

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: 5th year 2006

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag
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
Fax: +49-89 / 43 72-23 98
Internet: www.verlag-heinrich-vogel.de
E-Mail: anzeigen-vhv@springer.com

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

10 Advertising office:
Advertising director: Stephanie Rinsche
stephanie.rinsche@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.12 €/min.)
Email: vertriebsservice@springer.com

12 Advertised price:
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 Size analysis: 2004 = 12 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 832 pages = 100.0 %
Editorial section: 646 pages = 77.6 %
Advertising section: 186 pages = 22.4 %

of them are

Classified advertisements:	12 pages =	6.5 %
Image advertisements:	132 pages =	70.9 %
Bound insert:	- pages =	-
One's own advertisements:	42 pages =	22.6 %

Supplements (Loose-leaf inserts): 7 pieces

15 Content analysis: Not surveyed

16 Circulation control: 

17 Analysis of circulation: Average circulation within one year
(from July 1st 2004 until June 30th 2005)

Printed copies:	20,190		
Total circulation	19,590	therefrom abroad:	730
Total net paid circulation:	3,932	therefrom abroad:	90
- subscribed copies	1,540	therefrom copies for members -	
- Sale by retail	-		
- Other sale	2,392		
Free copies:	15,658		
Remainer, file and checking copies	600		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	96.3	18,860
Foreign Country	3.7	730
Total circulation	100.0	19,590

18.2 Structure of home circulation according to 'Nielsen'-geographical sectors

	%	copies
Nielsen geographical sector 1	16	2,980
Hamburg / Bremen		849
Schleswig-Holstein		1,188
Lower Saxony		943
Nielsen geographical sector 2	20	3,753
North Rhine-Westphalia		3,753
Nielsen geographical sector 3a	17	3,131
Hesse		1,603
Rhineland-Palatinate		1,132
Saarland		396
Nielsen geographical sector 3b	16	2,961
Baden-Wuerttemberg		2,961
Nielsen geographical sector 4	19	3,659
Bavaria		3,659
Nielsen geographical sector 5	3	641
Berlin		641
Nielsen geographical sector 6	4	773
Mecklenburg-Western Pomerania		207
Brandenburg		377
Saxony-Anhalt		189
Nielsen geographical sector 7	5	962
Thuringia		453
Saxony		509
Total circulation inland	100	18,860



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Issue	Publication Date	Closing Date I: Image ads C: Class. ads P: Printing Material	IT-Solutions	Warehousing	Logistics Services	Specials	Trade Fairs
02 February	Jan 27, 2006	I: Jan 5, 2006 C: Jan 17, 2006 P: Jan 12, 2006	SCM/ERP	Logistics real estates Logistics parks	Automobile logistics Cooling logistics CEP-services	Intra-logistics	LogiMAT , Stuttgart Mar 28 to 30, 2006 Fruit Logistica , Berlin Feb 2 to 4, 2006
03 March	Feb 24, 2006	I: Feb 3, 2006 C: Feb 14, 2006 D: Feb 9, 2006	Auto-ID RFID, Barcode	Automation Storage techniques	Cargo transport center Logistics Location Germany	CeBIT-Special	CeBIT Hanover Mar 9 to 15, 2006 SITL , Paris Mar 7 to 10, 2006 Trans Vienna and Pack Vienna Vienna, March 2006 15. Deutscher Materialfluss-Kongress (German Materialflow Congress), Munich Mar 2 to 3, 2006
04 April	Mar 31, 2006	I: Mar 10, 2006 C: Mar 21, 2006 P: Mar 16, 2006	E-Logistics	Storage and commision-techniques	CEP-services Courier, Express and Parcel services	Air Cargo	Intertraffic , Amsterdam Apr 4 to 7, 2006 Hanover Trade Fair Apr 24 to 28, 2006 Transpotec & Logitec , Milan, Apr 26 to 30, 2006
05 May	Apr 28, 2006	I: Apr 5, 2006 C: Apr 18, 2006 P: Apr 13, 2006	Dispatch and warehouse software	Ramps, gates Hall building	Contract logistics	Procurement Purchase, E-Procurement, Catalogue software, SRM	E-Procure , Nuremberg May 16 to 18, 2006
06 June	May 26, 2006	I: May 4, 2006 C: May 15, 2006 P: May 10, 2006	Logistics software RFID	Internal transport equipment, forklifts Transportation systems	ECR Logistics real estate	Intermodal transport KEP 1 (Supplement)	Eurocargo , Cologne May 30 to Jun 1, 2006 ECR-Europe Conference Stockholm, May 29 to 31, 2006

Issue	Publication Date	Closing Date I: Image ads C: Class. ads P: Printing Material	IT-Solutions	Warehousing	Logistics Services	Specials	Trade Fairs
07 July	Jun 30, 2006	I: Jun 8, 2006 C: Jun 20, 2006 P: Jun 14, 2006	Voice Control	Racking systems	Sea port and inner harbour	Material flow Warehouse and conveyer technique	
08 August	Jul 28, 2006	I: Jul 7, 2006 C: Jul 18, 2006 P: Jul 13, 2006	CRM-Software	Automation, Fork lifts	Air Cargo	Eastern Europe logistics	
09 September	Aug 25, 2006	I: Aug 3, 2006 C: Aug 14, 2006 P: Aug 10, 2006	Route planning Telematics	Intra-logistics	China Special International logistics	Packing/Dispatch Returnable systems, Transport packing material	7. ECR-Day , Munich Sep 28 to 29, 2006 Transport Logistics , China Shanghai, Sep 19 to 22, 2006 IAA Nutzfahrzeuge (commercial vehicles), Hanover Sep 21 to 28, 2006 FachPack , Nuremberg Sep 26 to 28, 2006
10 October	Sep 29, 2006	I: Sep 8, 2006 C: Sep 19, 2006 P: Sep 14, 2006	SCM, ERP, PPS	Automation	Disposal, Recycling Logistics management CEP-Services	Logistics real estates Logistics financing	Deutscher Logistik-Kongress (German Logistics Congress), Berlin, Oct 18 to 20, 2006 Systems , Munich Oct 23 to 27, 2006 Orgatec , Cologne Oct 24 to 28, 2006 Entsorga , Cologne Oct 24 to 27, 2006 Expo Real , Munich, October 06
11 November	Oct 27, 2006	I: Oct 6, 2006 C Oct 17, 2006 P: Oct 12, 2006	Auto-ID Labelling systems	Internal transport equipment, Transportation systems	Intermodal trafics Air Cargo	Procurement Purchase, E-Procurement, Catalogue software, SRM KEP 2 (Supplement)	BME-Symposium , Berlin Nov 13 to 15, 2006 Brau , Nuremberg Nov 15 to 17, 2006
12 December	Nov 24, 2006	I: Nov 3, 2006 C: Nov 14, 2006 P: Nov 9, 2006	SAP-Integration	Storage and commision-techniques	Logistics consulter	Sea port and inner harbour	
01/2007 January	Dec 29, 2006	I: Dec 6, 2006 C: Dec 15, 2006 P: Dec 12, 2006	RFID	Intra-logistics	Cargo transport center	Warehousing Storage and distribution systems Outsourcing	

1 Circulation:

Printed copies: 20,190 copies
Total circulation in annual average 19,590 copies

2 Magazine size:

210 x 280 mm
217 x 288 mm untrimmed

Type area:

185 mm wide, 253 mm high
4 columns, 45 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.

4 Publication:

Frequency of publication: monthly
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Editorial Board:

Verlag Heinrich Vogel GmbH Fachverlag
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
Fax: +49-89 / 43 72-23 98
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 811148881

Bank accounts:

Commerzbank Munich
IBAN DE17 7004 0041 0590 3893 00, BIC COBADEFF700

7 Ads and rates:

All prices are plus VAT

2/1 page: W 393 x H 253
2/1 page truncate:* W 420 x H 280
Basic rate b/w or 2-coloured 7,295.00 €
3- or 4-coloured 10,915.00 €

1/1 page: W 185 x H 253
1/1 page truncate:* W 210 x H 280
Basic rate b/w or 2-coloured 3,620.00 €
3- or 4-coloured 5,460.00 €

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 2,400.00 €
3- or 4-coloured 3,640.00 €

1/2 page (upright): W 90 x H 253
1/2 page truncate:* W 102 x H 280
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 1,835.00 €
3- or 4-coloured 2,915.00 €

1/3 page (upright): W 60 x H 253
1/3 page truncate:* W 72 x H 280
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 1,300.00 €
3- or 4-coloured 2,295.00 €

1/4 page (upright, 1-column): W 45 x H 253
1/4 page truncate:* W 57 x H 280
1/4 page, 2-column: 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 1,090.00 €
3- or 4-coloured 1,990.00 €

1/8 page (upright, 1-column): W 45 x H 125
1/8 page, 2-column: W 90 x H 65
1/8 page (landscape): W 185 x H 33
Basic rate b/w 590.00 €

2., 3., 4. cover page

Basic rate, 4-coloured 6,325.00 €

* + 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	630.00 €	
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	2.95 €
Situations wanted	1 column, 43 mm wide, b/w	1.25 €
Box numer fee		10.00 €
Colour surcharges per colour per mm/1-column		0.73 €
Address entry incl. logo		
per mm	1 column, 43 mm wide, 4 colours	2.50 €
Price per issue and section, minimum duration 6 or 12 months		

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	3,620.00 €
4 pages	7,240.00 €
6 pages	10,860.00 €
8 pages	14,480.00 €

(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	155.00 €
up to 50 g	215.00 €
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	82.00 €
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:

on request

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

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



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Who is Who of the Logistic 2007

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:	6,325.00 €
Full page, 4-coloured:	5,460.00 €
Company portrait:	1,450.00 €

Company portrait don't qualify for discount.

Magazine format: 210 mm wide, 280 mm high

Printed copies: 30,000 copies

Publication date: Middle of December 2006

Copy date: October 23, 2006

Printing material dates:

Company portraits:	November 8, 2006
Advertisements:	November 20, 2006

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:

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

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

Advertising processing:

Silvia Bauer
Phone: +49-89 / 43 72-22 94

Agnes Frosch
Phone: +49-89 / 43 72-27 55
Fax: +49-89 / 43 72-21 58

E-mail: who-is-who@springer.com



1. Web-Adresse (URL):

www.logistik-inside.de

2. Short characterization:

Comprehensive Internet range of B-to-B communication for decision makers in logistics who deal with goods and information flow. Daily updates of the latest news, background reports with databases, job market, and logistics industry directory.

3. Ads and rates:

Banner	Format (WxH) in Pixel	Price (per thousand)
Fullsize/Superbanner	486 x 60 or 728 x 90	40.00 €
Skyscraper	120 x 600 or 200 x 400	40.00 €
Pop-Up/Under	200 x 300	40.00 €
Contentbanner	440 x 40	1) 40.00 €
Combi-Package ²⁾	778 x 90+200 x 400+400 x 40	60.00 €

¹⁾ only in combination with combi-package

²⁾ up to 10 times more effective advertisements and higher click rate!
(Superbanner and Skyscraper and Contentbanner)

4. Newsletter:

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

	Top sponsoring	Second position
Positioning	directly before topic overview	between topics
Prices (per thousand)	36,- €* (per workday)	26,- €* (per workday)

* Minimum booking: 5 adverts

All prices are plus VAT. Valid from 01.10.2005.

Number of Newsletter-Subscribers August 2005: 3,445

5. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

6. Contact person:

Christian Plagge
Tel. + 49 (0) 89 43 72-21 49
Christian.Plagge@springer.com

7. Data delivery:

online-inserate@springer.com

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.)
D	Manufacturing companies, industry	75	14,150
74/714.14.1/JA	Service, consulting, banking and insurance industry	8	1,510
51/52	Wholesale trade, retail trade	8	1,510
63.4	Conveyance, other transportation brokers	6	1,130
	Other /not specified	3	570
	Rounding difference		-10
	Total circulation inland	100	18,860
	Foreign countries (unlevied)		730
	Total circulation inland and foreign countries		19,590

Data Ticket

Status quo: October 2005

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 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 / Martha Spanheimer
Beethovenstraße 5
97080 Würzburg
Tel.: +49-9 31/3 85-2 30