

Media-Kit 2024



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Annual Editions
see page 7-8

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 transhipment, 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: 11,796
subscribers: 287
changing recipients: 10,509
archives/examples: 204

Frequency: 9/year
2 annual editions

Editorial Calendar: see pages 4–6

issue	key contents	technical reports	trade fairs
<p>1-2</p> <p>Deadline 25th 01.</p> <p>Publ. Date 13th 02.</p>	<p>Preview to LogiMAT</p> <p>solutions for material flow</p> <p>cranes and hoisting devices</p> <p>fork lift trucks and AGVs</p>	<p>Product news to 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>battery and ICE powered fork lift trucks, AGVs, power supply, chargers</p>	
<p>3</p> <p>Deadline 13th 02.</p> <p>Publ. Date 7th 03.</p>	<p>Main issue to LogiMAT</p>  <p>storage technology</p> <p>cranes and hoistings</p>	<p>Preview, product news and statements with „LogiMAT-MesseGuide 2024“ (circulation: 32,000 copies)</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>indoor cranes and hoisting devices, crane kits, jib cranes, sensor and laser systems, crane controls, radio remote controls</p>	<p>LogiMAT Stuttgart, 19.–21.03.2024</p> 
<p>4</p> <p>Deadline 25th 03.</p> <p>Publ. Date 15th 04.</p>	<p>Preview to Hanover Fair</p> <p>conveyor technology</p> <p>transportation and transhipment</p> <p>Special: Robotics + AMR</p>	<p>Product news and statements</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, AMR + cobots, energy solutions, standard and special consoles, palletizing and gripper systems, energy chains, case studies</p>	<p>Hanover Fair Hanover, 22.–26.04.2024</p>
<p>5</p> <p>Deadline 25th 04.</p> <p>Publ. Date 15th 05.</p>	<p>fork lift trucks and AGVs</p> <p>storage technology</p> <p>Special: cranes technology</p>	<p>AGVs, charging systems, Li-Ion-tech., ex-proof trucks, attachments for trucks</p> <p>hall heating and air conditioning, cleaning machines/hall and floor, lifting tables, vacuum lifters</p> <p>indoor cranes and hoisting devices, crane controls and gears, chains, ropes, hydraulics, sensoric and lazer systems, sway damping</p>	

issue	key contents	technical reports	trade fairs
<p>6</p> <p>Deadline 22nd 05.</p> <p>Publ. Date 10th 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, 11.–13. 06. 2024</p>
<p>7-8</p> <p>Deadline 11th 07.</p> <p>Publ. Date 5th 08.</p>	<p>crane technology</p> <p>conveyor technology</p> <p>fork lift trucks and AGVs</p> <p>Special: 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, drives and gears</p> <p>AGVs, charging systems, Li-Ion-tech., ex-proof trucks, attachments for trucks</p> <p>The most innovative products of the year in print, online, social media – with LogiMAT News</p>	
<p>AE</p> <p>Deadline 8th 08.</p> <p>Publ. Date 29th 08.</p>	<p>Annual edition: Retrofit & Maintenance 2024 current projects of modernization and maintenance introduced case studies with company profiles (further information see on page 7)</p> 		
<p>9</p> <p>Deadline 29th 08.</p> <p>Publ. Date 17th 09.</p>	<p>Main issue to FACHPACK</p> <p>fork lift trucks and AGVs</p> <p>cranes and hoisting devices</p> <p>Special: Shuttle-Systems 2024</p>	<p>product news: cartoning, strapping and filming systems, labeling systems, containers, 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, 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, 24.–26.09. 2024</p>

issue	key contents	technical reports	trade fairs
<p>10</p> <p>Deadline 11th 09.</p> <p>Publ. Date 2nd 10.</p>	<p>Preview to the Motek</p> <p>transportation and transhipment storage equipment and logistics</p> <p>Special: Software and automation</p>	<p>handling technology, gears and drives, lifting tables</p> <p>loading platforms, dock levellers, ramps, loading solutions, cargo safety</p> <p>WMS, simulation systems, s/r machines, shuttle systems, hazardous goods store, sorter and distribution systems, mobile racks, pallets, container, RFID</p> <p>analysis, planning and optimization software, supply chain software, digital twin, robotics, cobots, AGV and AMR</p>	<p>Motek Stuttgart, 08.–11. 10. 2024</p> <p>BVL-congress Berlin, 23.–25. 10. 2024</p>
<p>11-12</p> <p>Deadline 18th 10.</p> <p>Publ. Date 6th 11.</p>	<p>Preview to the SPS</p> <p>conveyor technology/ drive engineering</p> <p>crane technology</p> <p>Special: Sensoric and ident</p>	<p>Product news to SPS</p> <p>mobile hydraulics, gears, sensoric systems, drives and gears, frequency inverter, drum motors</p> <p>indoor cranes, service for cranes, hoisting equipment, ropes, chains, capstans, brakes, weighing systems</p> <p>sensors in: AGVs, industrial trucks, cranes, conveyors, storage and safety systems 3D, RFID, NFC</p>	<p>SPS Nuremberg, 12.–14. 11. 2024</p>
<p>AE</p> <p>Deadline 14th 11.</p> <p>Publ. Date 6th 12.</p>	<p>Annual edition: Best Projects 2025 – Guidebook for Investors case studies, technologies, trends (further information see on page 8)</p>		





Retrofit & Maintenance 2024
current modernization and maintenance projects introduced – case studies 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 2024« 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 case study (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
- contact persons
- further references (short description)

Costs: case study 2 pages and
1/2 page company profile:
€ 2,400

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: 29th 08/2024

deadline for ads: 8th 08/2024



Best Projects 2025 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 2025« 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: case studies 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: case study 2 pages,
1/2 page company profile: € 2,400
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: € 3,750
¼ page 4c: € 6,670

Circulation: 12,000 copies

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

Dates:
publ. date: 6th 12/2024
deadline for ads: 14th 11/2024

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 + 2 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		€ 5,470	€ 5,870	€ 6,670
Junior page		135 × 185 mm		€ 3,120	€ 3,520	€ 4,320
1/2 page	185 × 130 mm		90 × 266 mm	€ 2,850	€ 3,150	€ 3,750
1/3 page	185 × 85 mm		58 × 266 mm	€ 1,990	€ 2,290	€ 2,890
1/4 page	185 × 63 mm	90 × 130 mm	43 × 266 mm	€ 1,510	€ 1,760	€ 2,260
1/8 page	185 × 30 mm	90 × 63 mm	43 × 125 mm	€ 800	€ 950	€ 1,250

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): € 6,950

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:

€ 325 per 1.000 pieces up to 25 g incl. postage
Only on request, maximum size: 205 × 290 mm

Bound-in inserts:

2 pages: € 6,050
4 pages: € 8,850
more on request

DIN A4 format, untrimmed 213 × 303 mm
only on total circulation 12.200 incl. oversheets

**Delivery address
for inserts:**

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

For „Technische Logistik“ issue XX/2024

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	€ 2,600
Super Banner	horizontal	100 kB	728 x 90	€ 2,650
Billboard	horizontal	100 kB	800 x 250	€ 2,800
HalfPage	vertical	100 kB	300 x 600	€ 2,950
Skyscraper	vertical	100 kB	120 x 600	€ 2,850
Wide Skyscraper	vertical	100 kB	160 x 600	€ 2,980
Medium Rectangle	left	100 kB	300 x 250	€ 995
Mobile Banner	vertical	100 kB	300 x 100	€ 580

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 are navigation links for 'Nachrichten', 'TL-Talk', 'Produktinnovationen 2023', 'Branchenverzeichnis', 'Fachartikel', 'Magazin', 'Abo', and 'Mediaservice'. The main content area features several articles and advertisements:

- ARGO DRIVE:** An advertisement for Argo Drive featuring a robot in a warehouse. Text: 'Meistert anspruchsvolle Herausforderungen der Intralogistik. ArgoDrive. Jetzt Superkräfte testen.' Logo: ebm-papst.
- Ein Schritt in die Zukunft: Generationenwechsel bei Blumh Systeme:** Article about the company's history and future. Text: 'Das Unternehmen Blumh Systeme blickt auf über 50 Jahre erfolgreiche Unternehmensgeschichte zurück...' Logo: Lutz.
- nächste Level:** Advertisement for Lutz featuring a 3D model of a building. Text: 'nächste Level'.
- 48 neue Auszubildende und dual Studierende beginnen ihre Ausbildung bei SSI Schäfer:** Article about recruitment. Text: 'An fünf Standorten der SSI Schäfer Gruppe in Deutschland und Österreich wurden für das neue Ausbildungsjahr insgesamt 38 Auszubildende und zehn duale Studentinnen und Studenten in den gewerblichen, technischen...'.
- Ulzema setzt für effiziente logistische Abläufe seiner Allmark-Käserei auf SAP-Lösung von Körber:** Article about a software implementation. Text: 'Nach langjähriger Zusammenarbeit haben die Ulzema eO und der internationale Technologiekonzern Körber ein weiteres gemeinsames Projekt erfolgreich umgesetzt. Das norddeutsche...'.
- Knapp und Packsize starten Partnerschaft für nachhaltige Verpackungslösungen:** Article about a partnership. Text: 'Die Knapp AG, Technologiepartner für intelligente Wertschöpfungsketten, und Packsize, weltweiter Spezialist für nachhaltige Verpackungslösungen, geben - nach einem ersten gemeinsamen Projekt zur Entwicklung...'.
- Suche:** Search bar with the text 'Was suchen Sie?' and a magnifying glass icon.
- Newsletter abonnieren:** Form to subscribe to the newsletter with an email address field and a 'mehr Informationen' link.
- Modemarke reduziert Inventur um 99%:** Article about inventory reduction. Text: 'Nach noch einen halben Tag Lagerschließung statt einer Woche.' Logo: HANSON.
- 71 neue Auszubildende und Studierende bei Still:** Article about recruitment. Text: 'Der Intralogistikspezialist Still begrüßt 71 neue Auszubildende und dual-Studierende im der...' Logo: Still.
- 10% RABATT CODE: OFF0523:** Advertisement for a discount code. Text: '10% RABATT CODE: OFF0523'.

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)

Subscribers: 6.300

Opening rate: 42–48 %


Type of advertising	Position	max. file size	size w x h pix	costs
Full Banner	horizontal	100 kB	468 x 60	€ 1.200
Medium Rectangle	right	100 kB	300 x 250	€ 890
Special NL Banner	horizontal	100 kB	600 x 85	€ 1.350
Ad within text	best as poss.	100 kB	600 signs	€ 780
Ad within text + picture	best as poss.	100 kB	500 signs + picture	€ 920

Formats: PNG, JPEG
Delivery Address: least 3 days before starting:
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Editor: Christina Kasper
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Advertising manager: Marco Fiolka
 Phone: +49 30 42151-344
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Delivery dates: 10th 01. 24th 01. 7th 02. 21st 02. 28th 02. 6th 03.
 13th 03. 18th 03. 3rd 04. 17th 04. 2nd 05. 15th 05.
 29th 05. 12th 06. 26th 06. 10th 07. 24th 07. 7th 08.
 21st 08. 4th 09. 18th 09. 2nd 10. 16th 10. 30th 10.
 4th 11. 11th 11. 27th 11. 11th 12.

Technische Logistik
 Hebezeuge
 Fördermittel

Komprimierte Branchen-News für Profis



Liebe Leserinnen und Leser,

im September fanden erfahrungsgemäß wieder viele spannende, branchenrelevante Veranstaltungen statt. Darunter beispielsweise die 22. VDI-Flurförderzeugtagung oder auch das Technologieforum „Fahrerlose Transportsysteme und mobile Roboter“ des Fraunhofer-Instituts für Produktionstechnik und Automatisierung IPA über die wir bereits in unseren Newslettern berichtet haben. Aber auch der Oktober kann mit interessanten Veranstaltungen aufwarten.


So können Sie sich bereits in diesem Newsletter über den vom 18. bis zum 20. Oktober stattfindenden Deutschen Logistik-Kongress 2023 informieren. Nach Angaben des Veranstalters wurde der Ausstellungsbereich verändert, ein integriertes Forum und interaktive Workshops als Raum für den Wissensaustausch geschaffen und Masterclasses, Content-to-go-Formate und Briefing-Sessions entwickelt. Auch die Redaktion wird den Kongress in Berlin nutzen, um sich zu informieren und austauschen.

Zusätzlich zu diesem Veranstaltungstyp haben wir in dem heutigen Newsletter für Sie wieder aktuelle Branchen- und Produktinfos zusammengestellt. Darunter eine App für den Check von FTS, ein neues browserbasiertes Softwaretool, das eine vereinfachte und schnelle Berechnung von Sicherheitsabständen für alle marktgängigen Sicherheits-Lichtgitter ermöglicht und ein fahrtragendes Hochhubfahrzeug, das "VDA5050-ready" ist und somit unter einer herstellernabhängigen Steuerung betrieben werden kann.

Viel Spaß beim Lesen wünscht Ihnen

Christina Kasper
 Redaktion Technische Logistik

Anzeige



Level up your performance

Sie möchten den Highscore knacken und Ihre Intralogistikprozesse automatisieren? Das Zusammenspiel von Mensch und Maschine hebt Ihre Lagerperformance auf ein völlig neues Level und entlastet Ihre Fachkräfte. Mit der Technik und Expertise von Linde Material Handling lassen sich automatisierte Prozesse im Warenlager spielend leicht implementieren. Auch für Ihr Lager bietet Linde MH die passende Lösung. Vereinbaren Sie jetzt Ihren persönlichen

Our professional and annual publications

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