

**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:** 6<sup>th</sup> year 2007

**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  
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:**

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

**11 Distribution director:**

Jutta Rethmann  
Phone: 01 80/5 26 26 18 (0.14 €/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:**

2005 = 12 editions

**Magazine format:** 210 mm (wide), 280 mm (high)

**Total size:** 835 pages = 100.0 %

**Editorial section:** 636 pages = 76.2 %

**Advertising section:** 199 pages = 23.8 %

of them are

Classified advertisements: 9 pages = 4.5 %


Image advertisements: 128 pages = 64.3 %

Bound insert: - pages = -

One's own advertisements: 62 pages = 31.2 %

**Supplements (Loose-leaf inserts):** 17 pieces

**15 Content analysis:** Not surveyed

**16 Circulation control:** 

**17 Analysis of circulation:** Average circulation within one year  
(from July 1<sup>st</sup> 2005 until June 30<sup>th</sup> 2006)

<b>Printed copies:</b>	20,550		
<b>Total circulation</b>	19,930	therefrom abroad:	791
<b>Total net paid circulation:</b>	5,428	therefrom abroad:	125
- subscribed copies	1,612	therefrom copies for members	-
- Sale by retail	-		
- Other sale	3,817		
<b>Free copies:</b>	14,502		
<b>Remainer, file and checking copies</b>	620		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	96.0	19,139
Foreign Country	4.0	791
<b>Total circulation</b>	100.0	19,930

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

	%	copies
<b>Nielsen geographical sector 1</b>	16	3,117
Hamburg / Bremen		986
Schleswig-Holstein		1,173
Lower Saxony		985
<b>Nielsen geographical sector 2</b>	20	3,791
North Rhine-Westphalia		3,791
<b>Nielsen geographical sector 3a</b>	17	3,205
Hesse		1,698
Rhineland-Palatinate		1,121
Saarland		386
<b>Nielsen geographical sector 3b</b>	15	2,896
Baden-Wuerttemberg		2,896
<b>Nielsen geographical sector 4</b>	19	3,692
Bavaria		3,692
<b>Nielsen geographical sector 5</b>	2	476
Berlin		476
<b>Nielsen geographical sector 6</b>	5	884
Mecklenburg-Western Pomerania		213
Brandenburg		354
Saxony-Anhalt		317
<b>Nielsen geographical sector 7</b>	6	1,078
Thuringia		479
Saxony		599
<b>Total circulation inland</b>	100	19,139



**Media-  
Information  
2007**

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.

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
02 February	Jan 26, 2007	I: Jan 5, 2007 C: Jan 16, 2007 P: Jan 12, 2007	SCM/ERP	Ramps, Gates Hall building	Automobile logistics Cooling logistics	Warehousing Storage/Dispatch systems, Outsourcing		<b>Fruit Logistica</b> , Berlin, Feb 8 to 10, 2007 <b>LogiMAT</b> , Stuttgart, Feb 27 to Mar 1, 2007 <b>VDA Logistics-Congress</b> , Kassel Feb 14 to 15, 2007
03 March	Feb 23, 2007	I: Feb 1, 2007 C: Feb 12, 2007 D: Feb 9, 2007	Auto-ID, RFID, Barcode, Printer, Telematics, SCM, ERP, E-logistics, Securities management systems	Forklifts Security systems Video surveillance	Cargo transport center Logistics location Germany, Outsourcing	CeBIT 2007-Special		<b>14. Heidelberger Flurförderzeugtagung</b> , Heidelberg, Mar 6 to 7, 2007 <b>Logistics Forum</b> , Duisburg, Mar 7 to 8, 2007 <b>CeBIT Hanover</b> , Mar 15 to 21, 2007 <b>SITL</b> , Paris, Mar 27 to 29, 2007 <b>16. Deutscher Materialfluss-Kongress</b> (German Materialflow Congress), Garching, Mar 29 to 30, 2006
04 April	Mar 30, 2007	I: Mar 9, 2007 C: Mar 20, 2007 P: Mar 16, 2007	E-Logistics, Voice control	Logistics real estates	Chemistry/pharmaceutical logistics	Air cargo	CeMAT.Live World of Intralogistics 2007	<b>Hanover Trade Fair</b> , Hanover Apr 16 to 20, 2007
05 May	Apr 27, 2007	I: Apr 4, 2007 C: Apr 17, 2007 P: Apr 13, 2007	E-Procurement, SRM	Storage and commission-techniques	Sea ports, Railcargo, Inland harbour	Supply chain management	<b>CEP 1</b>	<b>E-Procure</b> , Nuremberg, May 8 to 10, 2007 <b>ECR-Europe Conference</b> , Milano, May 8 to 10, 2007
06 June	May 25, 2007	I: May 3, 2007 C: May 14, 2007 P: May 11, 2007	Telematics	Intralogistics	Commercial vehicles, Logistics services	Trade fair-special: transport logistics 2007		<b>Transport Logistics</b> , Munich Jun 12 to 15, 2007

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 29, 2007	I: Jun 8, 2007 C: Jun 19, 2007 P: Jun 15, 2007	Logistics software	Racking systems, Material flow	Spare parts logistics/ After sales, Outsourcing, Disposal	Auto-ID Barcode, Printer, RFID, Voice control	Logistics atlas, Logistics loca- tion Germany - worldwide	
09 September	Aug 31, 2007	I: Aug 9, 2007 C: Aug 21, 2007 P: Aug 17, 2007	Securities manage- ment systems, Dispatch software, Radio data transmission	Fork lifts	Eastern Europe	Packing/Dispatch Returnable systems, Transport packing material Dispatch systems	Who is Who Air cargo 2007/2008	<b>FachPack/LogIntern</b> , Nuremberg, Sep 25 to 27, 2007 <b>ECR-Day</b> , Hamburg, Sep 11 to 12, 2007 <b>Dortmunder Conversations</b> , Dortmund, Sep 11 to 12, 2007
10 October	Sep 28, 2007	I: Sep 7, 2007 C: Sep 18, 2007 P: Sep 14, 2007	Auto-ID, RFID, Bar- code, Printer, SCM, ERP, E-logistics, Securities manage- ment systems	Intralogistics	Building materials logistics, Outsourcing, Supply chain Management	Logistics real estates Logistics financing		<b>Expo Real</b> , Munich, Oct 8 to 10, 2007 <b>BVL/Deutscher Logistik-Kongress</b> (German Logistics Congress), Berlin, Oct 17 to 19, 2007 <b>Systems</b> , Munich, Oct 22 to 26, 2007
11 November	Oct 26, 2007	I: Oct 5, 2007 C: Oct 16, 2007 P: Oct 12, 2007	E-Procurement, SRM, SCM	Automation, Cranes, Robots	Commercial vehicles, Logistics, Telecommunications services	Intermodal transport, Seaports, Railcargo, Inland harbours	<b>CEP 2</b>	<b>BME-Symposium</b> , Berlin Nov 12 to 14, 2007 <b>Brau</b> , Nuremberg, Nov 14 to 16, 2007
12 December	Nov 30, 2007	I: Nov 9, 2007 C: Nov 20, 2007 P: Nov 16, 2007	RFID, Auto-ID	Forklifts	Air cargo	CEP - Courier, Express and Parcel services	Copy-Test	
01-2008 January	Dec 29, 2007	I: Nov 14, 2007 (Company portraits) C: Nov 16, 2007 (Company portraits) I: Nov 28, 2007 (Image Ads) C: Dec 5, 2007 (Image Ads)						<b>Who Is Who of Logistics 2008</b> The comprehensive guide to sectors of the industry

**1 Circulation:**

Printed copies: 20,550 copies  
Total circulation in annual average 19,930 copies

**2 Magazine size:**

210 x 280 mm  
203 x 275 mm untrimmed

**Type area:**

185 mm wide, 253 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.

**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  
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 152942001

**7 Ads and rates:**

All prices are plus VAT

**Bank accounts:**

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

**2/1 page:** W 393 x H 253  
**2/1 page truncate:\*** W 420 x H 280  
Basic rate b/w or 2-coloured 7,370.00 €  
3- or 4-coloured 11,025.00 €

**1/1 page:** W 185 x H 253  
**1/1 page truncate:\*** W 210 x H 280  
Basic rate b/w or 2-coloured 3,655.00 €  
3- or 4-coloured 5,515.00 €

**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 2,425.00 €  
3- or 4-coloured 3,675.00 €

**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 1,855.00 €  
3- or 4-coloured 2,945.00 €

**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 1,315.00 €  
3- or 4-coloured 2,320.00 €

**1/4 page (upright, 1-column):** W 45 x H 253  
**1/4 page truncate:\*** W 57 x H 280  
**1/4 page, 2-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 1,100.00 €  
3- or 4-coloured 2,010.00 €

**1/8 page (upright, 1-column):** W 45 x H 125  
**1/8 page, 2-columns:** W 90 x H 65  
**1/8 page (landscape):** W 185 x H 33  
Basic rate b/w 595.00 €

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

Basic rate, 4-coloured 6,390.00 €

**PR-Ad**

1/1 page, 4-coloured 5,515.00 €

**Island-Ad**

per mm, 1-column, 4-coloured 26.00 €

\* + 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	635.00 €	
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	2.98 €
Situations wanted	1 column, 43 mm wide, b/w	1.26 €
Box number fee		10.00 €
Colour surcharges per colour per mm/1-column		0.74 €
Address entry incl. logo		
per mm	1 column, 43 mm wide, 4 colours	2.53 €
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	3,655.00 €
4 pages	7,310.00 €
6 pages	10,965.00 €
8 pages	14,620.00 €

(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:**

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:	6,390.00 €
Full page, 4-coloured:	5,515.00 €
Company portrait:	1,465.00 €

Company portrait don't qualify for discount.

**Magazine format:** 210 mm wide, 280 mm high

**Printed copies:** 30,000 copies

**Publication date:** December 29, 2007

#### Copy date:

Company portraits:	November 14, 2007
Advertisements:	November 28, 2007

#### Printing material dates:

Company portraits:	November 16, 2007
Advertisements:	December 5, 2007

### 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

**Advertising processing:** 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.verkehrsrundschau.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 €
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 €
Hockey-Stick		62.00 €

\* valid from Oct, 1 2006; 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 (approx. 3 min.)	Your chance to present interesting issues in an interview	5.100.00 €

**Prices for filming on your company location**

Format <sup>1)</sup>		Preis* <sup>3)</sup>
Company's portrait (approx. 5 min.)	Portrait of your company and the product range at your location	9.500,00 €
Product presentation (approx. 5 min.)	Presentation of your product highlights in all its functionality and animated pictures	9.500,00 €
Interview (approx. 5 min.)	Your chance to present interesting issues in an interview	9.500,00 €

<sup>1)</sup> One year can be retrieved in the relevant online service.

<sup>2)</sup> Production on the trade fair

<sup>3)</sup> Price/placement on one of the discussed online services

\* Prices are no subject to discounts. Agency commission will be granted.

**5. Newsletter:**

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

	Top sponsoring directly before topic overview	Second position between topics
Positioning Prices* (per thousand)	36.00 € (per workday)	26.00 € (per workday)
Combi-Package	Occupation of both advertisement positions	50.00 € (per workday)

\* valid from Oct, 1 2006; 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>14,350</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>2,680</b>
<b>JA</b>	<b>Wholesale trade, retail trade</b>	<b>8</b>	<b>1,530</b>
	<b>Other /not specified</b>	<b>3</b>	<b>570</b>
	<b>Rounding difference</b>		<b>9</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>19,139</b>
	<b>Foreign countries (unlevied)</b>		<b>791</b>
	<b>Total circulation inland and foreign countries</b>		<b>19,930</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