

LOGISTIK FÜR UNTERNEHMEN

Journal for Internal and External Logistics

Media Information 2017



Brief Description

"Logistik für Unternehmen" covers the whole spectrum of internal and external logistics up to and including e-logistics. The magazine covers trends in current development and presents collective logistic solutions, which it illustrates from a business management stand point.

Target Group

Technical and business management and all those active in logistic decision making in industrial and commercial organisations as well as logistic service providers.

Advertisers

Manufacturers and service providers dealing with the flow of supply of materials and production logistics (including mechanical handling, warehousing and packaging), logistic data handling, logistic services and transport, also E-Logistics (including E-Commerce, E-Business and Supply Chain Management).

Publishing Society

Official journal of the VDI Society Production and Logistics (GPL)

Year of Publication

31st year 2017

Circulation (IVW audited)

Press run: 15,000 copies

Distributed circulation: 14,798 copies

Subscribed circulation: 4,848 copies

Advertising Prices

1/1 page b/w	€	4,632.00
1/1 page 4c	€	5,832.00
1/2 page b/w	€	2,316.00
1/2 page 4c	€	3,126.00
1/4 page b/w	€	1,158.00
1/4 page 4c	€	1,688.00
Surcharge for bleed adverts:	€	100.00

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 185 mm, height 270 mm

Publication Frequency

8 issues in 2017

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	6 January	25 January
3	10 February	2 March
4/5	31 March	24 May
6	29 May	20 June
7/8	14 July	2 August
9	14 August	1 September
10	2 October	19 October
11/12	7 November	5 December

Closing Date (materials): 2 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

by frequency		by volume	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

Place of payment and performance: Düsseldorf, Germany.

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