



# Media kit 2026

Rate list no. 48  
Valid from 1 January 2026



KANTAR

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**Matthias Pieringer**  
**Editor-in-Chief**  
**LOGISTIK HEUTE**

## Dear media decision-makers,

The logistics industry is one of the central pillars of the German economy. With more than three million employees, the logistics sector controls not only the transportation and storage of goods, but also the flow of information. As an interface between production and consumption, the logistics industry plays a key role in numerous sectors – from industry to online shopping.

However, frictionless supply chains are not a matter of course. Cyber attacks, natural disasters or armed conflicts can quickly bring complex supply chains to a standstill. Amid these and other challenges, logistics and supply chain managers need to keep doing their part to ensure production in factories continues and orders from online shops reach customers intact and on time – all while acting as sustainably as possible.

In order to master the challenges on their way, logistics and supply chain managers need a reliable companion like LOGISTIK HEUTE who provides them with well-founded information.

Preparing especially important news for the SCM and logistics community is one of the daily tasks of the editorial team. The editors weight, sort and analyse incoming information. News, reports, features, interviews and commentaries reach readers via various channels – whether print, web or social networks. After “liking” posts, some readers go on to subscribe to our free LOGISTIK HEUTE weekly newsletter or register as participants for a LOGISTIK HEUTE forum about topics like e-commerce or food logistics.

LOGISTIK HEUTE is delighted to accompany its readers throughout its 48th year. LOGISTIK HEUTE is available not only in print, but also as a magazine app, e-paper and online on the web – a service included for LOGISTIK HEUTE subscribers. The 2026 media kit provides an overview of the entire LOGISTIK HEUTE product family.

Kind regards

Matthias Pieringer

matthias.pieringer@hussverlag.de

## Print



Magazine app



## Online



[www.logistik-heute.de](http://www.logistik-heute.de)

<b>1 Title:</b>	LOGISTIK HEUTE
<b>2 Brief description:</b>	LOGISTIK HEUTE is a trade magazine for logistics professionals that illustrates the latest concepts, products, ideas and trends currently impacting the entire supply chain. <a href="http://www.logistik-heute.de">www.logistik-heute.de</a>
<b>3 Target group:</b>	Decision-makers in the fields of industry, commerce and services
<b>4 Frequency of publication:</b>	10 issues per year + 2 special editions (combined issues 1/2 and 7/8)
<b>5 Magazine size:</b>	210 x 297 mm, A4
<b>6 Year of issue:</b>	48th year of issue 2026
<b>7 Purchase price:</b>	Annual subscription in Germany €250 (including VAT, plus €12.80 postage costs)  Single issue price €25 (including VAT, plus €3 postage costs)  ISSN-Nr. 0173-6213
<b>8 Body:</b>	–
<b>9 Memberships:</b>	–
<b>10 Publishing company:</b>	HUSS-VERLAG GmbH
<b>Phone:</b>	+49 89 32391-0
<b>Fax:</b>	+49 89 32391-163
<b>Internet:</b>	<a href="http://www.huss.de">www.huss.de</a>
<b>11 Publisher:</b>	Dipl.-Ing. (FH) Christoph Huss
<b>12 Advertising and sales:</b>	Gabriele König -261 (responsible) <a href="mailto:gabriele.koenig@hussverlag.de">gabriele.koenig@hussverlag.de</a>  Adrienne Géra -260 <a href="mailto:adrienne.gera@hussverlag.de">adrienne.gera@hussverlag.de</a>  Oliver Dorsch -314 <a href="mailto:leserservice@hussverlag.de">leserservice@hussverlag.de</a>
<b>13 Editorial team:</b>	Matthias Pieringer -215 (responsible)

<b>14 Volume analysis:</b>	2024 = 11 issues		
<b>Total no. of pages:</b>	796 pages = 100.00 %		
<b>Editorial section:</b>	614 pages = 77.14 %		
<b>Advertising section:</b>	182 pages = 22.86 %		
of which:	Occasional ads 4.57 pages = 2.51 %		
	Bound inserts 0 pages = 0.00 %		
	Publisher's advertising 81 pages = 44.50 %		
<b>Inserts:</b>	9		
<b>15 Content analysis of editorial section: 2024 = 614 pages</b>			
<b>15a</b>	<b>Topics</b>	<b>Pages</b>	<b>%</b>
	Digitalization/ Software in general	49.70	7.91
	Storage technology	29.50	4.70
	Container systems	21.90	3.49
	Contract logistics, service providers	23.40	3.73
	WMS	20.80	3.31
	ERP systems	19.70	3.14
	TMS	21.20	3.38
	SCM systems	24.50	3.90
	Materials handling	28.30	4.51
	Ground conveyors	27.10	4.32
	Picking systems	27.90	4.44
	Cool chain logistics	19.50	3.11
	Air freight	17.40	2.77
	Sea freight	15.60	2.48
	Rail freight	21.10	3.36
	Spare parts	21.90	3.49
	Logistics properties	43.30	6.89
	Packaging	38.60	6.15
	CEP services	35.50	5.65
	Sustainability	49.30	7.85
	Management	57.80	9.20
	<b>Total</b>	<b>614.00</b>	<b>100.00</b>
<b>15b</b>	<b>Fields</b>	<b>Pages</b>	<b>%</b>
	Procurement/purchasing	178.40	28.41
	Distribution	203.60	32.42
	Waste disposal	87.30	13.90
	Production	144.70	23.04
	<b>Total</b>	<b>614.00</b>	<b>100.00</b>
<b>15c</b>	<b>Industries</b>	<b>Pages</b>	<b>%</b>
	Automotive	36.30	5.78
	Construction	34.50	5.49
	Chemicals	21.70	3.46
	Services in general	41.20	6.56
	Electrical	18.40	2.93
	Commerce	56.50	9.00
	Industry in general	48.00	7.64
	CEP services	62.40	9.94
	Consumer goods	58.30	9.28
	Machinery and plants	49.70	7.91
	Metalworking industry	38.50	6.13
	Pharmaceutical	31.20	4.97
	Telecommunications	25.90	4.12
	Textiles	43.80	6.97
	Transportation services	47.60	7.58
	<b>Total</b>	<b>614.00</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)

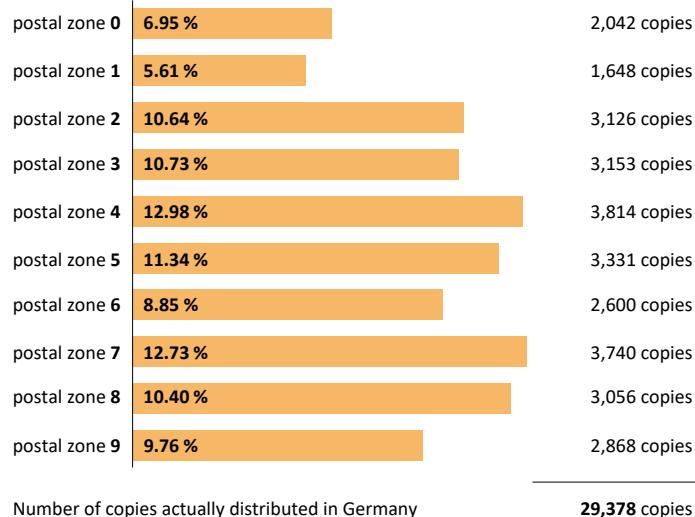
<b>Copies printed:</b>	30,000
<b>Copies actually distributed:</b>	29,528
Of which abroad:	150
<b>Copies sold:</b>	11,170
Of which abroad:	134
– Subscription copies/ other sales:	11,170
Of which member copies:	0
– Retail sales:	–
<b>Free copies:</b>	18,358
<b>Remaining, archive and sample copies:</b>	16
<b>Remaining, archive and sample copies:</b>	472

18 **Geographical distribution analysis:**

Economic area	Percentage of actually distributed copies	
	%	Copies
<b>Germany</b>	99.49	29,378
<b>Abroad</b>	0.51	150
<b>Copies actually distributed</b>	<b>100</b>	<b>29,528</b>

#### Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany



#### Summary of data collection method 2

- Method of analysis:** Circulation and distribution analysis  
Basis: Recipient log file with total population of 79,401  
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the copies actually distributed (1 July 2024 bis 30 June 2025).

The analysis represents a total population of the 29,528 copies actually distributed (= 100 %).

- Time period of the analysis:** July 2025
- Analysis conducted by:** HUSS-VERLAG GmbH

Title	Publishing company	IVW	Frequency*	C. a. d. **	Rate 1/1 4c*	CPM***
dhf	TeDo Verlag GmbH	Yes	10 issues	9,864	€5,490	€556.57
<b>LOGISTIK HEUTE</b>	HUSS-VERLAG GmbH	Yes	10 issues + 2 special issues	29,590	€9,080	€306.86
<b>LOGISTRA</b>	HUSS-VERLAG GmbH	Yes	6 issues	10,725	€5,180	€482.98
<b>Materialfluss</b>	Pelemedia GmbH	Yes	9 issues + 2 special issues	10,231	€8,070	€788.78
<b>MM Logistik</b>	Vogel Communications Group GmbH & Co. KG	Yes	4 issues + 2 special issues	7,841	€6,490	€827.70
<b>Technische Logistik</b>	HUSS-VERLAG GmbH	Yes	8 issues + 2 special issues	11,550	€6,670	€577.49

Title	Publishing company	IVW	Frequency*	C. a. d. *	Rate 1/1 4c*	CPM***
<b>dispo</b>	WEKA Industrie Medien GmbH	No	5 issues + 1 special issue	9,000	€4,990	€554.44
<b>f+h – Fördertechnik, Materialfluss, Logistik 4.0</b>	Vereinigte Fachverlage GmbH	No	8 issues + 1 special issue	8,000	€6,915	€864.38
<b>VerkehrsRundschau</b>	TECVIA Media GmbH	No	17 issues	15,000	€8,370	€558.00

Sorting: alphabetically

c. a. d.: copies actually distributed

\* Media kit and rate lists 2025

\*\* IVW II/2025 (Print without e-paper)

\*\*\* rate/c. a. d. x 1,000

With **LOGISTIK HEUTE**, you book at the lowest CPM.

**1.1 Sectors/branches of industry/types of company**

**1.1.1 Sectors/branches of industry:**

No. of the GCEA, 2008	Readership groups (according to Classification of Economic Activities)	Percentage of maximum readership (MR) %	Projection (approx.)
45, 46, 47	Trade (commission trade and wholesale trade, retail trade)	14.0	4,484
49, 49.2, 49.4, 50, 51, 52, 53	Transport / logistics services / forwarding companies / express / parcel services / vans	11.0	3,523
28	Mechanical engineering	10.0	3,203
19, 20, 21, 22, 35	Chemical and plastics industry / mineral oil processing / energy	7.5	2,402
10, 11, 12, 46.3	Food and beverages industry	7.5	2,402
72, 85, 94	Public authorities, universities, associations	7.0	2,242
26, 27	Production of data processing devices / electrical engineering / precision engineering / optics	6.5	2,082
05 – 09, 23.3 - 23.6, 41, 42, 43	Construction industry, component production / production materials	6.5	2,082
24, 25	Metal production and processing / manufacturing of metal products	6.5	2,082
62, 70, 71	System and software houses / planning and engineering firms / management consultants	6.0	1,921
31, 32	Production of furniture, jewellery, musical instruments, sports equipment, toys, other products	3.0	961
13, 14, 15	Textiles, clothing and leather industries	3.0	961
29, 30	Production of motor vehicles and automotive components, other vehicles	3.0	961
16, 17, 18	Wood, paper and printing industries	2.0	640
	Other	6.5	2,082
		100	32,028

**1.1.2 Types of company:** was not surveyed

## 1.2 Size of the business entity

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
1 to 99 employees	64.5	20,658
100 to 199 employees	12.5	4,004
200 to 499 employees	15.0	4,804
500 to 999 employees	4.5	1,441
1,000 and more employees	3.5	1,121
	100.0	32,028

**3.2**  
readers

LOGISTIK HEUTE is read by an estimated average number of 3.2 people.

**90%**  
decision-makers  
and advisors

90 % of LOGISTIK HEUTE readers are decision-makers and advisors.

## 2.1 Job characteristics

### 2.1.1 Area of responsibility

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
Planning and managing material flows (organisation, controlling, analysis of logistics key figures)	50.5	16,174
Company management	45.5	14,573
Planning and managing material flows (purchasing/materials management)	44.5	14,252
External transport, coordination of service providers	44.0	14,092
Warehousing/management, stock picking, inventory management	42.0	13,452
Sales/marketing/corporate communication	41.0	13,131
Goods inspection, packaging and dispatch	40.5	12,971
Internal transport	38.5	12,331
Planning and managing IT processes	25.0	8,007
Planning and managing production and assembly processes	19.0	6,085

Multiple choice (100 % = 32,028 readers)

2.1.2 Position within company

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
Chairman, managing director, authorised representative	23.5	7,527
Logistics manager	23.5	7,527
Owner/co-owner	16.0	5,125
Other commercial and technical employees/schedulers	14.5	4,644
Head of warehousing, dispatch, fleet	8.0	2,562
Head of purchasing/materials management, IT, production, sales	8.0	2,562
Supply chain director/supply chain manager	3.5	1,121
Scientists/lecturer	1.5	480
Others	0.5	160
No data	1.0	320
	100.0	32,028

2.2.1 **School qualification:** was not surveyed

2.2.2 **Vocational training:** was not surveyed

**86 %**  
 Recommendation rate

86 % of readers can  
 thoroughly recommend  
 LOGISTIK HEUTE.

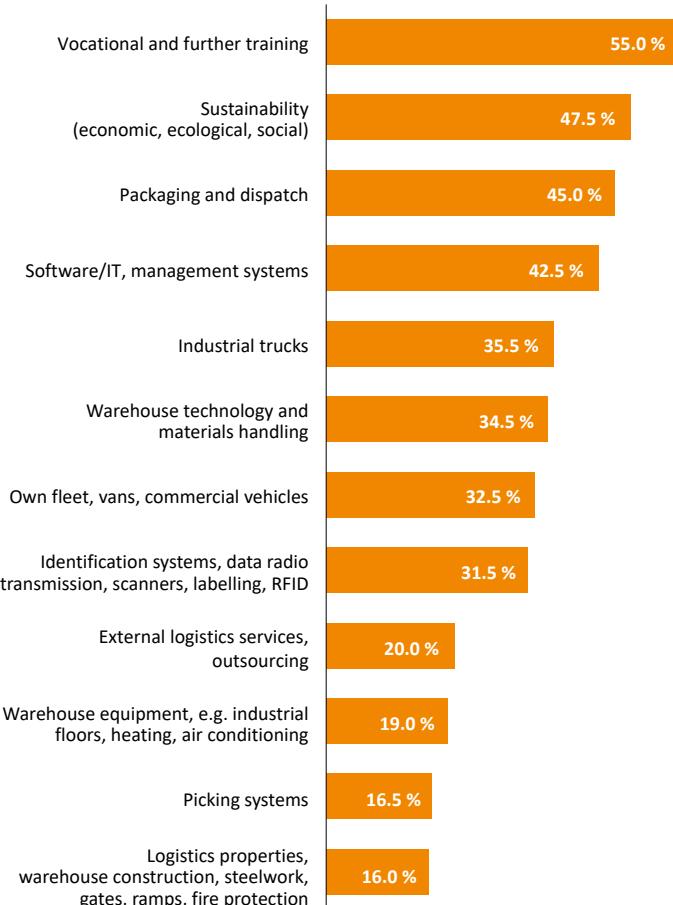
2.2.3 Age

	Percentage of maximum readership (MR)	
	%	Projection (approx.)
Up to 29 years	6.0	1,922
30 to 39 years	20.0	6,406
40 to 49 years	26.5	8,487
50 to 59 years	33.0	10,569
60 years and over	14.5	4,644
	100.0	32,028

**Summary of the survey method for the readership structure analysis for LOGISTIK HEUTE 3-L**

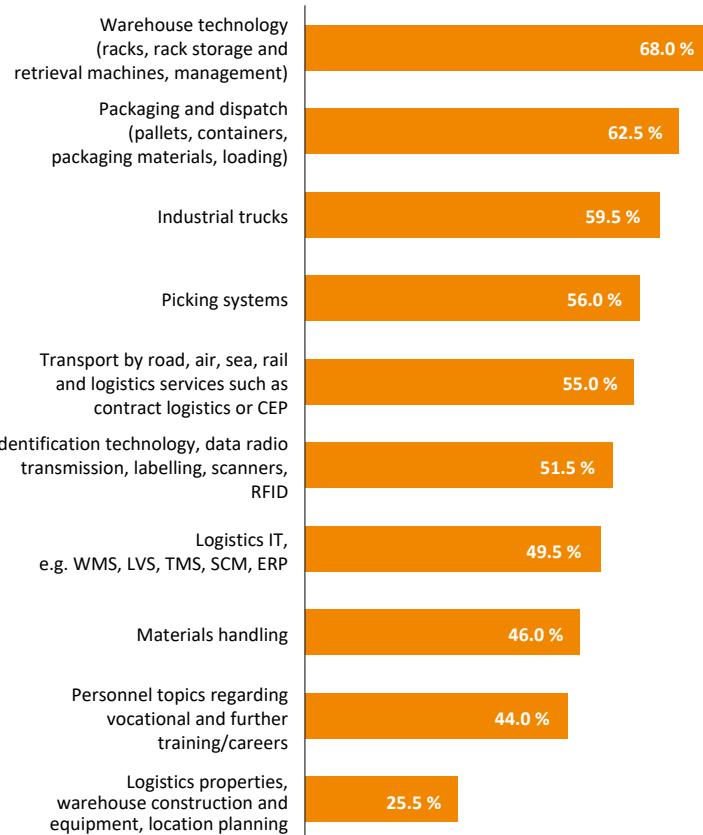
- Method:** User/readership structure analysis conducted via telephone survey – sample survey
- Total population (percentage analysed):**  
 Total population (tvA) 34,087 = 100 %  
 Not included in the analysis 2,059 = 6 %  
 Percentage analysed 32,028 = 94 %
- Random sample:** 200 net interviews, random addresses selected for the sample
- Target person of the analysis:**  
 The main reader in the maximum readership was surveyed
- Time period of the analysis:** 22 October to 28 November 2019
- Analysis conducted by:**  
 KANTAR, Bielefeld (formerly tns emnid)  
 A detailed description of the survey method is available at: [www.logistik-heute.de/leserstruktur](http://www.logistik-heute.de/leserstruktur).

### 3. Planned areas of investment



Multiple choice (100 % = 32,028 readers)

### 4. Topics of interest



Multiple choice (100 % = 32,028 readers)



- 1 **Circulation:**  
Copies printed  
(publisher information) 25,000
- 2 **Magazine size:**  
210 mm wide x 297 mm high, A4
- 3 **Type area:**  
185 mm wide x 270 mm high
- 3 **Printing and binding process, print documents:**  
Contents: Web offset (Euro scale), cover: sheet offset (Euro scale)  
Adhesive binding

**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 and in the content ISOcoated\_v2\_300\_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@logistik-heute.de](mailto:anzeigen@logistik-heute.de)

otherwise via FTP (on request)

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

- 5 **Publishing company:**  
Company address:  
Postal address:  
Internet:  
Ad scheduling:
- 6 **Conditions of payment:**  
2 % discount for payment within 5 days, or net payment within 14 days without discount
- 6 **Bank data:**  
Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10  
**SWIFT CODE:** DEUTDEMXXX  
**IBAN:** DE45 7007 0010 0021 3132 00  
**BIC:** DEUTDEMXXX
- 7 **Advertising formats (in type area) and rates**

Rates do not include VAT.

Size	Width x height (in mm)		<b>b/w</b>	<b>2c</b>	<b>4c</b>
	Vertical	Horizontal			
<b>1/1</b>	185 x 270		€6,180	€7,180	€9,080
<b>2/3</b>	121 x 270	185 x 175	€4,180	€5,160	€7,080
<b>1/2</b>	137 x 185 (Junior Page)		€3,780	€4,680	€6,580
<b>1/2</b>	90 x 270	185 x 128	€3,280	€4,180	€6,080
<b>1/3</b>	58 x 270	185 x 85	€2,240	€3,140	€5,060
<b>1/4</b>	90 x 128 (Norm)	185 x 62	€1,740	€2,640	€3,640
<b>1/8</b>	90 x 62	185 x 30	€1,010	€1,570	€2,270

Other formats available on request.

- 4 **Deadlines:** see deadline and topic schedule on pages 14/15

**Frequency of publication:** 10 times per year and two special editions

## 8 Surcharges:

### 8.1 Colour surcharges: Special colours on request

### 8.2 Preferential placements:

4th cover page (4c)	€9,680
2nd and 3rd cover page (4c) each	€9,480
1/3 page (4c) next to editorial	€5,180
Other binding placement rules from 1/2 page and larger:	
10 % surcharge on basic price in each case	

### 8.3 Size surcharges:

### 9 Section ads:

Number of columns: 4, column width: 43 mm

• Job vacancies (incl. online):	€5.50 per mm and column
• Job searches (incl. online):	€2.50 per mm and column
• Buying/selling/miscellaneous:	€5.50 per mm and column
Box number fee:	

### 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 %
	10 pages	25 %

### 12 Combinations:

LOGISTIK HEUTE and special edition "Logistik-Immobilien & Standorte"

### 13 Bound inserts\*:

2 pages	€7,780
4 pages	€10,980
Required delivery amount:	

### 14 Inserts\*: not discountable

Loosely inserted, maximum size 200 x 280 mm

Rates up to 25 g total weight: €200 per thousand copies

26 to 50 g total weight: €300 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 25,600 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

### 15 Glued-in 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: 25,600 copies

Higher weights and other forms of advertising as well as samples on request

Glued-on advertising material only in combination with a supporting advertisement

### 16 Delivery address for items 13 – 15:

Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168

34121 Kassel, Germany

Phone +49 561 60280-171

Delivery information: For LOGISTIK HEUTE issue no. xx/2026

Delivery deadline: Up to 5 days after the advertising deadline

\*For further information and technical data, please see information sheet

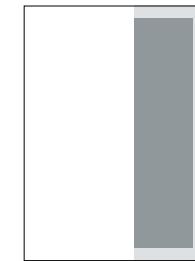
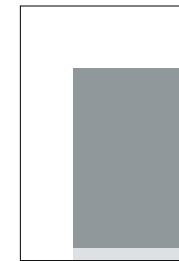
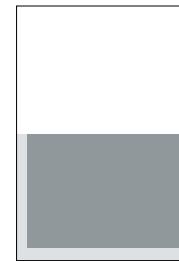
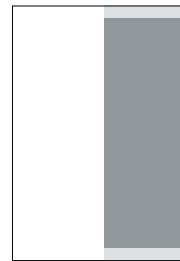
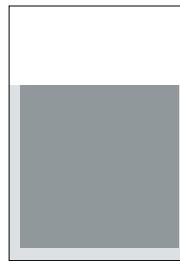
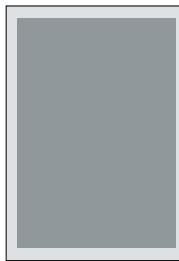
"Bound inserts, inserts, glued-on advertising material" on pages 16 and 17

Rates do not include VAT.



Over 3 million direct marketing addresses from 5,000 sectors  
make your advertising a success.

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



**1/1 page**

in type area  
 in bleed\*  
 4c rate

185 x 270 mm  
 210 x 297 mm\*  
 €9,080

**2/3 page horizontal**

185 x 175 mm  
 210 x 191 mm\*  
 €7,080

**1/2 page vertical**

90 x 270 mm  
 101 x 297 mm\*  
 €6,080

**1/2 page horizontal**

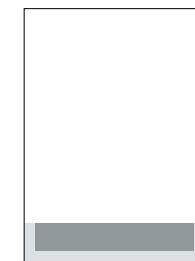
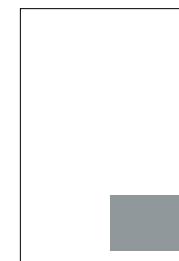
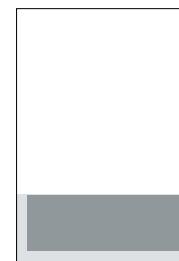
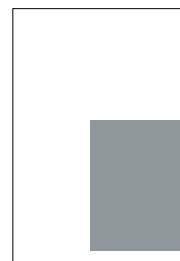
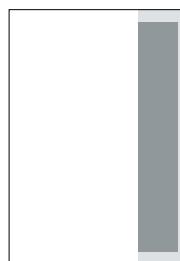
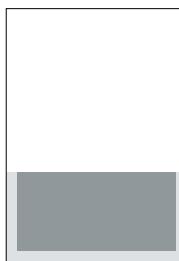
185 x 128 mm  
 210 x 144 mm\*  
 €6,080

**Junior Page**

137 x 185 mm  
 148 x 201 mm\*  
 €6,580

**1/3 page vertical**

58 x 270 mm  
 69 x 297 mm\*  
 €5,060



**1/3 page horizontal**

in type area  
 in bleed\*  
 4c rate

185 x 85 mm  
 210 x 101 mm\*  
 €5,060

**1/4 page vertical**

43 x 270 mm  
 54 x 297 mm\*  
 €3,640

**1/4 page standard**

90 x 128 mm  
 on request  
 €3,640

**1/4 page horizontal**

185 x 62 mm  
 210 x 78 mm\*  
 €3,640

**1/8 page standard**

90 x 62 mm  
 –  
 €2,270

**1/8 page horizontal**

185 x 30 mm  
 210 x 46 mm\*  
 €2,270

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

## Marketplace package (print and online)

Present your products and services via cross-media to our magazine readers and to our visitors to: [www.logistik-heute.de](http://www.logistik-heute.de).

	Print	Online	Rate/mm 1-column
<b>Package A</b>	5 issues	6 months	€26.- per mm
<b>Package B</b>	10 issues	12 months	€49.50 per mm

Print example:

**SORTING**



**Dürkopp Fördertechnik GmbH**  
Potsdamer Str. 190  
D-33719 Bielefeld  
Tel: +49 (0) 521 922760 00  
[info@duerkopp.com](mailto:info@duerkopp.com)  
[dft.knapp.com](http://dft.knapp.com)

- Logistik-Automatisierung
- Sequenziert- und Sortiersysteme für die Lagerlogistik
- Taschensorter und Liegewarensorter
- Versandsortierung für eCommerce
- Filiallieferung
- Retourenmanagement

Online example:

**Section: Sorting**



**Dürkopp Fördertechnik GmbH**  
[www.dft.knapp.com](http://www.dft.knapp.com)

(e-mail address and website are linked)



**Package A:** 1-column (width 43 mm), height 60 mm x €26 = €1,560

Rates do not include VAT.

Issue	Highlights EXTRA	Topics	Events, trade fairs
AD 11 Nov 25 PD 11 Feb 26	<b>Special issue</b> <b>Software in der Logistik 2026</b>	Focus: <b>AI agents, efficiency</b> , logistics IT, SCM, ERP, TMS, WMS, customs, AutoID, best practice examples from the logistics IT sector, company profiles	
<b>1/2</b> AD 19 Jan PD 11 Feb	E-commerce and returns logistics	<b>Logistics services, CEP services, contract logistics, cool chain logistics, logistics IT</b> , material flow solutions (materials handling and storage technology, cranes, picking systems, ground conveyors, FTS), <b>packaging and dispatch</b> (pallets, containers, loading, packing materials and processes, sustainability), <b>logistics properties, digitalisation, circular economy</b>	<b>FRUIT LOGISTICA</b> , Berlin, 04 – 06 Feb <b>LogiMAT India</b> , Mumbai, 05 – 07 Feb <b>EuroShop</b> , Dusseldorf, 22 – 26 Feb
<b>3</b> AD 23 Feb PD 16 Mar	Intralogistics at LogiMAT  	Material flow solutions ( <b>materials handling and storage technology, cranes, picking systems, ground conveyors, FTS</b> ), <b>packaging and dispatch</b> (pallets, containers, loading, packaging materials and processes, sustainability), <b>logistics IT</b> (ERP, SCM and security systems, TMS, WMS), <b>ident, artificial intelligence, computer vision</b> , logistics properties, contract logistics, CEP services, automotive logistics, <b>start-ups</b>  LogiMAT 2026 preliminary report	<b>LogiMAT</b> , Stuttgart, 24 – 26 Mar <b>SITL</b> , Paris, 31 Mar – 02 Apr <b>MODEX</b> , Atlanta, 13 – 16 Apr <b>Deutscher Materialfluss-Kongress</b> , Dortmund, 15 – 16 Apr <b>TEST CAMP INTRALOGISTICS</b> , Dortmund, 15 – 16 Apr <b>Tag der Logistik</b> , 16 Apr
<b>4</b> AD 23 Mar PD 17 Apr	Packaging and dispatch	Contract logistics, <b>logistics services, logistics IT</b> (ERP, SCM and security systems, TMS, WMS), <b>artificial intelligence, material flow solutions</b> (materials handling and storage technology, cranes, picking systems, ground conveyors), <b>ident</b> (data radio transmission, labelling, scanners, RFID), <b>pharma logistics</b>  LogiMAT 2026 follow-up report, interpack preliminary report	<b>HANNOVER MESSE</b> , Hanover, 20 – 24 Apr <b>Log 2026 Handelslogistik Kongress</b> , Bonn, 21 – 22 Apr <b>LogiMAT China</b> , Shenzhen, 22 – 24 Apr <b>interpack</b> , Dusseldorf, 07 – 13 May
<b>5</b> AD 17 Apr PD 13 May	Artificial Intelligence for logistics & SCM	<b>Logistics IT</b> , logistics properties, <b>contract logistics</b> (outsourcing, fulfillment, warehousing), intermodal transport, air freight, sea freight, rail freight, CEP services, e-mobility, hydrogen, <b>material flow solutions</b> (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes), <b>sustainability</b>	<b>SIL</b> , Barcelona, 03 – 05 Jun <b>Real Estate Arena</b> , Hanover, 10 – 11 Jun <b>transport logistic China</b> , Shanghai, 24 – 26 Jun
<b>6</b> AD 18 May PD 19 Jun	Sustainability	<b>Intermodal transport, air freight, sea freight, rail freight, CEP services, contract logistics, logistics IT</b> , material flow solutions (materials handling and storage technology, picking systems, ground conveyors), packaging and dispatch (pallets, containers, loading, packaging materials and processes, sustainability), <b>ident</b> (data radio transmission, labelling, scanners, RFID), <b>digitalisation</b>	

7/8 AD 15 Jun PD 15 Jul	Automation & robotics	<b>Logistics IT, material flow solutions</b> (materials handling and storage technology, picking systems, ground conveyors), <b>ident</b> (data radio transmission, labelling, scanners, camera systems), <b>logistics and SCM advice, AMR</b> , logistics and CEP services	
9 AD 17 Aug PD 10 Sep	Electromobility at IAA TRANSPORTATION	<b>Logistics and CEP services, sustainability, ident</b> (radio data transmission, labelling, scanners, RFID), <b>logistics IT</b> (ERP, SCM and security systems, TMS, WMS), <b>material flow solutions</b> (materials handling and storage technology, picking systems, ground conveyors), <b>AI</b>  <b>IAA TRANSPORTATION</b> preliminary report	<b>Zukunfts kongress Logistik</b> , Dortmund, 08 – 09 Sep <b>IAA TRANSPORTATION</b> , Hanover, 15 – 20 Sep <b>InnoTrans</b> , Berlin, 22 – 25 Sep
AD 17 Aug PD 10 Sep	<b>Special issue</b> Logistik-Immobilien & Standorte	<b>Location planning</b> (goods centres, economic development, logistics parks), <b>warehouse construction, warehouse equipping</b> (floors, air conditioning, lighting, racks, gates and ramps), <b>insurances, financing, sustainability, fire protection, digitalisation, ESG criteria, circular economy</b> <b>EXPO REAL 2026</b> preliminary report and <b>BUILDXINX 2026</b> preliminary report	<b>EXPO REAL</b> , Munich, 05 – 07 Oct <b>BUILDXINX</b> , Dortmund, 17 – 19 Nov
10 AD 16 Sep PD 12 Oct	Logistics and CEP services	<b>Air freight, sea freight, rail freight, logistics and CEP services, city logistics, cool chain logistics, contract logistics, outsourcing, logistics IT</b> (ERP, SCM and security systems, TMS, WMS), <b>material flow solutions</b> (materials handling and storage technology, picking systems, ground conveyors), <b>packaging and dispatch</b> (pallets, containers, loading, packaging materials and processes), <b>sustainability, fashion logistics</b>	<b>Logistics Summit</b> , Dusseldorf, 07 – 08 Oct <b>BVL Supply Chain CX 2026</b> , Berlin, 21 – 23 Oct
11 AD 14 Oct PD 11 Nov	Resilience, raw materials, circular economy	<b>Logistics IT</b> (ERP, SCM and security systems, TMS, WMS), <b>digitalisation, warehousing</b> , <b>material flow solutions</b> (materials handling and storage technology, picking systems, ground conveyors), <b>Logistics and SCM advice, procurement, waste disposal logistics, e-mobility</b>	<b>BME-Symposium</b> , Berlin, 18 – 19 Nov <b>Supply Chain Awards</b> , Frankfurt am Main*
12 AD 13 Nov PD 07 Dec	Career and working world logistics	<b>Logistics services, outsourcing, fulfillment, sustainability, logistics IT</b> (ERP, SCM and security systems, TMS, WMS), <b>AI, digitalisation</b> , <b>logistics properties, location planning, project planning, material flow solutions</b> (materials handling and storage, picking systems, ground conveyors), <b>supply chain risk management, Supply Chain Awards 2026 winners</b>	
AD 11 Nov PD Feb 2027	<b>Special issue</b> Software in der Logistik 2027	Logistics IT (SCM, ERP, TMS, WMS, customs), AutoID, best practice examples from the logistics IT sector, company profiles	

#### Recurring topics:

- Reports on best practice examples from the fields of materials handling, packaging, logistics IT, Ident and logistics services
- Project reports on newly built logistics properties and technical equipment
- Trend reports from the world of science
- Articles on careers, vocational and further training
- Background reports on changes and trends in the field of logistics

AD = advertising deadline PD = publication date

\* Date not known at time of printing

**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 open:**

1 sheet (= 2 pages) untrimmed 216 mm wide x 307 mm high  
 2 sheets (= 4 pages) untrimmed 433 mm wide x 307 mm long  
 3 sheets (= 6 pages) untrimmed 621 mm wide x 307 mm long

**Applicable for all bound inserts delivered folded:**

4 mm head trim  
 6 mm foot trim  
 3 mm gutter bleed  
 3 mm side trim

**Technical specifications:**

Bound inserts must be delivered untrimmed; multiple-sheet bound inserts must be delivered pre-folded.

The front page of the bound insert must be marked accordingly. Bound inserts must be designed so that no additional preparation or processing is necessary. Any complications and additional folding or glueing work will be charged separately.

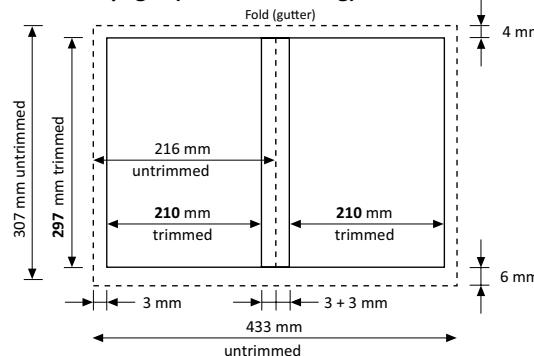
**Required delivery amount:** 25,600 copies

**Price**

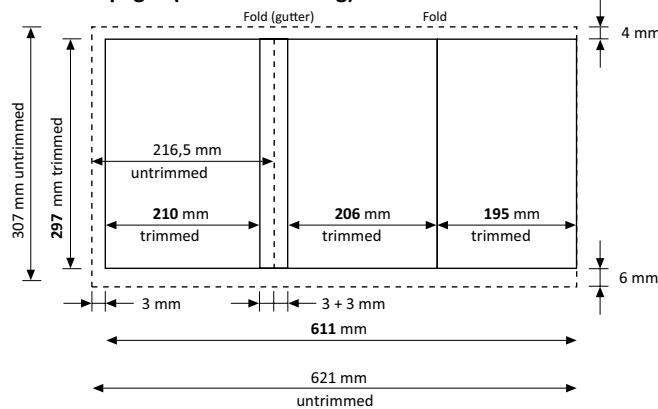
2 pages	€7,780
4 pages	€10,980

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

**4 pages (adhesive binding)**



**6 pages (adhesive binding)**



#### 14 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. 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 information:

Inserts will be inserted loosely.

**Maximum size:** 200 x 280 mm

Inserts must be designed so that no additional processing is necessary. Any complications and/or 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 €200 per thousand copies

26 g to 50 g total weight €300 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:** 25,000 copies

**Required delivery amount:** 25,600 copies

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

Rates do not include VAT.

#### 15 Glued-on advertising material, postcards (CDs, DVDs, booklets)

##### mechanically glued:

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with 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)

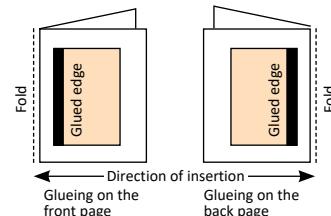
**Maximum size:** 235 x 125 mm (width x length)

**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:** 25,600 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:

Dierichs Druck + Media GmbH & Co. KG  
Frankfurter Straße 168  
34121 Kassel, Germany  
Phone +49 561 60280-171

##### Delivery information:

For LOGISTIK HEUTE issue no. xx/2026



#### Panorama ads

Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.

#### Ad specials

Our special forms of advertising in LOGISTIK HEUTE are sure to be popular with advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers and generating returns. Here are some examples. Contact us if you are interested in implementing individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the best performance for your brand.

#### Quotes and advice:

Gabriele König  
Phone +49 89 32391-261, gabriele.koenig@hussverlag.de



#### Tunnel ads

Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.



#### L-shaped ads

The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

69 x 297 mm  
and  
141 x 101 mm\*  
€8,240



#### Flexform ads

Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats)



Front cover  
105 x 202 mm\*  
and back cover  
105 x 297 mm\*  
€12,890

**Flying page / cover page / half cover**  
An ad that covers half of the cover page (flying page).

\*Formats in bleed require an extra 3 mm for trim on each outer edge.

Rates do not include VAT.



- 1 **Web address (URL):** [www.logistik-heute.de](http://www.logistik-heute.de)
- 2 **Brief description:**  
Daily logistics news, dates, background reports, comprehensive database of articles, recent studies, lectures, event calendar and careers portal as well as the latest surveys, photo series and videos from the field of logistics.
- 3 **Target group:** Decision-makers from the fields of industry, commerce and services
- 4 **Publishing company:** HUSS-VERLAG GmbH, postal address: 80912 München
- 5 **Contacts:**
  - Gabriele König, 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)
- 6 **Access control:** dfp/Google AdManager
- 7 **Traffic:** publisher information
- Page impressions:** 112,017
- Visits:** 75,927
- Unique visitors:** 62,489
- 8 **Data delivery:** Seven working days before publication to: [anzeigen@logistik-heute.de](mailto:anzeigen@logistik-heute.de) 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). The duration of an ad impression is at least 30 seconds.
- 9 **Use of external ad server:** dfp/Google AdManager
- 10 **Types of advertising and rates:** see table on the right

Rates do not include VAT.

Illustrations (similar)	Form of advertising	Format (WxL)	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 (standard 300 x 100)	Directly below the main navigation	€105
	<b>Half-page right (sticky)</b>	300 x 600 pixels	Outside right or mobile content below	€95
	<b>Skyscraper (sticky)</b>	160 x 600 pixels	Outside right or mobile content below	€90
	<b>Rectangle</b>	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content above	€50
	<b>Large mobile (or half-banner)</b>	300 x 100 (oder 234 x 60) pixels	Left sidebar or mobile (partly) content top	€30



## Industry guide online

This internet platform enables you to quickly provide our readers with in-depth, up-to-date, straightforward information about your company. You can include images, texts, documents, videos, blogs, Twitter feeds, RSS feeds, social media profiles and links.

We prepare your company data to ensure that your entry in our industry guide is optimally positioned in the most widely used online search engines. Moreover, you not only increase your traffic, through the LOGISTIK HEUTE backlinks you also improve the SEO parameters of your company website.

**PSI Software SE - Business Unit Logistics**

**Ansprechpartner**

Philip Korpetsch  
Director Marketing & Communications  
Phone: +49 21 201 0250  
E-Mail: marketing@psi-software.de  
Fax: +49 21 201 0255  
Website: www.psi-software.de

**Software für die Analyse, Planung und Optimierung Ihrer Logistik:**

**Rates:**  
Rate: €980 for the first year,  
€480 for every additional year  
Rates do not include VAT.

## Online advertorial (native advertising, content marketing)

An online advertorial on logistik-heute.de gives you the opportunity to place your advertising message using texts (approx. 3,000 keystrokes) and images directly in the editorial section of LOGISTIK HEUTE. 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.

### Conditions

Duration:	2 weeks	4 weeks
Impressions:	approx. 55,000	approx. 110,000
Rate:	€2,980	€4,980

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

A text banner with an image is a native form of advertising that is placed directly in the editorial section of our website and guarantees above-average attention and CTR. The native text ad is placed on the start page directly below the news block and within each news single view.

### Conditions

Duration:	2 weeks	4 weeks
Impressions:	approx. 30,000	approx. 60,000
Rate:	€1,600	€2,800

Rates do not include VAT.

Detailed information available on request.



Bild: Freepik

## LEADS / WHITEPAPER

### Profile

- GDPR-compliant lead generation in your target group on our website
- By contacting us and downloading a white paper, study or similar
- You determine individually which lead contact data are requested

### Conditions

Period	Teaser-Impressions	Rate in €
2 months	approx. 130,000	5,500

### Services provided

- Exclusive native teaser advertising spaces (e.g. in news and photo galleries; no rotation, no standard advertising spaces)
- Customised microsite with enquiry form and your direct contact details
- White paper automatically sent to interested parties with e-mail verification in advance
- Reporting or leads collected after the end of the runtime (optionally also in "real time" after receipt of the lead to the specified e-mail address)

### Placement

- Teaser placement in editorial content
- In every news item (after the 1st section) and on the homepage after 9th news
- In each photo gallery (directly below the caption)
- 1 time per month (i.e. 2 times) in editorial social media channels (Li, X, Fb)

## SOCIAL MEDIA POSTING

### Profile

Your individual social media posting on the following LOGISTIK HEUTE channels:

- LinkedIn, Instagram, Facebook, X (Twitter)

### Conditions

Zeitraum	Impressions	Rate in €
4 weeks	approx. 40,000	2,900

### Services provided

- During the 4-week campaign period, 1 post (image + text + link) is placed on each of the 4 channels per week, i.e. a total of 16 posts (on different days of the week or at different times of day)
- The post is also advertised as an ad within LinkedIn to the target group of LOGISTIK HEUTE followers
- Analysis at the end of the runtime (total impressions and clicks)



**1 LOGISTIK HEUTE weekly**

- 2 **Brief description:** LOGISTIK HEUTE weekly reports on the most important events in the field of logistics on a weekly basis. It offers not only current news, but also Background reports and information on dates, personalities and the latest from the world of science.
- 3 **Target group:** Logistics decision-makers from industry, commerce and the services sector
- 4 **Contacts:**  
 Gabriele König, Phone +49 89 32391-261, gabriele.kenig@hussverlag.de  
 Adrienne Géra, Phone +49 89 32391-260, adrienne.gera@hussverlag.de
- 5 **Access control:** Episerver
- 6 **Subscribers:** 9,320 (publisher information)
- 7 **Data delivery:** At least seven days before your campaign begins via e-mail to:  
 anzeigen@logistik-heute.de, GIF (not animated), JPG, text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 key-strokes (including headline and spaces)

**8 Form of advertising and rates (per placement):**

Type of ad	Measurements (W x L)	Text	Rate
<b>Head graphic banner</b>	310 x 90 pixels		€650
<b>Head text banner</b>		165 strokes max. (incl. Headline max. 40 strokes)	€650
<b>Full banner</b>	468 x 60 pixels	—	€580
<b>Graphic banner</b>	up to max. 650 x 200 pixels	—	€620
<b>Text banner with image</b>	max. 240 x 160 pixels	350 keystrokes	€620
<b>Text-Banner without image</b>		500 keystrokes	€620

**9 Frequency of publication:** weekly, every Thursday

**10 Discounts:** After consultation

Rates do not include VAT.



Head banner

Full banner

Graphic banner

Text banner  
with image

Text banner  
without image



forum

## LOGISTIK HEUTE forum

One-day face-to-face event for personal discussion

Construction logistics

Best Practices  
in SCM and logistics



The LOGISTIK HEUTE forums are designed for managers from the worlds of industry, commerce and services. As a neutral sector platform, the events are aimed at intensifying the dialogue between the participants and providing information on new developments and services in a particular industry.

As a sponsor, you benefit from:

- The high profile and neutrality of LOGISTIK HEUTE
- Cross-media coverage
- Networking at the event or digitally
- Participating in interactive discussion formats

Contact and information:  
Gabriele König  
Phone: +49 89 32391-261  
E-mail: gabriele.koenig@hussverlag.de

Become a  
**sponsor**  
and benefit from the  
popularity of the  
LOGISTIK HEUTE  
event series both face-  
to-face and digitally.



forum  
digital

## LOGISTIK HEUTE forum digital

Digital event with a broad range of participants

Fashion logistics

Food logistics

E-Commerce

Spare parts logistics





## Special issue: "Logistik-Immobilien & Standorte 2026"

Again in 2026, LOGISTIK HEUTE will publish a special edition on the topic of logistics properties and locations in the run-up to the EXPO REAL trade fair (5 – 7 October 2026 in Munich). The editorial team takes a closer look at the development of the top warehouse locations in Germany and portrays three selected logistics regions. The magazine also features:

- Expert reports and stories on trends and further developments in the construction, leasing and renting of distribution centres as well as background articles on these topics.
- Best practices and reports on market trends by developers, investors, financers and suppliers.
- Information provided by researchers, including those from the Fraunhofer Center for Applied Research on Supply Chain Services (SCS).

**Advertising  
environment:**

Planners, brokers, general contractors, developers, consultants, financial services providers, insurances, logistics parks, goods centres, business development companies, warehouse equipmers, cleaning and lighting specialists, door and ramp manufacturers

**Target  
readership:**

Decision-makers from the fields of industry, commerce and services who want to be ideally informed on trends in the field of logistics properties and locations in Germany

**Circulation:**

25,000 copies

**Size:**

210 x 297 mm, A4

**Deadlines:**

Publication date:	10 September 2026
Advertising deadline:	17 August 2026
Print document deadline:	17 August 2026

**Advertising sizes and rates:**

Size	Width x length (in mm) vertical	horizontal	b/w	2c	4c
<b>1/1</b>	185 x 270		€6,180	€7,180	€9,080
<b>2/3</b>	121 x 270	185 x 175	€4,180	€5,160	€7,080
<b>1/2</b>	137 x 185 (Junior Page)		€3,780	€4,680	€6,580
<b>1/2</b>	90 x 270	185 x 128	€3,280	€4,180	€6,080
<b>1/3</b>	58 x 270	185 x 85	€2,240	€3,140	€5,060
<b>1/4</b>	90 x 128 (Norm)	185 x 62	€1,740	€2,640	€3,640
<b>1/8</b>	90 x 62	185 x 30	€1,010	€1,570	€2,270

Rates do not  
include VAT.

Other sizes  
available on  
request.

## Special issue

### "Software in der Logistik 2027"

This practical guide provides answers to all questions concerning AutoID, ERP, SCM, TMS systems, WMS and customs.

- Recommendations for the introduction of various software systems
- Market analyses
- Best practice projects
- Company profiles

**Target group:** IT decision-makers, logistics managers, software developers and consultants

**Circulation:** 20,000 copies

**Size:** A4, 210 x 297 mm

**No. of pages:** Approx. 116

**Date of publication:** February 2027

**Advertising deadline:** 11 November 2026

**Print document deadline:** 18 November 2026

#### Advertising options:

Company profile with logo

**1/1 page 4c** € 2,950

Image ad

**1/1 page 4c** € 2,950

Combination of profile and ad

**2 x 1/1 page 4c** € 4,750

Further special advertising formats such as inserts, stick-on attachments, etc. available on request.

Gabriele König, Phone +49 89 32391-261

gabriele.koenig@hussverlag.de

Rates do not include VAT.

With a **company profile**, you can present your company to supply chain managers and IT decision-makers in the world of logistics via **print, magazine app and online**.

**Unternehmensprofile A - Z**

**dbh**

**dbh Logistics IT AG**  
Marktstraße 47-49  
28193 Bremen  
Tel. +49 (0)421 30902-0  
E-Mail: [info@dbh.de](mailto:info@dbh.de)

**Ansprechpartner:**  
Team Vertrieb  
Tel. +49 (0)421 30902-700  
[sales@dbh.de](mailto:sales@dbh.de)

**Leistungen und Produkte**

**Software**

**Zoll, Außenhandel und Trade Compliance**

- Zollsoftware, Warenumprägung und Präferenzen, Tarifierung und Wettbewerbsanalyse, WMS, TMS und passive Veredelung, Zollager
- Internationale Zollabwicklungen, Centralized Clearance
- Ueberwachung, Prüfung, Garantieabwicklung, Intradat
- EU-Weisestellung, IC32
- Wettbewerbsanalyse, Wettbewerbsabschätzung, (USt-Ex-) Exportkontrolle
- Ueberwachung, Prüfung, Garantieabwicklung und Intradat

**Transport und Logistik**

- Versandsystem inklusive Frachtdeckungsmanagement und Dokumentenmanagement, Zollsoft inklusive Track & Trace, WebCargo und INTRIA Schnittstelle
- Europaweite Hafenanlauf-/Rangierfassung
- Container-Statusabfrage und -Information
- Container-Verfügbarkeitsplanung
- Lösungen für Raddienst

**Schlüffig und Hafen**

- Port Community Systems Seehäfen
- Binnenschiffen Lösungen
- Container-Verfügbarkeitsplanung inklusive Bahnnetz
- Videorekorderung für Waggons, LKW und Container
- Lösungen für Raddienst

**Referenzen**

Mehr als 3.000 Kunden aus Industrie und Handel, Spedition und Logistik sowie Schifffahrt und Hafen, u. a. AGCO, BayWa, Billa, Brilburger, Cala, COSCO, deuter Sport, dm-drogerie markt, EDEKA, EDEKA-Markt, FERKAL/AFM, Göttinger Käse, Hermes, Hermes Transport, Logistikcenter, Miele, Miele-Service, Münchener Versicherung, Makita, MAN Truck & Bus, Mettla, Peugeot, Puma, Ratiopharm, Ratiopharm-Group, Röhm, Schaeffler, Senni, Senni & Berger, SFC, Spedition Thüringen, Villiger & Böck, Wacker Chemie

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**LOGISTIK HEUTE Software in der Logistik 2026**

Example of a company profile

ISBN 978-3-9213213-0-6 · HUSS-VERLAG GmbH, 80912 München

SONDERHEFT

**LOGISTIK  
HEUTE**  
SOFTWARE IN DER LOGISTIK

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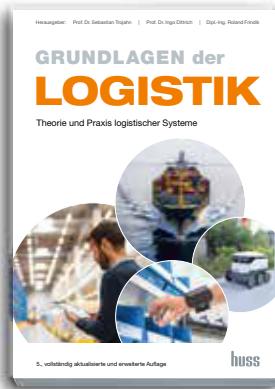
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# General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 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.
- 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.
- Upon signing a contract,** the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list within the agreed time limit specified in section 2.
- 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 during the period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's business system regarding visits and page impressions shall be decisive.
- Refusal of advertisements:** The publisher is entitled to refuse advertisement 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 platform.
- 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.
- 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 advertising). The cancellation fee is 10% of the total amount of the advertising order. Advertisements reported 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.
- 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 have been given, the publisher is entitled to freely determine the placement.
- 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 this connection (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of laws or regulations. The customer and the advertiser agree 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.
- 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 risk** occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on 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 are not subject to the mandatory retention period if the customer specifically requests their return.
- 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 supplied if explicitly required. The publisher takes into account all error corrections of 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** respectively 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 digital transfer, if two or more 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 of which the publisher cannot change the content. The publisher has the right to refuse to accept any file (e.g. files created under Corel Draw, QuarkXP, Freehand). The publisher accepts no liability for the incorrect printing 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/UGRA 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 factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
- 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 and to refuse to publish them. The customer is liable to claim damages if computer viruses infiltrate via the customer cause damage to the publisher.
- Advertisement samples:** Upon request, the publisher will deliver 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.
- 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 will be destroyed. In the interest and for the protection of the customer, 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.
- Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetres will be converted to advertisement millimetres based on rates.
- Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of previously produced print documents will be charged to the customer. The customer is liable to pay the additional setting costs if the changes will be borne by the customer that generate additional costs due to handling or subsequent changes.
- 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.
- 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.
- Differing 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.
- 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 NW reports. Furthermore, when placing advertisement orders, any claim for rate reductions or damage are excluded if the publisher has notified the customer of the reduction in circulation in a timely manner and has to make a reasonable effort to inform the customer of the reduction from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the rates list if the publisher's circulation in the period of the insertion year is 10% below the average circulation of the previous insertion year.
- Invoices:** Invoices are payable within 14 days of invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct incorrect invoices within six months of invoicing.
- 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 60 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment or deferment of payment, the publisher is also entitled to demand payment of a reasonable amount of compensation for damage caused by late 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 consumer partners reserves 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 further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be any justifiable doubt regarding the customer's ability to pay, the publisher is entitled to make 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.
- Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless 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 of the error. The publisher is not liable for errors in the print documents or in images that are not 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 printing of the next advertisement. The publisher is not required to check the print documents to ensure that they are complete and correct. In the case of **online advertising**, the 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 timely manner, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming that the customer has not explicitly agreed to the insertion of the advertisement. If the publisher's server breaks down for a significant period of time (more than 10% of the time period 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.
- 22.3 Responsibility of the publisher:** The publisher is liable for damages (1) 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 intent on the part of the publisher.
  - If the publisher is liable in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.
  - If the publisher is liable in accordance with clause a) (2) for gross negligence or wilful intent by employees 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.
  - If the publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not explicitly agreed in the contract, in particular in cases of gross negligence on the part of organs or the executive staff members of the publisher.
  - Otherwise, the liability of the publisher is 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.
  - If the exclusion or limitation of claims in accordance with the above clauses a) to e) applies to any claims made against employees or representatives of the publisher.
  - If the liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.
  - If 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.
  - If 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 results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall not be charged accordingly.
  - If cases of force majeure, strikes, lockouts, action, confiscation, general shortages 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.
  - To the extent permitted by law, the place of performance 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 individual terms of business, in order of application and the applicable valid rates list are decisive for each order. Any differing terms of business shall be agreed 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 duplication, 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 ordered places. 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.

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