

LOGISTIK FÜR UNTERNEHMEN

Journal for Internal and External Logistics

Media Information 2018



Brief Description

“Logistik für Unternehmen” covers the whole spectrum of internal and external logistics up to and including e-logistics. The magazine covers trends in current development and presents collective logistic solutions, which it illustrates from a business management stand point.

Target Group

Technical and business management and all those active in logistic decision making in industrial and commercial organisations as well as logistic service providers.

Advertisers

Manufacturers and service providers dealing with the flow of supply of materials and production logistics (including mechanical handling, warehousing and packaging), logistic data handling, logistic services and transport, also E-Logistics (including E-Commerce, E-Business and Supply Chain Management).

Publishing Society

Official journal of the VDI Society Production and Logistics (GPL)

Year of Publication

32nd year 2018

Circulation (IVW audited)

Press run: 15,000 copies

Distributed circulation: 14,803 copies

Subscribed circulation: 4,661 copies

Advertising Prices

| | |
|------------------------------|------------|
| 1/1 page b/w | € 4,752.00 |
| 1/1 page 4c | € 5,952.00 |
| 1/2 page b/w | € 2,376.00 |
| 1/2 page 4c | € 3,186.00 |
| 1/4 page b/w | € 1,188.00 |
| 1/4 page 4c | € 1,728.00 |
| Surcharge for bleed adverts: | € 100.00 |

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 185 mm, height 270 mm

Publication Frequency

8 issues in 2018

Closing and Publication Dates

| Issue | Closing Date (reservations) | Publication Date |
|-------|-----------------------------|------------------|
| 1/2 | 12 January | 31 January |
| 3 | 9 February | 2 March |
| 4/5 | 16 March | 9 April |
| 6 | 7 May | 1 June |
| 7/8 | 6 July | 27 July |
| 9 | 9 August | 3 September |
| 10 | 17 September | 9 October |
| 11/12 | 23 October | 16 November |

Closing Date (materials): 2 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

| by frequency | | by volume | |
|-------------------|------|-----------|------|
| 3 advertisements | 3 % | 3 pages | 5 % |
| 6 advertisements | 5 % | 6 pages | 10 % |
| 9 advertisements | 10 % | 9 pages | 15 % |
| 12 advertisements | 15 % | 12 pages | 20 % |

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

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