

Media-Kit 2022



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Annual Editions
see page 7-9

huss

HUSS-MEDIEN GmbH
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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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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: 11,723
subscribers: 344
changing recipients: 10,718
archives/examples: 277

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 24th 01.</p> <p>Publ. Date 14th 02.</p> | <p>solutions for material flow</p> <p>cranes and hoisting devices</p> <p>fork lift trucks and AGVs</p> <p>Special: Production Logistics</p> | <p>warehouse management and software, simulation systems, sorter and distribution systems, racks, container</p> <p>indoor cranes, electr. pow. monorails, hoisting equipment, ropes, chains, capstans</p> <p>battery and ICE powered fork lift trucks, AGVs, power supply, chargers</p> <p>planning, control, implementation of transport, material storage, raw material, operating and auxiliary materials, spare parts and related items, technology + software</p> | |
| <p>3</p> <p>Deadline 21st 02.</p> <p>Publ. Date 16th 03.</p> | <p>fork lift trucks and AGVs</p> <p>storage technology</p> <p>Special: Crane Technology</p> | <p>battery and ICE powered fork lift trucks, AGVs, comfort systems, attachments</p> <p>hall heating and air conditioning, cleaning machines f. hall floors, lifting tables, vacuum lifters</p> <p>indoor cranes and hoisting devices, crane kits, jib cranes, sensor and laser systems, crane controls, radio remote controls</p> | |
| <p>4</p> <p>Deadline 22nd 03.</p> <p>Publ. Date 14th 04.</p> | <p>Preview to the fair LogiMAT</p> <p>conveyor technology</p> <p>transportation and transhipment</p> <p>Special: Robotics</p> | <p>product news to the fair LogiMAT</p> <p>drives and gears, sensor systems, continuous handling systems, overhead conveyor technology, electrically pow., monorails, collectors</p> <p>loading platforms, dock levellers, ramps, loading solutions, cargo safety</p> <p>robotics for the intralogistics, technics, energy solutions, standard and special consoles, distribution, sorting, palletizing and gripper systems, energy chains, case studies</p> | <p>Hanover Fair Hanover, 25th–29th 04. 2022</p> |
| <p>5</p> <p>Deadline 27th 04.</p> <p>Publ. Date 20th 05.</p> | <p>Main issue to the fair LogiMAT</p> <p>storage technology </p> <p>cranes and hoisting devices</p> | <p>product show, interviews, statements to LogiMAT with the „LogiMAT-FairGuide 2022“ (circulation: 33,000 copies)</p> <p>racks, sorter and distribution systems, automatic controlled s/r machines and shuttle systems</p> <p>indoor cranes and hoisting devices, crane controls and gears, chains, ropes, hydraulics</p> | <p>LogiMAT Stuttgart, 31st 05.–2nd 06. 2022</p>  |

| issue | key contents | technical reports | trade fairs |
|---|---|--|---|
| <p>6</p> <p>Deadline 1st 06.</p> <p>Publ. Date 23rd 06.</p> | <p>harbour technology and logistics</p> <p>storage equipment</p> <p>Special: AGVs</p> | <p>container handling, port engineering, electrically powered monorails, reach stackers, spreaders, straddle carriers, head over cranes</p> <p>order picking systems, pick-by-voice, pick-by-light, racks, sorter and distribution systems, automatic controlled s/r machines and shuttle systems, high bay racking, pallets, containers</p> <p>conceptions, applications, case studies and product news</p> | <p>TOC EUROPE Rotterdam, 14th–16th 06. 2022</p> |
| <p>7-8</p> <p>Deadline 29th 07.</p> <p>Publ. Date 19th 08.</p> | <p>Highlights 2022</p> <p>crane technology</p> <p>conveyor technology</p> <p>fork lift trucks and AGVs</p> <p>Special: Drive Technology</p> | <p>product innovations of the year</p> <p>indoor cranes and hoisting devices, special ropes, traverses, crane trolleys, cable, industrial winches, controls, power supply</p> <p>continuous handling systems, overhead conveyor technology, electrically pow. monorails, collectors</p> <p>AGVs, charging systems, Li-Ion-tech., ex-proof trucks, attachments for trucks</p> <p>drives and gears for: AGVs, fork lift trucks, cranes, conveyors technics, safety systems</p> | |
| <p>AE</p> <p>Deadline 1st 08.</p> <p>Publ. Date 24th 08.</p> | <p>Annual edition: Retrofit & Maintenance 2022</p> <p>current projects of modernization and maintenance introduced</p> <p>object-reports with company profiles (further information see on page 7)</p> | |  |
| <p>9</p> <p>Deadline 24th 08.</p> <p>Publ. Date 14th 09.</p> | <p>Preview to the fair FachPack</p> <p>fork lift trucks and AGVs</p> <p>cranes and hoisting devices</p> <p>Preview to the fair Motek</p> <p>Special: Shuttle-Systems 2022</p> | <p>product news: cartoning-, strapping- and varnishing systems, labelling systems, packaging disposal, containers and pallets</p> <p>AGVs, charging systems, Li-Ion-tech., fleet management systems, software, attachments for trucks: tires, controls</p> <p>indoor cranes, service for cranes hoisting equipment, ropes, chains, capstans, brakes, crane controls, radio remote controls</p> <p>handling technology, gears and drives, lifting tables</p> <p>vehicle-, energy- and drive-concepts, load sensing, sensor technology, radio connection, energy storage systems, power supply for shuttles</p> | <p>FACHPACK Nuremberg, 27th–29th 09. 2022</p> |

ask for our cross-media-combIs

| issue | key contents | technical reports | trade fairs |
|--|---|--|--|
| <p>AE</p> <p>Deadline 14th 09.</p> <p>Publ. Date 10th 10.</p> | <p>Annual edition: Fork Lift Trucks 2022/2023 cases of application, technologies, trends (further information see on page 8)</p> |  | |
| <p>10</p> <p>Deadline 22nd 09.</p> <p>Publ. Date 14th 10.</p> | <p>Preview to the fair bauma, Munich transportation and transhipment storage equipment and logistics</p> <p>Special: Harbour Technology and Logistics</p> | <p>product news and statements to bauma fork lift trucks, radio remote controls, cranes and hoistings, hydraulics, drives and gears loading platforms, dock levellers, ramps, loading solutions, cargo safety WMS, simulation systems, s/r machines, shuttle systems, hazardous goods store, sorter and distribution systems, mobile racks, pallets, container, RFID gantry and head over cranes, load handling devices, brakes, hydraulics, electrically powered monorails, spreaders, straddle carriers</p> | <p>Motek Stuttgart, 4th–7th 10. 2022 BVL-Kongress Berlin, 19th–21st 10. 2022 bauma Munich, 24th–30th 10. 2022</p> |
| <p>11-12</p> <p>Deadline 13th 10.</p> <p>Publ. Date 3rd 11.</p> | <p>Preview to the fair SPS conveyor technology/ drive engineering crane technology storage technology</p> <p>Special: Sensor Systems</p> | <p>product show to the fair mobile hydraulics, gears, sensoric systems, drives and gears, frequency inverter, drum motors indoor cranes, service for cranes, hoisting equipment, ropes, chains, capstans, brakes, weighing systems rack systems, hazardous goods storage, special bearings, marking, auto-ID, weighing technology, pallets, containers, storage equipment sensors in AGVs, industrial trucks, crane technology, conveyor, storage and safety technology</p> | <p>SPS Nuremberg, 8th–10th 11. 2022</p> |
| <p>AE</p> <p>Deadline 16th 11.</p> <p>Publ. Date 9th 12.</p> | <p>Annual edition: Best Projects 2023 – Guidebook for Investors cases of application, technologies, trends (further information see on page 9)</p> |  | |



Retrofit & Maintenance 2022
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 2022« 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

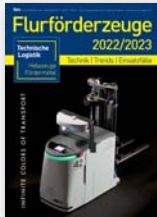
Target group:

selected decision makers and users of
intralogistics and production

Dates:

publ. date: 24th 08/2022

deadline for ads: 1st 08/2022



**Special edition
Fork Lift Trucks 2022/2023**
**cases of application,
innovations, and technical highlights**

Optimum insert of fork lift trucks in the following branches:

As an leading magazine of conveyor technology »Technische Logistik« is going to published a special edition, the contents of which will be essential and exciting for all users and buyers of fork lift truck techniques.

We will report about the suitable usage of this technology in the following branches:

distribution, carriers, harbour, wholesale and retail trade, drinks industry, timber industry, paper and printing industry, electrical engineering, building trade, chemical and pharmaceutical industry, machine building and motor industry, metal industry (steel and foundry)

We will analyse the problems and the right selection of fork lift trucks and components, follows products will be introduced:

ICE powered trucks, Battery powered trucks, High lift platform trucks, Industrial trucks for order picking, Driverless trucks, Truck on board fork lifts, Spreader, Reach trucks and straddle carrier, Multi directional trucks, Explosion proof industrial trucks, Four way trucks, stillage trucks and pallets trucks

We additionally inform about the following components:

attachments, driven machinery, electronically systems, controls and terminals, seats and tyres, cabins, weigh systems, batteries and loading systems, filters, energy saving and efficiency systems

Also in this edition is a complete list of all producers containing:

Address, Phone, Fax, Email, Internet

Readership: all users of truck-technique and ruling persons in the branches mentioned above

Sizes and basic prices for adverts in this special edition:

... are the same as the regular rates –
see rates in the mediamap!!!

Dates:

publ. date: 10th 10/2022
deadline for ads: 16th 09/2022



Best Projects 2023 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 2023« 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: € 3,460
¼ page 4c: € 6,100

Circulation: 12,000 copies

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

Dates:
publ. date: 9th 12/2022
deadline for ads: 16th 11/2022

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 | | € 4,900 | € 5,300 | € 6,100 |
| Junior page | | 135 × 185 mm | | € 2,790 | € 3,190 | € 3,990 |
| 1/2 page | 185 × 130 mm | | 90 × 266 mm | € 2,560 | € 2,860 | € 3,460 |
| 1/3 page | 185 × 85 mm | | 58 × 266 mm | € 1,780 | € 2,080 | € 2,680 |
| 1/4 page | 185 × 63 mm | 90 × 130 mm | 43 × 266 mm | € 1,360 | € 1,610 | € 2,110 |
| 1/8 page | 185 × 30 mm | 90 × 63 mm | 43 × 125 mm | € 720 | € 870 | € 1,170 |

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:**

Mayr Miesbach GmbH
Am Windfeld 15
83714 Miesbach
Germany

For „Technische Logistik“ issue XX/2022

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 | 800 x 250 | € 2,450 |
| HalfPage | 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 |
| Medium Rectangle | left | 100 kB | 300 x 250 | € 860 |
| Mobile Banner | vertical | 100 kB | 300 x 100 | € 420 |

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, there is a navigation menu with categories like 'Nachrichten', 'Innovationen 2021', 'Branchenverzeichnis', 'Media-Service', 'Fachartikel', 'Fachzeitschrift', 'Sonderpublikationen', 'Cartoons', and 'Abo'. The main content area features several articles with images and headlines, such as 'Verreintes Know-how ist der Schlüssel', 'DWS-Scantunnel von Stadler + Schaeff als ideale Komplettlösung für Sortierzentren', and 'Durchgängiges M12-Power-Portfolio von Turck'. On the right side, there is a large yellow banner celebrating '60 Jahre Technische Logistik' with a photo of Jacqueline Peppé and the text 'GRATULATION!'. Below the banner are social media buttons for 'BESUCHEN SIE UNS AUF XING!', 'BESUCHEN SIE UNS AUF LINKEDIN!', and 'ABONNIEREN SIE UNSEREN NEWSLETTER'. At the bottom right, there is a 'Cartoons' section with a small cartoon illustration.

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 × 60 | € 960 |
| Medium Rectangle | right | 100 kB | 300 × 250 | € 790 |
| Special NL Banner | horizontal | 100 kB | 600 × 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
Editor: Christina Kasper
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Advertising manager: Marco Fiolka
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Technische Logistik **60** JAHRE
 Hebezeuge
 Fördermittel

Komprimierte Branchen-News für Profis



Liebe Leserin, lieber Leser,

in unserem heutigen Newsletter haben wir für Sie unter anderem einen interessanten Fachartikel zu der Thematik 5G und deren Bedeutung für die Intralogistik. Präsentiert werden verschiedene Verteilungsmöglichkeiten für das 5G-System und die industriellen Anwendungen am Beispiel der AGVs.

Spannend finde ich auch das Projekt „Digital über die Schulter geschaut“, in dem wir uns ansehen, wie es der Beumer Group gelang, eine komplette Verpackungsanlage aus 4.000 Kilometern Entfernung in Betrieb zu nehmen. „Der Trigger war klar die Pandemie“, erläutert Peter Teichrib in dem Beitrag. Er ist Fachbereichsleiter im Engineering bei der Beumer Group. Jedoch sei dieses nicht das einzige Szenario, das den neuen Service von Beumer, die Inbetriebnahme aus der Ferne, erforderlich mache.


Außerdem können Sie sich hier über ein neues Fahr-Lenk-System für Fahrerlose Transportfahrzeuge und eine Möglichkeit informieren, wie mittels Video-Schulung zu einer gelungenen Kranprüfer-Ausbildung gelangt werden kann.

Viel Spaß beim Lesen wünscht Ihnen

Christina Kasper
 Redaktion Technische Logistik

Anzeige

Starke Rippen gegen den Verschleiß



SpanSet hat sich die Rundschlinge SupraPlus noch einmal vorgenommen und eine Reihe von Eigenschaften optimiert. Damit man die neue Version sofort erkennt, erhielt sie einen Namenszusatz: Aus SupraPlus wird SupraPlus-X. Durch die widerstandsfähige und kompakte Konstruktion eignet sie sich für viele Anwendungen und bietet dabei optimalen Schutz vor Beschädigungen der Last. Die Schlankheit der SupraPlus-X ermöglicht einen problemlosen Einsatz auch an kleineren Haken.

mehr erfahren >>

Ausgewählte Fachbeiträge

Our professional and annual publications

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