



materialfluss

Fachmedium der Intralogistik und Logistik **LT.manager**



Heber Fördertechnik realisiert Single-User-Center für dynamisches E-Commerce-Fulfillment

LOGIMAT 2023
Die Highlights der Messe im umfassenden Überblick

LAGERTECHNIK
Logistikzentrum für Elektro-Großhändler

STAPLER
Fahrerassistenz mit Kollisionsschutzsystem

MEDIA GUIDE 2024

Bild: KAMONRAT/shutterstock.com

materialfluss

Fachmedium der Intralogistik und Logistik **LT.manager**

Use Sie materialfluss for your market communication.

Your advantages:

- a credible environment
- high reach
- high utility value for the target groups

With materialfluss as a neutral authority, logistics managers and those responsible for intralogistics are always well informed.

materialfluss shows how intralogistics and logistics together influence the supply chain of the future. In terms of content, materialfluss covers the entire range of technology needed for efficient and reliable intralogistics and logistics: from storage and order-picking technology, conveyor and lifting technology, industrial trucks to logistics software and identification technology. Events such as the materialfluss Product of the Year awards round off the media brand's offering.

„High target group affinity“

People who make investment decisions in industry every day meetings, are oriented towards materialfluss:

- **90% of the recipients are in a managerial position (owner/co-owner, management, plant manager, division or department manager)**
(recipient file evaluation publisher information)

Your successful media brand for logistics and intralogistics at a glance...

- Total monthly circulation **13,764** copies
(Source: IVW, average values Q1-Q2/2023)
- **36,947** Page impressions monthly average
(Source: IVW-Online 08/2022 – 7/2023)
- 2 newsletters per week to over **2,500** newsletter subscribers, Open rate over 30% (publisher's information 8/2023)
- Over **15,000** followers on the relevant social media channels
(publisher's information 8/2023)

“materialfluss, the media brand for your successful B2B communication!”

With materialfluss, you can reach logistics managers and those responsible for intralogistics across all media via the print magazine, the digital offering in the form of the website, newsletter, Matchmaker+, social media, and events.

“With materialfluss you directly reach your decision-makers in a high-quality editorial environment.”

Total monthly circulation 13,764 copies (Source: IVW)

“Competent, binding, reliable - that's what the media brand materialfluss stands for.”

materialfluss represents the entire range of technology required for efficient intralogistics.

“Around the clock - With materialfluss.de and the relevant social media channels!”

Around 450,000 page views per year (8/2022 to 7/2023, (IVW-Online) and over 15,000 followers on XING, LinkedIn, Twitter, Facebook, Instagram and YouTube: material flow for your successful online communication in the industry.

“materialfluss events in presence and digital.”

The materialfluss digital networking days, the materialfluss PRODUCTS OF THE YEAR award ceremony, the webinar theme days and in-house workshops are events for logistics managers and those responsible for intralogistics.

“materialfluss Matchmaker+ - Your guide to intralogistics and logistics.”

Generate new leads, attract new employees and present your products and services, job offers, webinars, whitepapers, videos, webshop, e-paper and much more in the perfect environment. job offers, webinars, whitepapers, event tips, videos, webshop, e-paper and much more in the perfect environment.

Titel Portrait

materialfluss

Fachmedium der Intralogistik und Logistik **LT.manager**

1. Title	materialfluss – Fachmedium der Intralogistik und Logistik		
2. Short characteristic	<p>materialfluss reports on technology, trends, applications and products across all sectors and allows experts and managers from leading intralogistics manufacturers to have their say in detail and exclusively. In terms of content, materialfluss covers the entire wide range of technology needed for efficient and reliable intralogistics: News from storage and order-picking technology, conveying and lifting technology, industrial trucks, logistics software and identification technology are presented. In addition, the logistics section takes a look outside the warehouse. materialfluss shows how intralogistics and logistics together will influence the supply chain of the future. Transport and commercial vehicle topics can be found here as well as logistics at ports and airports.</p> <p>materialfluss reaches its target group in a cross-media and networked way. With the trade magazine, the web portal www.materialfluss.de, newsletters, social media channels and events, materialfluss is always present with information and solution-oriented decision-making aids for its target group.</p>		
3. Target group	materialfluss, the medium for intralogistics, is aimed at logistics managers and those responsible for intralogistics.		
4. Publication frequency	10 issues per year		
5. Size	DIN A4		
6. Volume	55rd volume 2024		
7. Subscription price	Annual subscription print domestic 126,00 €, thereof 103,95 € booklet, 22,05 € shipping annual subscription print abroad 132,75 €, thereof 103,95 € magazine, 29,70 € shipping incl. the current VAT. Single issue print 15,00 € incl. the current VAT, plus 3,00 € shipping costs.	Annual purchase of digital e-paper (domestic/foreign) 53,00 €, incl. the current VAT, without shipping costs. Single edition digital e-paper (domestic/foreign) 9,99 €, incl. the current VAT without shipping costs.	
8. Circulation	13,764 copies		
9. Membership / Participation	BVL, IVW, IVW-Online		
10. Publisher	WEKA Business Medien GmbH Richard-Reitzner-Allee 2, 85540 Haar, Phone: +49 89 25556-1900 www.materialfluss.de , www.weka-businessmedien.de		
11. Publisher	WEKA Business Medien GmbH		
12. Advertisements	Hedwig Michl Media consultant Phone: +49 89 25556-1083 hmichl@weka-businessmedien.de		
13. Editorial office	Daniel Schilling Editor-in-Chief Phone: +49 89 25556-1918 redaktion@materialfluss.de	Annina Schopen Editor Phone: +49 89 25556-1915 redaktion@materialfluss.de	
14. Scope analysis 2022 = 10 Issues	Total scope	552 pages	= 100 %
	Editorial section	446 pages	= 81 %
	Advertising section	106 pages	= 19 %
15. Content analysis of the editorial section		446 pages	= 100 %
	News section	82 pages	= 19 %
	Products & Market overviews	104 pages	= 23 %
	Technical contributions	260 pages	= 58 %

Circulation / Distribution

Total distribution of materialfluss

10,941 + 2,823 = 13,764

Circulation Print

Circulation Digital
(extended e-paper)

Circulation total

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website www.materialfluss.de.
(IVW, average values Q1-Q2/2023)

Trade journal circulation and distribution analysis

1. Print run control



2. Edition analysis	Copies per issue on average in the 1st half of 2022*.
Print run:	11,350
Total circulation:	10,941 / davon Ausland 65
Paid circulation	165 / davon Ausland 17
Subscribed edition	132 / davon Ausland 15
Other sales	33 / davon Ausland 2
Free pieces	10,778
Residual, voucher and archive copies	409

*(01.01.2023 - 30.06.2023)

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Exemplare
Germany	99.0	10,877
Abroad	1.0	65
Actual circulation	100.0	10,941

3.1. Distribution by postal code

Postal code area 2
861 copies

Postal code area 4
1,440 copies

Postal code area 3
1,372 copies

Postal code area 5
1,491 copies

Postal code area 6
833 copies

Postal code area 7
1,608 copies



Postal code area 1
358 copies

Postal code area 0
713 copies

Postal code area 9
1,083 copies

Postal code area 8
1,116 copies

Top-Class Target Group

Sectors/Industries

Department/ Group/ Class	Recipient groups (according to classification of the economic sectors)	Share of total circulation	
		%	copies
28	Mechanical Engineering	15.7	1,718
46, 47	Trade (agency and wholesale trade, retail trade)	15.3	1,674
26, 27	Manufacture of computers, electronic and optical products, electrical ma- chinery and apparatus for generating and distributing electricity, telecom- munications, medical and precision instruments and apparatus	7.6	832
25	Manufacture of fabricated metal products	9.5	1,039
22	Manufacture of rubber and plastic products	5.7	623
16, 17, 18	Wood, paper and printing	4.1	449
19.2, 20, 21	Mineral oil processing, chemical industry	5.3	580
10, 11, 12	Food industry, tobacco processing	10.9	1,192
29, 30	Manufacture of motor vehicles, trailers and semi-trailers, other transport equipment	5.3	580
13, 14, 15	Textiles, clothing and leather	3.4	372
31, 32	Manufacture of furniture, jewel- lery, musical instruments, sports equipment, toys, other Products	3.1	339
24	Metal production and processing	2.5	273
23	Glassware, ceramics	1.5	164
49.2, 49.4, 50 51, 52, 53, 58	Logistics service provider	7.1	777
70,71	Management consultancy, engineering offices	1.3	142
	Further	1.7	187
	Total circulation	100.0	10,941

Size of the business entity

	Share of total circulation	
	%	copies
1-99 Employees	42.8	4,683
100-199 Employees	30.1	3,293
200-499 Employees	12.7	1,389
500-999 Employees	7.9	865
More than 1.000 Employees	4.4	481
Number of employees not yet surveyed/not known	2.1	230
Total circulation	100.0	10,941

Responsibilities

	Share of total circulation	
	%	Exemplare
Management and technical management	28.1	3,074
Head of logistics/material flow	61.9	6,772
Head of purchasing/material management	7.4	810
Further	2.6	285
Total circulation	100.0	10,941

Content analysis

	pages	%
Scope Analysis:		
Total scope	552	= 100
Editorial part	446	= 81
Advertising section	106	= 19
Supplements	1	
Content analysis editorial office 2022:	446	= 100
Warehouse and picking technology	120	= 27
Storage and racking technology	56	
Containers, boxes and pallets	24	
Ramps, gates and loading bridges	14	
Picking technology	11	
Packaging technology	5	
All around the warehouse: ladder, workstations, safety, lighting and fire protection	10	
Conveying and lifting technology	107	= 24
Conveyor systems and components	42	
Energy supply systems/motors/drives	10	
RBG/Shuttle	24	
Cranes and components	12	
Lifting technology	12	
Industrial trucks	80	= 18
Industrial trucks	36	
AGV	22	
Forklift attachments and components	22	
Logistic and transport	54	= 12
Logistics service providers	30	
Container and pallet pooling	14	
Logistics real estate	10	
Software and identification systems	49	= 11
Software	30	
Identification systems	19	
Others	36	= 8

Topic Matrix

Advertising in the editorial environment

Topics	Issue (Month)	Newsletter (CW)
Warehouse and order picking technology		
Workplaces, workplace equipment, lighting, floor cleaning machines, hall floor renovation, order picking systems, order picking technology other, ladders, logistics consultants, logistics planners, pallet inverters, additional pallet equipment, robots, safety technology, maintenance and service	1-2, 11-12	2, 6, 12, 17, 21, 24, 28, 33, 38, 43, 48, 51
Boxes, plastic containers, metal containers, pallets	3, 5, 8-9, 11-12	4, 15, 25, 35, 44, 47
Fire protection	1-2, 11-12	2, 6, 12, 17, 21, 24, 28, 33, 38, 43, 48, 51
Foiling/shrinking/stretching, filling materials, packaging machines, packaging technology in general	5, 8-9	2, 6, 12, 17, 21, 24, 28, 33, 38, 43, 48, 51
Ramps and ramp equipment, gates	1-2, 6	2, 6, 12, 17, 21, 24, 28, 33, 38, 43, 48, 51
Racks, carousels/paternosters	1-2, 4, 6, 10	2, 6, 12, 17, 21, 24, 28, 33, 38, 43, 48, 51
Conveyor and lifting technology		
Working and lifting platforms in the warehouse, lifts/vertical conveyors, fire protection doors for conveyor belts, electric monorail systems (EMS), conveyor belts, conveyor technology in general, lifting tables in the warehouse, rollers, bulk material conveyors	3, 5, 8-9, 11-12	3, 7, 13, 20, 29, 34, 39, 44, 47
Slings, hoists, chains, crane components, cranes, chain hoists/rope winches	3, 6, 11-12	8, 21, 40, 51
Drive technology, energy supply, motors	3, 5, 8-9, 11-12	3, 7, 13, 20, 29, 34, 39, 44, 47
Storage and retrieval machines and shuttles	1-2, 4, 10	8, 16, 26, 38, 50
Industrial trucks		
Lift trucks, Industrial trucks other, Forklift trucks, Transport equipment other	3, 5, 8-9, 10, 11-12	3, 9, 15, 20, 25, 30, 33, 41
Batteries, battery chargers, wheels and tyres, castors, forklift attachments, forklift components, forklift seats,	3, 11-12	3, 9, 15, 20, 25, 30, 33, 41
AGV, AMR, AGV and FTF	1-2, 4, 6, 8-9	3, 9, 15, 20, 25, 30, 33, 41
Logistics and transport		
Container pooling, pallet pooling	5, 10	13, 26, 29, 34, 39, 42, 46, 50
Logistics real estate	1-2, 6, 8-9, 11-12	16, 20, 28, 37, 43
CEP services, logistics service providers, contract logistics providers, value-added services	3, 5, 10, 11-12	13, 26, 29, 34, 39, 42, 46, 50
Transport software	3, 5, 8-9, 11-12	4, 7, 19, 24, 30, 35, 42, 48
Commercial vehicles	4, 8-9, 11-12	17, 31
Air freight, port logistics, inland ports and seaports	4, 10	18, 22

Topic Matrix

Topics	Issue (Month)	Newsletter (CW)
Software & Identification Systems		
Simulation software, software other, supply chain management, warehouse management software (WMS)	3, 5, 8-9, 11-12	4, 7, 19, 24, 30, 35, 42, 48
Barcode systems, image processing systems, data transmission systems, printers, label printers, labelling systems, labels, identification systems, identification technology in general, industrial PCs, handhelds, mobile devices, mobile data collection, RFID, scanners and scales	1-2, 4, 6, 10	5, 22, 32, 37, 46
Distance and distance measurement, light and ultrasonic barriers, sensors	4, 10	5, 22, 32, 37, 46
Service		
Training and further education, research and development, leasing and rental logistics/intralogistics, trade fairs, organisations, personnel consulting, seminars, conferences and congresses, management consulting, associations, business development/location promotion	1-2, 6, 8-9, 11-12	2, 6, 12, 17, 21, 24, 28, 33, 38, 43, 48, 51

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extended e-paper

	Print-Issue with extended e-paper	Storage and Order-Picking Technology	Conveying and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identification systems	Trade Fairs
January – February	1-2 PD: 15.02.24 AD: 25.01.24	Storage and Shelving Systems Ramps, Gates and Loading Bridges	Lifting Technology and Lifting Systems RBG, Shuttle and Robotics	AGVs. AGVs and Robotics	Logistics Real Estate	Identification Systems and Components	Materialfluss-kongress 29.02.– 01.03.2024
March	3 PD: 12.03.24 AD: 20.02.24	Occupational and Warehouse Safety (Lighting, Ladders, Fire Protection, Monitoring) Containers, Boxes and Pallets	Conveyor Systems and Components Energy Supply, Motors and Drives Cranes and Components	Industrial Trucks* Forklift Attachments and Components	Logistics Service Provider	Intralogistics and Transport Software	Logimat 19.–21.03.2024 Handelslogistik Kongress 12.–13.03.2024 IFOY Test Days / Testcamp Intralogistics 08.–09.04.2024
April	4 PD: 16.04.24 AD: 26.03.24	Storage and Shelving Systems	RBG, Shuttle und Robotik*	AGVs. AGVs and Robotics	Air freight, Port logistics and Ports Commercial Vehicles	Identification Systems and Components Sensors	Hannover Messe 22.–26.04.2024 Logistics & Automation 15.–16.05.2024
<div style="background-color: red; color: white; padding: 10px; text-align: center;"> <h2 style="margin: 0;">HANNOVER MESSE DAILY</h2> <p style="margin: 0;">PD: 22.–26.04.24 AD: 27.03.24</p> <p style="margin: 0;">The only official trade fair daily newspaper for Hannover Messe 2024 with extended E-Paper.</p> <p style="margin: 0;">For dates and separate price list, see page 17.</p> <div style="float: right; background-color: blue; color: white; border-radius: 50%; padding: 5px; text-align: center; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center;"> <p style="margin: 0;">extended e-paper</p> </div> </div>							
May	5 PD: 23.05.24 AD: 02.05.24	Packaging Technology Containers, Boxes and Pallets	Conveyor Systems and Components Energy Supply, Motors and Drives	Industrial Trucks	Logistics Service Provider Container and Pallet Pooling	Intralogistics and Transport Software*	IFOY 2023 Gewinner Logistics & Automation 12.–13.06.2024
June	6 PD: 20.06.24 AD: 29.05.24	Storage and Shelving Systems Ramps, Gates and Loading Bridges	Cranes and Components*	AGVs. AGVs and Robotics	Logistics Real Estate	Identification Systems and Components	

*Editorial focus in the magazine

Subject to change without notice.
PD: Publication date, AD: Advertising deadline

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extended e-paper

	Print-Issue with extended e-paper	Storage and Order-Picking Technology	Conveying and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identification systems	Trade Fairs
July	7 PD: 19.07.24 AD: 28.06.24	Special: SPEKTRUM 2024 Green Logistics Special topic Green Logistics. Trend reports, overview articles and well-selected product innovations form the core of the SPEKTRUM issue - with the special section Green Logistics and the focus on sustainable and efficient intralogistics. Increased circulation					
August – September	8 – 9 PD: 17.09.24 AD: 27.08.24	Packaging Technology Containers, Boxes and Pallets	Conveyor Systems and Components Energy Supply, Motors and Drives	AGVs, AGVs and Robotics* Industrial Trucks	Logistics Real Estate Commercial Vehicles	Intralogistics and Transport Software	Fachpack 24.–26.09.2024 ExpoReal 07.–09.10.2024 MOTEK 08.–11.10.2024 Logistics Summit 09.–10.10.2024
October	10 PD: 16.10.24 AD: 25.09.24	Storage and Shelving Systems	RBG, Shuttle and Robotics Conveyor Systems and Components	Industrial Trucks	Logistics Service Provider Air freight, Port logistics and Ports Container and Pallet Pooling	Identification Systems and Components Sensoren	Deutscher Logistik-Kongress 23.–25.10.2024
November – December	11-12 PD: 15.11.24 AD: 25.10.24	Special: Modernisation					
		Containers, Boxes and Pallets Occupational and Warehouse Safety (Lighting, Ladders, Fire Protection, Monitoring)	Conveyor Systems and Components Energy Supply, Motors and Drives Cranes and Components	Industrial Trucks Stapleranbaugeräte und -komponenten	Logistics Service Provider Commercial Vehicles Logistics Real Estate	Intralogistics and Transport Software	
November	S1 PD: 12.12.24 AD: 21.11.24	SPECIAL EDITION - MATERIALFLUSS WORLD OF INTRALOGISTICS with: materialfluss PRODUCTS OF THE YEAR 2025 and Top-30 of intralogistics The readers of materialfluss once again have the choice: thematerialfluss PRODUCTS OF THE YEAR 2025 are being sought. The second focus is on the heavyweights of the intralogistics industry: materialfluss publishes the widely respected ranking of the largest and most important intralogistics companies for the six time and compares the business figures.					

***Editorial focus in the magazine**

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Advertising formats and rates in EUR

Advertising rates and formats

Advertising Rate Card No. 55, valid from 01.01.2024

Size	Width x Height in mm	Rates 4c
1/1 page	180 x 252	€ 7,690
Juniorpage	135 x 190	€ 5,200
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 4,450
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 3,460
1/4 page	180 x 60 horizontal 88 x 124 corner	€ 2,250
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 1,470
Cover page	190 x 190	€ 9,610
2nd + 4th Cover page	210 x 297	€ 8,670
3rd Cover page	210 x 297	€ 8,570

Extended e-paper

extended e-paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

Categories

Job offers	25 % discount on the basic advertising price
Job applications	50 % discount on the basic advertising price

Market & Contact

Present with your target group!

- Choice of rubric after consultation
- Possibility of adding your personal logo to the entry (also available in colour)
- Monthly new admission possible



Terms of payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, Munich
IBAN: EN 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Discounts

Acceptance within one insertion year.

(Start with the publication of the first advertisement)

Frequency discount		Volume discount	
3 or more insertions	5%	2 or more pages	5 %
6 or more insertions	10%	4 or more pages	10 %
9 or more insertions	15%	6 or more pages	15 %
12 or more insertions	20%	9 or more pages	20 %
		12 or more pages	25 %

Auf Anschnittzuschläge, Ad Specials und Beilagen sowie technische Kosten kein Nachlass. Kombi-Rabatte bei Crossmedia-Kampagnen auf Anfrage.

Surcharges

Placement	Binding placement regulations possible from 1/3 page, surcharge 10%.
Color	Prices listed are for Euroscale, Surcharge for special colors on request
Size	Surcharges for bleed and waistband printing are not charged

Special forms of advertising

materialfluss 3/2024, 8-9/2024	exhibitor portrait Print: € 680 Print and Online: € 1,040 Print, Online and Social Media: € 1,450
materialfluss 7/2024	short portrait Print: € 680 Print and Online: € 1,040 Print, Online and Social Media: € 1,450

Prices for banderole, gate folder, flap, pincer banderole, altar fold display (only in connection with title), Cover Gate Folder, glued Advertising material etc. on request

Prices Market & Contact*

mm price	€ 2,50 per issue and category
Colour logo	25,- per issue
	All prices are exclusive of VAT.

* Your entry is not eligible for discount or commission.

Publication frequency:	10 issues per year
Periods of notice:	Your entry can be cancelled until 15.05. or 15.11. at the end of the half-year. Otherwise, the entry will be extended by another 6 months.

Bleed Formats

Size specifications width x height in mm



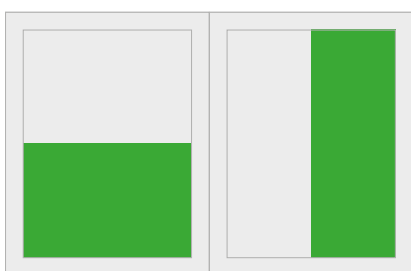
1/1-page

S: 180 x 252 mm
A: 210 x 297 mm



Junior Page

S: 135 x 190 mm
A: 150 x 213 mm



1/2 page horizontal

S: 180 x 124 mm
A: 210 x 147 mm

1/2 page horizontal

S: 88 x 252 mm
A: 103 x 297 mm



1/3 page horizontal

S: 180 x 80 mm
A: 210 x 103 mm

1/3 page horizontal

S: 56 x 252 mm
A: 71 x 297 mm



1/4 page horizontal

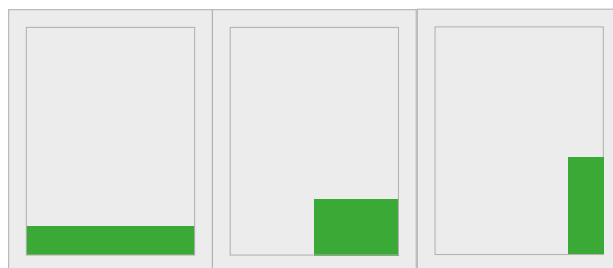
S: 180 x 60 mm
A: 210 x 83 mm

1/4 page

S: 88 x 124 mm
A: 103 x 147 mm

1/4 page vertical

S: 45 x 252 mm
A: 60 x 297 mm



1/8 page horizontal

S: 180 x 29 mm
A: 210 x 52 mm

1/8 page

S: 88 x 60 mm
A: 103 x 83 mm

1/8 page

S: 45 x 124 mm
A: 57 x 150 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleed

Bleed allowance: 3 mm on the open sides



Print – Technical Data

Technical data / Processing

Printing Process	Processing
Journal format	trimmed format 210 mm wide x 297 mm high plus 3 mm trim on all open pages
Type area	180 mm wide x 252 mm high 4 columns of 42 mm width
Printing process	Cover: Sheetfed offset Content: Web Offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are within the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid.
Data Formats	Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Color-accurate proof according to "Media Standard Print" (bvdn). Digital proofs without FOGRA media wedges are as not color binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under www.eci.org is available for download.
Data transmission	Please send the data (up to 10 MB) to druckunterlagen@weka-businessmedien.de
Data archiving	Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over.
Warranty	For delays and failures, the can be caused by incorrect data, can we assume no liability.
Contact	Edith Vollhardt Phone: +49 89 25556-1912 evollhardt@weka-businessmedien.de

Inserts / Bound inserts / Stickers / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	in height and width 10 mm each smaller than the carrier product

Inserts must be trimmed and folded as finished end products be delivered. Folded products have to be closed towards the bundle and be suitable for machine processing.

Bound inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Bleed	Booklet format: head trim 6 mm, front and foot trim min. 3 mm, add. + 3 mm milled edge in collar

Bound inserts must be delivered untrimmed and folded. Multi-sheet bound-in inserts must be closed towards the binding and folded for be suitable for machine processing.

The type and design of bound inserts must be such that additional preparation and processing is not required. Complications and additional folding and gluing work are handled separately. will be invoiced.

Before acceptance and confirmation of order is a binding sample, if necessary, a dummy sample with size and weight information.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be published with the prior consent of the publisher and be accepted by the post office.



Shipping address

Delivery note:

For journal materialfluss, issue (No.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg



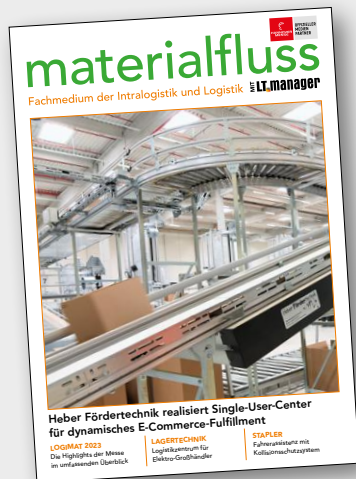
Terms of payment

Direct debit with 2% discount, 10 days net

Bank Account: HypoVereinsbank, Munich
IBAN: EN 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Our general terms and conditions apply
(www.materialfluss.de/AGB)

Special forms of advertising



Front page

Size: 190 mm x 190 mm

The content of the front page and cover story is coordinated with the editorial team. Achieve maximum exposure for your products and solutions.

Price: € 9,610



Content Package

1/1 Page Advertorial

Price: € 3,980
(not discountable)

Cross Media Package

plus 4 weeks presence of your advertorial under the corresponding section on the website plus a social media posting.

Price: € 5,160
(not discountable)



Bound inserts

80 - 135 g/m²

2 sheet = 4 pages € 10.420

3 sheet = 6 pages € 13.860

Required delivery quantity: 11,500 copies



Inserts

Full edition Price € 3,428
(up to 25g, incl. postage) (not discountable)

Inserts over 25 g/piece on request

Partial occupancy by postcode or Nielsen areas



For your individual advertising presence we offer numerous Special forms of advertising - talk to us.



Shipping address Special advertising formats

Delivery note:

For magazine materialfluss, issue (No.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Extended e-paper with interactive elements



Get even more attention and reach for your advertising

Use the interactive possibilities of our extended e-paper:

Supplement your advertisement booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. In this way, you can bring your advertised products and solutions to life and offer users considerable added value.



ANZEIGE

Produktivitätssteigerung mit IIoT-Plattformen:

„Wir müssen weg von Bauchgefühl und Interpretationsspielraum.“

Das Industrial Internet of Things (IIoT) gilt als die Schlüsseltechnologie im Zuge der digitalen Transformation und der Industrie 4.0. Eine IIoT-Plattform macht die Vorteile umsetzbar und nutzbar. Sie dient unter anderem dazu, physische und virtuelle Systeme zu vernetzen, sie miteinander kommunizieren und zusammenarbeiten zu lassen. Außerdem bildet sie die Basis für Analysen, spezielle Anwendungen und automatisierte Prozesse. Daraus resultierende Effekte sind zum Beispiel höhere Produktivität, mehr Effizienz und Transparenz sowie sicherere Prozesse und niedrigere Kosten bei industriellen Prozessen.

Reden wir über IIoT - E...

Mirko K., Head of Field Engineering bei thyssenkrupp Materials IoT GmbH

Aber wie funktioniert eigentlich das Erheben von Daten in der Produktion? Und inwieweit entstehen dadurch zum Beispiel Produktivitätssteigerungen? Diese und viele...

signale aus den Anlagen im Betrieb und speichert sie in zentralen digitalen Datenbanken. Danach findet eine Visualisierung der Daten auf dem Shopfloor oder auch im Büro bei der Produktionsleitung statt. So wird Just-in-time ein Zustandsüberblick über die produzierenden Anlagen und Systeme gewonnen. Daraus lässt sich ableiten, wo eventuell eingegriffen werden muss - beziehungsweise lassen sich so zum Beispiel SCL-Daten aus dem ERP mit den IST Werten vergleichen. Es besteht also zum einen die Möglichkeit, Just-in-time zu visualisieren, aber auch langfristige Auswertungen zu fahren.

Inwieweit entsteht dadurch die Basis für Produktivitätssteigerungen bzw. die Erhöhung der Overall Equipment Effectiveness (OEE)?

In vielen Produktionsbetrieben bilden noch Bauchgefühl und Interpretationsspielräume die Grundlagen für Optimierungsstrategien. Davon müssen wir wegkommen. Dies erreichen wir, indem wir eine belastbare Datenlage schaffen. Aus dieser lässt sich ableiten, wo zum Beispiel Bottlenecks in der Produktion bestehen. Das bedeutet

XPlanar®: Schwebend, kontaktlos, intelligent!

Freie 2D-Produktbewegung mit bis zu 6 Freiheitsgraden

XPlanar® von Beckhoff ...

Extended e-paper

In allen E-Paper-Ausgaben unserer Print-Ausgaben können optional multimediale Inhalte in Ihr Werbemedium eingebunden werden.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image galleries	€ 1,500

extended e-paper

XPlanar eröffnet neue Freiheitsgrade in der Produktion: Frei schwebende Planarbewegungen sind über individuell programmierbare Planarköpfe auf beliebig programmierbaren Fahrwegen.

- Individueller 2D-Transport mit bis zu 2 m/s
- Arbeit mit bis zu 6 Freiheitsgraden
- Transport und Bearbeitung in einem System
- Integriertes, hygienisches und leicht zu reinigen
- Integriertes Systemdesign durch freie Anordnung der Planarköpfe
- Multi-Mover-Control für paralleles und individuelles Produkthandling
- Voll integriert in das leistungsfähige PC-basierte Beckhoff-Steuerungssystem (TwinCAT, PLC, IEC 61131, Motion, Measurement, Machine Learning, Vision, Communication, HMI)
- Branchenübergreifend einsetzbar: Montage, Lebensmittel, Pharma, Labor, Entertainment, ...

HANNOVER MESSE Halle 9, Stand F06

Beckhoff New Automation Technology

Special Editions



materialfluss SPEKTRUM Special topic Green Logistics.

Trend reports, overview articles and well-selected product innovations form the core of the SPEKTRUM issue - with the special section Green Logistics and the focus on sustainable and efficient intralogistics.

Increased circulation

Advertising deadline: 28.06.2024
Publication date: 19.07.2024

materialfluss SPEKTRUM

Special edition WORLD OF INTRALOGISTICS with: materialfluss Product of the Year 2025 and Top-20 of Intralogistics

The readers of materialfluss once again have the choice: the products of the year are being sought. The second focus is on the heavyweights of the intralogistics industry: materialfluss publishes the widely respected ranking of the largest and most important intralogistics companies for the fifth time and compares their business figures.

Advertising deadline: 21.11.2024
Publication date: 12.12.2024



materialfluss WORLD OF INTRALOGISTIK

materialfluss MARKT & KONTAKT - Present with your target group!

- Choice of rubric after consultation
- Possibility to complete the entry with your personal logo (also possible in color)
- Monthly new entry possible

Frequency of publication: 10 issues per year

Periods of notice: Your entry can be cancelled by 15.05. or 15.11. to the end of the half year. Otherwise extended the entry will be extended for another 6 months.

For further information: Hedwig Michl
Phone: +49 89 25556-1083
hmichl@weka-businessmedien.de



Prices*:

mm-Price: € 2,50 per issue and column

Color logo: € 25,00 per issue

All prices are exclusive of VAT.

*Your entry is not discountable and not commissionable (Design takes place via the publisher)

materialfluss MARKT & KONTAKT

HANNOVER MESSE DAILY 2024

HANNOVER MESSE DAILY 2024

HANNOVER MESSE DAILY 2024
The only official trade fair daily for HANNOVER MESSE 2024: 3 specialist editorial departments, 5 daily issues for a targeted approach to visitors to the fair.

THE ONLY OFFICIAL

The only official daily newspaper for **HANNOVER MESSE 2024**, published by by **INDUSTRIAL Production**, **KUNSTSTOFF MAGAZIN** and **materialfluss** in with **Computer&Automation**, **Elektronik**, **Markt&Technik** and **connect** professional is published exclusively in cooperation with the organiser of **HANNOVER MESSE - DEUTSCHE MESSE AG**.

80,000 COPIES - EXCLUSIVELY DISTRIBUTED

Only **HANNOVER MESSE DAILY** is distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds. The optional additional distribution in hotels, train stations and at the airport ensures the best possible distribution of **80,000** copies hot off the press.

200,000 NEWSLETTER RECIPIENTS

Each issue is distributed via stand-alone newsletters to the newsletter recipients of **WEKA Business Medien & WEKA Fachmedien**. In addition, the e-paper edition is distributed via the channels of **HANNOVER MESSE** and the social media channels of **WEKA Business Medien** and **WEKA Fachmedien**.

INTERACTIVE E-PAPER

The only official daily newspaper for **HANNOVER MESSE** is published as an e-paper on **industrial-production.de**, **kunststoff-magazin.de** and **materialfluss.de**. The interactive format allows readers to be redirected from your ad directly to website and even be inspired by your multimedia content on day 1. content to inspire them.

DAILY UPDATED CONTENTS

With independent editions on all five days of the fair **HANNOVER MESSE DAILY** provides daily up-to-the-minute reporting directly from **HANNOVER MESSE**.

INTERNATIONAL VISITOR APPROACH

In order to also inform the international trade visitors about the fair news **HANNOVER MESSE DAILY** reports in German and English.

CHANGING MOTIVES

Use the only official daily newspaper for your campaign and use each of the five days of publication with a different advertising motif.

WITH JOB MARKET

HANNOVER MESSE DAILY, the ideal platform for finding qualified professionals without wastage at the international industry meeting place.

USE THE POTENTIAL OF HANNOVER MESSE DAILY AND SECURE YOUR PLACEMENT!



Publication date: 22. – 26. April 2024
Advertising deadline: 27. März 2024 (for all five issues)
Printing material deadline: 27. März 2024 (for all five issues)

Prices (package price for all 5 days)

Size	4c	Type area in mm	Bleed-format in mm
1/1	26,000 €	210 x 270	230 x 300
9/16 (junior)	14,700 €	156 x 210	167 x 227
1/2 vertical	13,230 €	102 x 270	112 x 300
1/2 horizontal	13,230 €	210 x 132	230 x 147
1/3 vertical	8,970 €	66 x 270	76 x 300
1/3 horizontal	8,970 €	210 x 86	230 x 100
1/4 vertical	6,670 €	48 x 270	58 x 300
1/4 horizontal	6,670 €	210 x 63	230 x 77
1/4 2-column	6,670 €	102 x 132	112 x 147
1/8 horizontal	3,360 €	102 x 63	112 x 77

Special forms of advertising

Flap	41,800 €	115 x 300
Island ad title	16,850 €	
Island ad	11,550 €	48 x 75
Centre insert 4-page	24,360 €	
Inserts	Price on demand	
Millimeter Price	16.00 €	

Prices for media integration integration (for day 1)

Video-, GIF-Integration, Logoanimation per 300 €

For technical reasons, only all five issues can be occupied. (exception: inserts). Delivery address on request.

Banner Formats Website

ALL

online forms of advertising at a glance

(1) Superbanner

€ 170 / 1,000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 260 / 1.000 Ad Impressions, (800 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 350 / 1,000 Ad Impressions

(3) Skyscraper

€ 180 left side / 1,000 Ad Impressions
€ 220 right side sticky / 1,000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

€ 220 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(5) Medium Rectangle

€ 180 / 1,000 Ad Impressions, (300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 250 / 1,000 Ad Impressions

(6) Baseboard Ad

€ 240 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90 Pixel)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 140 / 1,000 Ad Impressions, (468 x 60 Pixel)

(8) Halfsize

€ 120 / 1,000 Ad Impressions, (234 x 60 Pixel)

(9) Landscape Video Ad

€ 430 / 1,000 Ad Impressions

The screenshot shows a website layout for 'materialfluss mit LT.manager'. The page is annotated with green boxes and labels indicating the placement of different ad formats:

- Superbanner (1)**: A horizontal banner at the top of the main content area.
- Skyscraper (3)**: Three vertical banners on the left and right sides of the page.
- Billboard Ad (2)** and **Billboard Video Ad (2)**: Large rectangular ads at the top of the main content area.
- Halfpage Ad (4)**: A large vertical ad on the right side of the main content area.
- Medium Rectangle (5)** and **Medium Rectangle Video Ad (5)**: Two vertical ads on the right side of the main content area.
- Fullsize (7)**: A horizontal ad below the main content area.
- Halfsize (8)**: A horizontal ad below the main content area.
- Landscape Video Ad (9)**: A large horizontal video ad at the bottom of the main content area.
- Baseboard Ad sticky (6)**: A horizontal ad at the bottom of the page.

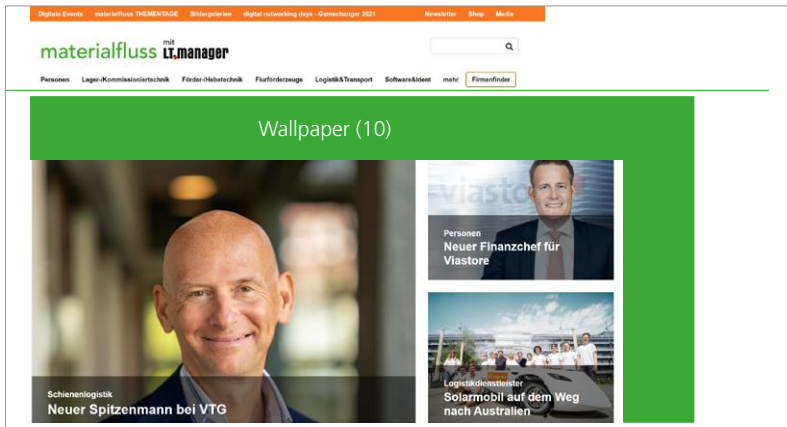


Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB, Prices = thousand contact price
Data delivery: 5 working days before start of campaign

Special Formats & Banner Overview Mobile

Special Formats

ALL
online forms of
advertising at a
glance

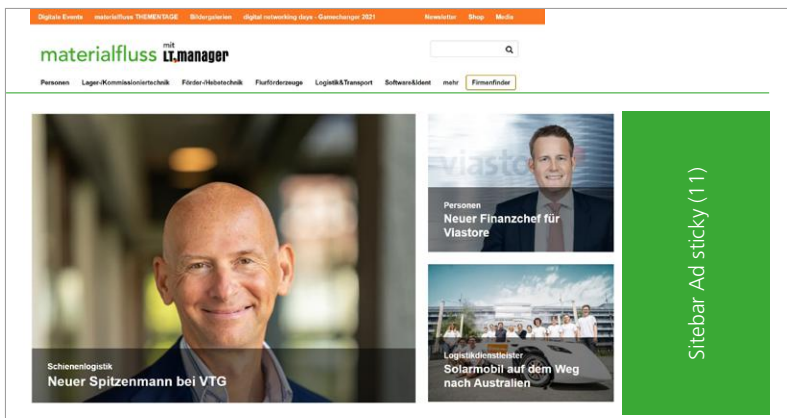


(10) Wallpaper

€ 240 / 1,000 Ad Impressions
(728 x 90 Pixel / above,
120 x 600 Pixel / right side, or
160 x 600 Pixel / right side)
* Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

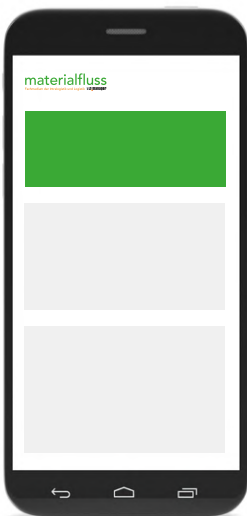
€ 230 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel



Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB,
Prices = thousand contact price
Data delivery: 5 working days before start of
campaign

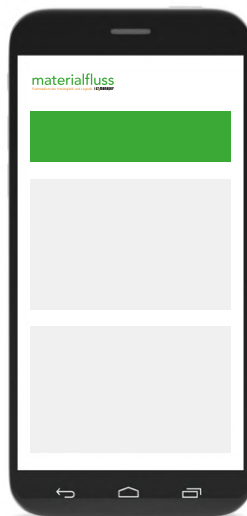
To ensure that your banner can also be delivered on mobile devices,
please also send us the appropriate banner format too.

Banner overview Mobile



Mobile Content Ad 4:1

300 x 75 Pixel
max. 50 KB



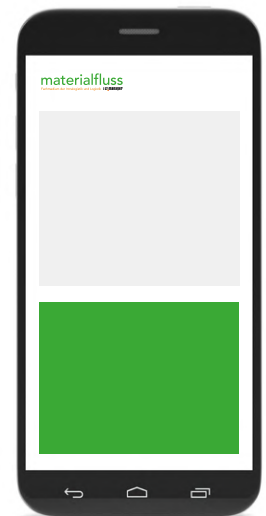
Mobile Content Ad 6:1

300 x 50 Pixel
max. 50 KB



Mobile Content Ad 6:1

300 x 50 Pixel
max. 50 KB



Mobile Content Ad 2:1

300 x 150 Pixel
max. 50 KB

Bannerformate Video Ads



New Product: Video Ads

- Integration of video ads on our specialist portals

Placements:

- Billboard Video Ad
 - Medium Rectangle Video Ad
 - Landscape Video Ad (large format)
- (Can be booked individually or as a video rotation package).

Features:

- Video starts automatically without sound, audio can be activated by user interaction.
- Full-responsiveness: can also be played on mobile devices
- Video ad is clickable and can be linked to a target page
- Full tracking: Als, clicks, CTR

Playout:

- On all home, classified and article sites

Data delivery:

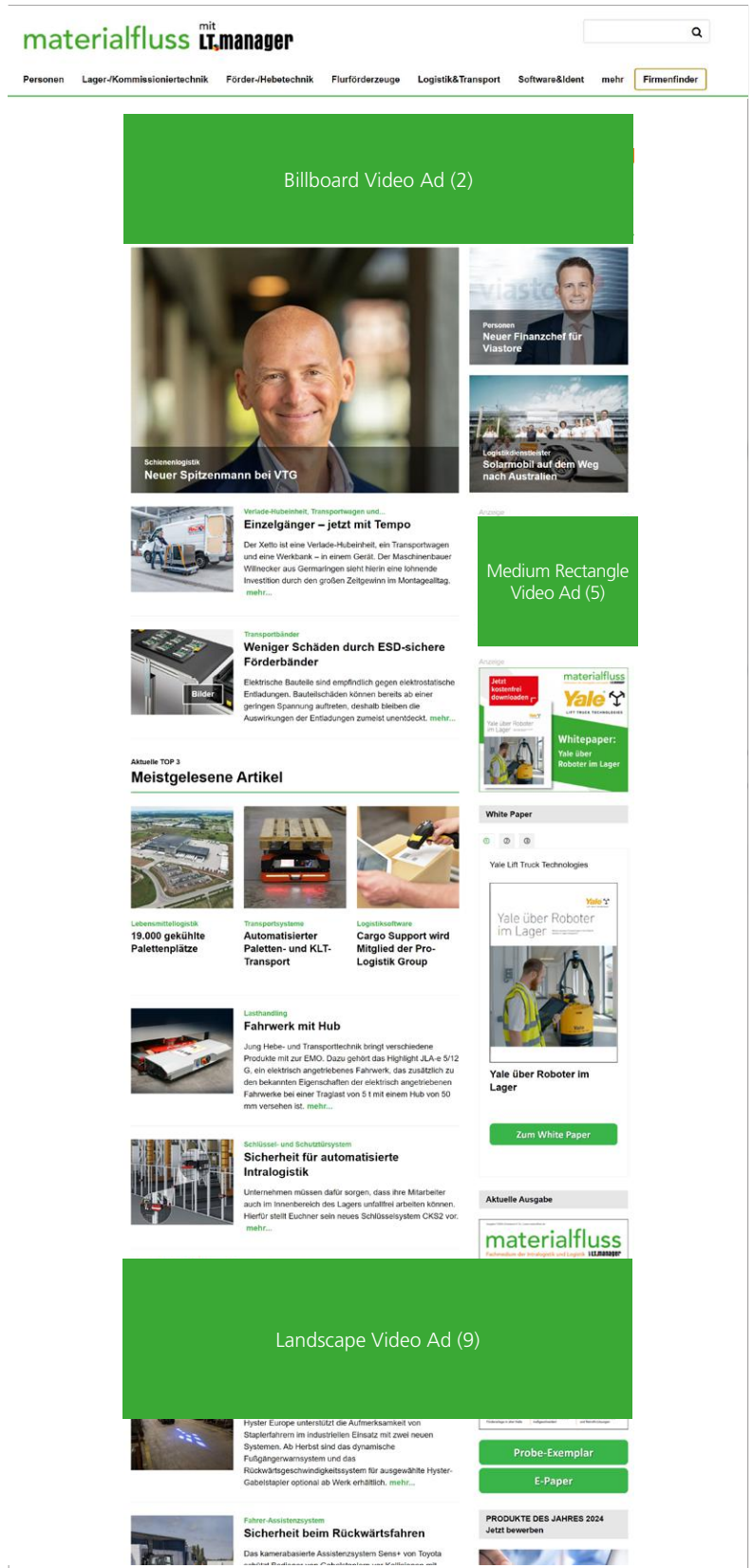
- Convenient delivery of only one video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

3GPP / MPEG-4

Resolution	Target bitrate for video files	Target bitrate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

MP4 / H.264 / AAC

Resolution	Target bitrate for video files	Target bitrate for Audio files
1920 x 1080	4.000 kBit/s	128 kBit/s
1280 x 720	3.000 kBit/s	128 kBit/s
1280 x 720	2.000 kBit/s	128 kBit/s
854 x 480	1.500 kBit/s	128 kBit/s
854 x 480	1.000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s



! Mögliche Dateiformate: GIF, JPEG, HTML5, Datei-Größe: max. 80 KB, Preise = Tausender-Kontakt-Preis Datenanlieferung: 5 Arbeitstage vor Kampagnenstart

materialfluss Matchmaker+

materialfluss Matchmaker+ – Your guide to intralogistics and logistics

materialfluss Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, webshop, e-paper and much more.

Matchmaker+



Topic Specials



Videos



Market overviews



Events



E-Paper



Webshop



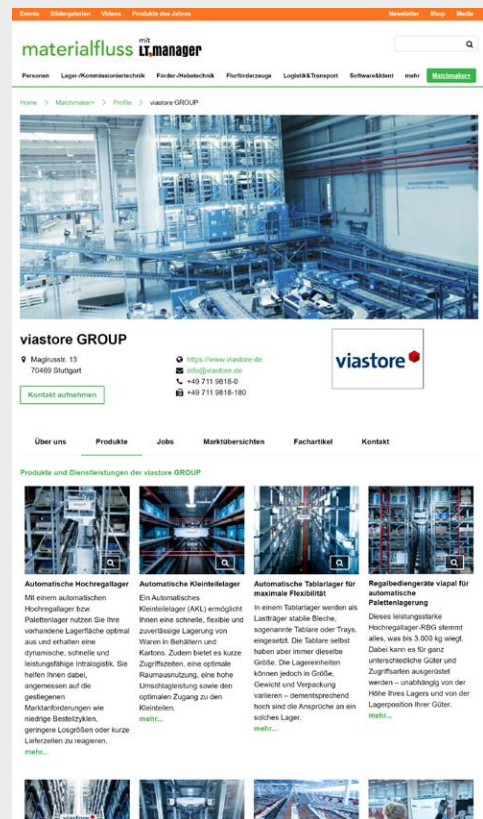
Webinars



Whitepaper

Your advantages:

- Premium profile: Your business card
- Multimedia contents
- Listing of professional articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial articles
- Keyword advertising
- Inclusion in newsletter
- Social media postings



Example

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product classification	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of professional articles in the company profile	✓	✓	✓
• Job offers	✓	✓	✓
• Individual contact information incl. Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, browseable catalogues, etc.		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x a year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on materialfluss: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			✓
Price	2,990 €	4,990 €	6,190 €

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a notice period of one month. We will gladly setup and maintenance of your profile (setup € 499 one-time, maintenance € 99 monthly)

Lead Generation

Lead-Generierung – Vermitteln Sie Ihr Know-how an die Zielgruppe

ALL
Online advertising
at a glance



- Your white paper will be published on www.materialfluss.de and promoted with flanking online advertising media.
 - Banner advertising in at least two materialfluss newsletters.
 - At least two posts on materialfluss's social media channels
 - Presentation of your white paper in the teaser area of materialfluss.de for two months
- Linking to a landing page created by us with input fields for download request (DSGVO-compliant).
- You generate high visibility on our channels and receive valuable leads after the valuable leads after completion of the campaign.
- We will be happy to provide you with an individual offer and support you in the creation of the white-paper as well as the advertising material.

Lead campaign with whitepaper

Period: 2 months

Price: € 3,600 plus € 70 per lead

Optionally also bookable with a customised newsletter.

Price: € 5,200 plus € 70 per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal promotional format. In a webinar you communicate your new products and innovations and actively involve customers live via chat questions. Use a webinar to underline the benefits of your products and, at the same time, your thematic competence and company awareness.

Services

- Advance announcement of the webinar in at least three materialfluss newsletters as well as at least two posts on the materialfluss social media channels
- Display Ad to promote your webinar on materialfluss.de for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. start and end moderation
- Passing on of registration data (company, first name, surname, e-mail)
- The webinar is then available for four weeks as an on-demand webinar for download.
- On-demand webinar available for download from the media brand website for four weeks



Bild: fizkes /stock.adobe.com



Price: € 4,690

Optionally also bookable with a full-page announcement of the webinar in materialfluss. (Design of the advertisement is done by the publisher)

Price: € 6,890



Possible file formats: GIF, JPEG, HTML, PNG, IFrame, Redirect Details correspond to recommended file size, max. 1 MB possible

Native Advertising

Native advertising – Your information in the look & feel of the editorial articles

The online advertorial is perfectly suited to discuss complex topics about to present to the readers for a longer period of time. Online advertorials are designed in such a way that the user perceives it as an editorial contribution become. In this way, your content will gain a high degree of credibility. Combine the Social Media Plus package for this native communication solution and simultaneously increase your social media reach!



Highlight of the week also including newsletter

- Präsentieren Sie Ihr Produkt, Webinar oder Ihre Veranstaltung eine Woche auf unserem Fachportal
- Headline: 40 Zeichen inkl. Leerzeichen, Text: 250 Zeichen inkl. Leerzeichen, Bild: 300 x 250 Pixel
- Verlinkung auf Ihre Website oder eine von uns gestaltete Microsite mit Ihren Beiträgen



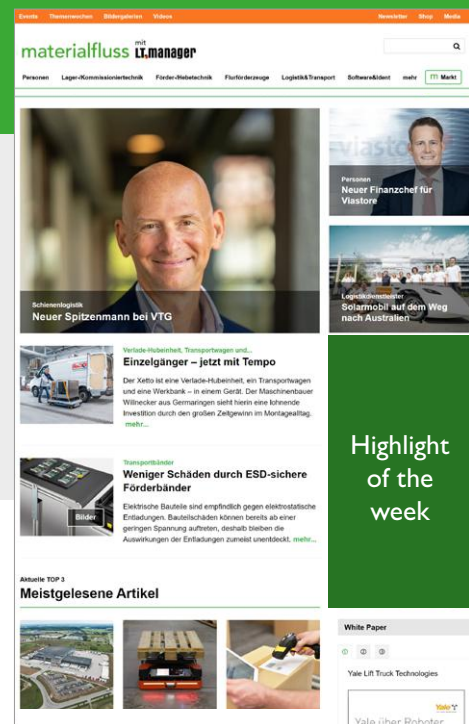
Highlight of the week

Price: € 620

Highlight of the week combi

Price: € 1,120

(including a text ad / native ad in the newsletter, specifications see newsletter page)



Native Ad of the week also including newsletter and Social Media Plus

- Native Ad in the look & feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Link to your website or one of our designed microsite with your contributions



Native Ad of the week

Price: € 860

Native ad combination

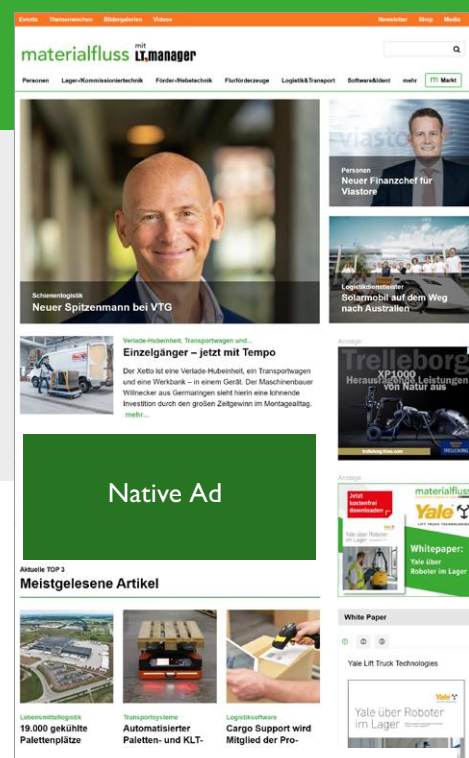
Price: € 1,370

(including a text ad / native ad in the newsletter, specifications see newsletter page)

Native ad combination Social Plus

Price: € 1,880

(additional publication on our social media channels)



Social Media Posting

Social media posting – share content successfully through our channels

Supplement your market communication and achieve more attention for your products, solutions, videos, webinars and services via our social media channels.

Choose your desired date and use the independent topic environment of Kunststoff Magazin and the reach of an interactive target group as a synergy effect.



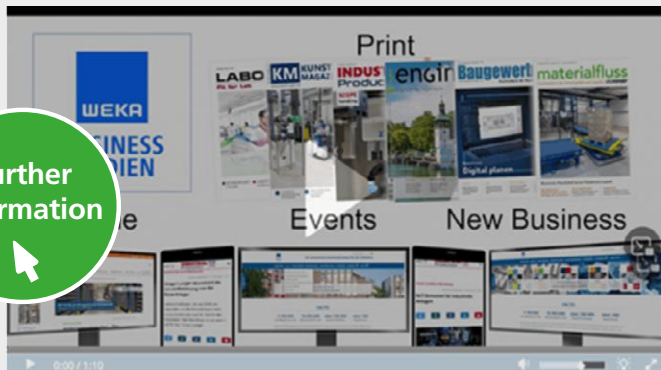
Your advantages

- News in real time
- Increase brand awareness
- Smart content for the right target group
- Interactive social media community

€ Price: € 630 (not discountable)

Follower: around 15,000 (publisher's information, August 2023)

Further Information



Customized Newsletter

Customized Newsletter - Exclusively your news to the target group

Send your customized information exclusively to materialfluss's newsletter address pool.

One message per customized newsletter

Size: 1 image + 1 message + 1 logo

Text: max. 1,500 characters (incl. spaces)

Image width: 630 pixels, maximum image height: 300 pixels

Subject line: max. 100 characters (incl. spaces)

Links: max. 5

Sender: materialfluss and advertiser

Dates on request

Your advantages:

- Exclusive newsletter for your information
- High attention for your company and your offer
- Individual scheduling
- Maximum 1 customized newsletter per week per company



Price: € 2,680
(not discountable)

Special configurations on request

The example newsletter features the materialfluss logo (Fachmedium der IntraLogistik und Logistik) and the date 28.11.2022 | 09:15. It includes social media icons for X, LinkedIn, Twitter, Facebook, YouTube, and Instagram. The main content area has a red background with a photo of a guitarist and the headline "Weil deine Ideen maximale Power verdienen." followed by the PwC logo. The text discusses career opportunities at PwC Operations and includes a link to karriere.pwc.de. It also contains a feedback request and a footer with the website www.materialfluss.de, newsletter management links, a disclaimer, and the copyright notice © 2022 WEKA BUSINESS MEDIEN GmbH.

Example

Banner Formats Newsletter

Premium placement
Leaderboard (1)

materialfluss
Fachmedium der Informatik und Logistik | LIZ.MANAGER

Lösungen suchen ...

... statt Werkstoffe wählen. So könnte man den Tenor unseres Interviews beschreiben, das einen Einblick in die Vielfalt der Werkstoffentwicklung und der Werkstoffdistributions bringt. Lösungen verlangt natürlich auch der Bereich Medizintechnik mit seinen vielfältigen Anforderungen, mit denen sich weitere Meldungen unseres Newsletters beschäftigen.

Ihr Daniel Schilling
Chefredakteur

Position 1
below editorials
(2)

Position 2
Inside the editorial messages
(2)

Position 3
At the end of the editorial messages
(2)

Small Rectangle
(3)

Small Rectangle
(3)

Appointment entry
Headline for a long title news article over two lines and with a lot text.

Text Ad / Native Ad
5G in Industrie & Logistik

Headline for you advert
OT meets IT

Exklusiv-Newsletter

Twice a week materialfluss sends out its newsletter to over 2,400* recipients. This way your customers receive customised news and specialist articles. The materialfluss newsletter is the ideal advertising medium for product presentations and companies or seminar events.

*Status August 2023 (publisher's information)

over **2.500*** recipients

(1) Leaderboard

€ 660
(630 x 90 Pixel, max. 200 KB)

(2) Text Ad / Native Ad / Video Ad / Billboard

€ 610
Possible advertising forms
Text Ad / Native Ad / Video Ad / Billboard (630 x 200 Pixel, max. 200 KB)

(3) Small Rectangle

€ 250
(291 x 156 Pixel, max. 200 KB),
An image to be supplied by the customer (logo or logo with textual content)

Appointment entry

€ 150
Text: 130 characters including spaces and ad URL (max. 1 link)

Text Ad / Native Ad

Visualization like articles
Header + text + image and target-URL (max. 1 link), Image: 225 x 127 Pixel, max. 200 KB, Headline: max. 40 characters, Text: max. 300 characters incl. space

Video Ad

The video opens in a separate window with a click. Linking to videos on YouTube or Vimeo possible.

Exklusiv-Newsletter

€ 3.770
4 insertions (Leaderboard and 3 Text Ads/Billboard)
+ 2 editorial messages
+ Mention within subject heading (no discounts)

The editorial staff of materialfluss.de reserves the right to edit the articles in corporation with the customer.

✓ All newsletter advertising forms are optimized for mobile devices.

! **File format:** PNG, JPEG, GIF* (*GIF only without animation)
Data delivery: 5 working days before the start of the campaign

Newsletter Topics and Dates

	KW	Date	Topics
January	1	Thursday, 4 January	Top 10 of the month
	2	Tuesday, 9 January	The heads of the month
	2	Thursday, 11 January	Storage and order-picking technology
	3	Tuesday, 16 January	Conveying and lifting technology
	3	Thursday, 18 January	Industrial trucks, AGVs and robotics
February	4	Tuesday, 23 January	Logistics software
	4	Thursday, 25 January	Containers, boxes and pallets
	5	Tuesday, 30 January	Identification systems
	5	Thursday, 1 February	Top 10 of the month
	6	Tuesday, 6 February	The heads of the month
March	6	Thursday, 8 February	Storage and order-picking technology
	7	Tuesday, 13 February	Conveying and lifting technology
	7	Wednesday, 14 February	materialfluss - The new issue
	7	Thursday, 15 February	Logistics Software
	8	Tuesday, 20 February	RBG, Shuttle and Robotics
	8	Thursday, 22 February	Cranes
	9	Tuesday, 27 February	Industrial trucks, AGVs and robotics
	9	Thursday, 29 February	Special newsletter Logimat 2024
	10	Monday, 4 March	Top 10 of the month
April	10	Tuesday, 5 March	Special Newsletter Logimat 2024
	10	Wednesday, 6 March	Special Newsletter Logimat 2024
	10	Thursday, 7 March	The heads of the month
	10	Friday, 8 March	Special Newsletter Logimat 2024
	11	Monday, 11 March	materialfluss - The new issue
	11	Tuesday, 12 March	Special Newsletter Logimat 2024
	11	Wednesday, 13 March	Special Newsletter Logimat 2024
	11	Thursday, 14 March	Special Newsletter Logimat 2024
	11	Friday, 15 March	Special newsletter Logimat 2024
	12	Tuesday, 19 March	Special newsletter Logimat 2024
	12	Thursday, 21 March	Storage and order-picking technology
	13	Tuesday, 26 March	Conveying and lifting technology
	13	Thursday, 28 March	Logistics and Transport
May	14	Tuesday, 2 April	Top 10 of the month
	14	Thursday, 4 April	The heads of the month
	15	Tuesday, 9 April	Industrial trucks, AGVs and robotics
	15	Thursday, 11 April	Containers, boxes and pallets
	16	Monday, 15 April	materialfluss - The new issue
	16	Tuesday, 16 April	RBG, shuttle and robotics
	16	Thursday, 18 April	Logistics real estate
	17	Tuesday, 23 April	Commercial vehicles
	17	Thursday, 25 April	Storage and order-picking technology
June	18	Tuesday, 30 April	Air freight and maritime economy
	18	Thursday, 2 May	Top 10 of the month
	19	Tuesday, 7 May	The brains of the month
	19	Wednesday, 8 May	Logistics Software
	20	Tuesday, 14 May	Industrial trucks, AGVs and robotics
	20	Wednesday, 15 May	Logistics Real Estate
	20	Thursday, 16 May	Conveyor and lifting technology
	21	Tuesday, 21 May	Cranes
	21	Wednesday, 22 May	materialfluss - The new issue
	21	Thursday, 23 May	Warehousing and order-picking technology
July	22	Tuesday, 28 May	Air freight and maritime economy
	22	Wednesday, 29 May	Identification systems
	23	Tuesday, 4 June	Top 10 of the month
	23	Thursday, 6 June	The brains of the month
	24	Tuesday, 11 June	Logistics Software
	24	Thursday, 13 June	Storage and order-picking technology
	25	Tuesday, 18 June	Containers, boxes and pallets
	25	Wednesday, 19 June	materialfluss - The new issue
	25	Thursday, 20 June	Industrial trucks, AGVs and robotics
	26	Tuesday, 25 June	Logistics and Transport
26	Thursday, 27 June	RBG, Shuttle and Robotics	

	KW	Date	Topics
August	27	Tuesday, 2 July	Top 10 of the month
	27	Thursday, 4 July	The heads of the month
	28	Tuesday, 9 July	Logistics real estate
	28	Thursday, 11 July	Storage and order-picking technology
	29	Tuesday, 16 July	Conveying and lifting technology
	29	Thursday, 18 July	Logistics and transport
	29	Friday, 19 July	materialfluss - The new issue
	30	Tuesday, 23 July	Logistics software
	30	Thursday, 25 July	Industrial trucks, AGVs and robotics
	31	Tuesday, 30 July	Commercial vehicles
September	31	Thursday, 1 August	Top 10 of the month
	32	Tuesday, 6 August	The heads of the month
	32	Thursday, 8 August	Identification systems
	33	Tuesday, 13 August	Industrial trucks, AGVs and robotics
	33	Thursday, 15 August	Storage and order-picking technology
	34	Tuesday, 20 August	Conveying and lifting technology
	34	Thursday, 22 August	Logistics and Transport
	35	Tuesday, 27 August	Logistics software
	35	Thursday, 29 August	Containers, boxes and pallets
	36	Tuesday, 3 September	Top 10 of the month
October	36	Thursday, 5 September	The brains of the month
	37	Tuesday, 10 September	Logistics real estate
	37	Thursday, 12 September	Identification systems
	38	Monday, 16 September	materialfluss - The new issue
	38	Tuesday, 17 September	RBG, Shuttle and Robotics
	38	Thursday, 19 September	Storage and order-picking technology
	39	Tuesday, 24 September	Conveying and lifting technology
	39	Thursday, 26 September	Logistics and Transport
	40	Tuesday, 1 October	Top 10 of the month
	40	Wednesday, 2 October	Cranes
November	41	Tuesday, 8 October	The heads of the month
	41	Thursday, 10 October	Industrial trucks, AGVs and robotics
	42	Tuesday, 15 October	Logistics and Transport
	42	Wednesday, 16 October	materialfluss - The new issue
	42	Thursday, 17 October	Logistics software
	43	Tuesday, 22 October	Logistics real estate
	43	Thursday, 24 October	Storage and order-picking technology
	44	Tuesday, 29 October	Conveying and lifting technology
	44	Thursday, 31 October	Containers, boxes and pallets
	45	Tuesday, 5 November	Top 10 of the month
December	45	Thursday, 7 November	The heads of the month
	46	Tuesday, 12 November	Logistics and Transport
	46	Thursday, 14 November	Identification systems
	46	Friday, 15 November	materialfluss - The new issue
	47	Tuesday, 19 November	Containers, boxes and pallets
	47	Thursday, 21 November	Conveying and lifting technology
	48	Tuesday, 26 November	Logistics software
	48	Thursday, 28 November	Storage and order-picking technology
	49	Tuesday, 3 December	Top 10 of the month
	49	Thursday, 5 December	The heads of the month
50	Tuesday, 10 December	RBG, shuttle and robotics	
50	Wednesday, 11 December	materialfluss - The new issue	
50	Thursday, 12 December	Logistics and transport	
51	Tuesday, 17 December	Cranes	
51	Thursday, 19 December	Storage and order-picking technology	

Terms and Conditions

General Terms and Conditions for Advertisements and Promotion of WEKA Business Medien GmbH

(State 2019)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of WEKA Business Medien GmbH (hereinafter referred to as "WBM"), which applies to the use of the services of WBM.

For a service requiring registration with WBM, you must give your consent to the service in accordance with the applicable terms of use. To do so, please click on the "Agree" field or check the box in the opt-in procedure to give your consent. Through the Clicking on the "Agree" box or checking the box you declare that you have read the terms and conditions and agree with them. You can also print or download the terms and conditions.

1. Scope of application: The GTC shall apply to all services offered to the user on the WBM website especially for the paid content & services, for the lotteries as well as the marketplace and community area. Deviations from these Terms and Conditions or special terms of use for individual services shall only be deemed as agreed if they have been expressly confirmed in writing by WBM. In particular the mere omission of an objection on the part of WBM to other general terms and conditions does not mean that these are to be considered shall apply as agreed. WBM shall be entitled to amend these General Terms and Conditions at any time. WBM shall inform the user in good time about the change of the terms and conditions applicable to him. The change shall be deemed to have been approved by the user, if he does not object to the change within one month after receipt of the change notification or terminates the contract. In the event of an objection, WBM shall be entitled to terminate the agreement in due time. WBM in the notification of the changes to the possibilities of objection and termination, the period and the legal consequences, especially with regard to an omitted objection. Within the scope of the amendment of the General Terms and Conditions, WBM is in particular entitled, in the event of the invalidity of a condition to supplement or replace them with effect for existing contracts, in the event of a change in a legal regulation or supreme court jurisdiction, if one or more conditions are changed by this amendment of the contractual relationship, to adapt the affected conditions in such a way as to achieve the purpose of the changed legal situation, provided that the user is not affected by the new or changed conditions is worse than after the original condition. Any change including the updated version the GTC will be sent to the user by e-mail. WBM is not responsible for the information provided by third parties. Internet services that WBM links to from its pages or that WBM mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on WBM. The offers of the cooperation partners on WBM merely represent a sales platform of the respective partner of WBM. When using the services offered by cooperation partners an independent legal relationship is established between the user and the cooperation partner, which is independent of the subject to any legal relationship between WBM and the user. The legal relationship between partner and user is exclusively based on the terms and conditions and operating processes of the cooperation partners. WBM assumes no liability or warranty for this.

2. right of access and participation: In principle, all users are entitled to access and participate. The following minimum information is required for competitions. Eligible to participate are all persons who have reached the age of 18, have completed their studies or can provide proof of a declaration of consent from a parent or guardian. Everyone By participating in the game, participants in the competition agree to this in the print edition, to be published on the website with name and photo, as well as in further rights of use for advertising and to consent to distribution purposes. Participation in competitions is open to employees of WEKA Business Medien GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to their relatives. Furthermore, WBM reserves the right to amend the regulations of competitions at any time. to change or correct. WBM concludes contracts for paid content and for the mediation of internet access only with persons over 18 years of age or with the express consent of the legal representative. In all other respects the Internet pages are not directed to persons in countries which do not allow the provision or the call of the contents placed there. Each user is responsible for obtaining information about any restrictions before accessing these websites and to comply with them.

3. availability: The services of WBM are offered to the user subject to availability. WBM shall endeavor to ensure that the services of WBM are available to the user without interruption. stand. Due to maintenance work and/or further development and/or other malfunctions, the usage possibilities are restricted and/or temporarily interrupted. Thereby it can under certain circumstances can also lead to data loss. This does not give rise to any compensation claims by the affected users. Furthermore, WBM shall be entitled at any time and at its own discretion to without notice or to change or discontinue.

4. contractual relationship: The contractual relationship for the use of chargeable contents of WBM comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by WBM. The acceptance by WBM takes place at the latest when access to the paid content is opened. About the use of services of third parties that WBM advertises on its pages or to which WBM provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. WBM assumes no liability or warranty for this.

5. opening of a user account: For certain services on the pages of WBM, the user must or can open a user account. The user affirms that the information provided by him in the context of a registration or in the context of opening a user account on the pages of WBM personal data, in particular his first name, surname and postal address as well as date of birth and the e-mail address are true and correct, and that, if the information given there is WBM will be immediately notified of any changes to the data.

6. payment transactions: The fees for chargeable content shall be confirmed with a the payment system provider to be chosen by the user. The terms of use apply exclusively, of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are redebited, WBM shall be entitled, subject to further claims, to deny access of the user. If the blocking is due to outstanding claims and the user balances these claims, the off, the access is unlocked again. WBM reserves the right to involve third parties in the execution of the debt collection to be commissioned.

7. user's obligations: The user undertakes not to use the services of WBM for any purpose other than that for which they are violate applicable legal regulations and any contractual provisions. He undertakes in particular to ensure that any content distributed by him does not infringe any rights of third parties (e.g. copyrights, patent and trademark rights). trademark rights) violate that the applicable criminal laws and regulations for the protection of minors are observed and that no racist, Holocaust denying, grossly offensive, pornographic or sexual, endangering young people, extremism, glorifying or trivializing violence, glorifying war promoting a terrorist or extremist political group, inciting it to commit a crime, defamatory statement, insulting or unsuitable for minors or other criminal contents are distributed. The user further undertakes, for the protection of the data, to use the recognized principles of data security and the obligations of the data protection regulations to check e-mails and queries sent to WBM for viruses with the greatest possible care, legal, official and technical regulations, his possible user name and password and to keep the identification and password secret, not to pass them on, not to tolerate any knowledge or and to take the necessary measures to ensure confidentiality, and in case of any misuse or loss of this information or any suspicion of such misuse or loss will be reported to WBM immediately to be displayed. Indications of misuse of the contents of WBM or the payment system are WBM shall also be notified immediately. The user shall indemnify WBM against any claims of third parties that may against WBM due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. WBM reserves the right to reasonable suspicion of misuse of the services of WBM or the payment systems of this to block users from accessing their content and any existing user account, and to involve investigating authorities. The user may only assert claims against WBM with undisputed or legally binding claims. The user is only entitled to rights of retention due to claims from the individual, concrete contractual relationship, of which these GTC are a part.

8. Liability: WBM and its representatives or vicarious agents shall not be liable for damages, in particular due to delay, non-performance, poor performance or tortious act exists only in case of infringement essential contractual obligations, the fulfillment of which could be relied upon to a special degree. The exclusion of liability does not apply to intent and gross negligence. Any further liability of WBM is excluded, unless there are mandatory legal regulations. WBM is only liable for foreseeable damages. The Liability for indirect damages, especially consequential damages, unforeseeable damages or untypical Damages as well as loss of profit are excluded. The same applies to the consequences of industrial disputes, accidental damages and force majeure. WBM provides its own information and data as well as information from other providers by means of hyperlinks (Internet links) on the Internet and on mobile devices. This information and data are for information purposes only, without the user having to rely on the topicality, correctness or completeness of the information can be invoked or left. In this respect WBM does not assume any warranty or liability, in particular not for direct or indirect damages caused by the use of the information or data that can be found on the WBM websites. WBM assumes in particular no responsibility for contents or the functionality, accuracy or legality of websites third parties that are referred to by links from the WBM websites. WBM offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by WBM. For this reason, WBM does not assume any liability for the information posted in the forums. Content and information. The responsibility for the contents published by the user on the pages of WBM, lies exclusively with the user. WBM excludes any liability due to technical or other Interference off. WBM assumes no liability for any damage or loss, in particular during shipment. of the prizes to be handed over in the context of a lottery. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If paid contents are not used due to incomplete or defective services of WBM by the user, the user shall be liable to pay the costs of the service provided by the The complaints will be handled either by WBM or the payment provider immediately after becoming aware of it. WBM shall be liable for justified and timely complaints, WBM shall deliver in the case of incomplete performance and in the case of defective performance according to your choice to repair or replace. The user can demand a reduction of the fees if attempts at rectification or replacement delivery are refused by WBM, are impossible or in any other way fail. There is no right of withdrawal in favour of the user.

10. copyright: All content, information, pictures, videos published on the pages of WBM and databases and computer programs (e.g. widgets) are protected by copyright. The use is only permitted for private personal use. Any use beyond this, in particular the private and commercial duplication, modification, distribution or storage of information or Data, in particular texts, parts of texts, images and film material, require the prior express consent of the author. Consent of WBM. This also applies to the inclusion in electronic databases and duplication on CD-ROM, DVD etc. Private and/or commercial duplication, modification, distribution, reproduction, modification, distribution or use of the or other misuse of computer programs. The user acquires by downloading or the sending of the source code of a computer program does not entitle you to any property rights. There will be no copyrights or other ancillary copyrights. If the service and/or the performances are discontinued, the user is obliged to immediately delete the source code provided. For the rest the legal limits that arise from copyright law and other applicable statutory provisions apply. regulations.

11. contents sent in by the user: The user who (e.g. in the context of competitions, reader actions, Internet competitions) to WBM (e.g. videos, photos, photo series, texts, etc.), declares itself to be in agreement with By sending in the application, you agree that the submitted content may be used free of charge on the Internet and in print copied, distributed and publicly reproduced. The user further declares that all copyright and other rights to the submitted content and that the graphic design of the submitted content (e.g. videos, photos, photo series), which are not only ancillary to a location or are part of depicted meetings, elevators or similar events, agree to the publication are. For persons under 18 years of age, the consent of the legal guardian is required. On the Contributions sent by post cannot be returned to the participant. The users commit no content with illegal, grossly offensive, pornographic or sexual content, content harmful to minors, extremist, glorifying or trivializing violence, glorifying war, advocating a terrorist or extremist political association, inciting to commit a crime, insulting statement or other punishable contents to WBM. Likewise the users not to send content that contains advertising or commercial content. WBM reserves the right to does not intend to publish submitted content. The user shall indemnify WBM in full against all claims of third parties free, which arise from the fact that the user violates his obligations under these terms or - contrary to this declaration - the user does not own all rights to the submitted content or does not have all rights to the persons do not agree with the publication. The submitted contents are personal statements made by users and do not represent the opinion of WBM. The user has no legal claim to Publication of the submitted content.

12. Right of revocation: The user is entitled to revoke his declaration of intent to conclude the contract within two weeks to revoke. The period begins at the earliest with receipt of this instruction. To the period preservation the timely dispatch of the declaration of revocation is sufficient. It must be made in writing without giving reasons and to address to: WEKA Business Medien GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective revocation, the services received by both parties are to be returned and, if applicable to publish the use made of it. If the user is able to return the received services in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of revocation shall not apply if WBM has expressly agreed to the execution of the service with the consent of the user has begun before the end of the revocation period or the user himself has started this execution has caused (e.g. by download etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. An important reason shall be deemed to exist in particular if the user continues to violate essential provisions of this Terms and Conditions and/or the user commits a misconduct directed against third parties by using the offer used by WBM for illegal purposes or for purposes that are a nuisance to third parties. All cancellations in accordance with these GTC must be made by written notification to the address mentioned in point 12. With If the termination becomes effective, access to the services of WBM shall be blocked.

14 Place of performance/place of jurisdiction: The place of performance shall be the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law is not permitted in the case of legal actions Place of jurisdiction is the registered office of the provider. As far as claims of the provider are not asserted in the dunning procedure the place of jurisdiction for non-merchants shall be determined by their place of residence. German law applies. If the domicile or habitual residence of the client, also for non-traders, is legal action unknown or has the client after conclusion of the contract his domicile or usual residence. If the customer moves his place of residence outside the scope of the law, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

15. Final provisions: In connection with the participation in lotteries legal action is excluded. Should individual provisions of these GTC including these regulations in whole or in part be invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective legal regulations.

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