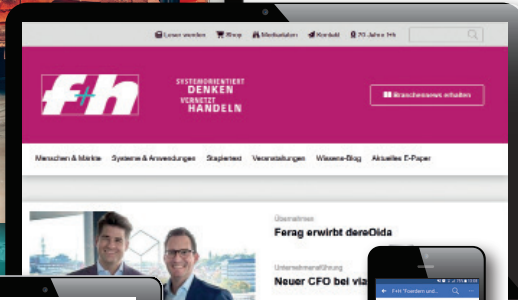
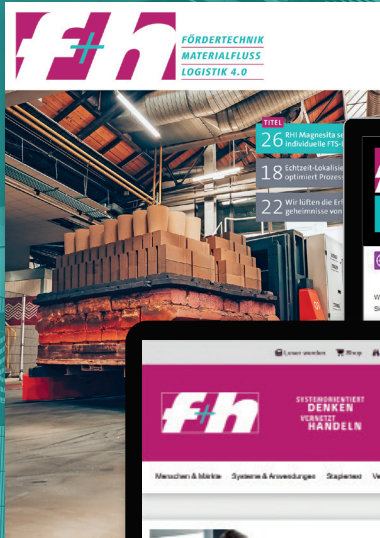




FÖRDERTECHNIK
MATERIALFLUSS
LOGISTIK 4.0

MEDIA DATA
2024



- Internal logistics
- Industrial trucks
- Cranes & hoists
- External Logistics
- Logistics management
- Components & Accessories



>>> AHEAD OF THE FUTURE

NETWORKING MEDIA – MAXIMIZING REACH

As a multimedia enterprise we offer companies operating nationally and internationally a media portfolio with an eye to the future covering all relevant channels.

Diversification of target groups, digitization and globalization are the basis for companies of the future. We are your reliable partner for these requirements now and in the future.



antriebstechnik



DER KONSTRUKTEUR



INDUSTRIELLE AUTOMATION

MY FACTORY

VERFAHRENSTECHNIK

TECHNIKWISSEN
FÜR INGENIEURE



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foerdern-und-heben.de

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vereinigte-fachverlage.de



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THE MAGAZINE

f+h – Fördertechnik,
Materialfluss, Logistik 4.0

**SYSTEMORIENTIERT
DENKEN
VERNETZT
HANDELN**



TARGET GROUP

Decision-makers and people involved in decision-making processes in the areas of intralogistics and logistics in industry, trade and services in both manufacturing and operating companies.

TOPICS

The networking of systems and the associated innovative technologies and products for intralogistics form the core content of f+h:

The focus is on technical innovations and the people whose ideas are shaping the world of logistics 4.0 through their ideas.

f+h gives readers an overview, insight and foresight into the complex world of Logistics 4.0.

CROSS-MEDIA OFFER

Print-Magazine, E-Paper, Website, Social Media, Newsletter, Events, Videos – all channels are networked, interact optimally and fulfill the different information needs and habits of the target group.

REACH

Through the distribution via different distribution channels, we achieve a significant reach increase for each issue.



TRADE MAGAZINE
Title portrait

Title:	f+h – Fördertechnik, Materialfluss, Logistik 4.0
Brief description:	The trade journal for material flow, merchandise management and logistics management informs logistics decision-makers about current trends and developments in the entire field of intralogistics
Target group:	Decision-makers and people involved in logistics in industry, trade and services in both manufacturing and operating companies.
Frequency:	10x times a year
Format:	A4, 210 x 297 mm
Issue:	74. edition 2024
Subscription prices:	Domestic annual subscription incl. shipping costs € 146,- Foreign annual subscription incl. shipping costs € 156,- Retail price plus shipping costs € 16,50

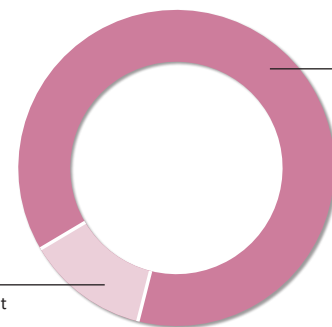
Scope analysis: **f+h 2022 = 10 issues:**
overall scope: 536 pages = 100 %

14,4 %

advertising section:
77 pages, 1 Supplement

85,6 %












editorial section:
459 pages



**Content-analysis
of the editorial section:** **f+h 2022 = 459 pages**

Intralogistics incl. Industrial trucks	240 pages	52,6 %
Cranes, hoists	80 pages	17,6 %
Electrical, hydraulic components	49 pages	10,6 %
Logistics-Software	35 pages	7,5 %
Identification systems	23 pages	5 %
External logistics/transport & handling	22 pages	4,7 %
Packaging technology	10 pages	2 %

Advertising rates: (prices plus the applicable VAT)

Formats		Type area formats Width x height (mm)	Bleed sizes* Width x height (mm)	Price 4c in €	
	Front page		--/--	210 x 297	9.750,00
	2. cover page		185 x 265	210 x 297	8.118,00
	1. right page		185 x 265	210 x 297	8.118,00
	4. cover page		185 x 265	210 x 297	8.118,00
	1/1		185 x 265	210 x 297	6.765,00
	Junior Page		135 x 185	146 x 202	4.145,00
	1/2	vertical horizontal	90 x 265 185 x 130	104 x 297 210 x 145	3.860,00
	1/3	vertical horizontal	60 x 265 185 x 90	72 x 297 210 x 105	2.875,00
	1/4	2columns vertical horizontal	90 x 130 43 x 265 185 x 60	104 x 145 55 x 297 210 x 75	2.130,00
	1/6		60 x 130	72 x 145	1.620,00
	1/8	2columns vertical horizontal	90 x 60 43 x 130 185 x 30	104 x 75 55 x 145 210 x 45	1.115,00

*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks

Ad Specials:

Bound inserts	4 paged	€ 10.920,-
	Half sided / third sided	on request
	Concurrent	on request
Supplements	up to 25 g (up to 200 mm wide x 290 mm high)	€ 5.460,-
	up to 40 g (up to 200 mm wide x 290 mm high)	€ 7.100,-
	from 40 g (up to 200 mm wide x 290 mm high)	on request
Cover stitcher, banderole, tip-ons, bookmarks and other ad formats on request		
more Ad Specials at www.vereinigte-fachverlage.de		

We will be happy to provide you with an individual offer.

Terms of payment:

Postbank Frankfurt/Main (BLZ 500 100 60)
Kto. 29 08-600, BIC/SWIFT: PBNKDEFF
IBAN: DE07500100600002908600
Ust-Ident-Nr.: DE149063659

Payable within 30 days (occasional
within 8 days) after receipt of invoice net.
2% discount for payment within 14 days.

Contact:

consulting, booking:
see page 16

THE PROMISE OF THE UNITED TRADE PUBLISHERS: WE GUARANTEE THE “DISTRIBUTION PLUS”

Our additional service for your external communication:

Your paid service



On top: free distribution plus
through Vereinigte Fachverlage

PRINT-MAGAZINE



E-PAPER



WEBSITE



SOCIAL
MEDIA

55.000+ TOTAL DISTRIBUTION

OUR MEDIA BRAND CHANNELS

PRINT-/



E-PAPER CIRCULATION

- IVW audit: certainty about the objectively determined data of the advertising media and the contractual execution of their execution of their advertising orders

- E-Paper Mailer
- Double opt-in addresses analogous to data protection regulations



WEB REACH

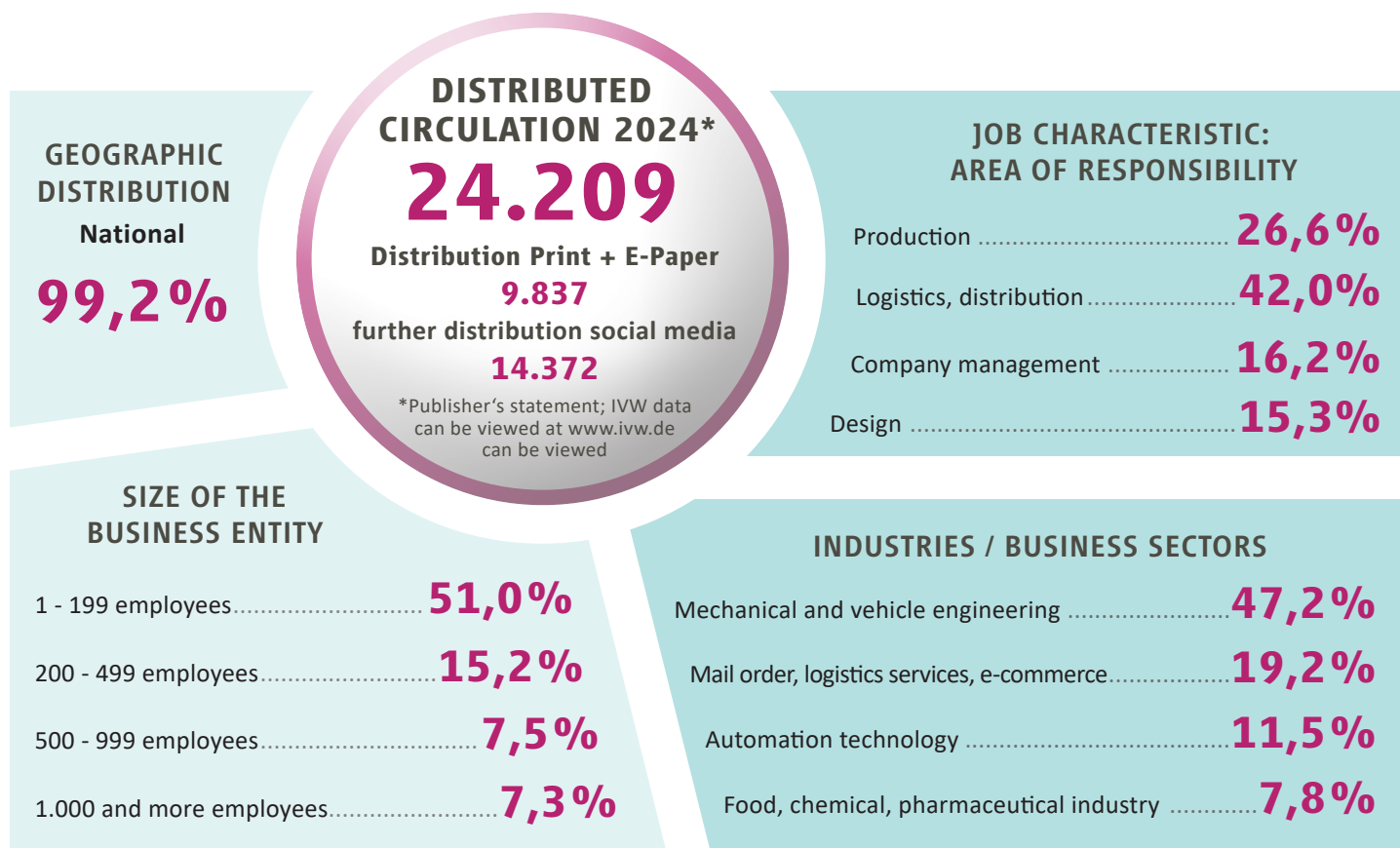
- Multi-Content



SOCIAL REACH

- Sales Posting

ALL TRADE JOURNALS PUBLISHED BY VEREINIGTE FACHVERLAGE ARE IVW-AUDITED.



Detailed information on the circulation and dissemination analysis and the recipient structure analysis can be found at: www.vereinigte-fachverlage.de

Magazine format: 210 mm wide, 297 mm high, DIN A 4

Type area: 185 mm wide, 265 mm high,
4 columns à 43 mm width
3 columns à 60 mm width

Printing and Binding method: Web offset, saddle stitching
(adhesive binding for high volumes)

Data transmission: **by e-mail:** druckunterlagen@vfmz.de
An FTP server is available upon request.

Data formats: Prefer PDF/X-1a files with compatibility 5.0.
Unseparated eps files are also possible.
All fonts must be converted to paths or embedded.
embedded. Images require a resolution
300 dpi, line drawings should be vectors.
be vectors.
All ads must be delivered with bleed marks.

Open data (Adobe InDesign) on request.

Colors: Printing inks (CMYK) according to ISO 2846-1.
The matching color profile is ISO coated v2.

Proof: Printing documents for color advertisements
can only be with a color-accurate proof supplied
on paper with a proof with FOGRA media wedge
supplied on paper. processed. Without these color
proofs color deviations are unavoidable.

Data archiving: Print documents are stored for a maximum of
3 months after order processing.

Warranty: Only what is delivered can be used.
be used. For deviations in texts, illustrations
and especially in color, the publisher cannot accept
liability.

Contact:

Disposition:
Nevenka Islamovic
(data delivery, invoices)
Tel.: 06131 / 992-113
e-mail: n.islamovic@vfmz.de



IVW-geprüfte Auflagenzahlen bedeuten für Werbekunden

- **regelmäßige, neutrale Auflagenprüfung**
- **nachweislich verlässliche Angaben**
- **Vergleichbarkeit dank transparenter Leistungskennziffern**
- **eine professionelle Planungsgrundlage**

Die Verwendung des Zeichens
ist nur IVW-Mitgliedern gestattet.
www.ivw.de/logo-info

WISSEN, WAS ZÄHLT





Publication date Advertising deadline	Fairs/ Events	Internal logistics	Industrial trucks	Cranes & hoists	External logistics	Logistics management	Components & Supplies
1-2 01/29/2024 01/12/2024 Editorial deadline 12/12/2023		Ideas, visions and solutions for sustainable logistics					
		Warehouse technology: Storage and retrieval machines, high-bay warehouses, heavy-duty warehouses, sheet metal and long goods warehouses, Personal protection in the warehouse Conveying technology: Pallet conveyor systems, unit load and container conveyor systems, conveyor systems in production and assembly, electric monorail systems, power & free conveyors Lift tables in material flow, production, warehouse and shipping	All-terrain forklifts, telescopic forklifts, heavy-duty forklifts, container stackers, stackers for the building materials trade Tugger trains in material flow, warehouse and production Forklift attachments	Electric, rope and chain hoists, handling systems Indoor cranes: Modernization, maintenance, crane service Workstation cranes, jib cranes	Logistics service provider: Warehousing and transportation service providers, CEP services, e-commerce Airport logistics: Baggage handling systems, conveyor technology components and modules, freight handling and transportation, logistics and storage concepts for freight and catering	Returns management Sales organization and management	Drives for conveyor technology, PLC Shelves, pallets, containers, access control systems, light barriers, sprinklers Crane drives, crane trolleys E-motors, combustion engines, soot filters, gearboxes, mobile hydraulics, batteries, charging stations, seats for industrial trucks
3 02/27/2024 02/08/2024 Editorial deadline 01/11/2024	LogiMAT 2024 03/19- 03/21/2024 Stuttgart	Main edition for LogiMAT 2024					
		Warehouse technology: Rack construction, high-bay warehouse, shuttle systems, mobile racking systems, temperature-controlled warehouses, hazardous goods warehouses Material flow: Sorting and distribution systems, roller and belt conveyors, palletizing systems, control systems Load carrier: Plastic pallets, stacking containers, open-fronted storage bins, IBC containers, Cyber-physical load carriers Logistics real estate/facility management: Tent halls, steel construction halls, ramps, gates, dock levellers, equipment technology, facility management, warehouse cleaning Order picking technology: „Pick by Voice“ systems, „Pick by Light“ systems, Automatic picking systems, Pick by Robot	Storage system devices: High-rack stackers, narrow-aisle stackers, order-picking stackers, battery and charging management, radio data transmission, navigation systems, safety technology Automated guided vehicles: Autonomous robots, navigation systems, safety technology Order picking by forklift: Devices, radio data transmission, forklift control systems	Indoor cranes: Standard and process cranes Cranes for outdoor storage: Heavy-duty cranes, radio remote controls	Loading technology: Ramps, gates, dock levellers, swap bodies, optimization concepts Combined transport: Cover concepts, handling techniques and systems	Warehouse-Management-Systems Supply Chain Management Logistics-Software Movables and real estate: Buy, rent, lease	Shelving, pallets, storage and transport containers, small load carriers Access control systems, light barriers Air curtain systems, heating systems, lighting, floors, cleaning equipment Conveyor belts, conveyor rollers, belt and roller drives, frequency converters E-motors, combustion engines, gearboxes, mobile hydraulics Crane drives, crane trolleys, ropes
4 04/08/2024 03/20/2024 Editorial deadline 02/21/2024	HANNOVER MESSE 2024 04/22- 04/26/2024 Hanover	Main edition for HANNOVER MESSE 2024					
		Warehouse technology: Pallet storage, shuttle systems, container storage, storage and retrieval machines, mobile storage systems, lifting tables, safety technology, fire protection Material flow: Unit load conveyor systems, container conveyor systems, conveyor systems in production and assembly Lift tables in material flow, production, storage and shipping Production logistics: Autonomous mobile Robots, cobots, worker assistance systems, safety & security, control systems, IT networking, MES solutions	Tugger trains in material flow, warehouse and production Special equipment for internal transportation Automated guided vehicles: Energy and data transmission systems, fleet management systems, navigation systems, safety technology	Cranes and hoists in material flow and production Workstation cranes, jib cranes	Shipping: Packaging labeling, Barcode printers, labels, coding and reading devices, volume measuring devices Loading technology: Ramps, gates, dock levellers, swap bodies, optimization concepts	Logistics networks Legal issues on the Internet Omni-channelling	Drives for conveyor technology, PLC LED displays, head sets, accessories for order picking Light barriers, sensors, scanners, RFID labels, radio data terminals Access control systems, lightbarriers, warehouse labeling Crane drives, crane trolleys



Publication date Advertising deadline	Fairs/ Events	Internal logistics	Industrial trucks	Cranes & hoists	External logistics	Logistics management	Components & Supplies
5 05/13/2024 04/24/2024 Editorial deadline 03/25/2024	EMPACK und Logistics & Automation Dortmund 2024 05/15- 05/16/2024 Dortmund	Warehouse technology: Pallet storage, container storage, storage and retrieval machines, mobile racking systems, fire protection Conveying technology: Overhead monorail systems, power & free conveyors, floor-guided conveyor systems, energy and data transmission systems Software for warehouse management and control	Storage system devices: High-rack stackers, narrow-aisle stackers, order-picking stackers, battery and charging management, radio data transmission, navigation systems, safety technology All-terrain forklifts, telescopic forklifts, heavy-duty forklifts, container stackers	Electric, rope and chain hoists, handling systems Indoor cranes: Standard and process cranes Cranes for bulk and container handling Wireless remote controls	Logistics service provider: Warehousing and transportation service providers, CEP services, e-commerce Transport: Cargo securing, loading and unloading systems, Mobile charging systems	Urban logistics Financing concepts in logistics Management Philosophies in production logistics	Air curtain systems, heating systems, lighting, floors, cleaning equipment Conveyor belts, conveyor rollers Shelves, pallets, containers, small load carriers E-Motoren, Verbrennungsmotoren, Getriebe, Mobilhydraulik
6 06/06/2024 05/21/2024 Editorial deadline 04/18/2024	EMPACK und Logistics & Automation Hamburg 2024 06/12- 06/13/2024 Hamburg	Logistics real estate: Investment, planning, realization, financing, services, rental concepts Warehouse technology: Rack construction, pallet storage, compact storage, container storage, shuttle systems Order picking technology: „Pick by Voice“ systems, „Pick by Light“ systems, Automatic picking systems, Pick by Robot Production logistics: Autonomous mobile Robots, cobots, worker assistance systems, safety & security, control systems, IT networking, MES solutions	Tugger trains in material flow, warehouse and production Special equipment for internal transportation Automated guided vehicle systems: Energy and data transmission systems, fleet management systems, navigation systems, safety technology	Cranes and hoists in material flow and production Workstation cranes, jib cranes	Shipping: Packaging labeling, Barcode printers, labels, coding and reading devices, volume measuring devices Loading technology: Ramps, gates, dock levellers, swap bodies, optimization concepts	Logistics networks Legal issues on the Internet Omni-channelling	Drives for conveyor technology, PLC LED displays, head sets, accessories for order picking Light barriers, sensors, scanners, RFID labels, radio data terminals Access control systems, lightbarriers, warehouse labeling Crane drives, crane trolleys
7-8 07/18/2024 07/03/2024 Editorial deadline 06/05/2024		Ideas, visions and solutions for sustainable logistics					
		Warehouse technology: Pallet storage, shuttle systems, container storage, storage and retrieval machines, mobile storage systems, lifting tables, safety technology, fire protection Material flow: Unit load conveyor systems, container conveyor systems, conveyor systems in production and assembly Logistics real estate/Facility Management: Tent halls, steel construction halls, logistics centers, equipment technology, facility management	Counterbalanced truck: Electric, diesel and LPG forklifts, forklifts for the explosion-protected area, fleet management Tires, wheels, rollers and bandages for forklifts Order picking by forklift: Devices, radio data transmission, forklift control systems Forklift attachments	Indoor cranes: Modernization, maintenance, crane service Cranes for outdoor storage: Heavy-duty cranes, control systems, maintenance Wireless remote controls	Logistics service provider: Warehousing and transportation service providers, CEP services, e-commerce Transport: Cargo securing, loading and unloading systems, Mobile charging systems	Big Data: IT-structures, Solutions, Smart Data Data security in logistics	Roller tracks modules, conveyor rollers, conveyor chains, roller drives, frequency converters, control systems Shelving, pallets, storage and transport containers, small load carriers, sprinklers Air curtain systems, heating systems, lighting, floors, cleaning equipment



Publication date Advertising deadline	Fairs	Internal logistics	Industrial trucks	Cranes & hoists	External logistics	Logistics management	Components & Supplies
9 08/28/2024 08/13/2024 Editorial deadline 07/16/2024	FACHPACK 2024 09/24- 09/26/2024 Nuremberg FTS-Fachtagung 09/25/2024 Dortmund	Main edition of FACHPACK 2024					
		Material flow: Unit load conveyor systems, container conveyor systems, roller and belt conveyors for packaged and palletized goods, energy and data transmission systems Warehouse technology: Pallet storage, shuttle systems, container storage, safety technology, fire protection, retrofit Load carrier: Plastic pallets, stacking containers, open-fronted storage bins, IBC containers, Cyber-physical load carriers Software: Warehouse management and control, artificial intelligence (AI), IIoT, digital twin	Storage system devices: High-bay forklift trucks, narrow-aisle forklift trucks, order-picking trucks, battery and charging management, radio data transmission Energy-saving drive systems for industrial trucks Forklift attachments	Indoor cranes: Standard and process cranes Cranes for bulk and container handling Cranes for outdoor storage: Heavy duty cranes, control systems, maintenance	Transport: Cargo securing, loading and unloading systems, Mobile charging systems Sea and inland port logistics: Terminal concepts, container handling by crane, forklift, reachstacker, heavy-duty AGVs Load carrier management: Service platforms, Apps, tracking & tracing solutions	Logistics real estate Yard-Management Sales organization and management Returns management Urban logistics	Roller tracks modules, conveyor rollers, conveyor chains, roller drives, frequency converters, controls Shelving, pallets, storage and transport containers, small load carriers, sprinklers LED displays, head sets, accessories for order picking technology, Standard and heavy-duty shelving, heavy-duty load carriers, pallets
10 09/26/2024 09/11/2024 Editorial deadline 08/14/2024	Motek 10/08- 10/11/2024 Stuttgart Deutscher Logistik-Kongress 2024 10/23- 10/25/2024 Berlin	Main issue for Motek 2024					
		Warehouse technology: Storage and retrieval machines, heavy-duty, sheet metal and long goods storage, personal protection Conveying technology: Heavy-duty conveyor systems, Conveyor systems in production and assembly Identification: Coding/reading systems, RFID systems, barcodes, barcode printers, labeling systems Production logistics: Autonomous mobile Robots, cobots, worker assistance systems, safety & security, control systems, IT networking Lift tables for heavy loads	All-terrain forklifts, telescopic forklifts, heavy-duty forklifts, container stackers Tires, wheels, rollers and bandages for forklifts Order picking by forklift: Devices, radio data transmission, forklift control systems	Cranes and hoists in material flow and production Workstation cranes, jib cranes	Logistics service provider: Warehousing and transportation service providers, CEP services, e-commerce Sea and inland port logistics: Terminal concepts, Container handling by crane, forklift, reachstacker, heavy-duty AGVs	Returns management Data security in logistics Urban logistics Omni-channelling	Roller and belt drives for conveyor technology, SPS Standard and heavy-duty shelving, heavy-duty load carriers, pallets, access control systems, light barriers, sprinklers
11 10/28/2024 10/11/2024 Editorial deadline 09/12/2024	SPS 2024 11/12- 11/14/2024 Nuremberg	Ideas, visions and solutions for sustainable logistics					
		Warehouse technology: Rack construction, high-bay warehouse, compact warehouse, fire protection Material flow: Unit load conveyor systems, container conveyor systems Logistics real estate/Facility Management: Tent halls, steel construction halls, logistics centers, equipment technology, facility management Maintenance: Services for intralogistics	Counterbalanced truck: Electric, diesel and LPG forklifts, forklifts for the explosion-protected area, fleet management Forklift attachments	Indoor cranes: Modernization, maintenance, crane service Cranes for outdoor storage: Heavy-duty cranes, control systems, maintenance Wireless remote controls	Loading technology: Ramps, gates, dock levellers, swap bodies, optimization concepts	Supply Chain Management Warehouse-Management-Systeme	Air curtain systems, heating systems, lighting, floors, cleaning equipment Conveyor belts, conveyor rollers, modules E-motors, combustion engines, transmissions, mobile hydraulics, soot filters
12 11/20/2024 11/05/2024 Editorial deadline 10/07/2024		Warehouse technology: Storage and retrieval machines, shuttle systems, pallet and container storage, flow storage, mobile racking storage Conveying technology: Overhead monorail systems, power & free conveyors, heavy-duty conveyor systems, Energy and data transmission systems Software for warehouse management and control	Tugger trains in material flow, warehouse and production Energy-saving drive systems for industrial trucks	Indoor cranes: Standard and process cranes Cranes and hoists in material flow and production	Verladetechnik: Ramps, gates, dock levellers, swap bodies, optimization concepts Shipping: Packaging labeling, barcode printers, labels, coding and reading devices readers	Big Data: IT structures, Solutions, Smart Data Data security in logistics	Drives for conveyor technology Shelves, containers, pallets, small load carriers Crane drives, crane trolleys, ropes, chains

Portrait

Name: f+h Newsletter

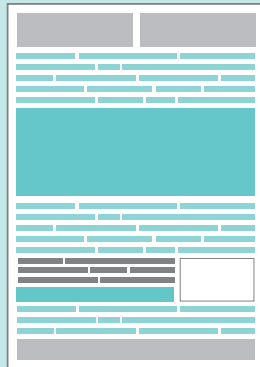
Brief description: The weekly newsletter informs logistics decision-makers about current trends and developments in the developments in the entire field of intra-logistics.

Target group:

Decision-makers and persons involved in involved in decision-making processes for logistics in industry, trade and services in both manufacturing and as well as operating companies..

STAND-ALONE-NEWSLETTER

With a stand-alone mailing, you benefit from maximum exclusivity. You reach your target group with your message directly in their mailbox. You provide the content input and information to the desired target group, we take care of the rest!



EXCLUSIVELY FOR YOUR COMPANY:

■ Your Text ■ Our Design ■ Scalable address pool

Price: per receiver € 0,75
Set-Up costs € 380,-

plus the respective valid VAT, no discount possible, only delivery to of total subscribers possible. Further digital target group selections on request.

Scalable and extended target group selections on request.

Price list/Advertising

Advertising and Prices: (prices plus the applicable VAT)

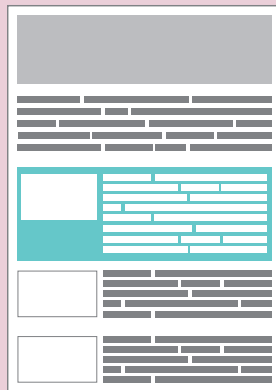
SUPERBANNER



Prices:
first place: € 500,-
all other: € 395,-

Format:
max. 30 KB
560 x 80 Pixels

CONTENT-AD



Prices:
first place: € 595,-
all other: € 520,-

Format:
max. 30 KB
Headline: 45 signs
incl. spaces
Text: 400 signs
incl. spaces
Picture: 255 x 163 Pixels (linkable to your content, e.g. video)
marked as ADVERTISEMENT

Formats and technical specifications

File formats: jpg, gif and png (not animated)
Formats of Newsletter: Multipart (HTML+Text)
Delivery address: email to: druckunterlagen@vmz.de
Delivery date: at least four working days prior placement

Total distribution

Newsletter subscribers and
Distribution via social media: 18,209 (as of 09/2023)

E-PAPER MAILER



You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group? Here it is: Your new advertising space in our E-Paper Mailer!

Find out more on page 11.



published weekly

	Booking deadline	Publication date		Booking deadline	Publication date
01	12/19/2023	01/04/2024	27	06/28/2024	07/04/2024
02	01/05/2024	01/11/2024	28	07/05/2024	07/11/2024
03	01/12/2024	01/18/2024	29	07/12/2024	07/18/2024
04	01/19/2024	01/25/2024	30	07/19/2024	07/25/2024
05	01/26/2024	02/01/2024	31	07/26/2024	08/01/2024
06	02/02/2024	02/08/2024	32	08/02/2024	08/08/2024
07	02/07/2024	02/15/2024	33	08/09/2024	08/15/2024
08	02/16/2024	02/22/2024	34	08/16/2024	08/22/2024
09	02/23/2024	02/29/2024	35	08/23/2024	08/29/2024
10	03/01/2024	03/07/2024	36	08/30/2024	09/05/2024
11	03/08/2024	03/14/2024	37	09/06/2024	09/12/2024
12	03/15/2024	03/21/2024	38	09/13/2024	09/19/2024
13	03/22/2024	03/28/2024	39	09/20/2024	09/26/2024
14	03/27/2024	04/04/2024	40	09/26/2024	10/02/2024
15	04/05/2024	04/11/2024	41	10/04/2024	10/10/2024
16	04/12/2024	04/18/2024	42	10/11/2024	10/17/2024
17	04/19/2024	04/25/2024	43	10/18/2024	10/24/2024
18	04/25/2024	05/02/2024	44	10/25/2024	10/31/2024
19	05/02/2024	05/08/2024	45	10/31/2024	11/07/2024
20	05/10/2024	05/16/2024	46	11/08/2024	11/14/2024
21	05/16/2024	05/23/2024	47	11/15/2024	11/21/2024
22	05/24/2024	05/30/2024	48	11/22/2024	11/28/2024
23	05/31/2024	06/06/2024	49	11/29/2024	12/05/2024
24	06/07/2024	06/13/2024	50	12/06/2024	12/12/2024
25	06/14/2024	06/20/2024	51	12/13/2024	12/19/2024
26	06/21/2024	06/27/2024			

ACHIEVE THE MAXIMUM ATTENTION OF OUR READERS!

E-PAPER MAILER

You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group?

Here it is: Your new advertising space in our **E-Paper Mailer**!

Present your advertising banner on two exclusive positions, which offers you optimal reach and visibility.

With our **E-Paper Mailer** we send out the current issues of our trade magazines trade journals as e-paper to the interested target group.

1. PREMIUM MAILER - BANNER

Your message is placed in the midst of high-quality editorial content.

TECHNICAL SPECIFICATIONS:

560 x 80 px

Price: € 2,000,-

2. MAILER - BANNER

Your message will be placed in our E-paper mailings.

TECHNICAL SPECIFICATIONS:

560 x 80 px

Price: € 1,500,-



1. PREMIUM MAILER-BANNER 560 x 80 px

We are pleased to make the new issue of f+h available to you today free of charge as an e-paper to provide.

Just click on the cover picture and look forward to the following topics:

TITLESTORY

New automation process for the refractory industry

F+H ON SITE

Open House at Knoll

PRODUKTE UND SYSTEME

Real-time localization optimized Processes in the warehouse

I hope you enjoy reading
Winfried Bauer
chief editor
w.bauer@vfmz.de



2. MAILER-BANNER 560 x 80 px



Impressum Datenschutz Kontakt Mediadaten



TOTAL DISTRIBUTION:

Newsletter recipients and
distribution via social media:
18,209

as of 09/2023

Portrait

Web address: www.foerdern-und-heben.de

Short characterization: www.foerdern-und-heben.de provides industry-wide technical and value-oriented information on intralogistics components, equipment and systems in intralogistics. A convenient search function provides the user with a quick and suitable results for companies and products. Current industry news, economic and association information and relevant management topics round off the information on offer. www.foerdern-und-heben.de thus offers the optimal environment for your online advertising

Target group: Decision-makers and people involved in decision-making involved in decision-making processes industry, trade and services in both manufacturing and operating companies in the areas of Intralogistics and distribution.

Formats and technical specifications

Data formats: gif, jpg or flash (link must be embedded in the flash file, no self-playing sound)
 For Flash banners in swf format, a normal banner of the same size as a gif or jpg file must be supplied.

Data delivery address: via E-Mail to: druckunterlagen@vmz.de

Delivery time: at least 3 working days before the start of switching

Nutzungsdaten

Page Impressions: 33,879 (08-01 2023 average mtl.)

Visits: 6,393



Price list/Advertising formats

Advertising formats and Prices: (plus the applicable VAT)

Advertising format	Size in pixels	Data volumen	Price / 1 Week	Price / 4 Week
1 Billboard	970 x 250	40 KB	€ 650,-	€ 2,355,-
2 Large Leaderboard	970 x 90	40 KB	€ 425,-	€ 1,700,-
3 Leaderboard	728 x 90	40 KB	€ 305,-	€ 1,130,-
4 Half Page Banner	300 x 600	40 KB	€ 410,-	€ 1,465,-
5 Premium-Square	300 x 300	40 KB	€ 265,-	€ 965,-
6 Square	300 x 300	40 KB	€ 245,-	€ 935,-

All banners run in rotation (max. 3 per space).

CONTENT MARKETING

SPONSORED ARTICLE

Reichweite: 33,879 Pls

Preis: € 1,655,-

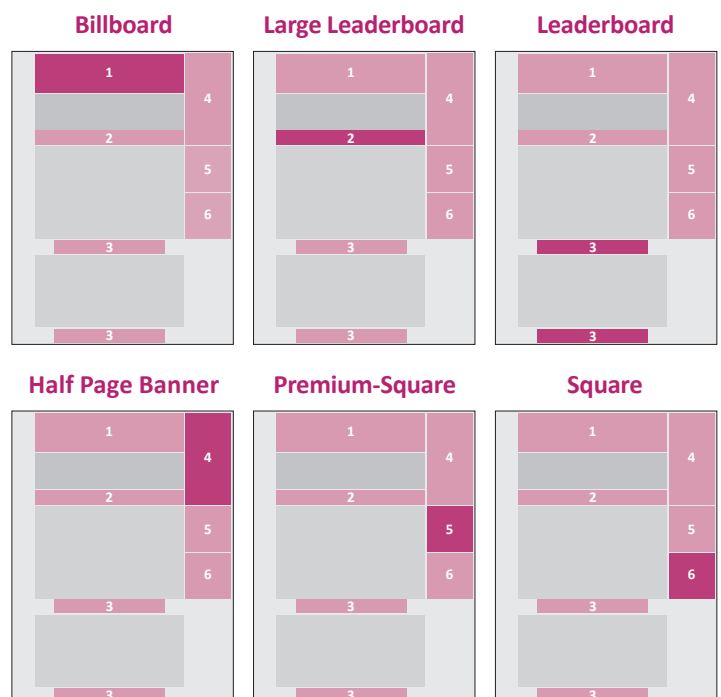
TECHNICAL SPECIFICATIONS:

Content: Teaser text 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format,
Placing: Integration as a short report with link to original article with max. 2,000 characters

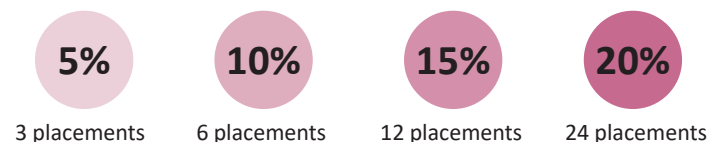


see page 14

Banner formats and placements



Discounts: No discount combination between print and website possible.
 Acceptance within 12 months (insertion year)



SOCIAL-MEDIA-MARKETING WITH

AS A MEDIA COMPANY, WE PROVIDE AN EXTENSIVE B2B NETWORK FOR ACCESS TO THE RIGHT SOCIAL MEDIA TARGET GROUPS.

You provide your content and we provide our high-reach networks.

This enables us to give you extended access to the desired target group, without any effort on your part and without tying up your own resources.

NETWORKS:



CONTENT MARKETING

SPONSORED POST



Reach: 15,000

Price: € 890,-

extended, scalable range on request

TECHNICAL SPECIFICATIONS:

Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format,
Placing: Integration as short report + link

see page 14

CHOOSE YOUR REACH BOOSTER FOR NATIONAL AND INTERNATIONAL TARGET GROUP CLUSTERS IN SOCIAL MEDIA!

CONTACT YOUR TOPIC OR INDUSTRY TARGET GROUPS!

The social media network of Vereinigte Fachverlage with cross-industry media brands offers you a significant increase in reach in your target groups.

Choose from the national or international topic and industry clusters on offer or let us put together an individual campaign for you.





Konstruktion und Entwicklung	Antriebs-technik	Fertigung und Produktion	Intralogistik und Supply Chain	Auto-matisierungs-technik	Prozess-industrie, Chemie- und Verfahrenstechnik	Fluidtechnik, Hydraulik und Pneumatik	Umwelt-technik	Maschinenbau	Industrie 4.0
National distribution									
90,000	80,000	80,000	70,000	90,000	90,000	80,000	50,000	150,000	150,000
International distribution									
1,4 Mio	1,4 Mio	750 k	1,2 Mio	1,4 Mio	900 k	550 k	---	2,4 Mio	2,4 Mio

OUR TEAM WILL BE HAPPY TO ADVISE YOU! (contact see page 16)

NEW CONTENT MARKETING IN fh

EFFECTIVE TARGET GROUP MARKETING - INNOVATIVE & INFORMATIVE

Place your content directly in the editorial environment of antriebstechnik and transport your message effectively to your target group. Benefit from the native integration of the high credibility and expertise of our brand.

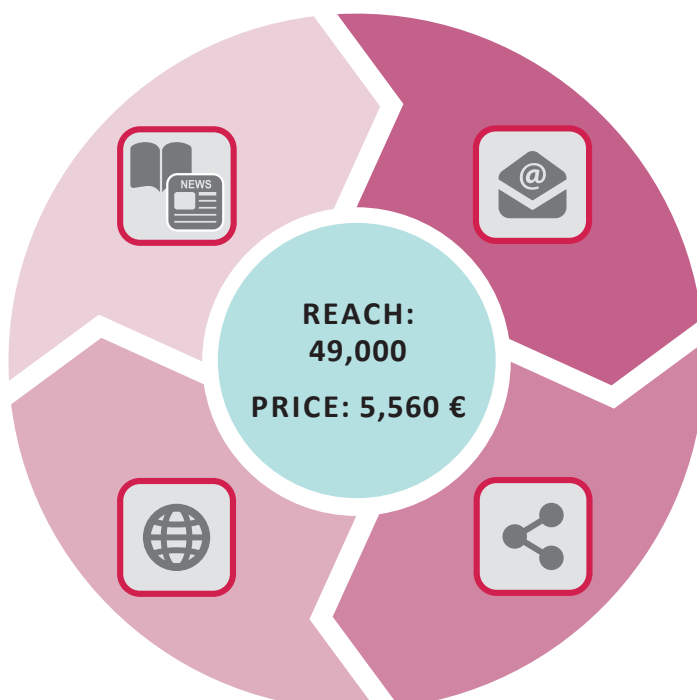
PRINT / E-PAPER	SPONSORED ARTICLE  <p>Reach: 9,837 Price: € 1,465,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>	WEBSITE	SPONSORED ARTICLE  <p>Reach: 6,393 Visits/ 33,879 Pls Price: € 1.655,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>
	SPONSORED CONTENT  <p>Reach: 18,209 Preis: € 1,550,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website</p>		SPONSORED POST  <p>Reach: 15,000 Preis: € 890,-</p> <p>TECHNICAL SPECIFICATIONS: Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format</p>

The content modules can be individually combined and expanded. Get in touch with us.

The prices are not AE-deductible and are subject to VAT.

CONTENT MARKETING CAMPAIGN

THE COMPLETE SOLUTION: PERFECT FOR YOUR PRODUCT AND BRAND MESSAGE



THE PACKAGE:

You book your content and receive distribution via four channels PRINT, NEWSLETTER, WEBSITE and SOCIAL MEDIA. Benefit from the high total range.

ADDITIONAL VALUE, THAT CONVINCES:

- n Ad-free presentation
- n Content without AD blocker
- n High reader acceptance



COMMUNICATE INTERNATIONALLY AND THROUGHOUT EUROPE IN YOUR FOCUS MARKETS!

WORLD OF INDUSTRIES is the key English-language media brand for your communication in target markets such as: **Automation, Motion & Drives, Logistics, Smart Factory und Process Industry.**

Reach out to decision-makers in design, development and production, logistics

TOP CATEGORIES AND TOPICS:

**LOGISTICS****MOTION & DRIVES****AUTOMATION****SMART FACTORY****PROCESS INDUSTRY****CONTENT MARKETING**

NEW SPONSORED CONTENT / SPONSORED ARTICLE / SPONSORED POST

Paid and therefore guaranteed editorial publication on the desired date.

Your English-language content, product presentations, etc. are presented in editorial form on the website, and content publications are displayed temporarily on the homepage and permanently in the topic section.

SPONSORED CONTENT NEWSLETTER



Reach: 29,355
Price: € 1,880,-

TECHNICAL SPECIFICATIONS:

Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED ARTICLE WEBSITE



Reach: 10,838
Visits: 94,574 Pls (average mtl.)
Price: € 1,600,-

TECHNICAL SPECIFICATIONS:

Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED POST SOCIAL MEDIA



Reach: 25,000
Price: € 1,325,-

TECHNICAL SPECIFICATIONS:

Content: Text max. 400 - 500 characters (incl. spaces) + 1 picture in landscape format

**NEWSLETTER**

NEWSLETTER-RECIPIENTS: 29.355 EUROPE WIDE

Advertising format	Size	Data volume	Price first position	Price all others
Superbanner	560 x 80 Pixel	30 KB	€ 830,-	€ 775,-
Content-Ad* <small>(*labeled as advertisement)</small>	400 Characters incl. spaces, image optional (linkable to your content, e.g. videos)	30 KB	€ 995,-	€ 915,-

	Booking deadline	Publication date
1	02/29/2024	03/06/2024
2	03/26/2024	04/03/2024
3	04/11/2024	04/17/2024
4	09/06/2024	09/12/2024
5	10/10/2024	10/16/2024
6	10/30/2024	11/06/2024

**WEBSITE**

VISITORS / TRAFFIC: 94.574 PAGE IMPRESSIONS – 10.838 Visits (08-01 2023 average mtl.)

	Advertising format	Size in Pixels	Data volume	Price / 1 Week	Price / 4 Weeks
1	Billboard	970 x 250	40 KB	€ 650,-	€ 2,355,-
2	Large Leaderboard	970 x 90	40 KB	€ 425,-	€ 1,700,-
3	Leaderboard	728 x 90	40 KB	€ 305,-	€ 1,130,-
4	Half Page Banner	300 x 600	40 KB	€ 410,-	€ 1,465,-
5	Premium-Square	300 x 300	40 KB	€ 265,-	€ 965,-
6	Square	300 x 300	40 KB	€ 245,-	€ 935,-

**SOCIAL MEDIA**

REACH: UP TO 1 MILLION

Advertising format	Distribution	Reach	Price in €
Post	Across Europe	25,000	1,325,-
Post	International	100,000	2,800,-

www.world-of-industries.com

all prices plus applicable VAT

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DER
KONSTRUKTEUR

VERFAHRENSTECHNIK

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