

Media-Kit 2020



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valid from January 2020



Annual editions
see page 7-9

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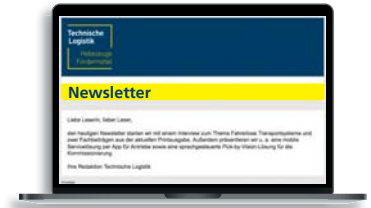
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www.technische-logistik.net

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
- journal
- annual editions
- fair guides



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Address: Am Friedrichshain 22
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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: 11,897
subscribers: 387
changing recipients: 11,509
archives/examples: 103

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 21st 01.</p> <p>Publ. Date 11th 02.</p>	<p>Preview to the fair LogiMAT</p> <p>solution for material flow</p> <p>cranes und hoisting devices</p> <p>fork lift trucks and AGVs</p>	<p>Product news to the fair LogiMAT</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>fork lift technology, AGVs, power supply and charging technology, components</p>	
<p>3</p> <p>Deadline 6th 02.</p> <p>Publ. Date 2nd 03.</p>	<p>Main issue to the fair LogiMAT</p>  <p>storage technology</p> <p>cranes und hoisting devices</p> <p>fork lift trucks and AGVs</p>	<p>Product show, interviews, statements to LogiMAT with the „LogiMAT-FairGuide 2020“ (circulation: 32,000 copies)</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 control and gears, chains, ropes, hydraulics</p> <p>fork lift technology, AGVs, power supply and charging technology, components</p>	 <p>LogiMAT Stuttgart, 10th 03.–12th 03.</p> <p>METAV Dusseldorf, 10th 03.–13th 03.</p>
<p>4</p> <p>Deadline 16th 03.</p> <p>Publ. Date 9th 04.</p>	<p>Main issue to Hanover Fair</p> <p>cranes und hoisting devices</p> <p>conveyor technology</p> <p>Special: Robotics</p>	<p>Product news to the Hanover Fair</p> <p>automatic and standard cranes, rope and chain hoists, crane drives, gantry cranes, LAM, radio remote controls, drive technology</p> <p>drives and gears, sensoric systems, continuous handling systems, hanging conveyor technology, electrically power monorails, collectors</p> <p>robotic in the intralogistics, standard consoles, sorter, grab systems, energy chains, components</p>	<p>Hanover Fair Hanover, 20th 04.–24th 04.</p>
<p>5</p> <p>Deadline 8th 04.</p> <p>Publ. Date 4th 05.</p>	<p>Preview to the fair Interpack</p> <p>fork lift trucks and AGVs</p> <p>cranes und hoisting devices</p> <p>Special: AGVs</p>	<p>Product news to the fair Interpack, cartoning and strapping systems, labeling systems, containers, pallets</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>conceptions, applications, case studies and product news</p>	<p>interpack Dusseldorf, 7th 05.–13th 05.</p> <p>LogiMAT – Intelligent Warehouse Bangkok, 13th 05.–15th 05.</p> <p>Logistikwerkstatt Graz, 28th 05.–29th 05.</p>

issue	key contents	technical reports	trade fairs
<p>6</p> <p>Deadline 11th 05.</p> <p>Publ. Date 4th 06.</p>	<p>Main issue to the TOC Europe</p> <p>transportation and transhipment cranes technology storage equipment compact</p>	<p>Harbour technology – container handling, port engineering, electrically powered monorails, reach stackers, spreaders, straddle carriers, head over cranes</p> <p>loading platforms, dock levellers, ramps, loading solutions, cargo safety indoor cranes, chain hoists, trolleys, sway control: new developments, crane controls, drives and gears 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, containers, weight systems</p>	<p>TOC EUROPE Rotterdam, 9th 06.–11th 06.</p> <p>LogiMAT China Shanghai, 16th 06.–18th 06.</p> <p>automatica Munich, 16th 06.–19th 06.</p> <p>SicherheitsExpo Munich, 24th 06.–25th 06.</p>
<p>7-8</p> <p>Deadline 13th 07.</p> <p>Publ. Date 3rd 08.</p>	<p>fork lift trucks and AGVs cranes technology conveyor technology Special: Ex-proof-systems</p>	<p>AGVs, charging systems, Li-Ion-tech., ex-proof trucks, attachments for trucks: tires, controls indoor cranes and hoisting devices, special ropes, traverses, crane trolleys, cables, industrial winches, controls, power supply continuous handling systems, hanging conveyor technology, electrically pow. monorails, collectors ex-proof for: cranes and hoists, fork lift trucks systems, energy supply and efficiency, material flow calculating systems</p>	
<p>AE</p> <p>Deadline 5th 08.</p> <p>Publ. Date 28th 08.</p>	<p>Annual edition: Retrofit & Maintenance 2020 current projects of modernization and maintenance introduced object-reports with company profiles (further information see on page 7)</p>		
<p>9</p> <p>Deadline 21st 08.</p> <p>Publ. Date 11th 09.</p>	<p>conveyor technology fork lift trucks and AGVs crane and hoisting devices Special: Shuttle-Systeme</p>	<p>continuous handling systems, hanging conveyor technology, electrically pow. monorails, collectors AGVs, charging systems, Li-Ion-tech., fleet management systems, software, attachments for trucks: tires, controls indoor cranes, service for cranes, hoisting equipment, ropes, chains, capstans, brakes, crane controls, radio remote controls vehicle-, energy- and drive-concepts, load sensing, sensor technology, radio connection, energy storage systems</p>	<p>AMB Stuttgart, 15th 09.–19th 09.</p> <p>InnoTrans Berlin, 22nd 09.–25th 09.</p> <p>IAA Hanover Hanover, 24th 09.–30th 09.</p>

ask for our cross-media-combis

issue	key contents	technical reports	trade fairs
<p>AE</p> <p>Deadline 2nd 09.</p> <p>Publ. Date 25th 09.</p>	<p>Annual edition: Fork Lift Trucks 2020/2021 cases of application, technologies, trends (further information see on page 8)</p>		
<p>10</p> <p>Deadline 10th 09.</p> <p>Publ. Date 1st 10.</p>	<p>Preview to the fair Motek storage equipment and logistics</p> <p>transportation and transhipment</p> <p>Special: airport engineering and logistics</p>	<p>Product news to the fair Motek: handling technology, gears and drives, lifting tables</p> <p>WMS, simulation systems, s/r machines, shuttle systems, hazardous goods store, sorter and distribution systems mobile racks, pallets, container, RFID</p> <p>loading platforms, dock levellers, ramps</p> <p>baggage handling, fire protection technology, sensor technology, tractors, trucks, platforms</p>	<p>MOTEK Stuttgart, 5th 10.–8th 10.</p> <p>BVL-Kongress Berlin, 21st 10.–23rd 10.</p> <p>EuroBlech Hanover, 27th 10.–30th 10.</p>
<p>11-12</p> <p>Deadline 28th 10.</p> <p>Publ. Date 18th 11.</p>	<p>Preview to the fair SPS conveyor technology/ drive engineering cranes technology</p> <p>storage technology</p> <p>Special: harbour techniques and logistics</p>	<p>product show to the fair</p> <p>mobile hydraulics, gears, sensoric systems, driven machinery and gears, frequency inverter, drum motors</p> <p>indoor cranes, service for cranes, hoisting equipment, ropes, chains, capstans, brakes, weighing systems, carriages</p> <p>rack systems, hazardous goods storage, special bearings, marking, auto-ID, weighing technology, radio/WLAN, pallets, containers, storage equipment</p> <p>gantry and head over cranes load handling devices, brakes, hydraulics electrically powered monorails; use of heavy fork lift trucks and spreaders, straddle carriers</p>	<p>SPS/IPC/DRIVES Nuremberg, 24th 11.–26th 11.</p>
<p>AE</p> <p>Deadline 16th 11.</p> <p>Publ. Date 9th 12.</p>	<p>Annual edition: Best Projects 2021 – Intralogistics for Investors cases of application, technologies, trends (further information see on page 9)</p>		



Retrofit & Maintenance 2020
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 2020« 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: 28th 08/2020

deadline for ads: 5th 08/2020



**Special edition
Fork Lift Trucks 2020/2021**
**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: 25th 09/2020
deadline for ads: 2nd 09/2020



Best Projects 2021
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 2021« 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: € 3,420
¼ page 4c: € 6,030

Circulation: 12,000 copies

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

Dates:
publ. date: 9th 12/2020
deadline for ads: 16th 11/2020

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		€ 4,830	€ 5,230	€ 6,030
Junior page		135 × 185 mm		€ 2,750	€ 3,150	€ 3,950
1/2 page	185 × 130 mm		90 × 266 mm	€ 2,520	€ 2,820	€ 3,420
1/3 page	185 × 85 mm		58 × 266 mm	€ 1,750	€ 2,050	€ 2,650
1/4 page	185 × 63 mm	90 × 130 mm	43 × 266 mm	€ 1,340	€ 1,590	€ 2,090
1/8 page	185 × 30 mm	90 × 63 mm	43 × 125 mm	€ 710	€ 860	€ 1,160
1/16 page	90 × 29 mm		43 × 60 mm	€ 390	€ 490	€ 690

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:**

Bavaria-Druck GmbH
Joseph-Dollinger-Bogen 5
80807 München
Germany

For „Technische Logistik“ issue XX/2020

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

The screenshot shows the homepage of the 'Technische Logistik' website. At the top right, there is a banner for 'MEHR SICHERHEIT FÜR SIE!' featuring a person's face. Below this is a navigation menu with links: 'Startseite', 'Branchenverzeichnis', 'Fachartikel', 'Fachzeitschrift', 'Sonderpublikationen', 'Cartoons', 'Job-Börse', and 'Abo'. The main content area is divided into several article sections:

- Mehr Effizienz und Flexibilität:** Article about intelligent software systems for warehouse management and control, dated 05.09.2018. It includes an image of a warehouse and a 'Fachartikel lesen' link.
- SMART MOVE – Materialfluss kostengünstig automatisieren:** Article about the SMART MOVE hybrid forklift, dated 05.09.2018. It includes an image of a forklift and a 'Mehr Informationen' link.
- Hafenmobilkran in Australien beim Geschäftsaufbau im Einsatz:** Article about a mobile port crane, dated 05.09.2018. It includes an image of a crane and a 'Nachricht lesen' link.
- Vielseitiger Stromabnehmer für Krananlagen:** Article about a versatile power collector for crane systems, dated 05.09.2018. It includes an image of a power collector and a 'Nachricht lesen' link.

On the right side of the page, there is a large advertisement for 'utzgroup.com' with a green 3D cube graphic. Below it are two social media buttons: 'BESUCHEN SIE UNS AUF XING!' and 'BESUCHEN SIE UNS AUF LINKEDIN!'. At the bottom right, there is a 'Newsletter jetzt abonnieren' button with an envelope icon.

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 least 3 days before starting:
Address: marco.fiolka@hussmedien.de
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Technische Logistik
Hebezeuge
Fördermittel


Komprimierte Branchen-News für Profis

Liebe Leserin, lieber Leser,

den heutigen Newsletter starten wir mit einem Interview zum Thema Fahrerlose Transportsysteme und zwei Fachbeiträgen aus der aktuellen Printausgabe. Außerdem präsentieren wir u. a. eine mobile Servicelösung per App für Antriebe sowie eine sprachgesteuerte Pick-by-Vision-Lösung für die Kommissionierung.

Ihre Redaktion Technische Logistik

Anzeige




KNAPP reagiert auf Branchentrends im Bereich der Produktion

Schlechte Planbarkeit, mehr Individualisierung und höhere Variantenvielfalt stellen die Branche vor Herausforderungen. Diese Trends fordern mehr Flexibilität der Systeme. KNAPP sieht diese Veränderungen als Chance und entwickelt Lösungen für eine flexible Produktion ganz im Sinne einer **smart production**. Mit leistungsstarken Shuttle-Systemen in Kombination mit agilen autonomen Transportrobotern, den Open Shuttles, können Arbeitsplätze in unterschiedlichen Lagerbereichen just-in-time versorgt werden.

[weiterlesen >>](#)

Ausgewählte Fachbeiträge der neuen Ausgabe



„Ja, es ist schon ein Hype!“

Obgleich schon einige Wochen her, kommen wir doch noch einmal auf die bisher erfolgreichste Logimat aller Zeiten zurück. Der Redaktion „Technische Logistik“ ist auf der Messe vieles aufgefallen, allen voran aber eines: Gefühlt jeder zweite Stand verfügte über so etwas wie ein Fahrerloses Transportsystem (FTS). Grund genug für uns, hier noch einmal nachzuhören. Am besten tut man dies in einem Expertengespräch – an dieser Stelle mit Markus Külken, Director Business Development Self Driving Technology bei SSI Schäfer.

Our professional and annual publications

huss

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