

Media-Kit 2025



Rate Card No. 33
valid since January 2024



Annual Editions
see pages 7–8

huss

HUSS-MEDIEN GmbH
10400 Berlin

www.technische-logistik.net

Technische Logistik is a value-orientated technical magazine for conveyor technics and series lifting equipment across all branches of industry, trade and services. The editorial concept of **Technische Logistik** is focused on system solutions and components for warehousing, handling and conveying, information management, transport and transshipment, cranes and crane technologies, hoisting equipment and fork lift trucks.

Technische Logistik covers all parts of conveyor technique and hoisting devices relevant for company logistics manager and buying departments. Our readers are investment decision-makers and -preparers in intralogistics: logistic managers, warehouse and production managers, technical directors and technicians in development, planning and production.

Technische Logistik has developed to one of the leading and most acknowledged magazines of the branch with an excellent standing.



Cross Media Offers

- homepage
- newsletter
- journal
- annual editions
- fair guides



Publisher: HUSS-MEDIEN GmbH

Address: Am Friedrichshain 22
10407 Berlin
Germany

Internet: www.technische-logistik.net

Year: volume 65

Chief Editor: Jan Kaulfuhs-Berger
Phone: +49 30 42151-204
E-Mail:
jan.kaulfuhs-berger@technische-logistik.net


Advertising Manager: Marco Fiolka
E-Mail: tl.anzeigen@hussmedien.de

Distribution: tl.vertrieb@hussmedien.de

Purchase price: Annual subscription: € 209.90
Cover Price: € 22.50

ISSN: 0017-9442

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: 11,706
subscribers: 324
changing recipients: 10,383
archives/examples: 293

Frequency: 8/year
2 annual editions

Editorial Calendar: see pages 4–6

issue	key contents	technical reports	trade fairs
<p>1</p> <p>Deadline 20.01.</p> <p>Publ. Date 06.02.</p>	<p>1. preview to LogiMAT</p> <p>solutions for material flow crane and lifting technology</p> <p>special: industrial trucks & components</p>	<p>product news for LogiMAT</p> <p>order picking, sorting, distribution, racking systems, pallets, containers, WMS automatic and standard cranes, wires, ropes, hoists and chain hoists, load handling devices, lifting slings</p> <p>forklift technology and components, seats, cabins, tires, attachment devices, safety and ergonomics, charging systems</p>	
<p>2</p> <p>Deadline 05.02.</p> <p>Publ. Date 28.02.</p>	<p>main issue to LogiMAT</p> <p>with Fair Guide for LogiMAT 2025 (circulation: 33.000 copies)</p> <p>preview main issue to bauma</p>	<p>detailed preview with product news and interviews for LogiMAT with following topics:</p> <p>industrial trucks & components, conveyor technology, AI in intralogistics, warehouse technology, robotic/AMR/AGV, sensors & identification technology, shuttle & shuttle technology, software & automation, transport & handling crane technology, conveyor technology, drive and transmission technology, industrial trucks and components</p>	<p>LogiMAT Stuttgart, 11.–13.03.2025</p> <p>Hanover trade fair Hanover, 31.03.–24.04.2025</p> <p>bauma Munich, 07.–13.04.2025</p>
<p>3</p> <p>Deadline 15.04.</p> <p>Publ. Date 07.05.</p>	<p>industrial trucks and components storage technology</p> <p>special: crane technology</p> <p>preview issue to transport logistic</p>	<p>forklift technology and components, hybrid systems, charging systems</p> <p>hall heating and air conditioning, cleaning machines, hall floors, lifting tables, vacuum lifters</p> <p>automatic and standard cranes, wire rope and chain hoists, slewing cranes, light cranes and crane kits, sway damping, sensors and laser technology</p> <p>loading systems and load securing, ramps, airlock gates, dock levellers, gates, pallets, containers, exoskeleton, light grid</p>	
<p>4</p> <p>Deadline 20.05.</p> <p>Publ. Date 11.06.</p>	<p>harbour technology</p> <p>warehouse technology</p> <p>special: software & automation</p>	<p>port and gantry cranes, spreaders, EMS and energy supply systems, reach stackers</p> <p>picking technology, pick-by-voice, pick-by-light, WMS, warehouse safety, long bar and heavy duty warehouses, SRM, miniload and high-bay warehouses, pallets, containers</p> <p>WMS, analysis, planning and optimisation software, supply chain software, digital twin, robotics, cobots, sensors, control systems, drive technology</p>	<p>transport logistic Munich, 02.–06.06.2025</p> <p>Automatica Munich, 24.–27.06.2025</p> <p>TOC EUROPE Rotterdam, 17.–19.06.2025</p>



issue	key contents	technical reports	trade fairs
<p>5</p> <p>Deadline 07.07.</p> <p>Publ. Date 24.07.</p>	<p>industrial trucks and components</p> <p>crane technology and hoisting devices</p> <p>conveyor technology</p> <p>special: product innovations 2025</p>	<p>forklift technology and components, seats, cabins, tyres, attachments, safety and ergonomics, loading systems</p> <p>special ropes, energy supply systems, traverses, trolleys, chassis, industrial cable winches</p> <p>drive and gear technology in intralogistics, sensor technology, linear technology, system monitoring, drive and passive rollers, frequency converters, drum motors</p> <p>the most innovative products of the year in print, online & social media – with LogiMAT news</p>	
<p>AE</p> <p>Deadline 05.08.</p> <p>Publ. Date 26.08.</p>	<p>annual edition: Retrofit & Maintenance 2025</p> <p>current projects of modernization and maintenance introduced</p> <p>case studies with company profiles (further information see on page 7)</p>		
<p>6</p> <p>Deadline 25.08.</p> <p>Publ. Date 11.09.</p>	<p>preview to FACHPACK</p> <p>preview to Motek</p> <p>industrial trucks and components</p> <p>crane technology and hoisting devices</p> <p>special: AGV, AMR, robotics</p>	<p>product news to the trade fair, cartoning, strapping and film wrapping systems, labelling systems, container, pallets</p> <p>product news to the trade fair, energy supply systems, handling technology, vacuum lifter, assembly aids</p> <p>forklift technology and components, seats, cabins, tyres, attachments, safety and ergonomics, charging systems, fleet management, forklift guidance systems, safety technology</p> <p>automatic and standart cranes, rope and chain hoists, lifting gear, drives, radio remote controls</p> <p>robot technology in intralogistics: possible applications and technology, standard and special consoles, AMR und cobots, distribution, sorting, palletising and gripper systems, energy chains concept, comissioning and possible applications of AGV, case studies and product information</p>	<p>FACHPACK Nuremberg, 23.–25.09.2025</p>

issue	key contents	technical reports	trade fairs
<p>7</p> <p>Deadline 18.09.</p> <p>Publ. Date 08.10.</p> <p>ask for our cross-media-combis</p>	<p>transport and handling technology storage technology</p> <p>special: shuttle-systems</p>	<p>loading systems and cargo securing, ramps, industrial doors, door seals, dock levellers, light grid warehouse automation and system integration, storage carousels, dynamic shelving systems, containers and pallets, hall air conditioning, heating and lighting, hazardous goods warehouse, special warehouse, labeling, auto-ID, weighing technology, radio/wifi system, vehicle, energy and drive concepts, load handling attachments, sensors, radio connection, energy storage</p>	<p>Motek Stuttgart, 07.–09.10.2025</p> <p>Logistics Summit, Dusseldorf, 08.–09.10.2025</p> <p>BVL Supply Chain CX Berlin, October 2025</p>
<p>8</p> <p>Deadline 20.10.</p> <p>Publ. Date 06.11.</p>	<p>preview issue for SPS</p> <p>conveyor technology/drive and transmission technology crane technology and hoisting devices</p> <p>special: sensors and ident</p>	<p>product news for the trade fair SPS</p> <p>motors and drives, sensors, linear technology, system monitoring, drive and passive rollers, frequency inverter, drum engines</p> <p>rope and chain hoists, crane drives and controls, radio remote controls, lifting gear, automatic and standard cranes</p> <p>sensors in AGV and industrial trucks, crane technology, conveyor and storage technology in safety engineering, barcode scanner, 3D-labels, RFID and NFC</p>	<p>SPS Nuremberg, 25.–27.11.2025</p>
<p>AE</p> <p>Deadline 20.11.</p> <p>Publ. Date 11.12.</p>	<p>Annual edition: Best Projects 2026 – Guidebook for Investors case studies, technologies, trends (further information see on page 8)</p>		





Retrofit & Maintenance 2025

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 2025« 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: 26th August 2025

deadline for ads: 5th August 2025



Best Projects 2026
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 2026« 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: 11th December 2025
deadline for ads: 20th November 2025

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: 8/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/2025

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 is a 'Redaktions-Newsletter' section with social media icons (K, in, Instagram, YouTube, Facebook) and a call to action: 'Lesen Sie regelmäßig die neuesten Entwicklungen der Intralogistik'. Below this is a navigation bar with categories: 'Nachrichten', 'TL-Talk', 'LogiMAT 2024', 'Produktinnovationen 2024', 'Branchenverzeichnis', and 'Fachartikel'. The main content area features a large banner for 'Alles hört auf den NORDAC PRO SK 500P' with a 'Mehr erfahren' button and an image of the device. Below the banner are several article teasers: 'Greifung begrüßt 19 junge Talente: Vielfältige Ausbildungsmöglichkeiten und ein herzliches Willkommen', 'Neue Führung im Customer Service bei Unitechnik', 'Covivins optimiert Lagerprozesse mit Automatisierungstechnologie von Cellamation', and 'Energieketten der Serie M von Tsubaki Kabelschlepp in der Metallverarbeitung'.

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

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:
marco.fiolka@hussmedien.de
Editor: Christina Kasper
Phone: +49 30 42151-253
christina.kasper@hussmedien.de
Advertising manager: Marco Fiolka
Phone: +49 30 42151-344
marco.fiolka@hussmedien.de

Delivery dates:

15. 01.	29. 01.	12. 02.	19. 02.	26. 02.	05. 03.
19. 03.	02. 04.	16. 04.	30. 04.	14. 05.	28. 05.
04. 06.	18. 06.	02. 07.	16. 07.	30. 07.	13. 08.
27. 08.	10. 09.	22. 09.	06. 10.	22. 10.	05. 11.
19. 11.	10. 12.				

Technische Logistik
Hebezeuge-Fördermittel

Kompetente Branchen-News für Profis

Liebe Leserinnen und Leser:

der Oktober ist schon in vollem Gange und wartet mit vielen interessanten Veranstaltungen auf. Über zwei davon können Sie sich auch in unserem heutigen Newsletter informieren. Da wäre zum einen der SVL Supply Chain CX zu nennen, der vom 23. bis 25. Oktober in Berlin stattfindet. Erwartet werden bis zu 5.000 Teilnehmende, die auf acht Bühnen 220 Speaker erleben können.

Am 24. und 25. Oktober 2024 finden dann die „Staplercup Finals“ in der Arena in Aachen statt. Zusätzlich zu den Weltmeisterschaften finden der „Corporate Cup“ – die führende Firmen-Team-Meisterschaft - sowie der „Charity Cup“ statt.

Natürlich stellen wir Ihnen in diesem Newsletter außerdem auch wieder zwei interessante Beiträge aus unserer aktuellen Ausgabe zum Lesen zur Verfügung. Bei dem einen handelt es sich um ein Interview meines Kollegen Jan Kaußfuß-Berger mit Markus Gofft, dem Geschäftsführer der Transloic Systems GmbH. Gesprochen haben sie baldem unter anderem darüber, wie der hiesigeische Helden Champion auch hieszeische bekannter werden will.

Im zweiten Beitrag geht es dann um den sich weiter ausprägenden Trend zur Individualisierung in der Intrllogistik und die damit einhergehenden Anforderungen an die eingesetzten Software-Lösungen.

Viel Spaß beim Lesen und vielleicht auch dem Besuch der erwähnten Veranstaltungen wünscht

Christina Kasper
Redaktion Technische Logistik

Mehr Platz für alles, was kommt.

Mit AutoStore von Element Logic maximieren Sie Ihre Lagerkapazität auf minimaler Fläche, automatisieren Sie Ihre Prozesse im laufenden Betrieb, steigern Sie die Effizienz und schaffen Sie Raum für Wachstum – heute und in Zukunft.

weiterlesen >>

Our professional and annual publications

huss

HUSS-MEDIEN GmbH
10400 Berlin
Phone +49 30 42151-344

