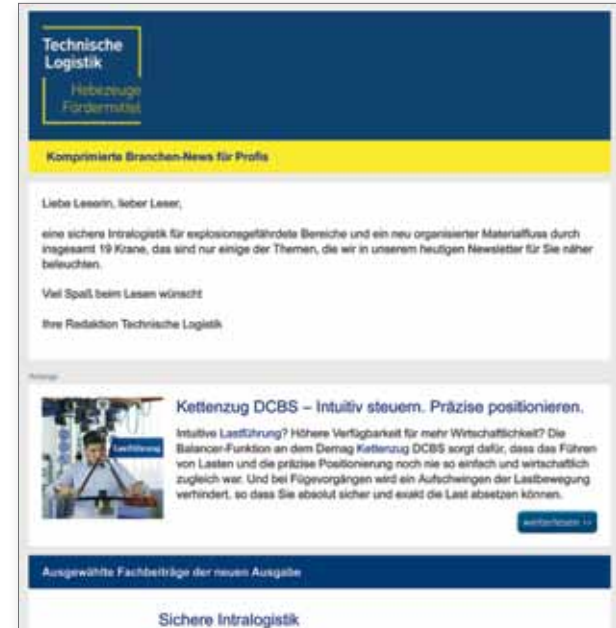


2 weekly newsletter of »Technische Logistik« for decision makers in intralogistics with top-news and selected articles, product news and appointments.

Release date: every 2 weeks (at the beginning and in the middle)

Type of advertising	Position	max. file size	size w x h pix	costs
Full Banner	horizontal	100 kB	468 x 60	€ 960
Medium Rectangle	right	100 kB	300 x 250	€ 790
Special NL Banner	horizontal	100 kB	600 x 85	€ 1.150
Ad within text	best as poss.	100 kB	600 signs	€ 710
Ad within text + picture	best as poss.	100 kB	500 signs + picture	€ 795

Formats: PNG, JPEG
Delivery Address: least 3 days before starting: marco.fiolka@hussmedien.de
Editor: Christina Kasper
 Phone: +49 30 42151-253 christina.kasper@hussmedien.de
Advertising manager: Marco Fiolka
 Phone: +49 30 42151-344 marco.fiolka@hussmedien.de



Our professional and annual publications

huss

HUSS-MEDIEN GmbH
10400 Berlin
Phone +49 30 42151-344
Fax +49 30 42151-207

