

# Media-Kit 2023



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**Annual Editions**  
see page 7-9

**huss**

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[www.technische-logistik.net](http://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 transshipment, 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
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**Publisher:** HUSS-MEDIEN GmbH

**Address:** Am Friedrichshain 22  
10407 Berlin  
Germany

**Phone:** +49 30 42151-344  
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**Internet:** www.technische-logistik.net

**Year:** volume 63

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**Distribution:** tl.vertrieb@hussmedien.de

**Purchase price:** Annual subscription: € 209.70  
Cover Price: € 22.50

**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: 11,777  
subscribers: 310  
changing recipients: 10,786  
archives/examples: 223

**Frequency:** 9/year  
3 annual editions

**Editorial Calendar:** see pages 4–6

issue	key contents	technical reports	trade fairs
<p><b>1-2</b></p> <p>Deadline 19<sup>th</sup> 01.</p> <p>Publ. Date 7<sup>th</sup> 02.</p>	<p>solutions for material flow</p> <p>cranes and hoisting devices</p> <p>fork lift trucks and AGVs</p> <p><b>Special: Start-ups</b></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</p> <p>from the business plan to implementation – start-ups in the intralogistics and their innovative solutions</p>	
<p><b>3</b></p> <p>Deadline 21<sup>st</sup> 02.</p> <p>Publ. Date 10<sup>th</sup> 03.</p>	<p><b>Preview to LogiMAT</b></p> <p>storage technology</p> <p>cranes and hoistings</p> <p><b>Special: Facility management</b></p>	<p><b>Product news to LogiMAT</b></p> <p>hall heating and air conditioning, cleaning machines for hall floors, lifting tables, vacuum lifters</p> <p>indoor cranes and hoisting devices, crane kits, jib cranes, sensor and laser systems, crane controls, radio remote controls</p> <p>ventilation systems and heatings for halls, floor cleaning/sweeping machines, safety in warehousing, ergonomics</p>	
<p><b>4</b></p> <p>Deadline 16<sup>th</sup> 03.</p> <p>Publ. Date 13<sup>th</sup> 04.</p>	<p><b>Main issue to LogiMAT</b></p> <p><b>Preview to Hanover Fair</b></p> <p>transportation and transshipment</p>	<p><b>Pre-report, product news and statements with „Official LogiMAT-MesseGuide 2023“ (circulation: 32,000 copies)</b></p> <p>drives and gears, sensor systems, continuous handling systems, overhead conveyor technology, electrically pow., monorails, collectors</p> <p>loading platforms, dock levellers, ramps, loading solutions, cargo safety</p>	<p><b>Hanover Fair</b> <b>Hanover</b>, 17.–21.04.2023</p> <p><b>LogiMAT</b> <b>Stuttgart</b>, 25.–27.04.2023</p> 
<p><b>5</b></p> <p>Deadline 12<sup>th</sup> 04.</p> <p>Publ. Date 2<sup>nd</sup> 05.</p>	<p><b>Preview to Interpack</b></p> <p>fork lift trucks and AGVs</p> <p>cranes and hoisting devices</p> <p><b>Special: Robotics</b></p>	<p>product news to Interpack: cartoning, strapping, foiling systems, labeling systems, containers, pallets</p> <p>racks, sorter and AGVs, charging systems, Li-Ion-tech., ex-proof trucks, attachments for trucks</p> <p>indoor cranes and hoisting devices, crane controls and gears, chains, ropes, hydraulics</p> <p>robotics for the intralogistics, technics, energy solutions, standard and special consoles, distribution, sorting, palletizing and gripper systems, energy chains, case studies</p>	<p><b>interpack</b> <b>Dusseldorf</b>, 04.–10.05.2023</p>

issue	key contents	technical reports	trade fairs
<p><b>6</b></p> <p>Deadline 16<sup>th</sup> 05.</p> <p>Publ. Date 8<sup>th</sup> 06.</p>	<p>harbour technology and logistics</p> <p>storage equipment</p> <p><b>Special: AGVs</b></p>	<p>container handling, port engineering, electrically powered monorails, reach stackers, spreaders, straddle carriers, head over cranes</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, pallets, containers</p> <p>conceptions, applications, case studies and product news</p>	<p><b>Automatica Munich</b>, 27.–30. 06. 2023</p> <p><b>TOC Europe Rotterdam</b>, 13.–15. 06. 2023</p>
<p><b>7-8</b></p> <p>Deadline 11<sup>th</sup> 07.</p> <p>Publ. Date 1<sup>st</sup> 08.</p>	<p>crane technology</p> <p>conveyor technology</p> <p>fork lift trucks and AGVs</p> <p><b>Special: Product innovations of the year</b></p>	<p>indoor cranes and hoisting devices, special ropes, traverses, crane trolleys, cable, industrial winches, controls, power supply</p> <p>continuous handling systems, overhead conveyor technology, electrically pow. monorails, collectors, drives and gears</p> <p>AGVs, charging systems, Li-Ion-tech., ex-proof trucks, attachments for trucks</p> <p>The most innovative products of the year in print, online, social media – with LogiMAT News</p>	
<p><b>AE</b></p> <p>Deadline 7<sup>th</sup> 08.</p> <p>Publ. Date 28<sup>th</sup> 08.</p>	<p><b>Annual edition: Retrofit &amp; Maintenance 2023</b></p> <p><b>current projects of modernization and maintenance introduced</b></p> <p><b>object-reports with company profiles</b> (further information see on page 7)</p>		
<p><b>9</b></p> <p>Deadline 28<sup>th</sup> 08.</p> <p>Publ. Date 14<sup>th</sup> 09.</p>	<p>fork lift trucks and AGVs</p> <p>cranes and hoisting devices</p> <p><b>Preview to the fair Motek</b></p> <p><b>Special: Shuttle-Systems 2023</b></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>handling technology, gears and drives, lifting tables</p> <p>vehicle-, energy- and drive-concepts, load sensing, sensor technology, radio connection, energy storage systems, power supply for shuttles</p>	

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issue	key contents	technical reports	trade fairs
<p><b>AE</b></p> <p>Deadline 21<sup>st</sup> 09.</p> <p>Publ. Date 16<sup>th</sup> 10.</p>	<p><b>Annual edition: Industrial Trucks 2023</b> cases of application, technologies, trends (further information see on page 8)</p>		
<p><b>10</b></p> <p>Deadline 20<sup>th</sup> 10.</p> <p>Publ. Date 8<sup>th</sup> 11.</p>	<p><b>Preview to the fair Motek</b> transportation and transshipment storage equipment and logistics</p> <p><b>Special: Software and automation</b></p>	<p>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 analysis, planning and optimization software, supply chain software, digital twin, robotics, cobots, AGV and AMR</p>	<p><b>Motek Stuttgart</b>, 10.–13. 10. 2023 <b>BVL-congress Berlin</b>, 18.–20. 10. 2023</p>
<p><b>11-12</b></p> <p>Deadline 30<sup>th</sup> 10.</p> <p>Publ. Date 16<sup>th</sup> 11.</p>	<p><b>Preview to the fair SPS</b> conveyor technology/ drive engineering crane technology storage technology</p> <p><b>Special: Sensoric and ident</b></p>	<p><b>Product news to SPS</b> 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 sensors in AGVs, industrial trucks, crane technology, conveyor, storage and safety technology, 3D, RFID, NFC</p>	<p><b>Blechexpo Stuttgart</b>, 07.–10. 11. 2023 <b>SPS Nuremberg</b>, 14.–16. 11. 2023</p>
<p><b>AE</b></p> <p>Deadline 17<sup>th</sup> 11.</p> <p>Publ. Date 11<sup>th</sup> 12.</p>	<p><b>Annual edition: Best Projects 2024 – Guidebook for Investors</b> cases of application, technologies, trends (further information see on page 9)</p>		



### Retrofit & Maintenance 2023

**current modernization and maintenance projects introduced – case studies 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 2023« 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:

case study 2 pages and  
1/2 page company profile:

**€ 2,400**

all company profiles are also available at  
[www.technische-logistik.net](http://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: 28<sup>th</sup> 08/2023

deadline for ads: 7<sup>th</sup> 08/2023



**Special edition  
Industrial Trucks 2023**  
**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: 16<sup>th</sup> 10/2023  
deadline for ads: 21<sup>st</sup> 09/2023





**Best Projects 2024**  
**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 2024« 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:** case study 2 pages,  
1/2 page company profile: € 2,400  
All company profiles are also available at  
[www.technische-logistik.net](http://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: € 3,710  
¼ page 4c: € 6,590

**Circulation:** 12,000 copies

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

**Dates:**  
publ. date: 11<sup>th</sup> 12/2023  
deadline for ads: 17<sup>th</sup> 11/2023

**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		€ 5,390	€ 5,790	€ 6,590
Junior page		135 × 185 mm		€ 3,070	€ 3,470	€ 4,270
1/2 page	185 × 130 mm		90 × 266 mm	€ 2,810	€ 3,110	€ 3,710
1/3 page	185 × 85 mm		58 × 266 mm	€ 1,960	€ 2,260	€ 2,860
1/4 page	185 × 63 mm	90 × 130 mm	43 × 266 mm	€ 1,490	€ 1,740	€ 2,240
1/8 page	185 × 30 mm	90 × 63 mm	43 × 125 mm	€ 790	€ 940	€ 1,240

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):  
2<sup>nd</sup> and 4<sup>th</sup> cover pages (4c): € 6,840

**Colour surcharges:**

	<b>1/1 and less</b>	<b>1/2 and less</b>	<b>1/4</b>	<b>1/8</b>
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:**

€ 325 per 1.000 pieces up to 25 g incl. postage  
Only on request, maximum size: 205 × 290 mm

**Bound-in inserts:**

2 pages: € 5,980  
4 pages: € 8,745  
more on request

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

**Delivery address  
for inserts:**

Möller Pro Media GmbH  
Zeppelinstraße 6  
16356 Ahrensfelde/OT Blumberg  
Germany

For „Technische Logistik“ issue XX/2023

**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

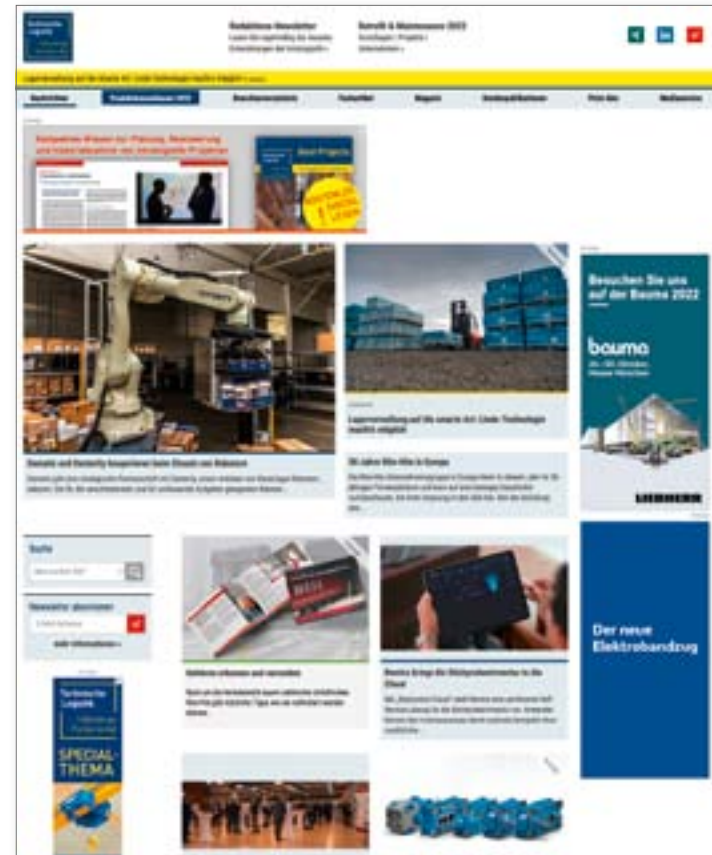
Type of advertising	Position	max. file size	size w x h pix	costs per month
Full Banner	horizontal	100 kB	468 x 60	€ 2,500
Super Banner	horizontal	100 kB	728 x 90	€ 2,550
Billboard	horizontal	100 kB	800 x 250	€ 2,700
HalfPage	vertical	100 kB	300 x 600	€ 2,850
Skyscraper	vertical	100 kB	120 x 600	€ 2,750
Wide Skyscraper	vertical	100 kB	160 x 600	€ 2,950
Medium Rectangle	left	100 kB	300 x 250	€ 950
Mobile Banner	vertical	100 kB	300 x 100	€ 510

**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	€ 1.100
Medium Rectangle	right	100 kB	300 x 250	€ 850
Special NL Banner	horizontal	100 kB	600 x 85	€ 1.300
Ad within text	best as poss.	100 kB	600 signs	€ 750
Ad within text + picture	best as poss.	100 kB	500 signs + picture	€ 880

**Formats:**

PNG, JPEG

**Delivery**

least 3 days before starting:

**Address:**

marco.fiolka@hussmedien.de

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**Technische Logistik**  
Hebzeuge  
Fördermittel

Kategorie: Branchen-News für Profis

Liste Lesern, lieber Leser,  
In unserem heutigen Newsletter zeigen wir Ihnen, wie sich eine Inventur mithilfe von Drohnen und Künstlicher Intelligenz optimieren lässt. Eine Nachbetrachtung der LHS-Überlegung mit Arbeit hat nun eine Lösung entwickelt, die das manuelle Zählen durch Drohne und Künstliche Intelligenz ersetzt. Bei einem Datenverlust fällt sich es der Zufallszahl erheblich reduzieren.

Um die Optimierung Ihrer innerbetrieblichen Prozesse ging es auch bei der Geschäftsführung der Kroll Maschinenbau GmbH. Sie besitzen daher häufig frequentierte, innerbetriebliche Logistikreporte zu identifizieren und mit Hilfe von Fahrerlosen Transportsystemen der Saling GmbH zu automatisieren.

Der über hinaus können Sie sich hier über die IML-Logistik 2007 informieren und wir zeigen Ihnen das neue Materialkonzept für Auftrags (APF), das haben einen Hochregal mit einer speziellen Vorlaufungsgang von kompletter automatisierten Transport von unterschiedlichen Antriebs- und unterschiedlicher Längen und Durchmesser umfasst.

Viel Spaß beim Lesen wünscht  
Christina Kasper  
Redaktion Technische Logistik

**Mehr Service zum System**  
Der Intelligente Spezialist EXPRESSO hat seinen Service erweitert. Er kann Problemstellungen realisieren, deren Mehrwert weit hinausgeht über die Bereitstellung mobiler Handling- und Transportsysteme. Die Kombination von Prozess-Knowhow und digitalen Anforderungen spielt dabei eine zentrale Rolle. Besuchen Sie uns auf der diesjährigen Fachpack in Nürnberg am Stand 373 in der Messehalle 4.

Mehr Informationen

Ausgewählte Fachbeiträge der neuen Ausgabe

# Our professional and annual publications

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