

**1 Short characterization:** Logistics, Purchasing, and IT are increasingly growing together. The organization of processes and value-adding chains in a cross-departmental and cross-company manner is the key to success in industry and trade.

The logistical economic magazine LOGISTIK*inside* offers commercial decision-makers in industry and trade dealing with goods and information flow a broader range of topics about the current developments in logistics, purchasing, and IT on a monthly basis. Particular attention is given to dealing with these topics in a multidisciplinary manner by employing a competent and independent editorial staff.

**2 Frequency of publication:** monthly

**3 Year of publication:** 7<sup>th</sup> year 2008

**4 Web-address (URL):** www.logistik-inside.de

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Editorial Board:** Springer Transport Media GmbH  
 Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
 House address: Neumarkter Str. 18, 81673 Munich, Germany  
 Phone: +49-89 / 43 72-0  
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 Internet: www.mediacentrum.de  
 E-Mail: anzeigen-vhv@springer.com

**9 Editorial department:**

Editor in chief: Anita Würmser  
 anita.wuermser@springer.com

**10 Advertising office:**

General Advertisement Director: Michaela Lenz  
 Advertising director: Thomas Merz  
 thomas.merz@springer.com

**11 Distribution director:**

Jutta Rethmann  
 Phone: 01 80/5 00 92 91 (0.14 €/min. from the german  
 landline / mobile radio deviant  
 Email: vertriebsservice@springer.com

**12 Subscription cost:**

Annual subscription rate

Inland: 133.00 € plus 12.00 € packing/postage, incl. 7% VAT  
 Foreign Countries: 133.00 € plus 19.20 € packing/postage, incl. 7% VAT  
 Single copy: 12.50 € plus 1.90 € packing/postage, incl. 7% VAT

**13 ISSN-No:** 1618-484X

**14 Scope analysis:**

2006 = 12 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 826 pages = 100.0 %  
**Editorial section:** 635 pages = 76.9 %  
**Advertising section:** 191 pages = 23.1 %

of them are

Classified advertisements: 6 pages = 2.9 %  
 Bound insert: - pages = -  
 One's own advertisements: 91 pages = 47.6 %

**Supplements (Loose-leaf inserts):** 9 pieces

**15 Content analysis:** Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2006 until June 30<sup>th</sup> 2007)

<b>Printed copies:</b>	21,547		
<b>Total circulation</b>	20,991	therefrom abroad:	704
<b>Total net paid circulation:</b>	7,225	therefrom abroad:	269
- subscribed copies	1,612	therefrom copies for members	-
- Sale by retail	-		
- Other sale	5,614		
<b>Free copies:</b>	13,766		
<b>Remainer, file and checking copies</b>	556		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	96.7	20,287
Foreign Country	3.3	704
<b>Total circulation</b>	100.0	20,991

postal code	copies
<b>Nielsen geographical sector 1</b>	3,486
<b>Nielsen geographical sector 2</b>	3,861
<b>Nielsen geographical sector 3a</b>	3,648
<b>Nielsen geographical sector 3b</b>	3,432
<b>Nielsen geographical sector 4</b>	3,623
<b>Nielsen geographical sector 5</b>	412
<b>Nielsen geographical sector 7</b>	1,020
<b>Total circulation inland</b>	20,287



**Media-  
Information  
2008**

**Subjects and Dates, Page 1**

The specialized economy magazine LOGISTIK*inside* is one of the leading logistics magazines in the German-speaking economic area. LOGISTIK*inside* is aimed at the commercial logistics decision makers in industry, trade, and logistics services. LOGISTIK*inside* publishes reports in a magazine as well as in a daily (on weekdays) Internet newsletter, covering up-to-date developments in the areas of logistics, IT, and supply chain management. In addition, a number of special supplements is printed.

<b>Issue</b>	<b>Publication Date</b>	<b>Closing Date</b> I: Image ads C: Class. ads P: Printing Material	<b>IT-Solutions</b>	Warehousing	Logistics Services	Special themes	Special supplements	Trade Fairs
02 February	Jan 25, 2008	I: Jan 4, 2008 C: Jan 15, 2008 P: Jan 10, 2008	WMS, RFID, Barcode, printer	Fork lifts/ lift trucks	Automobile logistics Cooling logistics, Mail order/ KEP - services	Warehousing Storage/Dispatch systems, Outsourcing	Part 1: Security systems	Fruit Logistica, Berlin, Feb 7 to 9, 2008 LogiMAT, Stuttgart, Feb 19 to 21, 2008 VDA Logistics-Congress, Stuttgart, Feb 26 to 27, 2008
03 March	Feb 29, 2008	I: Feb 8, 2008 C: Feb 19, 2008 P: Feb 14, 2008	Telematics, SCM, ERP, E-logistics, WMS, RFID, Telecommunication, Business Intelligence, CRM, Handterminals	Loading aids, gates, ramps	Railcargo, Inland navigation, Contract logistic, Logistic real estate, Logistic centers, GVZ	CeBIT 2008-Special	Part 2: security systems	BVL-Logistics Forum, Duisburg, Mar 5 to 6, 2008 CeBIT 2008, Hanover, Mar 4 to 9, 2008 SITL, Paris, Mar 11 to 14, 2008
04 April	Mar 28, 2008	I: Mar 5, 2008 C: Mar 14, 2008 P: Mar 11, 2008	Commission systems Pick-by-Voice, Voice-Control	fork lifts, Automation, cranes, robot	Chemistry/pharmaceutical logistics, Hazardous cargo logistics, Eastern Europe	packing materials/ dispatch, Returnable systems, Transport packing, Dispatch system, Pallets		Intertraffic, Amsterdam, Apr 1 to 4, 2008 17. Deutscher Materialfluss-Kongress (German Materialflow Congress), Garching, Apr 3 to 4, 2008 Hanover Trade Fair, Hanover Apr 21 to 25, 2008 Interpack, Düsseldorf, Apr 24 to 30, 2008
05 May	Apr 25, 2008	I: Apr 4, 2008 C: Apr 15, 2008 P: Apr 10, 2008	E-Procurement, SRM	Warehouse and conveyer technique, shelves, storage cleaning	Consumer products logistics, Disposal, Waste logistics, Document - management	Aircargo	Seacargo part 1	IFAT, Munich, May 5 to 9, 2008 E-Procure, Nuremberg, May 7 to 8, 2008 ECR-Europe Conference, Berlin, May 27 to 29, 2008 CeMAT, Hannover, May 27 to 31, 2008 EURO ID, Cologne, May 13 to 15, 2008
06 June	May 23, 2008	I: Apr 29, 2008 C: May 9, 2008 P: May 6, 2008	Telematics	Intralogistics	International logistics, procurement china/ india, contract logistics, Logistic real estate, logistic centers, GVZ	Trade fair-special: CeMAT 2008	Seacargo part 2	EuroCARGO, Cologne, Jun 17 to 19, 2008 Transport Logistics, China, Jun 17 to 19, 2008



Issue	Publication Date	Closing Date I: Image ads C: Class. ads P: Printing Material	IT-Solutions	Warehousing	Logistics Services	Special themes	Special supplements	Trade Fairs	
07-08 July-August	Jun 27, 2008	I: Jun 6, 2008 C: Jun 17, 2008 P: Jun 12, 2008	Logistics software, Production logistics	Big after – report CeMAT 2008, Packing materials	Eastern Europe / Russia, Spare parts logistics, AfterSales, Supply Chain Management, Financing / insurance	KEP – courier, Express-, parcel services	Commercial vehicle part 1		
09 September	Aug 29, 2008	I: Aug 7, 2008 C: Aug 19, 2008 P: Aug 13, 2008	WMS, LVS, Telematics, Barcode, RFID	Fork lifts, storage cleaning, loading aids, gates, ramps	Logistic cosulting, employees services, temp work	Trade fair-special IAA commercial auto 2008	Commercial vehicle part 2	<b>9. ECR-Day</b> , Zürich, Sep 4 to 5, 2008 <b>Dortmunder Conversations</b> , Dortmund, Sep 2 to 11, 2008 <b>IAA – Commercial vehicle</b> , Hannover, Sep 25 to Oct 2, 2008	
10 October	Sep 26, 2008	I: Sep 5, 2008 C: Sep 16, 2008 P: Sep 11, 2008	Auto-ID, SCM, ERP, E-Logistics, WMS, Business Intelligence, CRM security systems video suveillance	intra-logistics, picking procedure, Pick-by-Voice	Building materials logistics, Outsourcing, Contract logistics, direct mail selling	Logistic real estate Building/renting, Logistics financing, insurance, logistic centers, GVZ	Commercial vehicle part 3	<b>Expo Real</b> , Munich, Oct 6 to 8, 2008 <b>BVL/Deutscher Logistik-Kongress</b> (German Logistics Congress), Berlin, Oct 22 to 24, 2008 <b>Security</b> , Essen, Oct 7 to 10, 2008 <b>SYSTEMS</b> , Munich, Oct 21 to 24, 2008 <b>Orgatec</b> , Cologne, Oct 21 to 25, 2008	
11 November	Oct 31, 2008	I: Oct 12, 2008 C Oct 21, 2008 P: Oct 16, 2008	E-Procurement, SRM, SCM	Automation, Cranes, Robots, FTS	Supply Chain Management, parcel service, Big after-report BVL - congress	Intermodal transport, Seaports, Railcargo, inland navigation	<b>Image-Award 2008</b>	<b>43. BME-Symposium</b> , Berlin Nov 10 to 12, 2008 <b>Brau</b> , Nuremberg, Nov 12 to 14, 2008 <b>Pack &amp; Move</b> , Basel, Nov 18 to 21, 2008	
12 December	Nov 28, 2008	I: Nov 7, 2008 C: Nov 18, 2008 P: Nov 12, 2008	Logistics software	Intra-logistics, Fork lifts, packing materials	Supply Chain Management, logistics – outsourcing, Aircargo	Auto-ID Barcode, RFID, Printer, Radio data transmission handterminals	Copy-Test		
01-2009 January	Dec 31, 2008	I: Nov 15, 2008 (Company portraits) P: Nov 17, 2008 (Company portraits) I: Nov 28, 2008 (Image Ads) P: Dec 4, 2008 (Image Ads)	<b>Who Is Who of Logistics 2009</b> The comprehensive guide to sectors of the industry						

**1 Circulation:**

Printed copies: 21,547 copies  
Total circulation in annual average 20,991 copies

**2 Magazine size:**

210 x 279 mm  
185 x 250 mm trimmed  
203 x 274 mm untrimmed

**Type area:**

185 mm wide, 250 mm high  
4 columns, 43 mm

**3 Printing material, print documents:**

Offset printing, wire-stitching. When submitting digital data, please refer to our "Guidelines for submitting digital data". Positive films (inverted) up to 133-line screen will be re-digitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

**7 Ads and rates:**

All prices are plus VAT

**4 Publication:**

Frequency of publication: 11 times per year  
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

**5 Editorial Board:** Springer Transport Media GmbH

House address: Neumarkter Str. 18, 81673 Munich, Germany  
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
Advertising department: Frank Schimann  
Phone: +49-89 / 43 72-22 35

E-mail: anzeigen-vhv@springer.com

**6 Payment terms:**

- direct debit 3% prompt payment discount  
- within 10 days 2% prompt payment discount  
- within 30 days  
from date of invoice net

VAT no. DE 152942001

**Bank accounts:**

HypoVereinsbank, Munich  
IBAN: DE02 7002 0270 1830 2092 00,  
BIC: HYVEDEMMXXX

**2/1 page:** W 393 x H 253  
**2/1 page truncate:\*** W 420 x H 279  
Basic rate b/w or 2-coloured 7,515.00 €  
3- or 4-coloured 11,245.00 €

**1/1 page:** W 185 x H 253  
**1/1 page truncate:\*** W 210 x H 279  
Basic rate b/w or 2-coloured 3,730.00 €  
3- or 4-coloured 5,625.00 €

**2/3 page (landscape):** W 185 x H 170  
**2/3 page truncate:\*** W 210 x H 192  
Basic rate b/w or 2-coloured 2,475.00 €  
3- or 4-coloured 3,750.00 €

**1/2 page (upright):** W 90 x H 253  
**1/2 page truncate:\*** W 102 x H 279  
**1/2 page (landscape):** W 185 x H 125  
**1/2 page truncate:\*** W 210 x H 140  
**1/2 page Junior page:** W 135 x H 170  
Basic rate b/w or 2-coloured 1,890.00 €  
3- or 4-coloured 3,000.00 €

**1/3 page (upright):** W 60 x H 253  
**1/3 page truncate:\*** W 72 x H 279  
**1/3 page (landscape):** W 185 x H 85  
**1/3 page truncate:\*** W 210 x H 98  
Basic rate b/w or 2-coloured 1,340.00 €  
3- or 4-coloured 2,365.00 €

**1/4 page (upright, 1-column):** W 45 x H 253  
**1/4 page truncate:\*** W 57 x H 279  
**1/4 page, 2-columns:** W 90 x H 125  
**1/4 page (landscape):** W 185 x H 65  
**1/4 page truncate:\*** W 210 x H 82  
Basic rate b/w or 2-coloured 1,120.00 €  
3- or 4-coloured 2,050.00 €

**1/8 page (upright, 1-column):** W 45 x H 125  
**1/8 page, 2-columns:** W 90 x H 165  
**1/8 page (landscape):** W 185 x H 33  
Basic rate b/w 605.00 €  
3- or 4-coloured 1,110.00 €

**2., 3., 4. cover page**

Basic rate, 4-coloured 6,455.00 €

\* + 4 mm bleed at all edges to be truncated



**8 Surcharges:** (discount possible)

8.1 Colours		
Normal colours from Euro-scale DIN 16539, charged by colour	-	
8.2 Preferential positions		
Fixed positions	645.00 €	
8.3 Ad formats		
Bleeding across the gutter	-	
Bleeding on all sides, special cut-out shapes	-	
Bleeding advertisement (only 1/1 page)	-	

**9 Prices for classified ads:**

Classified ads	1 column, 43 mm wide, b/w	3.04 €
	1 column, 43 mm wide, coloured	3.79 €
Situations wanted	1 column, 43 mm wide, b/w	1.29 €
Box numer fee		10.00 €

**10 Special ad forms:**

Off-prints	on request
Another types of advertising	on request

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3%	3 pages	5%
6 insertions	5%	6 pages	10%
9 insertions	10%	9 pages	15%
12 insertions	15%	12 pages	20%

All surcharges qualify for discount.

**12 Combinations:**

-

**13 Bound inserts:**

2 pages	3,730.00 €
4 pages	7,460.00 €
6 pages	11,190.00 €
8 pages	14,920.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound-in inserts in the untrimmed format 213 x wide x 286 high (folded). 2-page inserts must be provided with a printed rim 8 cm wide. The price applies to inserts with a paper weight up to 170 g/sq. metre (rates for heavier papers on request)

**14 Loose-leaf inserts:**

loose inserted, max. format: 203 mm x 275 mm

Weight of loose-leaf inserts	Price/thousand
up to 25 g	160.00 €
up to 50 g	220.00 €
over 50 g	on request

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

**15 Glued-in postcards:**

Glued-in postcards/thousands	85.00 €
Prospect/commercial sample on request, after sight of a sample.	
Only in combination with an full page-ad (prices see above).	
Loose inserts and glued-in postcards do not qualify for discounts.	

**16 Delivery address for the positions 13 to 15:**

Stürtz AG  
Warenannahme  
Alfred-Nobel-Straße 33  
97080 Würzburg

**Delivery notice:** for LOGISTIK inside no. ...)

Please send in advance 10 samples to the advertising sales department.



This well-known Who is Who of Logistics comprises more than 150 pages of overview of the entire logistics industry and offers important impulses for decisions about future purchases. The concise industry sector-guide helps readers find suppliers and products.

The company portraits are accompanied by articles about current trends in the industry sector.

### Prices and formats:

#### Ad prices:

Cover pages, 4-coloured:	6,455.00 €
Full page, 4-coloured:	5,625.00 €
Company portrait:	1,550.00 €

Company portrait don't qualify for discount.

**Magazine format:** 210 mm wide, 279 mm high

**Printed copies:** 30,000 copies

**Publication date:** December 31, 2008

#### Copy date:

Company portraits: November 15, 2008

Advertisements: November 28, 2008

#### Printing material dates:

Company portraits: November 17, 2008

Advertisements: December 4, 2008

### Printing materials:

Company portraits:

Photos: 8 cm wide, 6 cm high, tif or eps,  
300 dpi resolution, colour chart: CMYK

**Please send us your information by e-mail to  
who-is-who@springer.com**

Advertisements:

Offset printing. When submitting digital data, please refer to our "Guidelines for submitting digital data". Positive films (inverted) up to 133-line screen will be re-digitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

**Advertising consuler:** Frank Schimann

Phone: +49-89 / 43 72-22 35

E-mail: frank.schimann@springer.com

**Advertising processing:** Darius Hupka

Phone: +49-89 / 43 72-22 23

E-mail: darius.hupka@springer.com

**1. Web-Adresse (URL):**

www.logistik-inside.de

**2. Short characterization:**

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, foto galleries, job markets and further information pertaining to the industry sector.

**3. Ads and rates:**

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Rectangle	300 x 250	62.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €

\* valid from Oct, 1 2007; Prices are subject to VAT.  
Other formats on request.

**4. Web TV-Information experiencing:**

Welcome to Web TV by Logistikinside-Online, the new multimedia information concept: here you find professionally produced TV features regarding current trade fairs, companies, and products.

**Prices for filming on a trade fair (selected trade fairs only)**

**Format<sup>1)2)</sup> Price\*<sup>3)</sup>**

Exhibitor's portrait (approx. 3 min.)	Portrait of your company and the product range at your stand	5,100.00 €
Product presentation (approx. 3 min.)	Presentation of your trade fair highlights in all its functionality	5,100.00 €
Interview/Under discussion to present interesting (approx. 3 min.)	Your chance issues in an interview	5.100.00 €

**5. Newsletter:**

Advert text incl. URL, e-mail and picture/logo. Text formatting possible.

	Top sponsoring	Second position
Positioning Prices* (per thousand)	directly before topic overview 38.00 € (per workday)	28.00 € (per workday)

\* valid from Oct, 1 2007; Prices are subject to VAT

Number of Newsletter-Subscribers August 2006: 4,630

**Data delivery:**

Advert in text format with linked logo: 6–8 lines of 72 characters + logo  
(approx. 150 x 150 px, max. size 20 KB) **or** as banner 650 x 150 Pixel  
GIF-Banner (static or animated, max. size 30 KB)

**6. Online Special ad forms:**

Intergration, infolines, sponsoring, cooperations on request.

**7. Data delivery:**

online-inserate@springer.com

**8. Online Mediadata:**

Detailed mediadata can be retrieved on www.mediacentrum.de.



**19 Industrial sectors/branches of industry/types of business**

Branch/ section	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection (approx.)
<b>D</b>	<b>Manufacturing companies, industry</b>	<b>75</b>	<b>15,220</b>
<b>63.4/74/714.14.1/</b>	<b>Conveyance, other transportation brokers, service, consulting, banking and insurance industry</b>	<b>14</b>	<b>2,840</b>
<b>JA</b>	<b>Wholesale trade, retail trade</b>	<b>8</b>	<b>1,620</b>
	<b>Other /not specified</b>	<b>3</b>	<b>610</b>
	<b>Rounding difference</b>		<b>-3</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>20,287</b>
	<b>Foreign countries (unlevied)</b>		<b>704</b>
	<b>Total circulation inland and foreign countries</b>		<b>20,991</b>

# Data Ticket



Status quo: February 2006

## Transfer of digital data

If you send your advert via ISDN, e-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ ISDN: \_\_\_\_\_

## Advert Information

Issue: \_\_\_\_\_ Section: \_\_\_\_\_

Advert format: \_\_\_\_\_ Colours: \_\_\_\_\_

File name: \_\_\_\_\_ Application: \_\_\_\_\_ Version: \_\_\_\_\_

Operating system:  Apple MacIntosh  Windows PC

Data transfer via  FTP  ISDN  E-Mail  Data medium by mail

Proof  colour match (ISO)  content match follows via mail (please tick if appropriate)

## Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage [www.stuertz.de](http://www.stuertz.de) in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create colour pictures in CMYK mode, or convert them to CMYK.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.

## Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

## Contact details

FTP: ftp.stuertz.de (Please request user name and password via e-mail)  
ISDN (Leonardo): +49-9 31/385-415  
E-mail: gecont@stuertz.de  
Fax: +49-9 31/385-383

## Contact to:

Stürtz GmbH  
Science / Anja Eichelbröner  
Alfred-Nobel-Str. 33  
97080 Würzburg  
Tel.: +49-9 31/3 85-3 32

*Modifications and printer's errors excepted*