

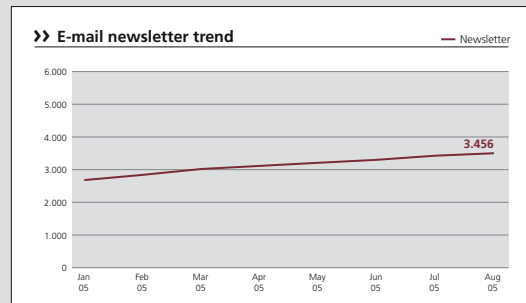
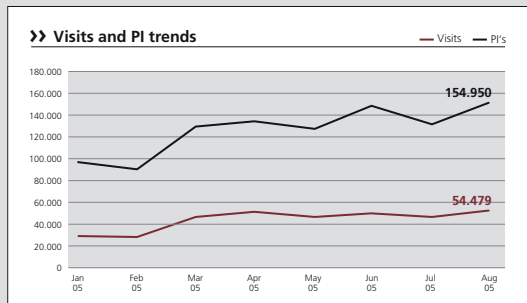
LOGISTIK inside online - Media data

- » Reach the decision makers from retail and industry
- » B to B communication with no wastage
- » www.logistik-inside.de

LOGISTIK
inside

LOGISTIK inside online - Media data

» Info and facts at a glance



Informationsgemeinschaft zur Feststellung der Verbreitung von Websites e. V.

» Facts

(As at 08/2005)

Year launched

2003

Topical items online

Daily

Newsletter sent out

Daily

PIs

154,950

Visits

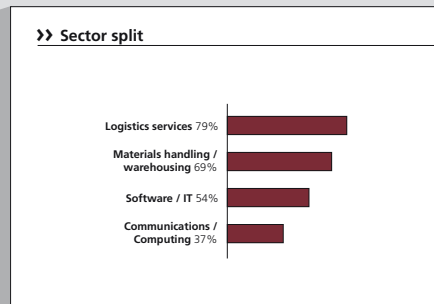
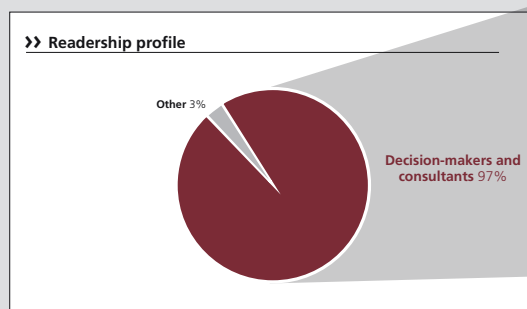
54,479

Subscribers

3,456

» Info in brief

Logistik-inside.de is one of the leading websites for the transport and logistics industries in the German-speaking world. The range of content covers all key trends in logistics, purchasing and IT. A special feature of the site is the way in which its expert, independent editorial staff deal with issues in a way that crosses individual industry boundaries.



» Target group

The Logistik Inside website is aimed at decision makers (97% of all users) in logistics, purchasing, logistics services, warehousing and materials handling, software, IT, computing and communications.

» Contact

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LOGISTIK inside online - Media data

» Online advertising formats

The screenshot shows the LOGISTIK inside website interface. Position 1 is a top banner for the Fiat Doblò Cargo. Position 2 is a content area featuring a search bar and a list of news articles. Position 3 is a vertical skyscraper sidebar on the right side of the page, also advertising the Fiat Doblò Cargo.

1 » Full-size / Superbanner	Format in pixels (W x H) Price* (CPT)	468 x 60 or 728 x 90 40 €
2 » Content	Format in pixels (W x H) Price* (CPT)	440 x 40 Available only in combined package

3 » Skyscraper	Format in Pixel (B x H) Price* (CPT)	120 x 600 oder 200 x 400 40 €
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New » Combined package (tandem ad)	Increased impact by simultaneous display of all banners (positions 1, 2 & 3) Format in pixels (W x H) Price* (CPT)	728 x 90 + 200 x 400 + 440 x 40 60 €
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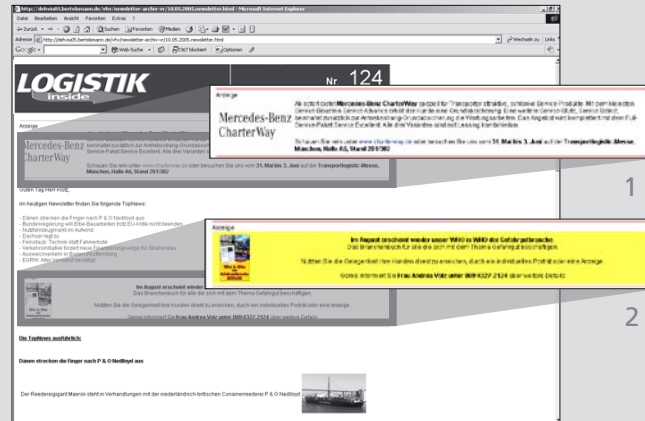
» Pop-up / -under	Format in pixels (W x H) Price* (CPT)	200 x 300 40 €
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applicable as of 1.10.2005, all prices are subject to VAT

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LOGISTIK inside online - Media data

» Newsletter / Special online ad formats



» Newsletter (HTML and text)

Number of newsletter subscribers: 3,456 (as at 08/2005)

Technical requirements: 8 lines of text, each 72 characters, incl. URL and e-mail, logo 100 x 200 pixels, maximum file size 20 KB

- 1) Primary position, before / after overview of topics, price* (CPT) 36 €
- 2) Secondary position, between articles, price* (CPT) 26 €



» News ticker on your website

Interface set-up, 500 € one-off cost.

Daily updating of content.

- 1) News as full text: 1.000 € / month
- 2) News with link to LOGISTIK inside: 150 € / month

*applicable as of 1.10.2005, all prices are subject to VAT

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LOGISTIK inside online - Media data

» Special online ad formats



» Infolines (editorially prepared content)

The 'Infolines' are produced jointly by our online team and an industry partner (sponsor). Each of the Infoline sections provides users with key information on a specific range of topics. The editorial skills of our journalistic staff and the collaboration with experts from the relevant subject areas guarantee that our readers receive information of a very high quality. The content of each section is sponsored exclusively by the industry partner and is given effective promotional support by the publisher. For example: www.maut-portal.info



New » eDetailing (experiencing products interactively)

eDetailing is still a relatively new marketing tool that relays information such as the latest survey findings or product features via the Internet using interactive flash films. This interactive (Q&A) format imparts advertising messages very intensively, while also enabling important market research data to be obtained.

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