



### 1 Short characterization:

Logistics, Purchasing, and IT are increasingly growing together. The organization of processes and value-adding chains in a cross-departmental and cross-company manner is the key to success in industry and trade.

The logistical economic magazine *LOGISTIK inside* offers commercial decision-makers in industry and trade dealing with goods and information flow a broader range of topics about the current developments in logistics, purchasing, and IT on a monthly basis.

Particular attention is given to dealing with these topics in a multidisciplinary manner by employing a competent and independent editorial staff.

**2 Frequency of publication:** monthly

**3 Year of publication:** 8<sup>th</sup> year 2009

**4 Web-address (URL):** www.logistik-inside.de

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Publishing house:** Springer Transport Media GmbH  
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
House address: Neumarkter Str. 18, 81673 Munich, Germany  
Phone: +49-89 / 43 72-0  
Fax: +49-89 / 43 72-23 98  
Internet: www.mediacentrum.de  
E-mail: anzeigen-vhv@springer.com

### 9 Editorial department:

Editor in chief: Anita Würmser  
anita.wuermser@springer.com

### 10 Advertising office:

General Advertisement Director: Michaela Lenz  
Advertising director: Thomas Merz

### 11 Distribution director:

Jutta Rethmann  
Phone: 01 80/5 00 92 91 (0.14 €/min. from the German  
landline / mobile radio deviant  
E-mail: vertriebsservice@springer.com

### 12 Subscription cost:

Annual subscription rate  
Inland: 151.90 € incl. packing/postage and 7% VAT  
Foreign Countries: 156.50 € incl. € packing/postage and 7% VAT  
Single copy: 12.80 € incl. 7% VAT, plus 1.20 € packing/postage

**13 ISSN-No:** 1618-484X

### 14 Scope analysis:

2007 = 11 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 728 pages = 100.0 %  
**Editorial section:** 523 pages = 71.9 %  
**Advertising section:** 205 pages = 28.1 %

of them are

Classified advertisements: 5 pages = 2.6 %  
Bound insert: 4 pages = 2.0 %  
One's own advertisements: 95 pages = 46.5 %

**Supplements (Loose-leaf inserts):** 11 pieces

**15 Content analysis:** Not surveyed

#### 16 Circulation control:



#### 17 Analysis of circulation:

Average circulation within one year  
(from July 1<sup>st</sup>, 2007 until June 30<sup>th</sup>, 2008)

<b>Printed copies:</b>	21,232		
<b>Total circulation</b>	20,837	therefrom abroad:	407
<b>Total net paid circulation:</b>	7,648	therefrom abroad:	353
- subscribed copies	1,628	therefrom copies for members	-
- Sale by retail	-		
- Other sale	6,020		
<b>Free copies:</b>	13,189		
<b>Remainer, file and checking copies</b>	395		

#### 18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	98.0	20,430
Foreign Country	2.0	407
<b>Total circulation</b>	100.0	20,837
<b>postal code</b>	<b>copies</b>	
Nielsen geographical sector 1		5,008
Nielsen geographical sector 2		3,909
Nielsen geographical sector 3a		3,141
Nielsen geographical sector 3b		3,031
Nielsen geographical sector 4		3,294
Nielsen geographical sector 5		572
Nielsen geographical sector 6		627
Nielsen geographical sector 7		848
<b>Total circulation inland</b>		20,430

The specialized economy magazine *LOGISTIK inside* is one of the leading logistics magazines in the German-speaking economic area. *LOGISTIK inside* is aimed at the commercial logistics decision makers in industry, trade, and logistics services. *LOGISTIK inside* publishes reports in a magazine as well as in a daily (on weekdays) Internet newsletter, covering up-to-date developments in the areas of logistics, IT, and supply chain management. In addition, a number of special supplements are printed.

	Issue	Publication Date	Closing Date I: Image ads C: Class. Ads P: Printing Material	IT-Solutions	Warehousing	Logistics Services	Special themes	Series	Special supplements	Trade Fairs	
January	1	Dec 31, 2008	Company portraits: I: Nov 14, 2008 P: Nov 17, 2008  Format ads: I: Dec 4, 2008 P: Dec 11, 2008	<b>Who is Who der Logistik 2009</b> The big guide for logistics, IT and Supply Chain Management							
February	2	Jan 30, 2009	I: Jan 9, 2009 C: Jan 20, 2009 P: Jan 16, 2009	Logistics software	Pallets, Packaging	KEP – services, Supply-Chain- Management, Cooling logistics, Automobile logistics	<b>Aircargo</b>	<b>Part 1: Internal transport equipment/ Fork-lift trucks</b>		<b>Fruit Logistica</b> , Berlin, Feb 4 to 6, 2009  <b>VDA Logistics-Congress</b> , Munich, Feb 26 to 27, 2009  <b>Motorwelt</b> , Berlin, Feb 19 to 21, 2009	
March	3	Feb 27, 2009	I: Feb 5, 2009 C: Feb 16, 2009 P: Feb 12, 2009	CeBIT 2009, ERP, LVS, SCM, WMS, RFID, E-Logistics, Telecommunications Auto-ID, Bar code, Printer, Telematics	Intra- Logistics, Racks, Storage automation	Temporary employment agency, Logistics consultation	<b>Fair Special: LogiMAT 2009</b>	<b>Part 2: Internal transport equipment/ Fork-lift trucks</b>	<b>Wall Chart Eastern Europe 2009</b>  I: Jan 19, 2009 P: Jan 30, 2009	<b>15. VDI Flurförderzeugtagung</b> , Baden-Baden, Mar 4 to 5, 2009  <b>Logistics Forum</b> , Duisburg, Mar 3 to 4, 2009  <b>CeBIT 2009</b> , Hanover, Mar 3 to 8, 2009  <b>SITL</b> , Paris, Mar 24 to 26, 2009  <b>LogiMAT</b> , Stuttgart, Mar 3 to 5, 2009	
April	4	Mar 27, 2009	I: Mar 6, 2009 C: Mar 17, 2009 P: Mar 13, 2009	Safety systems, Closed circuit television, Pick-by-voice	Cranes, Robots, Storage cleaning	Eastern Europe, Russia	<b>KEP</b>	<b>Part 1: commercial autos/ carriers</b>		<b>18. Deutscher Materialfluss- Kongress</b> , Garching, Apr 2 to 3, 2009  <b>Hannover Messe</b> , Apr 20 to 24, 2009	



October	10	Oct 2, 2009	I: Sep 11, 2009 C: Sep 22, 2009 P: Sep 18, 2009	SCM, SRM, ERP, WMS, LVS	Intra- logistics, Shelves, Storage automation	Eastern Europe/ Russia, Supply Chain Management, Contract logistic, Outsourcing, Disposal, Waste logistics	<b>Logistics real estate</b>	<b>Part 2: Logistics software</b>		<b>Expo Real</b> , Munich, Oct 5 to 7, 2009  <b>Deutscher Logistik-Kongress</b> , Berlin, Oct 21 to 23, 2009  <b>SYSTEMS</b> , Munich, Oct 27 to 30, 2009  <b>Entsorga</b> , Cologne, Oct 27 to 30, 2009		
November	11	Oct 30, 2009	I: Oct 9, 2009 C: Oct 20, 2009 P: Oct 16, 2009	Logistics software, E-Procurement	Loading aids, Gates, Ramps	China/India, Aircargo, Sea ports, Commercial vehicles	<b>Supply Chain Management/ Procurement</b>	<b>Part 1: Seacargo</b>	<b>KEP II</b>	<b>43. BME-Symposium</b> , Berlin, Nov 11 to 13, 2009		
December	12	Nov 27, 2009	I: Nov 6, 2009 C: Nov 17, 2009 P: Nov 13, 2009	Security system, Video monitoring, Pick-by-Voice	Crane, Robots, Storage cleaning, Fork lifts, FTS	KEP, Railcarg, GVZ, Sea ports, Logistics real estate	<b>Warehousing</b>	<b>Part 2: Seacargo</b>	<b>Who is Who Aircargo 2010</b>  I: Oct 20, 2009 P: Nov 2, 2009			
January	1/10	Dec 28, 2009	<b>Company portraits:</b> I: Nov 15, 2009 P: Nov 18, 2009  <b>Image ads:</b> I: Dec 4, 2009 P: Dec 11, 2009	<b>Who Is Who of Logistics 2010</b> The comprehensive guide to sectors of the industry								

### 1 Circulation:

Printed copies: 21,332 copies  
Total circulation in annual average: 20,837 copies

### 2 Magazine size:

210 mm x 279 mm trimmed  
213 mm x 285 mm untrimmed

### Type area:

185 mm wide, 250 mm high  
4 columns, 43 mm

### 3 Printing material, print documents:

Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

### 4 Publication:

Frequency of publication: 11 times per year  
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

### 5 Publishing house:

Springer Transport Media GmbH  
House address: Neumarkter Str. 18, 81673 Munich  
Postal address: P. O. Box 80 20 20, 81620 Munich

### Advertising department:

Frank Schimann  
Phone: +49-89 / 43 72-22 35

Darius Hupka  
Phone: +49-89 / 43 72-22 23

Fax: +49-89 / 43 72-23 98

E-mail: anzeigen-vhv@springer.com

### 6 Payment terms:

- direct debit 3% prompt payment discount  
- within 10 days 2% prompt payment discount  
- within 30 days  
from date of invoice net

VAT no. DE 152942001

### Bank accounts:

HypoVereinsbank, Munich  
IBAN: DE02 7002 0270 1830 2092 00,  
BIC: HYVEDEMMXXX

### 7 Ads and rates:

All prices are plus VAT

**2/1 page:** W 393 x H 253  
**2/1 page truncate:\*** W 420 x H 279  
Basic rate b/w or 2-coloured 7,890.00 €  
3- or 4-coloured 11,805.00 €

**1/1 page:** W 185 x H 253  
**1/1 page truncate:\*** W 210 x H 279  
Basic rate b/w or 2-coloured 3,915.00 €  
3- or 4-coloured 5,790.00 €

**2/3 page (landscape):** W 185 x H 170  
**2/3 page truncate:\*** W 210 x H 192  
Basic rate b/w or 2-coloured 2,600.00 €  
3- or 4-coloured 3,940.00 €

**1/2 page (upright):** W 90 x H 253  
**1/2 page truncate:\*** W 102 x H 279  
**1/2 page (landscape):** W 185 x H 125  
**1/2 page truncate:\*** W 210 x H 140  
**1/2 page Junior page:** W 135 x H 170  
Basic rate b/w or 2-coloured 1,985.00 €  
3- or 4-coloured 3,150.00 €

**1/3 page (upright):** W 60 x H 253  
**1/3 page truncate:\*** W 72 x H 279  
**1/3 page (landscape):** W 185 x H 85  
**1/3 page truncate:\*** W 210 x H 98

Basic rate b/w or 2-coloured 1,410.00 €  
3- or 4-coloured 2,485.00 €

**1/4 page (upright, 1-column):** W 45 x H 253  
**1/4 page truncate:\*** W 57 x H 279  
**1/4 page, 2-columns:** W 90 x H 125  
**1/4 page (landscape):** W 185 x H 65  
**1/4 page truncate:\*** W 210 x H 82

Basic rate b/w or 2-coloured 1,175.00 €  
3- or 4-coloured 2,150.00 €

**1/8 page (upright, 1-column):** W 45 x H 125  
**1/8 page, 2-columns:** W 90 x H 165  
**1/8 page (landscape):** W 185 x H 33

Basic rate b/w 635.00 €  
3- or 4-coloured 1,165.00 €

### 2., 3., 4. cover page

Basic rate, 4-coloured 6,780.00 €

\* + 4 mm bleed at all edges to be truncated

**8 Surcharges:** (discount possible)

8.1 Colours		
Normal colours from Euro-scale DIN 16539, charged by colour	-	
8.2 Preferential positions		
Fixed positions	675.00 €	
8.3 Ad formats		
Bleeding across the gutter	-	
Bleeding on all sides, special cut-out shapes	-	
Bleeding advertisement (only 1/1 page)	-	

**9 Prices for classified ads:**

Prices per mm	1 column	2 column	3 column	4 column
Classified ads	43 mm wide	90 mm wide	137 mm wide	185 mm wide
b/w	3.20 €	6.40 €	9.60 €	12.80 €
coloured	5.55 €	11.10 €	16.65 €	22.20 €
Job advertisement	1.35 €	2.70 €	4.05 €	5.40 €

Box numer fee 11.00 €

**10 Special ad forms:**

Off-prints	on request
Another types of advertising	on request

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3%	3 pages	5%
6 insertions	5%	6 pages	10%
9 insertions	10%	9 pages	15%
12 insertions	15%	12 pages	20%

All surcharges qualify for discount.

**12 Combinations:**

-

**13 Bound inserts:**

2 pages	3,915.00 €
4 pages	7,830.00 €
6 pages	11,745.00 €
8 pages	15,660.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound-in inserts in the untrimmed format 213 x wide x 286 high (folded). 2-page inserts must be provided with a printed rim 8 cm wide. The price applies to inserts with a paper weight up to 170 g/sq. metre (rates for heavier papers on request)

**14 Loose-leaf inserts:**

loose inserted, max. format: 203 mm x 275 mm

Weight of loose-leaf inserts	Price/thousand
up to 25 g	170.00 €
up to 50 g	230.00 €
up to 75 g	310.00 €
up to 100 g	380.00 €
over 100 g	on request

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

**15 Glued-in postcards:**

Glued-in postcards/thousands	90.00 €
Prospect/commercial sample on request, after sight of a sample.	
Only in combination with an full page-ad (prices see above).	
Loose inserts and glued-in postcards do not qualify for discounts.	

**16 Delivery address for the positions 13 to 15:**

Stürtz AG, Warenannahme  
Warenannahme  
Alfred-Nobel-Straße 33  
97080 Würzburg

**Delivery notice:** for *LOGISTIK* inside no. ...)

Please send in advance 10 samples to the advertising sales department.



## Who is Who of the Logistics 2009

### Short characterization:

This well-known Who is Who of Logistics comprises more than 150 pages of overview of the entire logistics industry and offers important impulses for decisions about future purchases. The concise industry sector-guide helps readers find suppliers and products. The company portraits are accompanied by articles about current trends in the industry sector.

**Frequency of publication:** annually

**Printed copies:** approx. 30,000 copies

**Size:** approx. 150 pages

**Magazine format:** 210 mm wide, 279 mm high

**Publication date:** December 28, 2009

### Company portraits

Copy date: November 15, 2009

Printing material dates: November 18, 2009

### Advertisements

Copy date: December 4, 2009

Printing material dates: December 11, 2009

### Prices and formats:

#### Company portrait: (1/1 page, coloured)

-Print (210 mm wide, 279 mm high) and  
Online (for one year) 1,630.00 €

#### Advertisements truncate (coloured)

-Cover page, (210 mm wide, 279 mm high) 6,780.00 €  
-1/1 page (210 mm wide, 279 mm high) 5,900.00 €  
-1/2 page high (102 mm wide, 279 mm high) 3,150.00 €  
-1/2 page cross (210 mm wide, 140 mm high) 3,150.00 €

#### Advertising consultant:

Darius Hupka  
Phone: +49-89 / 43 72-22 23  
E-mail: [darius.hupka@springer.com](mailto:darius.hupka@springer.com)

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## Print portraits

### Magazine topics

Logistics services  
Intra-logistics / storage technology  
IT-solutions  
Consultation  
Logistic real estate  
Commercial vehicles  
Financial services  
Further education  
Organizations / fairs / authorities

### Address account:

Alphabetic order

### Elements of company portraits

- Address field with company logo
- 2 columns with maximal 4 main headings
- Options: company / achievement profile / services / philosophy
- Pictures, schedules, cards

### Printing materials:

- Text: maximal 2,600 signs including blank; data delivery as a Word document for example
- Pictures: 8 cm wide, 6 cm high, tif or eps,
- 300 dpi resolution, colour chart: CMYK
- Printing: Offset printing (coloured)

### Advertising processing:

Agnes Frosch  
Phone: +49-89 / 43 72-27 55  
Fax: +49-89 / 43 72-21 58  
E-mail: who-is-who@springer.com

## Online portraits

### Web-Adresse (URL):

[www.logistik-inside.de/branchenguide](http://www.logistik-inside.de/branchenguide)

### Online topics

Personal service provider  
Container  
Aircargo  
Logistics service provider  
Intra-logistics  
IT-software  
Consultation  
Logistic real estate  
Property / trade  
Further education  
Organizations / fairs / bodies

### Online Industry guide

As a close component of the online platform “[www.logistik-inside.de](http://www.logistik-inside.de)” the online industry guide offers a comprehensive market survey of the logistics branch in Germany. The clearly company portraits are online investigateable a whole year and offer a linking on the own homepage.

### Print and Online combinations

The following *LOGISTIK* inside products are illustrated in the online industry guide:

- Company portraits from the special edition "Who is Who of the Logistic"
- Company portraits from the special edition “Who is Who Aircargo”
- Company portraits from the special edition “Logistics Atlas”
- Business cards entries from *LOGISTIK* inside

## Who is Who Aircargo 2009

### Short characterization:

"Who is Who Aircargo" reports in detail about the most important subjects and trends of the German aerial cargo market. Logistics as well as Aircargo deciders receive with the help of company portraits a comprehensive overview about the companies of the "Aircargo-Supply Chain". In addition, the company portraits are published in the online industry guide for one year under [www.logistik-inside/branchenguide](http://www.logistik-inside/branchenguide). Partner: BARIG, BME, DSLV.

**Frequency of publication:** annually

**Printed copies:** approx. 24,000 copies

**Size:** approx. 40 pages

**Magazine format:** 207 mm wide, 279 mm high

**Publication date:** August 28, 2009

### Company portraits

Copy date: July 13, 2009

Printing material dates: July 15, 2009

### Advertisements

Copy date: July 28, 2009

Printing material dates: August 4, 2009

### Prices and formats:

#### Company portrait: (1/1 page, coloured)

-Print and Online 1,630.00 €

#### Advertisements truncate (coloured)

-Front page 7,500.00 €

-Cover page 6,780.00 €

-1/1 page 5,900.00 €

-1/2 page 3,150.00 €

#### Advertising consulter:

Darius Hupka

Phone: +49-89 / 43 72-22 23

E-mail: [darius.hupka@springer.com](mailto:darius.hupka@springer.com)

Fax: +49-89 / 43 72-23 98

## Logistics ATLAS 2009

### Short characterization:

The Logistics ATLAS offers logistics deciders with the help of charts and portraits all relevant infrastructure data at first sight: Distant road network, railroad network, water road network as well as airports and seaports. Present your location, their region, your company or your service and book a detailed portrait in the Logistics ATLAS. In addition, the portraits are published in the online industry guide for one year under [www.logistik-inside/branchenguide](http://www.logistik-inside/branchenguide).

**Frequency of publication:** annually

**Printed copies:** approx. 24,000 copies

**Size:** approx. 48 pages

**Magazine format:** 207 mm wide, 279 mm high

**Publication date:** June 26, 2009

### Company portraits

Copy date: May 6, 2009

Printing material dates: May 8, 2009

### Advertisements

Copy date: May 20, 2009

Printing material dates: May 28, 2009

### Prices and formats:

#### Company portrait: (1/1 page, coloured)

-Print and Online 1,630.00 €

#### Advertisements truncate (coloured)

-Front page 7,500.00 €

-Cover page 6,780.00 €

-1/1 page 5,900.00 €

-1/2 page 3,150.00 €

#### Advertising consulter:

Frank Schimann

Phone: +49-89 / 43 72-22 35

E-mail: [frank.schimann@springer.com](mailto:frank.schimann@springer.com)

Fax: +49-89 / 43 72-23 98

## Annual business card print and online

### Short characterization:

The annual calling card print and online offers small and big companies the possibility to reach regularly and with the help of cross-media the target groups of *LOGISTIK* inside. You are listed for one year in the online industry guide for only 1,255.00 € as well as in 10 print issues, except of the special issue "Who is Who of the Logistics". The business card is bookable at any time and is valid twelve months.

**Dates:** Any time bookable. Start from the next issue to be reached (Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates" on Page 6-9)

### Duration:

Print: 10 issues  
Online: 12 months

### Prices and formats:

#### Business card

-Print and Online	1,255.00 €
-Print	940.00 €
-Online	625.00 €

#### Print:

- Address data
- Company logo
- Text (maximal 2,600 signs including blank)
- 60 mm wide, 40 cm high

#### Advertising consuler:

Darius Hupka  
Phone: +49-89 / 43 72-22 23  
E-mail: [darius.hupka@springer.com](mailto:darius.hupka@springer.com)

Frank Schimann  
Phone: +49-89 / 43 72-22 35  
E-mail: [frank.schimann@springer.com](mailto:frank.schimann@springer.com)

Fax: +49-89 / 43 72-23 98

### Wall chart 2009

**Chart format:** 800 mm wide, 540 mm high

**Ad format:** **high:**  
94 mm wide, 173 mm high  
**cross:**  
93 mm wide, 84 mm high

#### Prices and formats:

-1 ad	2,600.00 €
-2 ad	4,900.00 €
-More ads	on request
-Exclusive	22,900.00 €

#### Dates Wall chart EASTERN EUROPE 2009

Publication date:	February 27, 2009
Copy date:	January 19, 2009
Printing material dates:	January 30, 2009

#### Dates Wall chart CHINA 2009

Publication date:	August 28, 2009
Copy date:	July 21, 2009
Printing material dates:	August 3, 2009

### Wall calendar 2009

**Calendar format:** 800 mm wide, 540 mm high

**Ad format:** **high:**  
94 mm wide, 173 mm high  
**cross:**  
93 mm wide, 84 mm high

#### Prices and formats:

-1 ad	2,600.00 €
-2 ad	4,900.00 €
-More ads	on request
-Exclusive	22,900.00 €

#### Dates wall calendar

Publication date:	November 27, 2009
Copy date:	October 20, 2009
Printing material dates:	November 2, 2009

**Advertising consulter:** Darius Hupka  
Phone: +49-89 / 43 72-22 23  
E-mail: [darius.hupka@springer.com](mailto:darius.hupka@springer.com)

Frank Schimann  
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Fax: +49-89 / 43 72-23 9

### 1 Short characterization:

The *LOGISTIK* inside "Extra" is an editorial special issue to present a specialized topic in cooperation with an exclusive partner. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The editorial focus of this extra issue is beneficial to the reader. The company profits from the positive image of the brand name of *LOGISTIK* inside and can position itself as opinion leader and solution supplier for topics that are up-to-date for the target group.

### 2. Advantages and use for the exclusive partner

- Comprehensive information instrument that can be applied in many ways
- Positive image transfer by the use of the brand name of *LOGISTIK* inside
- Positioning of the company as an innovative opinion leader and solution supplier
- Targeted distribution to the relevant target group by way of inserts to the extra issue of *LOGISTIK* inside
- Complete package: Ready-for-use compilation of the special issue in the supplement standard layout of the *LOGISTIK* inside
- Supply of pictures/illustrations/photographs as well as proof-reading and imprimatur of the editorial contents
- Extra issues (following agreements) for the customer, as well as a cost-free PDF for online usage
- Two advertisement pages in the supplement (inside front cover page and back cover page)

### 3. Prices and sizes

- Prices from 29,900.00 € (plus VAT)
- Sizes from 8+4 to 32+4 pages
- Magazine format: 207 mm wide, 279 mm high
- Paper: Cover 135g/m<sup>2</sup> (with printing coating), inside pages 100g/m<sup>2</sup>
- Design: 4 colours
- Minimum 20,000 printing copies



**1. Web-Adresse (URL):**

www.logistik-inside.de

**2. Short characterization:**

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, foto galleries, job markets and further information pertaining to the industry sector.

**4 Publishing house:**

Springer Transport Media GmbH  
Neumarkter Str. 18, 81673 Munich, Germany  
online-inserate-hvogel@springer.com

**5 Contact person:**

Andrea Volz  
Phone: +49 89/43 72 - 21 24  
Fax: +49 89/43 72 - 23 98  
E-mail: andrea.volz@springer.com



**6 Access control:**

certified online service since August 2007

**7 Numbers of hits:**

visits: 91,244 (July 2008)  
page impressions: 272,702 (July 2008)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.00
2 Rectangle	300 x 250	75.00
3 Video Rectangle (polite streaming)	300 x 250	75.00
4 Expandable Rectangle (to the left side)	630 x 250	100.00
5 Expandable Rectangle (at the bottom left)	630 x 350	125.00
6 Layer Ad + Rectangle Reminder	on request	150.00
7 Half Page	300 x 600	150.00
8 Expandable Half Page	630 x 600	on request
9 Road Block (two Rectangles)	300 x 250 (2x)	150.00
10 Corner Ad Large	on request	

\*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

**8.2 Newsletter advertisements**

Newsletter subscriber:

7,372 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.00
2 Horizontal/Fullsizebanner	650 x 150	75.00
3 Text ad large plus logo/picture	650 x 250	75.00
4 Text ad small plus logo/picture	300 x 115	55.00

\*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications:**

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

**Text advertisement small:**

Headline: max. 30 characters

Text: max. 240 characters incl. all blank lines and paragraphs

Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

**Text advertisement large:**

Headline: max. 60 characters

Text: max. 700 characters incl. all blank lines and paragraphs

Logo/Picture: 130 x 80 pixel or 60 x 80 pixel





### 15 Area sponsoring

The portal of *LOGISTIK* inside offers users not only the day's latest news, but also a high usage value with target group-oriented databases, applications and download areas.

Examples:

- Online cost-of-ownership calculator for commercial vehicles
  - CEP check: interactive rating portal for courier, express and parcel services
- detailed information on request

### 16 WebTV – Experience information

- WebTV offers high-quality information and entertainment
- High-quality specialised information is made available in familiar TV quality
- Features are available around the clock and can be retrieved for up to one year
- WebTV is the ideal way to make your media mix perfect
- As first supplier on a market relevant for the target group of the transport and logistics industry, you profit by the high amount of attention you will attract
- Our online service “www.logistik-inside.de” with its high coverage guarantees a high distribution of your advertisement message

Possibilities:	Over the entire year	For trade fairs:
• Creating and putting online image features	x	x
• Company portrait	x	
• Product introduction	x	x
• Sponsoring of daily trade fair news		x
• Exhibitor's portrait		x
• “Under discussion”		x
• Putting your press conference online		x

#### Your advantages:

- Effectively addressing customers by offering them a holistic experience in a familiar TV format
- attractive editorial environment
- secured attention
- manifold uses
- Downstream exploitation rights without additional charge
- Best value for money
- Minimal wastage, high target-group affinity
- Expert advice, production, and broadcasting all in one hand

On selected trade fairs, we offer sponsoring of news broadcasts, the creation of company portraits, or filming conversations, which will then be made available on our online platform “www.logistik-inside.de” for one year.

Sponsoring of **news broadcasts**: In the opening and end credits of the feature, a short advertisement clip of 25 seconds maximum of the customer is shown.

#### Charges for news sponsoring:

3 news broadcasts	5,400.00 € each
2 news broadcasts	5,900.00 € each
1 news broadcast	6,500.00 €

For an **exhibitor's portrait** or “**Under discussion**”, our film team will shoot a feature of about 3-5 minutes at the customer's stand.

#### Charges for company portrait:

Duration of 3-5 minutes	5,100.00 €
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Apart from making your web presence available via our online service, we take over the entire handling and production from A to Z. You tell us your wishes, and we will see to the details.

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de)

**19 Industrial sectors/branches of industry/types of business**

Branch/ section	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection (approx.)
C, D, E, J 62, 94.1	Manufacturing companies, industry	55	11,240
52, 53, N, 46, 47	Conveyance, other transportation brokers, service, consulting, banking and insurance industry	25	5,110
70, K	Wholesale trade, retail trade	12	2,450
85.42.1, 85.42.2, 85.5	Consulting, financial and insurance service	2	410
	University/College/others	2	410
	Other /not specified	4	820
	Rounding difference		-10
	<b>Total circulation inland</b>	<b>100</b>	<b>20,430</b>
	<b>Foreign countries (unlevied)</b>		<b>407</b>
	<b>Total circulation inland and foreign countries</b>		<b>20,837</b>

# Data Ticket



Status quo: August, 2008

## Transfer of digital data

If you send your advert via ISDN, e-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ ISDN: \_\_\_\_\_

## Ad Information

Issue: \_\_\_\_\_ Section: \_\_\_\_\_

Ad format: \_\_\_\_\_ Colours: \_\_\_\_\_

File name: \_\_\_\_\_ Application: \_\_\_\_\_ Version: \_\_\_\_\_

Operating system:  Apple MacIntosh  Windows PC

Data transfer via  FTP  ISDN  E-mail  Data medium by mail

Proof  colour match (ISO)  content match follows via mail (please tick if appropriate)

## Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage [www.stuertz.de](http://www.stuertz.de) in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create colour pictures in CMYK mode, or convert them to CMYK.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.

## Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

## Contact details

FTP: ftp.stuertz.de (Please request user name and password via e-mail)  
ISDN (Leonardo): +49-9 31/385-415  
E-mail: gecont@stuertz.de  
Fax: +49-9 31/385-383

## Contact to:

Stürtz GmbH  
Science / Anja Eichelbrönner  
Alfred-Nobel-Str. 33  
97080 Würzburg  
Phone: +49-9 31/3 85-3 32

*Modifications and printer's errors excepted*

**Please contact us for further information**

- **Advertising Director  
Transport & Logistics**

- **Advertising Consulter**

- **Key Account Manager Online**

- **Customer Magazines**

- **Advertising Administration**

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