



## materialfluss

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



### Nachhaltigkeit und Performance im Einklang

#### MEGAMESSE

Die Highlights  
der Logimat auf 38 Seiten

#### SOFTWARE

Im Schwerpunkt: Neues von  
den Schnittstellen im Lager

#### NUTZFAHRZEUGE

Mit Vollgas unterwegs:  
Renault Trucks wächst

MEDIA GUIDE  
**2023**

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 **16,663** copies  
(Source IVW, average values Q1-Q2/2022)
- **40,706** Page impressions monthly average  
(Source: IVW-Online 8/2021 - 7/2022)
- 2 newsletters per week to over **2,400** newsletter subscribers  
(publisher's information 8/2022)
- Over **15,000** followers on the relevant social media channels  
(publisher's information 8/2022)

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

With materialfluss, you can reach logistics managers and those responsible for intralogistics in a cross-media network via the print magazine, the digital offering in the form of website, newsletter, social media and events.

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

Total monthly circulation 16,663 copies  
(Source: IVW, average values Q1-Q2/2022)

“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 500,000 page impressions per year (8/2021 to 7/2022, IVW-Online) and around 15,000 followers with an upward trend on XING, LinkedIn, Twitter, Facebook, Instagram and YouTube: materialfluss for your successful online communication in intralogistics and logistics.

“materialfluss events in presence and digital.”

The materialfluss digital networking days, the webinar theme days and in-house workshops are events for decision-makers and users in the plastics industry.

“materialfluss Matchmaker+ – Your guide to the plastics industry”

Products and services, webinars, whitepapers, event tips, videos, webshop, e-paper and much more, see page 21.

# Titel Portrait

## materialfluss

Fachmedium der Intralogistik und Logistik 

<b>1. Title</b>	<b>materialfluss – Fachmedium der Intralogistik und Logistik</b>		
<b>2. Short characteristic</b>	<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 <a href="http://www.materialfluss.de">www.materialfluss.de</a>, newsletters, social media channels and events, materialfluss is always present with information and solution-oriented decision-making aids for its target group.</p>		
<b>3. Target group</b>	materialfluss, the medium for intralogistics, is aimed at logistics managers and those responsible for intralogistics.		
<b>4. Publication frequency</b>	10 issues per year		
<b>5. Size</b>	DIN A4		
<b>6. Volume</b>	54rd volume 2023		
<b>7. Subscription price</b>	<p>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 Euro 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.</p>		
<b>8. Circulation</b>	16,663 copies		
<b>9. Membership / Participation</b>	BVL, IVW, IVW-Online		
<b>10. Publisher</b>	<b>WEKA BUSINESS MEDIEN GmbH</b> Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 25556-1900 <a href="http://www.materialfluss.de">www.materialfluss.de</a> , <a href="http://www.weka-businessmedien.de">www.weka-businessmedien.de</a>		
<b>11. Publisher</b>	WEKA BUSINESS MEDIEN GmbH		
<b>12. Advertisements</b>	<b>Hedwig Michl</b> Media consultant Phone: +49 89 25556-1083 <a href="mailto:hmichl@weka-businessmedien.de">hmichl@weka-businessmedien.de</a>		
<b>13. Editorial office</b>	<b>Daniel Schilling</b> Editor-in-Chief Phone: +49 89 25556-1918 <a href="mailto:redaktion@materialfluss.de">redaktion@materialfluss.de</a>	<b>Andreas Mühlbauer</b> Editor Phone: +49 89 25556-1920 <a href="mailto:redaktion@materialfluss.de">redaktion@materialfluss.de</a>	<b>Annina Schopen</b> Editor Phone: +49 89 25556-1915 <a href="mailto:redaktion@materialfluss.de">redaktion@materialfluss.de</a>
<b>14. Scope analysis</b> <b>2021 = 10 Issues</b>	Total scope Editorial section Advertising section	620 pages 510 pages 110 pages	= 100 % = 82 % = 18 %
<b>15. Content analysis of the editorial section</b>		452 pages	= 100 %
	News section Products & Market overviews Technical contributions	87 pages 118 pages 305 pages	= 17 % = 23 % = 60 %

# Circulation / Distribution

## Total distribution of materialfluss

**13,899** + **2,764** = **16,663**

Circulation PRINT

Circulation total (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](http://www.materialfluss.de).  
(IVW, average values Q1-Q2/2022)

## Trade journal circulation and distribution analysis

### 1. Print run control



### 2. Edition analysis

Copies per issue\*

Print run:	14,300
Total circulation	13,899 / thereof abroad 76
Paid circulation	188 / thereof abroad 22
Subscribed edition	152 / thereof abroad 20
Other sales	36 / thereof abroad 2
Free pieces	13,711
Residual, voucher and archive copies	402

\*(01.01.2022 - 30.06.2022)

### 3. Geographical distribution analysis

Economic area

Share of actual circulation

	%	copies
<b>Germany</b>	99.5	13,823
<b>Switzerland</b>	0.1	14
<b>Austria</b>	0.2	28
<b>Rest abroad</b>	0.2	34
Actual circulation	100.0	13,889

### 3.1. Distribution by postal code

Postal code area 2  
1,153 copies

Postal code area 4  
1,842 copies

Postal code area 3  
1,686 copies

Postal code area 5  
1,855 copies

Postal code area 6  
1,076 copies

Postal code area 7  
1,992 copies



Postal code area 1  
475 copies

Postal code area 0  
920 copies

Postal code area 9  
1,346 copies

Postal code area 8  
1,478 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	15.3	2,127
46, 47	Trade (agency and wholesale trade, retail trade)	15.8	2,196
26, 27	Manufacture of computers, electronic and optical products, electrical machinery and apparatus for generating and distributing electricity, telecommunications, medical and precision instruments and apparatus	7.5	1,042
25	Manufacture of fabricated metal products	9.7	1,348
22	Manufacture of rubber and plastic products	5.6	778
16, 17, 18	Wood, paper and printing	4.3	598
19.2, 20, 21	Mineral oil processing, chemical industry	5.4	750
10, 11, 12	Food industry, tobacco processing	10.5	1,459
29, 30	Manufacture of motor vehicles, trailers and semi-trailers, other transport equipment	5.1	709
13, 14, 15	Textiles, clothing and leather	3.3	459
31, 32	Manufacture of furniture, jewellery, musical instruments, sports equipment, toys, other Products	3.5	486
24	Metal production and processing	2.2	306
23	Glassware, ceramics	1.3	181
49.2, 49.4, 50, 51, 52, 53, 58	Logistics service provider	6.8	945
70,71	Management consultancy, engineering offices	1.5	209
	Further	2.2	306
	<b>Total circulation</b>	<b>100.0</b>	<b>13,899</b>

## Size of the business entity

	Share of total circulation	
	%	copies
1-99 Employees	43.2	6,004
100-199 Employees	29.8	4,142
200-499 Employees	12.4	1,723
500-999 Employees	7.3	1,015
More than 1.000 Employees	4.1	570
Number of employees not yet surveyed/not known	3.2	445
<b>Total circulation</b>	<b>100.0</b>	<b>13,899</b>

## Responsibilities

	Share of total circulation	
	%	copies
Management and technical management	28.7	3,989
Head of logistics/material flow	61.3	8,520
Head of purchasing/material management	6.6	917
Further	3.4	473
<b>Total circulation</b>	<b>100.0</b>	<b>13,899</b>

## Content analysis

	pages	%
<b>Scope Analysis:</b>		
Total scope	620	= 100
Editorial part	510	= 82
Advertising section	110	= 18
Supplements	1	
<b>Content analysis editorial office 2021:</b>	510	= 100
<b>Warehouse and picking technology</b>	<b>128</b>	<b>= 25</b>
Storage and racking technology	64	
Containers, boxes and pallets	26	
Ramps, gates and loading bridges	12	
Picking technology	9	
Packaging technology	5	
All around the warehouse: ladder, workstations, safety, lighting and fire protection	12	
<b>Conveying and lifting technology</b>	<b>106</b>	<b>= 21</b>
Conveyor systems and components	47	
Energy supply systems/motors/drives	11	
RBG/Shuttle	20	
Cranes and components	15	
Lifting technology	13	
<b>Industrial trucks</b>	<b>76</b>	<b>= 15</b>
Industrial trucks	39	
AGV	20	
Forklift attachments and components	17	
<b>Logistic and transport</b>	<b>58</b>	<b>= 11</b>
Logistics service providers	34	
Container and pallet pooling	12	
Logistics real estate	12	
<b>Software and identification systems</b>	<b>64</b>	<b>= 13</b>
Software	40	
Identification systems	24	
<b>Others</b>	<b>78</b>	<b>= 15</b>

# Topic Matrix

## Advertising in the editorial environment

Topics	Issue (Month)	Newsletter (CW)
<b>Warehouse and order picking technology</b>		
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	3, 8-9	2, 6, 10, 17, 21, 24, 28, 33, 38, 43, 48, 51
Boxes, plastic containers, metal containers, pallets	1-2, 4, 6, 8-9, 11-12	4, 13, 24, 34, 42, 46
Fire protection	3, 8-9	2, 6, 10, 17, 21, 24, 28, 33, 38, 43, 48, 51
Foiling/shrinking/stretching, filling materials, packaging machines, packaging technology in general	5, 11-12	2, 6, 10, 17, 21, 24, 28, 33, 38, 43, 48, 51
Ramps and ramp equipment, gates	3, 10	2, 6, 10, 17, 21, 24, 28, 33, 38, 43, 48, 51
Racks, carousels/paternosters	1-2, 4, 6, 10	2, 6, 10, 17, 21, 24, 28, 33, 38, 43, 48, 51
<b>Conveyor and lifting technology</b>		
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, 10	3, 7, 11, 20, 28, 33, 38, 43, 46
Slings, hoists, chains, crane components, cranes, chain hoists/rope winches	3, 6, 8-9	8, 22, 39, 49
Drive technology, energy supply, motors	1-2, 4, 6, 10	3, 7, 11, 20, 28, 33, 38, 43, 46
Storage and retrieval machines and shuttles	1-2, 5, 11-12	5, 13, 20, 37, 47
<b>Industrial trucks</b>		
Lift trucks, Industrial trucks other, Forklift trucks, Transport equipment other	1-2, 4, 6, 8-9, 11-12	3, 11, 19, 25, 30, 32, 41
Batteries, battery chargers, wheels and tyres, castors, forklift attachments, forklift components, forklift seats,	1-2, 8-9	3, 11, 19, 25, 30, 32, 41
AGV, AMR, AGV and FTF	3, 5, 10	3, 11, 19, 25, 30, 32, 41
<b>Logistics and transport</b>		
Container pooling, pallet pooling	5, 10	12, 25, 29, 34, 42, 50
Logistics real estate	3, 6, 8-9, 11-12	9, 21, 26, 39, 48
CEP services, logistics service providers, contract logistics providers, value-added services	1-2, 4, 10, 11-12	12, 25, 29, 34, 42, 50
Transport software	1-2, 4, 6, 10	4, 7, 12, 23, 29, 35, 40, 47, 51
Commercial vehicles	1-2, 5, 8-9, 11-12	27, 44
Air freight, port logistics, inland ports and seaports	6, 10	30, 45

# Topic Matrix

Topics	Issue (Month)	Newsletter (CW)
<b>Software &amp; Identification Systems</b>		
Simulation software, software other, supply chain management, warehouse management software (WMS)	1-2, 4, 6, 10	4, 7, 12, 23, 29, 35, 40, 47, 51
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	3, 5, 8-9, 11-12	8, 26, 31, 36, 45
Distance and distance measurement, light and ultrasonic barriers, sensors	5, 10	8, 26, 31, 36, 45
<b>Service</b>		
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	3, 4, 6, 8-9, 11-12	2, 6, 10, 17, 21, 24, 28, 33, 38, 43, 48, 51

# Topics / Dates 2022

Issue		Storage and Order-Picking Technology	Conveying and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and ID systems	Trade Fairs
January – February	1-2 PD: 16.02.23 AD: 26.01.23	<b>Storage and Shelving Systems*</b> Containers, Boxes and Pallets	Energy Supply, Motors and Drives RBG, Shuttle and Robotics	Industrial Trucks Forklift Attachments and Components	Logistics Service Provider Commercial Vehicles	Intralogistics and Transport Software	
March	3 PD: 16.03.23 AD: 23.02.23	Occupational and Warehouse Safety (Lighting, Ladders, Fire Protection, Monitoring) Ramps, Gates and Loading Bridges	Conveyor Systems and Components Lifting Technology and Lifting Systems Cranes and Components	AGVs, AGVs and Robotics	<b>Logistics Real Estate*</b>	Identification Systems and Components	Materialfluss-kongress 23.–24.03.2023 Handelslogistik Kongress 29. + 30.03.2023 IFOY Test Days / Testcamp Intralogistics 29. + 30.03.2023 Hannover Messe 17.–21.04.2023
April	4 PD: 18.04.23 AD: 28.03.23	Storage and Shelving Systems Containers, Boxes and Pallets	Energy Supply, Motors and Drives	<b>Industrial Trucks*</b>	Logistics Service Provider	Intralogistics and Transport Software	Logimat 25.–27.04.2023 Interpack 04.–10.05.2023 Transport Logistic 09.–12.05.2023
May	5 PD: 23.05.23 AD: 02.05.23	Packaging Technology	<b>RBG, Shuttle and Robotics*</b> Conveyor Systems and Components	AGVs, AGVs and Robotics	Commercial Vehicles Container and Pallet Pooling	Identification Systems and Components Sensors	IFOY 2022 Gewinner Logistics & Distribution 24.–25.05.2023
June	6 PD: 20.06.23 AD: 30.05.23	Storage and Shelving Systems Containers, Boxes and Pallets	Energy Supply, Motors and Drives Cranes and Components	Industrial Trucks	Air freight, Port logistics and Ports Logistics Real Estate	<b>Intralogistics and Transport Software*</b>	automatica 27.–30.06.2023

**\*Editorial focus in the magazine**

*Subject to change without notice.*

**PD:** Publication date, **AD:** Advertising deadline

# Topic / Dates 2022

Issue	Storage and Order-Picking Technology	Conveying and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and ID systems	Trade Fairs
July	<b>Special: SPEKTRUM 2023 Modernisation</b> Special Topic Modernisation. Trend reports, overview articles and well-selected product innovations form the core of the SPEKTRUM issue - with the special topic modernisation of small and large logistics centres. <b>Increased Circulation</b>					
7	ET: 20.07.23 AD: 29.06.23					
August – September	Occupational and Warehouse Safety (Lighting, Ladders, Fire Protection, Monitoring) Containers, Boxes and Pallets	<b>Conveyor Systems and Components*</b> Cranes and Components	Industrial Trucks Forklift Attachments and Components	Logistics Real Estate Commercial Vehicles	Identification Systems and Components	ExpoReal 4.–6.10.2023 MOTEK 10.–13.10.2023
8 – 9	ET: 14.09.23 AD: 24.08.23					
October	Storage and Shelving Systems Ramps, Gates and Loading Bridges	Energy Supply, Motors and Drives Lifting Technology and Lifting Systems	<b>FTS, AGV und Robotics*</b>	Logistics Service Provider Air freight, Port logistics and Ports Container and Pallet Pooling	Intralogistics and Transport Software Sensors	Deutscher Logistik-Kongress 18.–20.10.2023
10	ET: 12.10.23 AD: 21.09.23					
October	<b>MATERIALFLUSS PORTRAIT OF A BRANCH 2023/2024</b> Company portraits with current product range descriptions <ul style="list-style-type: none"> <li>Comprehensive supplier directory with all contact details/editorial trend reports from all five categories.</li> </ul> The top tool in the search for suitable suppliers and partners.					
S1	ET: 12.10.23 AD: 11.09.23					
November – December	<b>Focus Green Logistics</b>					
11-12	Containers, Boxes and Pallets Packaging Technology	Conveyor Systems and Components RBG, Shuttle and Robotics	Industrial Trucks	Logistics Service Provider Commercial Vehicles Logistics Real Estate	Identification Systems and Components	
ET: 16.11.23 AD: 26.10.23						
November – December	<b>SPECIAL EDITION - MATERIALFLUSS WORLD OF INTRALOGISTICS</b> with: materialfluss PRODUCTS OF THE YEAR 2024 and Top-30 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 the business figures.					
S2	ET: 14.12.23 AD: 23.11.23					

\*Editorial focus in the magazine

Subject to change without notice.

PD: Publication date, AD: Advertising deadline

# Advertising formats and rates in EUR

## Advertising rates and formats

Advertising Rate Card No. 54, valid from 01.01.203

Size	Width x Height in mm	Rates 4c
1/1 page	180 x 252	€ 7,330
Juniorpage	135 x 190	€ 4,960
1/2 page	88 x 252 hoch 180 x 124 quer	€ 4,240
1/3 page	56 x 252 hoch 180 x 80 quer	€ 3,300
1/4 page	180 x 60 quer 88 x 124 Ecke	€ 2,140
1/8 page	180 x 29 quer 88 x 60 Ecke	€ 1,400
Cover page	190 x 190	€ 9,150
2nd + 4th Cover page	210 x 297	€ 8,260
3rd Cover page	210 x 297	€ 8,160

## Categories

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

## 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 %

No discount on ad specials, inserts or technical costs.

Combined discounts for cross-media campaigns on request.



## 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

## Placement

Binding placement regulations possible from 1/3 page, surcharge 10 %.

## Format

For advertisements above type area, a bleed surcharge charged (not discountable) € 290

## Special forms of advertising

materialfluss 4/2023

### exhibitor portrait

Print: € 650

Print and Online: € 990

Print, Online and Social Media: € 1,380

materialfluss 7/2023

### short portrait

Print: € 650

Print and Online: € 990

Print, Online and Social Media: € 1,380

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

## 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

## 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



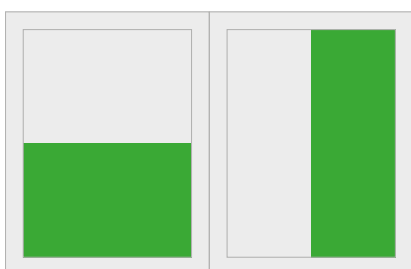
**1/1-page**

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**

**1/2 page  
vertical**

S: 180 x 124 mm    S: 88 x 252 mm  
A: 210 x 147 mm    A: 103 x 297 mm



**1/3 page  
horizontal**

**1/3 page  
vertical**

S: 180 x 80 mm    S: 56 x 252 mm  
A: 210 x 103 mm    A: 71 x 297 mm

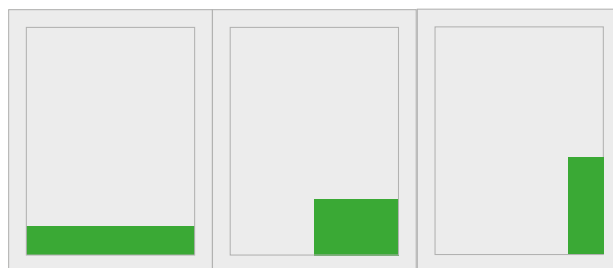


**1/4 page  
horizontal**

**1/4 page**

**1/4 page  
vertical**

S: 180 x 60 mm    S: 88 x 124 mm    S: 45 x 252 mm  
A: 210 x 83 mm    A: 103 x 147 mm    A: 60 x 297 mm



**1/8 page  
horizontal**

**1/8 page**

**1/8 page**

S: 180 x 29 mm    S: 88 x 60 mm    S: 45 x 124 mm  
A: 210 x 52 mm    A: 103 x 83 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](http://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.

**Preis: € 9,150**



## Content Package

**1/1 Seite Advertorial**

**Preis: € 3,790**

## Cross Media Package

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

**Preis: € 4,920**



## Bound inserts

80 - 135 g/m<sup>2</sup>

2 sheet = 4 pages € 9,930

3 sheet = 6 pages € 13,200

Required delivery quantity: 14,200 copies



## Inserts

Inserts over 25 g/piece

on request

Full edition Price  
(up to 25g, incl. postage)

€ 3,920  
(not discountable)

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

# E-Paper with interactive elements

Get even more attention and reach for your advertising

## Use the interactive possibilities of our e-paper:

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

**materialfluss**  
Fachmedium der Intralogistik und Logistik | **LLManager**

**Coop realisiert mit SSI Schäfer Mega-Projekt**

**FÖRDERTECHNIK**  
Christoph Baumer über Schiene und Logistiksysteme

**LOGISTIKMOBILIEN**  
Im Schwerpunkt: Tipps für den perfekten Standort

**GEMEINSAM**  
Die Branche will Open Source auch in der Logistik etablieren

**Mögen die Daten mit dir sein...**

...der Daten... **Peakboard** | **Wien** | **Frankfurt** | **Leipzig** | **Ingolstadt**

**Security by Design**  
IoT als **essentials** **IoT** Thema

**Wien ist Peakboard**

**3 Schritte, so legst du dir ein IoT**

**Peakboard**

**ANZEIGE**

**Produktivitätssteigerung mit IIoT-Plattformen:** thyssenkrupp

**„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, die miteinander kommunizieren und zusammenarbeiten zu können. 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 schlankere Prozesse und niedrigere Kosten bei industriellen Prozessen.

**Reden wir über IIoT - E...**

**Michael K...**

**Michael K...**

...der Produktion... **Peakboard**

**XPlanar: Schwebend, kontaktlos, intelligent!**

Freie 2D-Produktbewegung mit bis zu 6 Freiheitsgraden

**XPlanar® von Beckhoff**

**YouTube**

**Beckhoff**

**Beckhoff**

**Implementation costs**

€

Video or GIF animation: **Price: € 500**

Survey: **Price: € 1,900**

Picture gallery with up to 10 pictures: **Price: € 1,500**

# Special Editions



## materialfluss SPEKTRUM Special topic modernisation

Trend reports, overview articles and well-selected product innovations form the core of the SPEKTRUM issue - with the special topic Modernisation of small and large logistics centres.

Increased circulation

Advertising deadline: 29.06.2023

Publication date: 20.07.2023

materialfluss SPEKTRUM

## Special edition WORLD OF INTRALOGISTICS with: materialfluss Product of the Year 2023 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: 23.11.2023

Publication date: 14.12.2023



materialfluss WORLD OF INTRALOGISTICS

## 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

materialfluss MARKT & KONTAKT

# PORTRAIT OF AN INDUSTRY 2023/2024

## materialfluss PORTRAIT OF AN INDUSTRY



In order to represent the dynamic market of logistics in a transparent way, there is a solution that has become a tradition: the **special edition materialfluss PORTRAIT OF AN INDUSTRY**.

With information on the main areas of activity of numerous company it has helped to unite supply and demand for decades. The **materialfluss PORTRAIT OF AN INDUSTRY** is an indispensable Guide in the search for suitable partners.

Present your company with a company portrait, an advertisement or combine both.

**Print run:** 8,000 copies\*

**Magazine format:** 210 mm wide x 198 mm high

**Display/portrait:** 185 mm wide x 180 mm high

**Target group:** Managing directors and logistics managers

Distribution: 4,000 copies on sale at trade fairs, events and through our distribution, 4,000 copies in free shipping. online: Your company portrait is available with link to your homepage until for the new publication online at [www.materialfluss.de](http://www.materialfluss.de).

**Advertising deadline:** 11.09.2023 **Publication date:** 12.10.2023

\*Special edition not IVW-approved



### Your company portrait

An objective picture of your company with all important facts and figures.

Company portrait b/w € 2,870,-  
Firmenporträt 4c € 4,010,-



### Your advertisement

The visual presentation of your products and services with high recognition value.

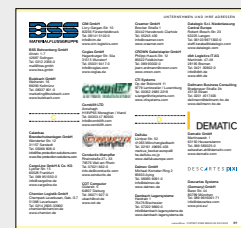
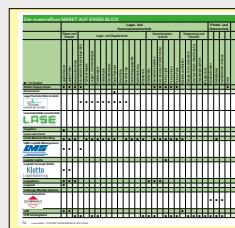
1/1 page b/w € 2,700,-  
1/1 page 4c € 3,810,-



### Your company portrait plus advertisement

Objective information  
+ Recognition value  
= Maximum advertising success

portrait b/w and 1/1 page 4c € 6,220,-  
each 4c page € 7,290,-



Company logo in market overview and address section and online company logo 4c € 520,-

materialfluss PORTRAIT OF AN INDUSTRY

# Banner Formats Website

## ALL

online forms of advertising at a glance

### (1) Superbanner

€ 130 / 1,000 Ad Impressions  
(728 x 90 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (2) Billboard Ad

€ 190 / 1,000 Ad Impressions, (800 x 250 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (2) Billboard Video Ad

€ 260 / 1,000 Ad Impressions

### (3) Skyscraper

€ 130 left side / 1,000 Ad Impressions  
€ 150 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

€ 170 / 1,000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel

### (5) Medium Rectangle

€ 130 / 1,000 Ad Impressions, (300 x 250 Pixel)

### (5) Medium Rectangle Video Ad

€ 180 / 1,000 Ad Impressions

### (6) Baseboard Ad

€ 180 / 1,000 Ad Impressions  
(728 x 90 Pixel or 940 x 90 Pixel)  
\* Mobile: 6:1 / 300 x 50 Pixel

### (7) Fullsize

€ 100 / 1,000 Ad Impressions  
(468 x 60 Pixel)

### (8) Halfsize

€ 90 / 1,000 Ad Impressions, (234 x 60 Pixel)

### (9) Landscape Video Ad

€ 360 / 1,000 Ad Impressions

The screenshot shows a website layout for 'materialfluss LZ.manager'. Various ad formats are overlaid on the page:

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

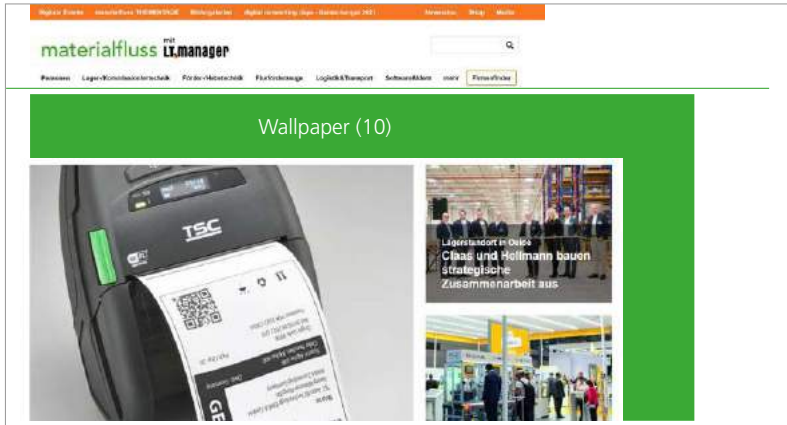


Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB, Prices = thousand contact price  
Data delivery: 5 working days before start of campaign  
Specifications Video Ad: see page 18

# Special Formats & Banner Overview Mobile

## Special Formats

**ALL**  
online forms of  
advertising at a  
glance

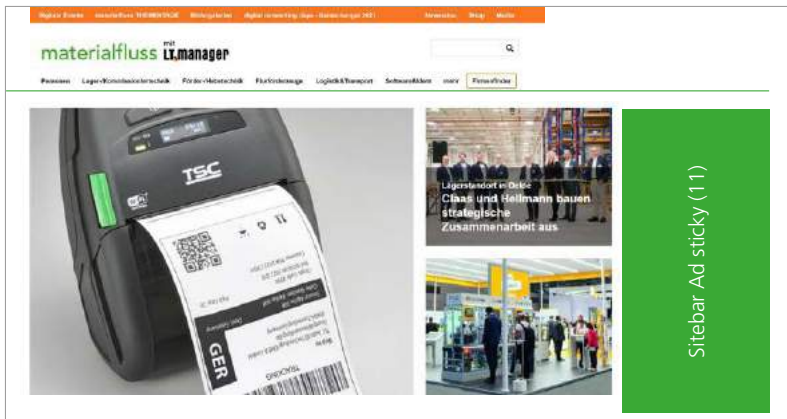


### (9) Wallpaper

**€ 200** / 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

### (10) Sidebar Ad (sticky)

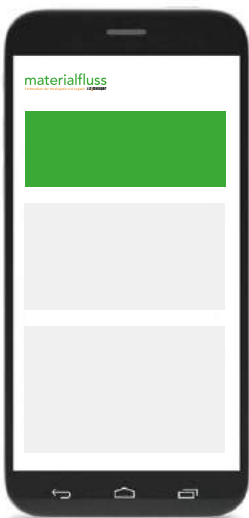
**€ 190** / 1,000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel



Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB,  
Prices = thousand contact price  
Data delivery: 5 working days before start of  
campaign  
Specifications Video Ad: see page 18

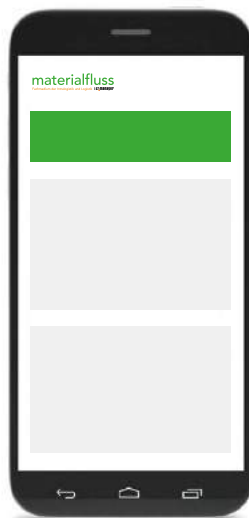
To ensure that your banner can also be delivered on mobile devices,  
please also send us the appropriate banner format too.

## Banner overview Mobile



### Mobile Content Ad 4:1

300 x 75 Pixel  
max. 50 KB



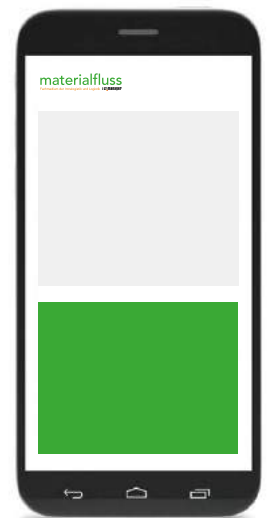
### Mobile Content Ad 6:1

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

# Banner Formats 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+ – 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
- 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	✓	✓	✓
• 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)			✓
<b>Price</b>	<b>2,990 €</b>	<b>4,990 €</b>	<b>6,190 €</b>

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 generation – convey your know-how to the target group

**ALL**  
Online advertising  
at a glance



- Your white paper will be published on [www.materialfluss.de](http://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](http://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: € 3,500** plus **€ 70** per lead

Optionally also bookable with a customised newsletter.

**Price: € 4,900** 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](http://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



**Preis: € 4.490**

Optional auch mit einer ganzseitigen Ankündigung des Webinars in materialfluss buchbar.  
(Gestaltung der Anzeige erfolgt durch den Verlag)

**Preis: € 6.690**



Mögliche Dateiformate: GIF, JPEG, HTML, PNG, Iframe, Redirect Angaben entsprechen empfohlener Dateigröße, max. 1 MB möglich

# 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

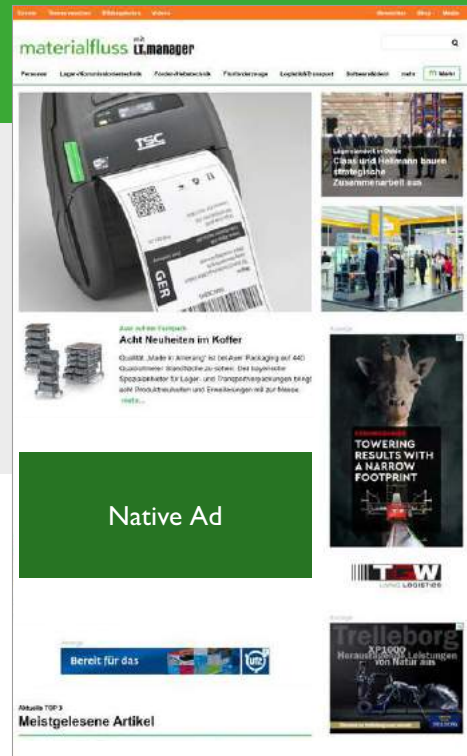
€	Highlight of the week	<b>Price: € 590</b>
	Highlight of the week combi (including a text ad / native ad in the newsletter, specifications see newsletter page)	<b>Price: € 1,070</b>



## 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	<b>Price: € 820</b>
	Native ad combination (including a text ad / native ad in the newsletter, specifications see newsletter page)	<b>Price: € 1,300</b>
	Native ad combination Social Plus (additional publication on our social media channels)	<b>Price: € 1,790</b>



# Direct-Link-Program

## Direct Link Program – Your direct link for more sales

The Direct-Link program directs our readers / your customers, **through keywords defined by you**, directly and without detours to your website. The interaction of professional content and innovative technology guarantees you a high ROI.

### Example keyword Shuttle



**Shuttle-System SSI Cuby schneller und schöner**

SSI Schäfer hat sein **Shuttle-System** SSI Cuby technisch optimiert und das Design erneuert. Die erhöhte Fahrgeschwindigkeit sorgt künftig für noch schnellere Ein- und Auslagerungen für bis 35 Kilogramm schwere KLT.

Nach einem Relaunch bietet SSI Schäfer das SSI Cuby in 2021 mit neuem Design und einer noch höheren Fahrgeschwindigkeit an. © SSI Schäfer

Um Ein- und Auslagerungen noch schneller zu gestalten, wurde im Zuge der Produktweiterentwicklung unter anderem die Fahrgeschwindigkeit des **Shuttles** nochmals um 60 % erhöht. Weitere Durchsatzsteigerungen sind durch den Einsatz von zwei Hebern pro Regalgasse möglich. Die Prozesse im SSI Cuby Shuttlelager werden von der Logistiksoftware Wamas gesteuert. Das System besteht aus einem Regal, mindestens einem Heber, einem **Shuttle** pro Lagerebene, einem Shuttle-Kran auf der Rückseite, den Wartungsbühnen sowie der zugehörigen Steuerung. Bei der Entwicklung wurde darauf geachtet, eine maximale Shuttleleistung zu einem attraktiven TCO (Total Cost of Ownership) anzubieten.

Aufgrund der schmalen Fahrwege für das **Shuttle-Fahrzeug** und der geringen Ebenen-Einteilung erhält das Shuttlelager ein kompaktes und platzsparendes Anlagenlayout. Die Kombination von doppelteiler Lagerung im Regal mit einfachtiefer Shuttlegasse führt zu einer guten Raumnutzung und hohen Lagerdichte.

### Advantages

- Direct link to your homepage or your online store
- Prominent placement in editorial content
- High attention and click probability

€ Linking of your own company / brand  
**Price: € 990** per website / month (not discountable)

Linking of a keyword  
**Price: € 990** per website / month (not discountable)



Direct link to your page

WEKA BUSINESS MEDIEN

Print

LABO KM INDUSTRIE engir Baugewert materialfluss

Online Events New Bu

Further information

# 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.



Bild: Production Perfy/stock.adobe.com

## Your advantages

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

 **Price: € 590**  
(not discountable)

**Followers: around 15,000**  
(publisher's information, August 2022)

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



**Base price: € 2,050**  
(not discountable)

**Selection per thousand recipients € 290**  
(not discountable)

materialfluss  
Fachwissen über IT, Logistik und Supply Chain

7.9.2022 | 09:23

X LinkedIn Twitter Facebook YouTube Instagram

d.velop

WHITEPAPER //  
Erfolgsfaktor  
Mitarbeiter-App für  
Transport & Logistik

JETZT HERUNTERLADEN

Die richtige Lösung für Logistik-Profis

**Whitepaper | Erfolgsfaktor Mitarbeiter-App | So gelingt Ihnen eine standortunabhängige Kommunikation in nur 5 Schritten**

Fragen Sie sich öfters, wie Sie eine **gezielte interne Kommunikation** im Unternehmen etablieren und gleichzeitig **Kosten einsparen**? Wie Sie **standortübergreifend** alle Mitarbeiter:innen miteinander verbinden – egal ob klassische „Desk-Worker“ im Büro, Lagermitarbeiter:innen oder LKW-Fahrer:innen? In unserem **aktuellen Whitepaper** zeigen wir Ihnen in 5 Schritten, wie Sie Ihre **eigene Mitarbeiter-App** im Unternehmen erfolgreich platzieren.

JETZT WHITEPAPER HERUNTERLADEN

Neben **Praxistipps** und **Handlungsempfehlungen** während der Einführung einer Mitarbeiter-App geben wir Ihnen **Best Practices aus der Logistik-Branche** an die Hand, wie Sie die mobile Anwendung abteilungsübergreifend einsetzen können.

**Das erwartet Sie im Whitepaper:**

- Strategien für die langfristige Planung
- Wichtige Zuständigkeiten für ein Mitarbeiter-App-Projekt
- Warum sich eine Mitarbeiter-App rentiert
- In 5 Schritten zum Projekterfolg
- Best Practices aus der Logistik

JETZT WHITEPAPER SICHERN

Werden auch Sie zum **Kommunikationsexperten** im Unternehmen und **verbinden Sie alle Mitarbeiter:innen** miteinander.

Viel Spaß beim Lesen!

Viele Grüße  
Stephan Felge  
Market Director Logistics  
d.velop AG

Example

# Services

We are your 360° media partner, who can support your company and your products products in a variety of ways to help them succeed in the market.

## **B2Impact:**

### **Content creation with 360° communication**

#### **YOUR ADVANTAGES:**

- Content creation for all channels
- Customised Publishing
- Full Service
- Social media campaigns
- Partner for corporate communications and agencies



b2impact.com  
b2impact.de

## **WEKA ONLINE CAMPUS:**

### **Web seminars, training**

#### **YOUR ADVANTAGES:**

- Perfect for customer retention and new customer acquisition
- Interactive content marketing tool with lead guarantee
- Increased company awareness through cross-media advertising
- Effective knowledge transfer for your customers



weka-online-campus.de

## **WEKA CONSULTING:**

### **Studies, Surveys, Consulting**

#### **YOUR ADVANTAGES:**

- Individual surveys, market analyses and studies - tailored to your business
- Experts analyse customer needs and the strengths of the strengths of your products



## **WEKA EVENTS:**

### **Face-to-face and virtual events**

#### **YOUR ADVANTAGES:**

- Over 25 years of experience in the event sector
- Innovative and target-oriented conception with realisation of live and virtual events on the highest level
- Well-established team as your all-in-one partner



weka-fachmedien.de/de/events/aktuelle-events

## **WEKA NOW:**

### **Moving Image**

#### **YOUR ADVANTAGES:**

- Benefit from the new WEKA moving image format with its exclusive advertising formats
- Professional image films, reports and product presentations
- Own, fully equipped TV studio



## **WEKA TESTLAB:**

### **Independent test laboratory**

#### **YOUR ADVANTAGES:**

- Independent laboratory for Smarthome, ICT and electronics
- Publisher's own measuring station for high-frequency measurements in the field of mobile telephony
- Unique procedure for objective measurement of WLAN connections
- Complex measurement of cameras, lenses and smartphone cameras
- Black room for measurements of TV sets
- Consulting by recognised experts
- Decoupled from editorial offices (neutral and objective)



connect-testlab.com

# B2Impact

## B2Impact - what does that mean?

You expect from your marketing: impact and result. You get from B2Impact: only that. To achieve your communication goals, we always choose the most direct route. This path can lead via content marketing strategies, creative services such as events or via targeted print and online campaigns. Because what works is what is right.



### Story services

Producing relevant, useful content is a must for B2B companies today. Because content has become the central criterion for business success.

As a unit of a publishing house that publishes printed and digital trade media for the electronics, automation, communication, medical, logistics, automotive, construction & building and industrial sectors, we know the content needs of a B2B audience that expects texts to be useful and orientating. Producing good stories for thematic niches is our job - and your added value when you commission us to create effective stories. Because we combine the in-house expertise of our editors and experts from WEKA BUSINESS MEDIEN to create your content.

And very importantly, we also optimise your existing content so that it performs better.

### Content campaigns

Content marketing turns your marketing itself into a product.

To ensure that your content is also consumed and thus creates impact with your customers, it must be embedded in a holistic content marketing strategy. Whether it's cover stories, online advertorials, editorials on defined topics, customised newsletters, reader tests, employer and company profiles, success stories or social media posts.

We design integrated print and digital campaigns and use the entire spectrum of formats from text to image series to video in a targeted and resource-saving way, seamlessly fit the campaign into your marketing strategy and play out the content either in our print and online media or on your content hub.

### Cross-sector media planning

Benefit from our numerous media brands in the form of cross-target group and cross-industry Media planning within WEKA BUSINESS MEDIEN. Print, online, social media, events.

### Corporate publishing

For us, your content is king!

From the research to the graphics, the editing to the handling of the printing, we will gladly take over all steps up to the publication for you.

You decide whether your magazine is published in the look and feel of our media brands and is also distributed via our print and online distribution channels. As an e-paper, on the website and in the relevant newsletters.

Or we design your own, company-specific layout and you determine the distribution and communication channels yourself.

### Video and Audio content

Moving images are becoming an increasingly important part of any communication mix in our world. That's why we have built up a video team that develops video & audio solutions that perfectly stage your message and hold the attention of viewers and listeners - from event videos to cinematic case studies or the explanatory video that is so effective, especially for complex services and products.

### Event marketing

Arousing positive emotions and transferring them to your company is best achieved with live marketing. As organisers of over 50 trade congresses and conferences a year, we know how to select and inspire the right target groups for your B2B event. With our expertise and experience in packaging even very cutting-edge topics in exciting event formats and creating a coherent experience for your target group, from the choice of location to the speakers, we ensure experiences with results. Not only live, but also in virtual formats.

### Translations

Professional translations are becoming more and more important with increasing internationalisation. Have your documents such as marketing materials, operating instructions or data sheets translated by our service providers. translated by our service providers, using the correct specialist terminology.

# materialfluss Theme Days

## materialfluss theme days

The materialfluss theme days focus on a specific topic and provide detailed and provide detailed information about it on one day. A maximum of 4 webinars take place on a theme day. The webinars start at 10 a.m., 11 a.m., 1 p.m. and 2 p.m. and last 45 minutes each..

### Benefits:

- Banner for advertising in at least two materialfluss newsletters
- At least two posts on materialfluss's social media channels
- Display Ad to advertise your webinar on materialfluss.de for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. start and end moderation
- Transfer of leads/registration data (company, first name, last name, e-mail)
- Provision of the webinar as an on-demand webcast requiring registration for download

Price: € 2,990



Optionally also bookable  
with a customized newsletter.

Price: € 4,490

The screenshot shows the 'materialfluss mit LT.manager' website. The main heading is 'Übersicht unserer materialfluss THEMENWOCHEN 2022'. There are two featured webinar events for October 2022:

- materialfluss THEMENWOCHE FTS, AGV und Robotik**  
04. - 06.10.2022, 10:00 - 15:00 Uhr  
Vier Webinare an einem Tag. Die Webinare starten um 10, 11, 13 und 14 Uhr und dauern je 45 min.  
[Weitere Informationen](#)
- materialfluss THEMENWOCHE RBG und Shuttle**  
11. - 13.10.2022, 10:00 - 15:00 Uhr  
Vier Webinare an einem Tag. Die Webinare starten um 10, 11, 13 und 14 Uhr und dauern je 45 min.  
[Weitere Informationen](#)

The footer includes navigation links: Home | Personen | Lager-/Keimbahnkonzepte | Flottenmanagement | Flottenmanagement | Logistik/Transport | Software/IT | mehr | Markt. It also lists various services and offers, and includes a copyright notice: Copyright (C) 2019 MEKA BUSINESS MEDIEN GmbH. Alle Rechte vorbehalten.

# Banner Formats Newsletter

**Premium placement**  
**Leaderboard (1)**



**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)**


SEPT  
**24**

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

MEHR ▶

Advert

**Text Ad / Native Ad**



5G in Industrie & Logistik

Megatrends wie Industrie 4.0 und autonome Fahrzeuge prägen die Gesellschaft. Diese Anwendungsfelder sind jedoch auf einen schnellen und jederzeit verfügbaren Echtzeit-Datenaustausch angewiesen. Mit 5G wird im Jahr 2020 die neueste Mobilfunkgeneration live gehen und die mobile Datenkommunikation auf ein neues Level heben. Die maximale Datenrate wird sich von 100 Mbit/s (LTE) auf 20 Gbit/s steigern.

Jetzt mehr erfahren...

MEHR ▶

Advert

**Headline for you advert**



OT meets IT

Wer auf Dauer erfolgreich sein möchte, kann sich der digitalen Transformation nicht entziehen. Die Digitalisierung und die damit einhergehende Vernetzung ziehen sich wie ein roter Faden durch alle Branchen und Lebensbereiche. Auch in der Produktion ist der Trend angekommen und das beeinflusst die Industrie über alle Ebenen der Produktionspyramide hinweg.

Jetzt mehr erfahren...

MEHR ▶

**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 2022 (publisher's information)

over **2.400\***  
recipients

## (1) Leaderboard

**€ 630**

(630 x 90 Pixel, max. 200 KB),

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

**€ 580**

**Possible advertising forms**

Text Ad / Native Ad or Billboard (630 x 200 Pixel, max. 200 KB)

## (3) Small Rectangle

**€ 240**

(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 + logo 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.

## Exclusive newsletter

**€ 3,590**

4 insertions forms of your choice

+ 2 editorial messages

+ Mention within subject heading (no discounts)

The editorial staff of kunststoff-magazin.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

# Topics / Dates Newsletter

	CW	Date	Topic
January	1	Thursday, 5 January	Top 10 of the month
	2	Tuesday, 10 January	The heads of the month
	2	Thursday, 12 January	Storage and order-picking technology
	3	Tuesday, 17 January	Conveying and lifting technology
	3	Thursday, 19 January	Industrial trucks, AGVs and robotics
	4	Tuesday, 24 January	Logistics software
	4	Thursday, 26 January	Containers, boxes and pallets
February	5	Tuesday, 31 January	RBG, shuttle and robotics
	5	Thursday, 2 February	Top 10 of the month
	6	Tuesday, 7 February	The heads of the month
	6	Thursday, 9 February	Storage and order-picking technology
	7	Tuesday, 14 February	Conveying and lifting technology
	7	Wednesday, 15 February	<b>materialfluss - The new issue</b>
	7	Thursday, 16 February	Logistics Software
March	8	Tuesday, 21 February	Cranes
	8	Thursday, 23 February	Identification systems
	9	Tuesday, 28 February	Logistics real estate
	9	Thursday, 2 March	Top 10 of the month
	10	Tuesday, 7 March	The heads of the month
	10	Thursday, 9 March	Storage and order-picking technology
	11	Tuesday, 14 March	Conveying and lifting technology
April	11	Wednesday, 15 March	<b>materialfluss - The new issue</b>
	11	Thursday, 16 March	Industrial trucks, AGVs and robotics
	12	Tuesday, 21 March	Logistics software
	12	Thursday, 23 March	Logistics and transport
	13	Tuesday, 28 March	Containers, boxes and pallets
	13	Thursday, 30 March	RBG, shuttle and robotics
	14	Tuesday, 4 April	Top 10 of the month
May	14	Thursday, 6 April	Special Newsletter Logimat 2023
	15	Tuesday, 11 April	The heads of the month
	15	Thursday, 13 April	Special Newsletter Logimat 2023
	15	Friday, 14 April	Special Newsletter Logimat 2023
	16	Monday, 17 April	Special Newsletter Logimat 2023
	16	Tuesday, 18 April	Special Newsletter Logimat 2023
	16	Wednesday, 19 April	<b>materialfluss - The new issue</b>
June	16	Thursday, 20 April	Special Newsletter Logimat 2023
	16	Friday, 21 April	Special Newsletter Logimat 2023
	17	Tuesday, 25 April	Special Newsletter Logimat 2023
	17	Thursday, 27 April	Warehouse and order-picking technology
	18	Tuesday, 2 May	Top 10 of the month
	18	Wednesday, 3 May	Special newsletter transport logistic 2023
	18	Thursday, 4 May	Special newsletter transport logistic 2023
July	19	Tuesday, 9 May	The heads of the month
	19	Thursday, 11 May	Industrial trucks, AGVs and robotics
	20	Tuesday, 16 May	Conveying and lifting technology
	20	Friday 19 May	RBG, Shuttle and Robotics
	21	Tuesday, 23 May	Storage and order-picking technology
	21	Wednesday, 24 May	<b>materialfluss - The new issue</b>
	21	Thursday, 25 May	Logistics real estate
August	22	Tuesday, 30 May	Cranes
	22	Thursday, 1 June	Top 10 of the month
	23	Tuesday, 6 June	The heads of the month
	23	Friday 9 June	Logistics software
	24	Tuesday, 13 June	Containers, boxes and pallets
	24	Thursday, 15 June	Storage and order-picking technology
	25	Tuesday, 20 June	Industrial trucks, AGVs and robotics
September	25	Wednesday, 21 June	<b>materialfluss - The new issue</b>
	25	Thursday, 22 June	Logistics and transport
	26	Tuesday, 27 June	Identification systems
	26	Thursday, 29 June	Logistics real estate
	27	Tuesday, 4 July	Top 10 of the month
	27	Thursday, 6 July	Commercial Vehicles
	28	Tuesday, 11 July	The heads of the month
October	28	Wednesday 12 July	Conveying and lifting technology
	28	Thursday 13 July	Storage and order-picking technology
	29	Tuesday, 18 July	Logistics Software
	29	Wednesday, 19 July	<b>materialfluss - The new issue</b>
	29	Thursday, 20 July	Logistics and Transport
	30	Tuesday, 25 July	Industrial trucks, AGVs and robotics
	30	Thursday, 27 July	Air freight and maritime economy
November	31	Tuesday, 1 August	Top 10 of the month
	31	Thursday 3 August	Identification systems
	32	Tuesday, 8 August	The brains of the month
	32	Thursday, 10 August	Industrial Trucks, AGVs and Robotics
	33	Tuesday, 15 August	Conveying and lifting technology
	33	Thursday, 17 August	Storage and order-picking technology
	34	Tuesday, 22 August	Logistics and transport
December	34	Thursday, 24 August	Containers, boxes and pallets
	35	Tuesday, 29 August	Logistics and transport
	35	Thursday, 31 August	Logistics Software
	36	Tuesday, 5 September	Top 10 of the month
	36	Thursday, 7 September	Identification systems
	37	Tuesday, 12 September	The heads of the month
	37	Wednesday 13 September	<b>materialfluss - The new issue</b>
January	37	Thursday, 14 September	RBG, Shuttle and Robotics
	38	Tuesday, 19 September	Conveying and lifting technology
	38	Thursday, 21 September	Storage and order-picking technology
	39	Tuesday, 26 September	Cranes
	39	Thursday, 28 September	Logistics real estate
	40	Monday 2 October	Top 10 of the month
	40	Thursday, 5 October	Logistics Software
February	41	Tuesday, 10 October	The heads of the month
	41	Wednesday, 11 October	<b>materialfluss - The new issue</b>
	41	Thursday, 12 October	Industrial trucks, AGVs and robotics
	42	Friday, 13 October	materialfluss PORTRAIT OF A INDUSTRY 2023/2024 - Special Newsletter
	42	Tuesday, 17 October	Containers, boxes and pallets
	42	Thursday, 19 October	Logistics and transport
	43	Tuesday, 24 October	Storage and order-picking technology
March	43	Thursday, 26 October	Conveying and lifting technology
	44	Monday 30 October	Commercial Vehicles
	44	Thursday, 2 November	Top 10 of the month
	45	Tuesday, 7 November	The heads of the month
	45	Wednesday 8 November	Air Cargo and Maritime
	45	Thursday, 9 November	Identification systems
	46	Tuesday, 14 November	Containers, boxes and pallets
April	46	Wednesday, 15 November	<b>materialfluss - The new issue</b>
	46	Thursday, 16 November	Conveying and lifting technology
	47	Tuesday, 21 November	Logistics software
	47	Thursday, 23 November	RBG, shuttle and robotics
	48	Tuesday, 28 November	Logistics real estate
	48	Thursday, 30 November	Warehouse and order-picking technology
	49	Tuesday, 5 December	Top 10 of the month
May	49	Thursday, 7 December	Cranes
	50	Tuesday, 12 December	The heads of the month
	50	Wednesday, 13 December	<b>materialfluss - The new issue</b>
	50	Thursday, 14 December	Logistics and Transport
	51	Tuesday, 19 December	Storage and order-picking technology
	51	Thursday, 21 December	Logistics software

# 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 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.

# Your Contact Persons

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