



# Media kit 2026

Rate list no. 35  
Valid from 1 January 2026



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HUSS-VERLAG GmbH  
80912 Munich, Germany **huss**



**Jan Kaulfuhs-  
Berger**  
Editor-in-Chief  
Technische  
Logistik

## Dear Sir or Madam,

Intralogistics, the entire logistics sector, and indeed the entire value chain, are subject to constant fluctuations and uncertainties. On top of that, there are rapid technological developments and innovations. Keeping track of all this is not an easy task.

The editorial team of Technische Logistik receives dozens of reports daily about innovations and their successful applications in practice. From these, we prepare the most important news for our readers, report on efficient and sustainable operations in companies, and conduct research where necessary.

All important news and developments, personnel changes, and introduced innovations are integrated into our online coverage—almost daily, throughout the entire year. This is complemented by our bi-weekly newsletter, which highlights the most important topics once again and, importantly, specifically points to selected contributions in our trade magazine „Technische Logistik“.

Speaking of the trade magazine „Technische Logistik“, and at this point, the topic of „information overload“ and filtering it out becomes even more important. We have defined it this way: Only the crème de la crème of information makes it into „Technische Logistik“. And before we get too technical here, one thing is certain—despite all the „buzzword topics“ in our magazine, such as autonomous transport systems, autonomous mobile robots, automation, and artificial intelligence—this will remain the case: The human being is always at the center of everything. That is why, as the editorial team of „Technische Logistik“, it is important to us to place the people behind the processes and innovations that shape intralogistics at the heart of our reporting. This is emphasized by our high-quality, both in terms of content and quantity, interviews with the people who drive these innovations.

A similar approach applies to the now almost unique **TL-TALK** from „Technische Logistik“. Company representatives present products, innovations, and their company's unique selling proposition (USP) in a live interview with the editorial team—either ahead of a trade fair or as part of a special issue in our magazine. For 2026, there will also be changes here. In addition to the fact that we can now conduct the **TL-TALK** on-site at your location, we will also offer individual webinars in collaboration with you starting in 2026.

Warm regards  
Jan Kaulfuhs-Berger  
jan.kaulfuhs-berger@hussverlag.de

## Print



## Online



[www.technische-logistik.net](http://www.technische-logistik.net)

- 1 **Title:** Technische Logistik
- 2 **Brief description:** Specialist publication for intralogistics. It serves as a source of professional information between users and manufacturers, as well as professionals in planning, organization, production, and procurement.  
www.technische-logistik.net
- 3 **Target group:** Investment decision-makers and preparers in intralogistics: logistics managers, warehouse and production managers, technical directors, as well as engineers in development, planning, and manufacturing.
- 4 **Frequency of publication:** 8 issues per year + 2 special editions
- 5 **Magazine size:** 210 x 297 mm, A4
- 6 **Year of issue:** 66th year of issue 2026
- 7 **Purchase price:** Annual subscription in Germany €193 (including VAT, plus €11.80 postage costs)  
Single issue price €24 (including VAT, plus €3 postage costs)  
ISSN-Nr. 2698-8623
- 8 **Body:** –
- 9 **Memberships:** –
- 10 **Publishing company:** HUSS-VERLAG GmbH  
**Phone:** +49 89 32391-0  
**Fax:** +49 89 32391-163  
**Internet:** www.huss.de
- 11 **Publisher:** Dipl.-Ing. (FH) Christoph Huss
- 12 **Advertising and Sales:** Gabriele König -261 (responsible)  
gabriele.koenig@hussverlag.de  
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roxana.grabenhofer@hussverlag.de  
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leserservice@hussverlag.de

- 13 **Editorial Team:** Jan Kaulfuhs-Berger (responsible)  
+49 30 42151-204  
jan.kaulfuhs-berger@hussverlag.de
- 14 **Volume analysis:** 2024 = 9 issues + 2 special editions
- |                                  |           |   |         |
|----------------------------------|-----------|---|---------|
| <b>Total no. of pages:</b>       | 836 pages | = | 100.00% |
| <b>Editorial section:</b>        | 685 pages | = | 81.90%  |
| <b>Advertising section:</b>      | 151 pages | = | 18.10%  |
| of which: Job and classified ads | 7 pages   | = | 4.60%   |
| Publisher's advertising          | 30 pages  | = | 19.90%  |
| Bound inserts                    | 0 pages   | = | 0.00%   |
| <b>Inserts:</b>                  | 1         |   |         |

15 **Content analysis of editorial section: 2024 = 685 pages**

15a <b>Topics</b>	<b>Seiten</b>	<b>%</b>
Forklifts & AGVs (Automated Guided Vehicles)	89.50	13.00
Robotics	44.50	6.00
Warehouse technology	226.00	33.00
Drive and transmission technology	12.50	2.00
Crane and lifting technology	31.00	5.00
Transport and handling	10.50	2.00
Identification systems/sensors	28.50	4.00
Conveyor technology/material flow	47.00	7.00
AI and digitalization	21.50	3.00
Software/IT	69.50	10.00
Others	104.50	15.00
<b>Total</b>	<b>685.00</b>	<b>100.00</b>

16 Circulation control:



The German  
Audit Bureau  
of Circulation. (IVW)

17 Circulation analysis: Number of copies per issue on an annual average  
(1 July 2024 to 30 June 2025)

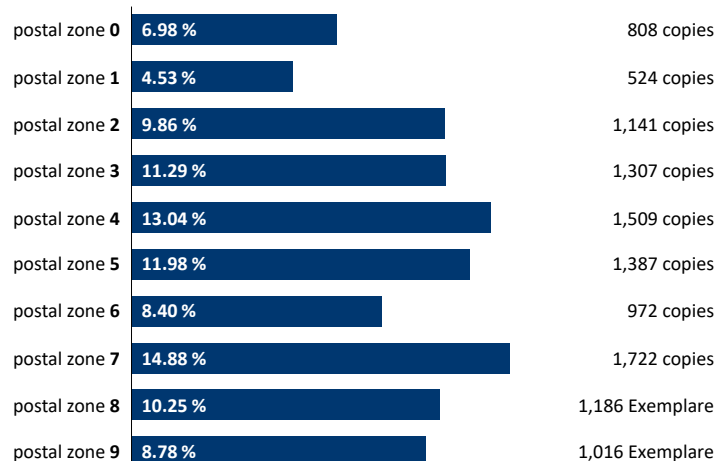
<b>Copies printed:</b>	12,000		
<b>Copies actually distributed:</b>	<b>11,674</b>	Of which abroad:	102
<b>Copies sold:</b>	1,344	Of which abroad:	23
– Subscription copies/ other sales:	344	Of which member copies:	0
– Retail sales:	1,000		
<b>Free copies:</b>	10,330		79
<b>Remaining, archive and sample copies:</b>	326		

18 Geographical distribution analysis:

Economic area	Percentage of actually distributed copies	
	%	Copies
<b>Germany</b>	99.1	11,572
<b>Abroad</b>	0.9	102
<b>Copies actually distributed</b>	<b>100</b>	<b>11,674</b>

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany



Number of copies actually distributed in Germany

**11,572 Exemplare**

## Summary of method used for compiling statistics for circulation analysis (AMF Standard 2, number 18, 3-E)

### 1 Method of analysis:

Circulation analysis through data analysis – total compilation

### 2 Description of recipients at the time of compilation:

#### 2.1 Characteristics of the file:

The recipients file contains a list of the addresses of all recipients. The postal details allow the file to be sorted by postal code or inland and foreign recipients.

**2.2 Total number of recipients in the file:** 32,480

**2.3 Total number of alternating recipients:** 31,752  
(Alternation after every third issue)

#### 2.4 Structure of recipients of an average

##### issue by type of distribution:

Copies sold	1,344
of which: Standard subscribers / other sales	344
Member subscribers	0
Single sales	1,000
Permanent free copies	179
Alternating free copies	10,021
Sample copies	138
Copies actually distributed	11,674
of which: Germany	11,572
Abroad	102

### 3 Description of the analysis:

#### 3.1 Population (analysed percentage):

(copies actually distributed) 11,674 = 100 %

The analysis represents the population

(copies actually distributed) 11,536 = 98.8 %

#### 3.2 Day the representative sample was taken:

30 June 2025

#### 3.3 Description of the sample:

The analysis is based on the entire file. The percentages calculated for the various distribution areas were projected from the copies actually distributed on an annual average in accordance with AMF number 2.

#### 3.4 Target person of the analysis:

Not applicable

#### 3.5 Definition of the reader:

Not applicable

#### 3.6 Time period of the analysis:

July 2025

#### 3.7 Analysis conducted by:

HUSS-VERLAG GmbH

**Industries, sectors, disciplines, professional groups**

No. of the GCEA, 2008	Readership groups (according to Classification of Economic Activities)	Percentage of maximum readership (MR)	
		%	Projection (approx.)
28	Mechanical engineering	29.2	3,409
61, 63, 64	Transport, traffic, logistics	20.5	2,393
49-53	Engineering and technical offices, logistics services	13.6	1,588
46, 47	Trade (wholesale and retail)	9.7	1,132
29, 30	Vehicle constructions	5.5	642
26, 27	Electrical engineering, electronics	4.8	560
72	Research, development, others	2.9	339
24, 25	Manufacturing of metal products, metal production and processing	2.7	315
10-12	Food and beverages	2.2	257
300	Construction industry/manufacturing of building component	2.5	292
62	Information technology/telecommunications	1.8	210
16-18	Wood, paper and printing industry	1.2	140
05-07	Energy industry and water supply/mining	1.2	140
22	Plastic and rubber processing	1.0	117
23	Glass industry, ceramics	0.7	82
200-205	Chemical industry	0.5	58
		100.0	11,674

**Activity feature: position in the company**

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
Owner/co-owner	28.9	3,374
Board member/managing director	20.6	2,405
Managerial position (fleet, sales, warehouse, operations)	17.5	2,043
Technical employee/specialist engineer	10.1	1,179
Commercial director, project/construction manager	9.2	1,074
Administration/organization	7.1	829
Logistics manager	5.2	607
Others	1.4	163
<b>Actually distributed circulation</b>	<b>100.0</b>	<b>11,674</b>

Source: publisher's information



- 1 **Circulation:**  
Copies printed 12,000  
(Publisher information)
- 2 **Magazine size:**  
210 mm wide x 297 mm high, A4  
**Type area:**  
185 mm wide x 266 mm high
- 3 **Printing and binding process, print documents:**  
Contents: Web offset (Euro scale), cover: Sheet offset (Euro scale)  
Stapled

**Digital advertisements – print documents**

**Data format:** Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

**Colour space:** Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black. Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

**Profiles:** For ads on the cover or in content **ISOcoated\_v2\_eci.icc**  
The profile can be downloaded at: [www.eci.org](http://www.eci.org).

**Proof:** An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof. A colour proof can only serve for checking purposes.

**Data medium:** DVD

**Data transmission** up to 5 MB via e-mail to:  
[anzeigen@technische-logistik.net](mailto:anzeigen@technische-logistik.net), otherwise via FTP (on request)

**Preparation of print documents** on request (at cost price)

- 5 **Publishing company:** HUSS-VERLAG GmbH  
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany  
Postal address: 80912 Munich, Germany  
Internet: [www.technische-logistik.net](http://www.technische-logistik.net)  
Ad scheduling: Phone: +49 89 32391-265  
E-Mail: [anzeigen@technische-logistik.net](mailto:anzeigen@technische-logistik.net)
- 6 **Conditions of payment:**  
2 % discount for payment within 5 days, or net payment within 14 days without discount.

**Bank details:**

Deutsche Bank, Munich, account no. 0 213 132 00, BLZ 700 700 10

**SWIFT CODE:** DEUTDEMMXXX

**IBAN:** DE45 7007 0010 0021 3132 00

**BIC:** DEUTDEMMXXX

7 **Advertising formats (in type area) and rates**

Rates do not include VAT.

Size	Width x length (in mm)		Horizontal	4c
	Vertical	Standard		
<b>1/1 page</b>	185 x 266			€6,670
<b>Junior page</b>	135 x 185			€4,320
<b>1/2 page</b>	90 x 266		185 x 130	€3,750
<b>1/3 page</b>	58 x 266		185 x 85	€2,890
<b>1/4 page</b>	43 x 266	90 x 130	185 x 63	€2,260
<b>1/8 page</b>	43 x 130	90 x 63	185 x 30	€1,250

Other formats available on request

- 4 **Deadlines:** See deadline and topic schedule on pages 12/13  
**Frequency of publication:** 8 times per year + 2 special editions

- 8 **Surcharges:**
- 8.1 **Colour surcharges:**  
Special colours on request
- 8.2 **Preferential placements:**
- |                                  |        |
|----------------------------------|--------|
| Image on cover page              | €7,150 |
| Subheading                       | €4,750 |
| 4th cover page (4c)              | €6,950 |
| 2nd and 3rd cover page (4c) each | €6,850 |
| 1/3 page (4c) next to editorial  | €2,990 |
- Other binding placement rules from 1/2 page and larger: 10% surcharge on basic rate in each case

8.3 **Format surcharges: –**

9 **Section ads:**

Number of columns: 3, column width: 58 mm

- Purchases/Sales/Miscellaneous: €5.50 per mm and column
- Job vacancies: €5.50 per mm and column
- Job requests: €2.50 per mm and column

Minimum size: 58 x 40 mm, Minimum order: 4 issues

- 4 x sw each €100 per issue
  - 4 x 4c each €150 per issue
  - 8 x sw each €85 per issue
  - 8 x 4c each €125 per issue
- Box number fee: €15

10 **Special forms of advertising:**

Rates and surcharges for special forms of advertising available on request

11 **Discounts:** When booking within one year

Frequency discount		Quantity discount	
3 advertisements	3 %	2 pages	5 %
6 advertisements	5 %	4 pages	10 %
8 advertisements	8 %	6 pages	15 %
10 advertisements	10 %	8 pages	20 %

12 **Bound inserts\*:**

- |                           |               |
|---------------------------|---------------|
| 2 pages                   | €6,050        |
| 4 pages                   | €8,850        |
| Required delivery amount: | 12,200 copies |

13 **Inserts\*:** Not discountable

- Loosely inserted, maximum size 200 x 280 mm
- |                                |                          |
|--------------------------------|--------------------------|
| Rates up to 25 g total weight: | €325 per thousand copies |
| 26 to 50 g total weight:       | €400 per thousand copies |
- Partial inserts (optionally by postal zone)
- Required delivery amount: 12,200 copies
- Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

14 **Glued-on advertising material (postcards, CDs/DVDs, booklets) mechanically glued\*:**

- |                              |                          |
|------------------------------|--------------------------|
| Glueing fee up to 25 g:      | €100 per thousand copies |
| Glueing fee from 26 to 50 g: | €150 per thousand copies |
- (Glueing fee not discountable)
- Required delivery amount: 12,200 copies
- Higher weights and other forms of advertising as well as samples are available on request. Glued-on advertising material only in combination with a supporting advertisement

15 **Delivery address** for items 13 – 15:

Möller Pro Media GmbH  
Zepelinstraße 6  
16356 Ahrensfelde/OT Blumberg, Germany  
Delivery information: For Technische Logistik issu no. xx/2026  
Delivery deadline: Up to 5 days after the advertising deadline

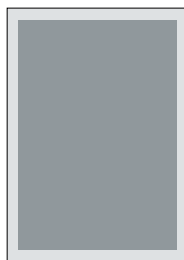
\* For further information and technical data please see information sheet "Bound inserts, inserts, glued-on advertising material" on pages 10/11

Rates do not include VAT.



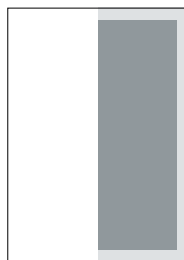
More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.

[www.huss-adressen.de](http://www.huss-adressen.de) Consulting +49 89 32391-319



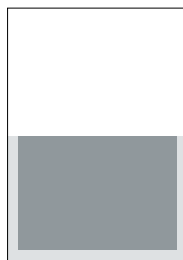
**1/1 page**

In type area 185 x 266 mm  
In bleed 210 x 297 mm\*  
4c rate €6,670



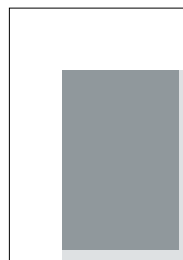
**1/2 page vertical**

90 x 266 mm  
105 x 297 mm\*  
€3,750



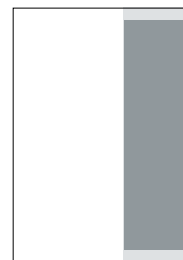
**1/2 page horizontal**

185 x 130 mm  
210 x 148 mm\*  
€3,750



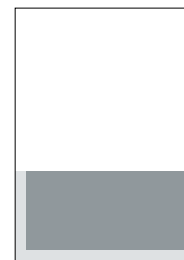
**Junior Page**

135 x 185 mm  
153 x 202 mm\*  
€4,320



**1/3 page vertical**

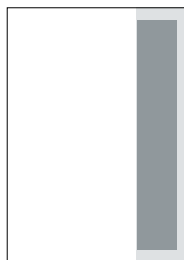
58 x 266 mm  
70 x 297 mm\*  
€2,890



**1/3 page horizontal**

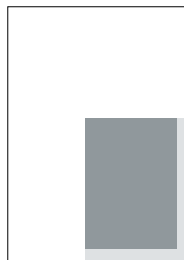
185 x 85 mm  
210 x 99 mm\*  
€2,890

In type area  
In bleed  
4c rate



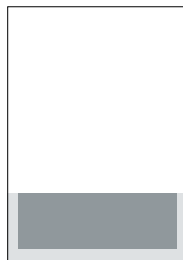
**1/4 page vertical**

43 x 266 mm  
52 x 297 mm\*  
€2,260



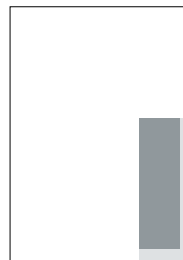
**1/4 page standard**

90 x 130 mm  
105 x 148 mm\*  
€2,260



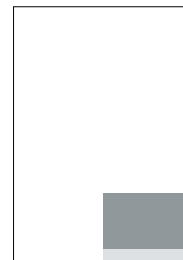
**1/4 page horizontal**

185 x 63 mm  
210 x 74 mm\*  
€2,260



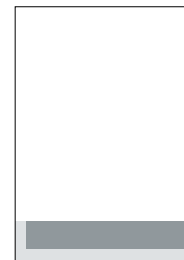
**1/8 page vertical**

43 x 130 mm  
52 x 148 mm\*  
€1,250



**1/8 page standard**

90 x 63 mm  
105 x 74 mm\*  
€1,250



**1/8 page horizontal**

185 x 30 mm  
210 x 49 mm\*  
€1,250

In type area  
In bleed  
4c rate

Rates do not include VAT. Formats: width x height \* plus 3 mm trim on each outer edge

13 **Bound inserts:**

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights by the advertising deadline of each issue at the latest. Bound inserts may only advertise for the sales campaigns of advertisers. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. Placement depends on the technical possibilities.

**Formats::**

- 1 sheet (= 2 pages + flap min. 10 cm wide)  
untrimmed 213 mm wide x 307 mm long
- 2 sheets (= 4 pages) untrimmed 426 mm wide x 307 mm long
- 3 sheets (= 6 pages) untrimmed 614 mm wide x 307 mm long

**Technical specifications:**

Bound inserts must be delivered untrimmed; multiple-sheet bound inserts must be delivered pre-folded. The head must be closed. The front page of the bound insert must be marked accordingly. Bound inserts must be designed in such a way that no additional preparation and processing is necessary. Any complications and additional folding or gluing work will be separately charged.

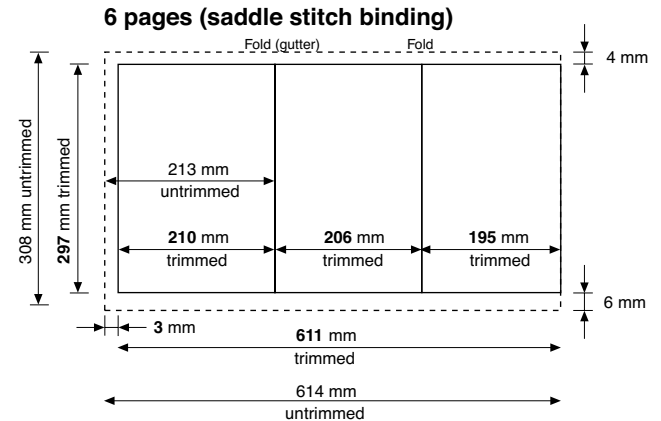
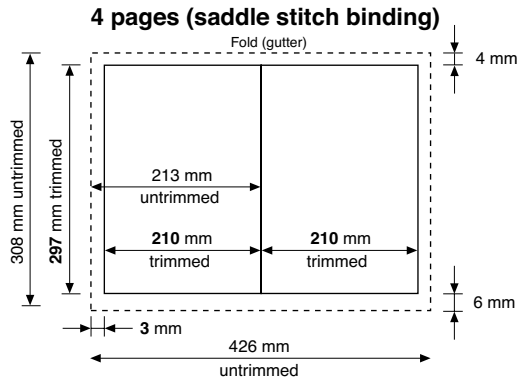
**Rates::**

2 pages	€6,050
4 pages	€8,850

**Required delivery amount:** 12,200 copies

**Delivery date:** Up to 5 days after the advertising deadline.

Rates do not include VAT.



#### 14 Inserts:

Before accepting and confirming the order we require a binding sample showing sizes and weights by the copy deadline of each issue at the latest. Inserts may only advertise for the sales campaigns of advertisers. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. The placement of inserts depends on the technical possibilities.

##### Technical data:

Inserts will be inserted loosely.

##### Insert notice:

An insert notice will be included free of charge in the advertisement section.

**Maximum size:** 200 x 280 mm

Inserts must be designed so that no additional processing is necessary.

Any complications and additional work (e.g. folding) will be charged separately.

Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the post office.

##### Rates for inserts:

Up to 25 g total weight €325 per thousand copies

26 to 50 g total weight €400 per thousand copies

Higher weights on request

Partial insert surcharge per postal zone split €50

Partial inserts (by postal zone) on request.

Inserts are **not discountable**.

**Circulation charged:** 12,000 copies

**Required delivery amount:** 12,200 copies

**Delivery date:** Up to 5 days after the advertising deadline.

#### 15 Glued-on advertising material, postcards (CD/DVDs, booklets) **mechanically glued:**

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with a glued-on postcard. Product samples can only be accepted upon presentation of a binding sample and with the prior agreement of the post office, which the publisher must obtain in advance.

##### Sizes:

The regulations for postcards are applicable.

**Minimum size:** 140 x 90 mm (width x length)

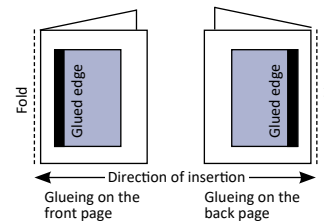
**Maximum size:** 235 x 125 mm (width x length)

**Glueing charges:** Up to 25 g €100 per thousand copies  
From 26 g to 50 g €150 per thousand copies

Any complications will be charged separately.

**Required delivery amount:** 12,200 copies

**Delivery date:** Up to 5 days after the advertising deadline.



##### Technical specifications:

For glued-on postcards or goods samples, the glued edges should be placed towards the gutter.

##### Postal address:

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

##### Delivery information:

For Technische Logistik no. xx/2026

Customer's name, description of the printed material, print run, number of pallets/packages to be delivered

Rates do not include VAT.



**Regular topics:**

- Storage Technology
- Material Handling Vehicles
- AGV, AMR, Robotics
- Crane and Lifting Technology
- Shuttle Technology
- Sensor and Identification Technology
- Conveyor Technology
- Drive and Transmission Technology
- Software and Automation

**Regular Sections:**

- People & Careers
- Markets & Companies
- Products & Innovations
- Industry Insights
- Feature Reports
- From Practice
- Interview
- Research Insights
- Focus Topic

Issue	Topics	Events, trade fairs
<p><b>1</b></p> <p>AD: 16 January PD: <b>11 February</b></p>	<p><b>SPECIAL: Crane and Lifting Technology</b> Drive systems, automation solutions, hoisting units, modernization of cranes and crane installations, vacuum lifters, cable guidance systems, lifting technology, overhead cranes</p> <p><b>FOCUS TOPIC: LogiMAT Preview</b> Initial trade fair overview of product innovations in intralogistics Product news, innovations, and interviews for the show</p>	<p><b>Internationale Kranfachtagung</b> Bochum <b>16 - 17 March</b></p>
<p><b>2</b></p> <p>AD: 6 February PD: <b>11 March</b></p>	<p><b>Main LogiMAT Issue</b> Comprehensive preview of the world's largest intralogistics trade fair Product news, innovations, and interviews for the show, Backgrounds &amp; expert statements</p> <ul style="list-style-type: none"> <li>- Conveying Technology &amp; Drives</li> <li>- Storage Technology</li> <li>- Shuttle and Shuttle Technology</li> <li>- Industrial Trucks &amp; Components</li> <li>- Artificial Intelligence</li> <li>- Cranes and Hoisting Equipment</li> <li>- Mobile Robotics</li> <li>- Software for Warehouse Automation</li> <li>- Sensor and Identification Technology</li> </ul>	<p><b>LogiMAT Stuttgart</b>  <b>24 - 26 March</b></p> <p><b>LogiNext Germany</b> Hamburg <b>14 - 15 April</b></p>
<p><b>3</b></p> <p>AD: 18 March PD: <b>21 April</b></p>	<p><b>Review of LogiMAT</b> Highlights, innovations, and impressions</p> <p><b>SPECIAL: Software for Warehouse Automation</b> Artificial intelligence in the warehouse, digitalization, automation, warehouse management systems, data and data analytics, picking and provisioning, WMS</p> <p><b>FOCUS TOPIC: Port Technology</b> <i>Preview of TOC Hamburg</i> Port and bridge cranes, spreaders, reach stackers, energy supply systems, AGVs, forklifts</p>	<p><b>Interpack</b> Dusseldorf <b>7 - 13 May</b></p> <p><b>TOC EUROPE 2026</b> Hamburg <b>19 - 21 May</b></p>
<p><b>4</b></p> <p>AD: 27 April PD: <b>27 May</b></p>	<p><b>SPECIAL: Shuttle and Shuttle Technology</b> System, vehicle, energy and drive systems, load-handling devices, sensor technology and wireless connectivity</p> <p><b>FOCUS TOPIC: Industrial Trucks and Components</b> Forklift technology and components, seats, cabins, tires, attachments, safety and ergonomics, charging systems, fleet management, forklift guidance systems, safety technology, practical applications</p>	

Issue	Topics	Events, trade fairs
<p><b>Special issue</b> <b>Retrofit &amp; Maintenance</b> AD: 5 May PD: 11 June</p>	<p><b>Special issue: Retrofit &amp; Maintenance 2026</b> Current modernization and maintenance projects; feature reports and successful real-world applications; company profiles (Further information: see page 14)</p>	
<p><b>5</b> AD: 16 June PD: 24 July</p>	<p><b>SPECIAL: Conveying Technology</b> Overhead conveyors, roller conveyors, incline and discontinuous conveyors, sorters, applications across various intralogistics sectors, electric monorail systems <b>FOCUS TOPIC: Drive and Transmission Technology</b> Motors and drive systems, linear motion technology, successful implementation in conveying installations within intralogistics</p>	
<p><b>6</b> AD: 17 August PD: 11 September</p>	<p><b>SPECIAL: Mobile Robotics</b> Overview, distinctions and commonalities, successful applications in intralogistics, safety in practical use <b>FOCUS TOPIC: Automated Guided Vehicles</b> Successful real-world applications, motors and drives, sensors and safety, cooperative operations, semi- and fully automated loading technology</p>	<p><b>FTS-Fachtagung</b> Dortmund <b>23 September</b></p>
<p><b>7</b> AD: 11 September PD: 8 October</p>	<p><b>SPECIAL: Transport and Handling</b> Warehouse doors, industrial doors, loading systems and load securing, ramps, door seals, loading bridges, light curtains <b>FOCUS TOPIC: Storage Technology</b> Picking, handling from goods receipt to goods issue, racking systems and storage strategies, pallets and containers</p>	<p><b>BVL Supply Chain CX</b> Berlin <b>21 - 22 October</b></p>
<p><b>8</b> AD: 16 October PD: 12 November</p>	<p><b>SPECIAL: Sensor and Identification Technology</b> <i>Preview of SPS</i> Product information and trade fair innovations, sensors on vehicles and safety technology, labeling and identification, use of RFID, machine vision, human-machine safety <b>FOCUS TOPIC: Industrial Trucks</b> Forklift technology and components, seats, cabins, tires, attachments, safety and ergonomics, charging systems, fleet management, forklift guidance systems, safety technology, real-world applications</p>	<p><b>SPS</b> Nuremberg <b>24 - 26 November</b></p>
<p><b>Special issue</b> <b>Best Projects</b> AD: 13 November PD: 15 December</p>	<p><b>Special issue: Best Projects 2027</b> Guide for investors, feature reports and successful real-world applications; company profiles (Further information: see page 15)</p>	



Subject to changes on short notice

AD = advertising deadline PD = publication date

## Retrofit und Maintenance 2026

The special issue **Retrofit & Maintenance** has been published since 2006 and showcases alternatives to new construction through the modernization and maintenance of existing systems, often while operations are ongoing. It includes current retrofit solutions and best-practice examples from intralogistics and production logistics.

- Advertising deadline:** 5 May 2026
- Print documents:** 8 May 2026
- Date of publication:** 11 June 2026
- Copies printed:** 12,000 copies
- Target group:** Users and decision-makers from intralogistics and production
- Scope:** approximately 120 pages
- Basic package:**
- 1/2 page vertical, company profile print (including logo and image) + one year online in the industry directory with a link to your website
  - Project contribution 2 print pages + online with a link to the company profile
  - The design will be handled by the publisher
- Package rate: €2,600**
- Industry directory upgrade:** For a customized and more comprehensive online presentation of your company. See page 17  
**rate: €290**
- Special offer:** With an advertisement of 1/2 page 4c or larger, the basic package is included. Advertisement prices can be found on page 9
- Project contribution:** Your project contribution will be published in part 2) or part 3) of the special issue.
- 2 print pages, 6,000 to 8,000 characters
  - Please send your project contribution to [redaktion@technische-logistik.net](mailto:redaktion@technische-logistik.net)

Other advertising formats available upon request.



Beispiel Firmenprofil

### Topic structure

#### Part 1) Overview by industry experts

On the aspects that address the why, when, what, and how of modernization (personnel, special tools, inspections, remote maintenance, online services, safety checks, risk assessments, etc.)

#### Part 2) „Modernization - The Best Solutions“

Before-and-after examples of warehouse modernization, AGV and crane modernization, retrofitting during ongoing operations, modernization of third-party systems, and the use of simulation tools.

#### Part 3) Maintenance - Service and upkeep

Examples of preventive and corrective maintenance, overhauls, spare parts logistics (minimizing inventory), teleservice, TCO (Total Cost of Ownership), and aftersales service.

#### Part 4) Company profiles of retrofit or maintenance providers

Rates do not include VAT.

## Best projects 2027

In times of globalization, turnkey plants and systems in the areas of warehousing, production, and distribution are a key revenue driver in intralogistics.

The special publication "**Best projects 2027**" covers the entire spectrum of project business and showcases current projects to demonstrate how energy-efficient, cost-effective, and modern plants are planned, implemented, and put into operation. It provides expert analysis, consulting, planning, simulation, implementation, realization, and turnkey handover, all of which assist potential investors in their decision-making process. The focus is on the intralogistics used in these projects.

**Advertising deadline:** 13 November 2026

**Print documents:** 18 November 2026

**Publishing date:** 15 December 2026

**Total distribution:** 12,000 copies

**Target group:** Investors and decision-makers from production, distribution, industry, and trade

**Scope:** approximately 120 pages

- Basic package:**
- 1/2 page vertical, company profile print (including logo and image) + one year online in the industry directory with a link to your website
  - Project contribution 2 print pages + online with a link to the company profile
  - The design will be handled by the publisher

**Package price: €2,600**

**Industry directory upgrade:** For a customized and more comprehensive online presentation of your company. See page 17.  
**price: €290**

## Best projects 2027 Intralogistics for investors



Example company profile

### Special offer:

With an advertisement of 1/2 page 4c or larger, the basic package is included. Advertisement prices can be found on page 9.

### Project contribution:

Your project contribution will be published in part 2) or part 3) of the special issue.

- 2 print pages, 6,000 to 8,000 characters
- Please send your project contribution to [redaktion@technische-logistik.net](mailto:redaktion@technische-logistik.net)

Other advertising formats available upon request.

### Topic structure

#### Part 1) Fundamentals and Theory in Project Business

Notes for investors: Location analysis, tendering procedures, funding opportunities

#### Part 2) Analysis, Consulting, Planning, and Conceptualization

Consulting and planning projects, and examples of concepts (including planning tools, simulation and visualization software, etc.)

#### Part 3) From Implementation to Commissioning – Projects of the Year

Project reports from various providers: overall responsibility, realization, commissioning, service, and aftersales support

#### Part 4) Company Profiles

Rates do not include VAT.

## Shuttle cross media combo

By using cross-media combinations, you can significantly enhance the performance of your advertising efforts. With a targeted integration of print and online media, you ensure that your message reaches your target audience across multiple channels, thus generating greater attention. This way, you benefit from a stronger presence and a wider reach for your campaign. We offer a special package tailored specifically to this strategy: **Shuttle cross media combo**

This package is offered for the **issue 4/26** (AD 27 April 2026, PD 27 May 2026) of our magazine, with the **special topic being Shuttle Systems**. As part of this package, your **company profile** will appear both in the **print edition** and on our **online platform**. Additionally, your logo will be featured in the **Shuttle special newsletter**, scheduled for distribution on June 10, 2026. This ensures that your message is optimally visible in both printed and digital formats.

- Package includes:**
- Company profile 1/4 page 4c standard print as well as online in the industry directory
  - Logo presence: under the section 'Shuttle Professionals' with a link to the company profile
  - Special newsletter: Logo including a link to the company profile

**Advertising deadline:** 27 April 2026

**Print documents:** 27 April 2026

**Publication date:** 27 May 2026

**Data:** Logo + approximately 1,000 characters including spaces  
Company profile: company address, phone number, email, website, systems/solutions/components, areas of application and opportunities, references, contact persons at Shuttle Systems

### Your benefits:

- Targeting the audience through 3 media: Print, website, and newsletter
- The company profile is online for one year
- Increase in your reach

### Conditions:

Rate: €1,550

Industry Directory Upgrade: €290

For a customized and more comprehensive online presentation of your company. See page 17.

Rates do not include VAT.

## Online industry directory

The online industry directory offers the opportunity for a customized and comprehensive presentation of your company on our website.

### Placement:

- In the **industry directory** on the website
- Your profile, including your content and logo, will be searchable through the general **Website search** as well as the **directory search**, which includes **index and map search** functions.
- **Your logo with a link** will be displayed in rotation on the homepage, in the news section, on overview pages, in the expert articles, etc.

### Services:

- **Custom profile** with approximately 3,500 characters and up to three images
- You can publish your own **news**
- Multiple **contacts** with contact details and links to their social media profiles
- **Videos** (via YouTube or Vimeo) and an **image gallery** with up to twenty images, as well as **events** and **documents** in PDF format, or a **map display** with the company's location
- Automatic display
  - latest posts from your X account (**X feed**) (formerly Twitter)
  - **latest news from your website** (via RSS feed)
- Linking
  - Your **company's newsletter** or contact form
  - Your **social media presence**
- **Classified ads and job postings** are additional features of our industry directory
- **Reporting** after the contract term ends



### Guidelines and data submission:

The profile and its content will be entered and updated by you after registration on the website. You will receive detailed instructions along with your login credentials.

### Tips:

- The more profile content you upload to our website, the more frequently your profile can be found and accessed.
- Take advantage of the opportunity to include backlinks within your profile text for **SEO** optimization of your website.

### Rate:

€640

### Duration:

one year

Rates do not include VAT.



- 1 **Web address (URL):**  
www.technische-logistik.net
- 2 **Brief description:**  
Up-to-date news from intralogistics, expert articles, product news, company database, current events/trade shows, conferences, seminars, industry links, and much more
- 3 **Target group:** Decision-makers and preparers for investments in intralogistics: logistics managers, warehouse and production managers, technical directors, as well as engineers in development, planning, and manufacturing
- 4 **Publishing company:** HUSS-VERLAG GmbH, Postanschrift: 80912 Munich, Germany
- 5 **Contacts:**  
Gabriele König, Phone +49 89 32391-261  
E-Mail: gabriele.koenig@hussverlag.de  
Adrienne Géra, Phone +49 89 32391-260  
E-Mail: adrienne.gera@hussverlag.de  
Roxana Grabenhofer, Phone +49 89 32391-266  
E-Mail: roxana.grabenhofer@hussverlag.de
- 6 **Access control:** dfp/Google AdManager
- 7 **Traffic:** Publisher information  
**Page Impressions:** 10,950  
**Visits:** 5,733
- 8 **Data delivery: Seven working days before publication to:** anzeigen@technische-logistik.net as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a max. size of 150 KB (HTML5 subload up to max. 500 KB). Duration per Ad Impression: 30 seconds minimum.
- 9 **Use of external ad server:** dfp/Google AdManager
- 10 **Types of advertising and rates: see table to the right**  
Rates do not include VAT.

Illustration (similar)	Form of advertising	Format (W x L)	Placement	Rate / CPM
	<b>Billboard</b>	up to max. 980 x 300 (or standard 850 x 250) pixels + mandatory in addition mobile variant up to max 360 x 225 pixels (standard 300 x 100 pixels)	directly below the main navigation	€2,100
	<b>Half-page right (sticky)</b>	300 x 600 pixels	outside right or mobile content below	€2,100
	<b>Sky-scraper (sticky)</b>	120 x 600 pixels	outside right or mobile content below	€2,050
	<b>Rectangle</b>	300 x 250 (up to max. 300 x 300) pixels	left sidebar	€1,250
	<b>Large Mobile (oder Half Banner)</b>	300 x 100 (oder 234 x 60) Pixel	gesamte HP (nur mobil)	€ 750,-

## The online advertorial (native advertising, content marketing)

An online advertorial on technische-logistik.net gives you the opportunity to place your advertising message directly in the editorial section of Logistra using texts and images. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

### Data submission

- 3,500 to 6,000 characters
- Headline (maximum 85 characters)
- Lead image (900 × 600 pixels)
- 1 to 5 additional images (900 pixels wide, caption maximum 200 characters)
- Backlinks, file attachments, videos (YouTube or Vimeo link)
- Data delivery no later than 7 days before publication date to [anzeigen@technische-logistik.net](mailto:anzeigen@technische-logistik.net)

### Placement

- Teaser placed on the front page as the 2nd news with image, headline,
- teaser-text and link to the advertorial
- Header-teaser on top of the navigation bar with link to the advertorial

### Your benefits

- Exclusiveness
- Professional reporting at the end of the campaign

### Conditions

<b>Duration:</b>	2 weeks	4 weeks
<b>Impressions:</b>	ca. 5,000	ca. 10,000
<b>Rate:</b>	€1,690	€2,900

## The native text ad (native advertising, lead and traffic generation)

The text banner with image is a native form of advertising which is placed directly in the editorial section of our website and guarantees above-average attention and CTR.

### Data submission

- Headline (approximately 30 characters including spaces),
- Teaser text (approximately 100 characters including spaces),
- Image (aspect ratio 3:2, 540 × 360 pixels) and external linking as desired
- Advertising format with the ‚look & feel‘ of an editorial article
- In addition to image campaigns, particularly suitable for lead and traffic generation
- At least seven days before your campaign begins via e-mail to [anzeigen@technische-logistik.net](mailto:anzeigen@technische-logistik.net)

### Placement

- Placement on the homepage as the 5th or 8th news item (the text will be shortened as a teaser here)
- Within each news view, either above or below the news text

### Your benefits

Professional reporting after the campaign ends, including impressions, clicks, and CTR

### Conditions

<b>Duration:</b>	2 weeks	4 weeks
<b>Impressions:</b>	ca. 3,500	ca. 7,000
<b>Rate:</b>	€680	€1,350

Rates do not include VAT.

1 Technische Logistik-newsletter

2 **Brief description:** Latest industry news from intralogistics with selected expert articles and important dates.

3 **Target group:** Subscribers from all areas of intralogistics

4 **Publishing company:** HUSS-VERLAG GmbH, Postanschrift: 80912 Munich, Germany

5 **Contacts:**

Gabriele König, Phone +49 89 32391-261, gabriele.koenig@hussverlag.de  
 Adrienne Géra, Phone +49 89 32391-260, adrienne.gera@hussverlag.de  
 Roxana Grabenhofer, Phone +49 89 32391-266, roxana.grabenhofer@hussverlag.de

6 **Access control:** Episerver

7 **Subscribes:** 5,429 (publisher information)





8 **Data delivery:**

At least seven days before your campaign begins via e-mail to: anzeigen@technische-logistik.net, GIF (not animated), JPG (max. 72 dpi), text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)

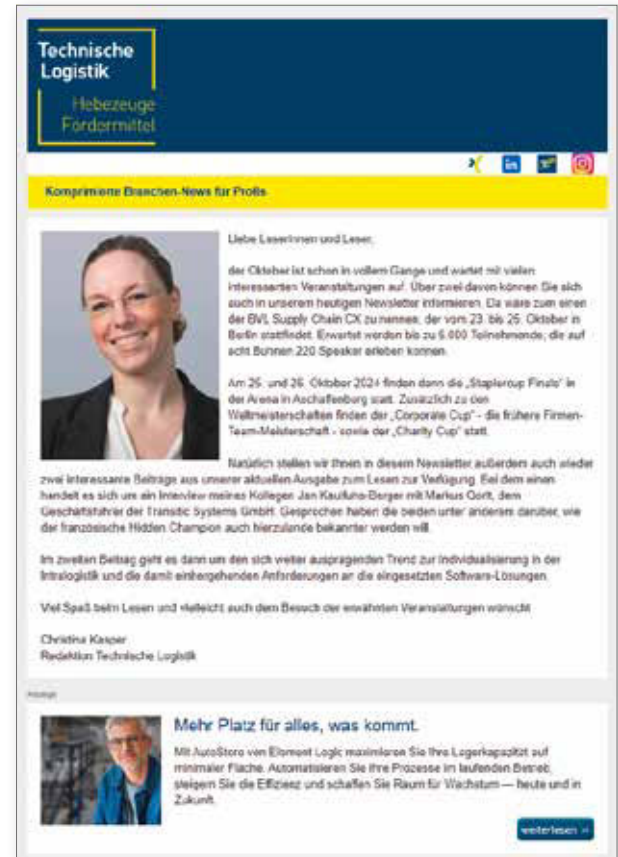
9 **Frequency of publication:** Biweekly and special newsletter

10 **Discounts:** After consultation

Newsletter and social media boost:





	<b>Newsletter „Technische Logistik“</b> TextAD: 500 keystrokes + image (200 x 200 pixels) + link	Rate: €920
	<b>Sponsored post</b> on our LinkedIn channel with over 5,000 followers image: 800 x 530 pixels + text: 500 Keystrokes	Rate: €450
 	<b>Social media boost</b> Your text ad in the „Technische Logistik“ newsletter + Sponsored post on our LinkedIn channel	discount rate: €1,350

Rates do not include VAT.



**Dates  
newsletter 2026:**

January	14 January 2026 28 January 2026
February	11 February 2026 25 February 2026
March	11 March 2026 - Special newsletter for LogiMAT 18 March 2026 - Special newsletter for LogiMAT 25 March 2026 - Special newsletter for LogiMAT
April	1 April 2026 - Special newsletter for LogiMAT 15 April 2026 29 April 2026
May	13 May 2026 27 May 2026
June	10 June 2026 - incl. special shuttle systems 24 June 2026
July	8 July 2026 22 July 2026
August	5 August 2026 19 August 2026
September	2 September 2026 16 September 2026 30 September 2026
October	14 October 2026 28 October 2026
November	11 November 2026 25 November 2026
December	9 December 2026

	Type of ad	Size (W x H)	Text	Rate
	<b>Full banner</b>	468 x 60 pixels	–	€ 890
	<b>Graphic banner</b>	up to max. 650 x 85 pixels	–	€ 970
	<b>Text banner with banner</b>	–	max. 600 keystrokes	€ 920
	<b>Text banner with image</b>	max. 200 x 200 pixels	max. 500 keystrokes	€ 920

## TL-Talks

We offer you the opportunity to present your company, products, and experiences in an exclusive talk show. You can choose your own topics or use our special themes. The recording can take place at your location or in our studios in Munich or Berlin. We will promote the talk show cross-media through print, online, and social media. We will accompany you before, during, and after the event.

For even more visibility, use your TL-Talk for your own channels by linking to our website.

### Advertising campaign:

- Newsletter invitation to 56,700 recipients of Technische Logistik, LOGISTIK HEUTE, and LogiMAT with logo and link
- Posts on LinkedIn (over 5,000 followers) for the pre-announcement and the subsequent video access on [www.technische-logistik.net](http://www.technische-logistik.net)
- Publication as an interview in the relevant print edition of Technische Logistik, as well as online on your TL-Talk at [www.technische-logistik.net](http://www.technische-logistik.net), mentioning the speaker, your company and a brief description
- Video publication on [www.technische-logistik.net](http://www.technische-logistik.net)

**Rate:** Recording in our studio in Berlin or Munich: €4,200  
Recording at the desired location: Price upon request

**Contacts:** Gabriele König (responsible), Phone +49 89 32391-261  
E-Mail: [gabriele.koenig@hussverlag.de](mailto:gabriele.koenig@hussverlag.de)  
Adrienne Géra, Phone +49 89 32391-260  
E-Mail: [adrienne.gera@hussverlag.de](mailto:adrienne.gera@hussverlag.de)  
Roxana Grabenhofer, Phone +49 89 32391-266  
E-Mail: [roxana.grabenhofer@hussverlag.de](mailto:roxana.grabenhofer@hussverlag.de)



### Dates:

TL-TALK 1: Product innovations for LogiMAT 2026  
Broadcasting: February 2026

TL-TALK 2: Software for warehouse automation  
Broadcasting: April 2026

TL-TALK 3: Shuttle and shuttle technology  
Broadcasting: May 2026

TL-TALK 4: Retrofit & maintenance  
Broadcasting: June 2026

TL-TALK 5: Material handling technology  
Broadcasting: July 2026

TL-TALK 6: Mobile robotics  
Broadcasting: September 2026

TL-TALK 7: Transport and handling / BVL Congress  
Broadcasting: October 2026

TL-TALK 8: Sensors & identification technology / preview SPS  
Broadcasting: November 2026

TL-TALK 9: Best projects  
Broadcasting: December 2026

# General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract** for the publication of advertisements in addition to those specified in the order at the same contractually agreed conditions or according to the rates list within the agreed time limit specified in section 2.
- 4. Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Cancellation of orders:** The customer is liable for orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions are given, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal admissibility of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in and/or the inclusion (including the cost of any legal defence), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. The placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.  
**Transfer of risks** occurs with the receipt of the document by the publisher's place of business or at one of the publisher's computer servers. The sending of more than two copies of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on the placement and print quality and rule out subsequent complaints.  
If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.  
**Return of print documents:** Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.  
**Printing size of advertisements:** If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.  
**Proof copies** will only be provided if specifically requested. The publisher is not obliged to correct or amend corrections to which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.  
**If print samples or online advertising are transmitted paperlessly** to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. iSDN, e-mail), the following additional provisions shall apply:  
**File formats:** In the case of the related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files which the publisher cannot change the content. The publisher has the right to refuse to accept open files (i.e. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.  
**Online advertising** may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.  
**Colour advertisements:** The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/JUGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check the advertisement. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if a printout is provided.  
**Computer viruses:** The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** For errors in files delivered by a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by standard mail, even if the letters are registered or urgent. The publisher will send back valuable documents without being required to do so. Otherwise, any mail not collected within the specified period will be destroyed by the publisher. The publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon, or for which the customer is responsible, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs for the publisher.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Different advertising rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWW reports. Furthermore, when placing advertisement orders, the customer agrees that the publisher is excluded if the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices are payable** within 14 days of invoice, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to defer or incur costs for late payment.
- 20. In the event of late payment or deferment of payment,** the legally applicable interest at the commercial rate of 9 percentage points above the basic interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 30 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the fulfilment of the current order until such time as payment is made and until the debt is deemed payment in advance for any further advertisements. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of flawless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.  
Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the beginning of the print advertisement. The publisher is obliged to check the print documents to ensure that they are complete and correct in the event of **online advertising** and warranty is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If at all possible to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22. a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an essential obligation of the contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with willful intent on the part of the publisher.  
**b)** The publisher is not liable for damages if the publisher is not liable for gross negligence or willful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.  
**c)** If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or willful intent by employees or by those who are not organs or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.  
**d)** The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for full expenses insofar as the publisher is not liable for gross negligence or willful intent on the part of organs or executive staff members of the publisher.  
**e)** Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.  
**f)** The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.  
**g)** The liability of the publisher does not extend to personal injury, the absence of guaranteed characteristics or in accordance with applicable law shall remain unaffected.  
**h)** The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.  
**i)** The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing quality. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
- 23. a)** **Case of force majeure** such as industrial accident, fire, natural disaster, confiscation, general shortage of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its circulation quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.  
**b)** The publisher's place of business and **jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

## Additional terms of business of the publisher

- Our general and additional terms of business, including order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for publication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed. The client guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

## Corporate publishing



## Freight transport & service



## Logistics



## Bus & tourism



## Automotive



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