

# INFO SHEET



## „TRANSPORT LOGISTIC“

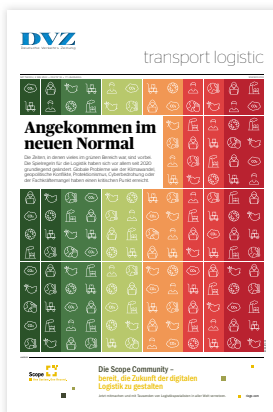
### The right mediamix for your tradefair success!



It is nearly here. From **02 - 05 June 2025** **“transport logistic”**, the leading exhibition for transport and logistics, will be open to welcome logisticians from all over the world that will pour into the Bavarian state capital to discover the latest developments in the industry. As an exhibitor you are investing money, resources and time into your trade fair presence. To maximise your return on investment, you would like to attract many

trade visitors to your stand in order to present your solutions and make new contacts. DVZ is the **official media partner** of **“transport logistic”**. Our media platform offers attractive and recognised communication opportunities for exhibitors. You can use DVZ to present your products and services, **specifically point to your stand** and thus increase visitor traffic.

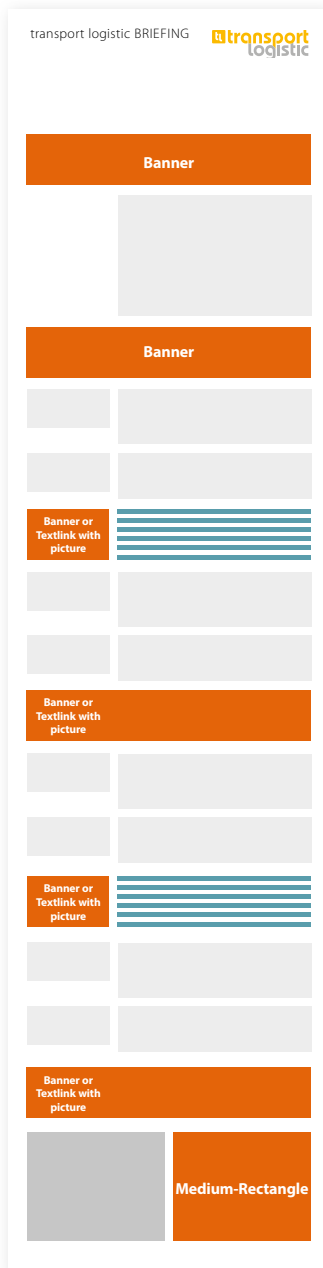
#### OUR MEDIA



- **transport logistic-Daily News, the (only) official trade fair newspaper:** Presented by the Messe München and DVZ. Hot off the press and up-to-date every day, on 12 pages in English and with a circulation of 8,000 copies. Distribution: At all trade fair entrances, on the grounds and in the halls and in the press distributors.
- **DVZ special issue “transport logistic”:** The big special for the trade fair - comprehensive, detailed, up-to-date. Publication date: 28 May 2025, distributed as a supplement to DVZ - and at the DVZ stand.
- **PRE-Brief:** On 27 May 2025 and 30 May 2025 - in the run-up to the trade fair - we will publish exciting insights and exclusive information at 10.00 am. Language German. Recipients approx. 17,500 DVZ recipients.
- **MORNING Briefing:** During the week of the trade fair, the editorial team of DVZ prepares the readers, daily at 9 a.m., with a digital briefing on the important topics and events of the day. Language: English. Recipients: approx. 17,500 DVZ recipients.
- **EVENING Briefing:** At the end of the day, this newsletter provides information about the highlights of the day and gives an outlook on the upcoming events, daily at 6 p.m. Language: English. Recipients: approx. 17,500 DVZ recipients
- **ZERO Quick Talk:** Our video format focussing on sustainability in logistics. Recording of the video interview in a live atmosphere directly at your trade fair booth. Editing & Provision of the finished video interview including all usage rights. Payout channels among others Move4Zero (website + newsletter, social media) + possible customer channels.
- **Regular reports and information about the trade fair:** in the DVZ as well as on DVZ-Online and in ‘DVZ Der Tag’. This creates attention and offers space to promote your own trade fair activities early on.

Have we aroused your interest? Please contact us. We will be happy to send you detailed information or put together the right package for your communication around the trade fair.

# PRICE LIST



## PRE-BRIEFING

for transport logistic



### MODE OF PUBLICATION / RECIPIENTS

Recipients: about 17.500 DVZ recipients.

Dispatch time: 10.00 a.m.

Language: English

### PUBLICATION DATES

Issue 1: 27.05.

Issue 2: 30.05.

### FORMATS / PRICES

Format	Size	Price
Banner*	570 x 100 px	EUR 1.800,- / day
Textlink with picture*	Picture 1.920 x 1.080 px Text 250 characters	EUR 1.500,- / day
Medium Rectangle	275 x 227 px	EUR 895,- / day

\*Banners are placed on the top two positions.

On the other positions the placement is flexible, Banner oder Textlink with picture.  
The number of messages in between can vary.

### BOOKING DEADLINE

17 May 2025

### DATA DELIVERY

until 21 May 2025

### DISCOUNTS

Frequency Discount

from 3 10 %

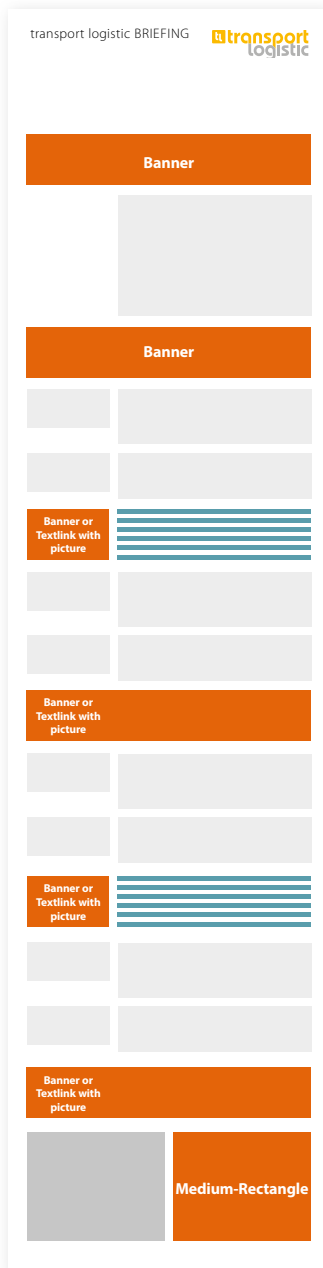
from 5 15 %

from 10 20 %

Discounts from an existing DVZ Contract can be applied though additional linking of discount is not allowed.

Digital material only for advertisements (Details on request)

# PRICE LIST



## MORNING BRIEFING

for transport logistic



### MODE OF PUBLICATION / RECIPIENTS

Recipients: about 17.500 DVZ recipients.

Dispatch time: 9.00 a.m.

Language: English

### PUBLICATION DATES

Issue 1: 02.06. Issue 3: 04.06.

Issue 2: 03.06. Issue 4: 05.06.

### FORMATS / PRICES

Format	Size	Price
Banner*	570 x 100 px	EUR 1.800,- / day
Textlink with picture*	Picture 1.920 x 1.080 px Text 250 characters	EUR 1.500,- / day
Medium Rectangle	275 x 227 px	EUR 895,- / day

\*Banners are placed on the top two positions.

On the other positions the placement is flexible, Banner oder Textlink with picture.  
The number of messages in between can vary.

### BOOKING DEADLINE

23 May 2025

### DATA DELIVERY

until 27 May 2025

### DISCOUNTS

Frequency Discount

from 3 10 %

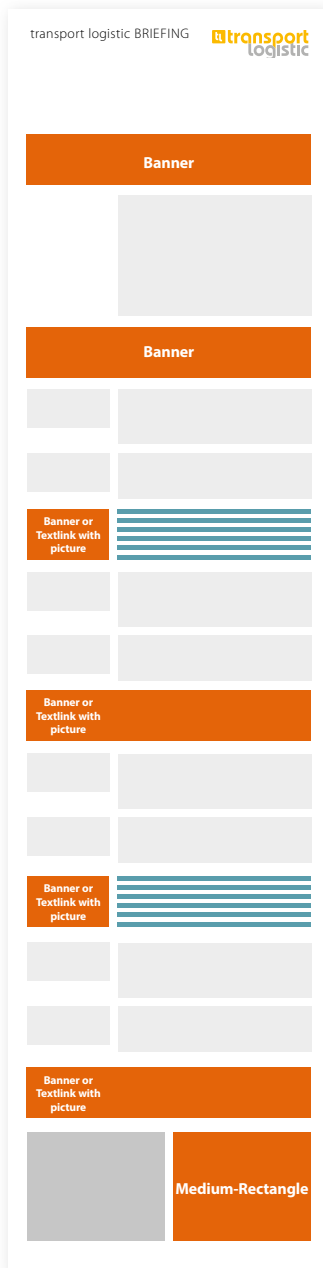
from 5 15 %

from 10 20 %

Discounts from an existing DVZ Contract can be applied though additional linking of discount is not allowed.

Digital material only for advertisements (Details on request)

# PRICE LIST



## EVENING BRIEFING

for transport logistic



### MODE OF PUBLICATION / RECIPIENTS

Recipients: about 17.500 DVZ recipients.

Dispatch time: 6.00 p.m.

Language: English

### PUBLICATION DATES

Issue 1: 02.06.                      Issue 3: 04.06.

Issue 2: 03.06.                      Issue 4: 05.06.

### FORMATS / PRICES

Format	Size	Price
Banner*	570 x 100 px	EUR 1.800,- / day
Textlink with picture*	Picture 1.920 x 1.080 px Text 250 characters	EUR 1.500,- / day
Medium Rectangle	275 x 227 px	EUR 895,- / day

\*Banners are placed on the top two positions.

On the other positions the placement is flexible, Banner oder Textlink with picture.  
The number of messages in between can vary.

### BOOKING DEADLINE

23 May 2025

### DATA DELIVERY

until 27 May 2025

### DISCOUNTS

Frequency    Discount

from 3            10 %

from 5            15 %

from 10           20 %

Discounts from an existing DVZ Contract can be applied though additional linking of discount is not allowed.

Digital material only for advertisements (Details on request)

# PRICE LIST



## TRANSPORT LOGISTIC DAILY

The official trade fair newspaper for transport logistic 2025



### MODE OF PUBLICATION / RECIPIENTS

Frequency of publication: On all 4 days of the fair

Daily circulation: 8,000 copies

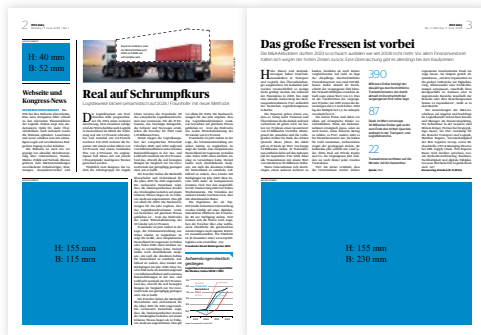
Volume: 12 pages

Distribution: at all trade fair entrances, on the exhibition grounds, in the halls and in the press distribution centres.

Language: English

### PUBLICATION DATES:

Issue 1: 02.06. Issue 2: 03.06. Issue 3: 04.06. Issue 4: 05.06.



### FORMAT

Format 260 mm width x 360 mm height

Type area 230 mm width x 330 mm height



### ADVERTISING FORMATS / PRICES

Format	Size	Price (4C)
1/1 Page	230 x 330 mm	EUR 7.950,-
1/2 Page	230 x 155 mm	EUR 6.300,-
1/4 Page	230 x 90 mm 155 x 115 mm	EUR 4.300,-
Floating Ad	52 x 40 mm	EUR 4.500,- Package price *
Island Ad	52 x 100 mm	EUR 7.600,- Package price *
Banner DPS**	490 x 70 mm	EUR 6.875,-

\* of all 4 issues

\*\* DPS - Double Page Spread

### BOOKING DEADLINE

12 May 2025

### AD MATERIAL DEADLINE

19 May 2025

### DISCOUNTS

Frequency	Discount
2 Advertisements	5 %
3 Advertisements	10 %
4 Advertisements	15 %

Discounts from an existing DVZ Contract can be applied though additional linking of discount is not allowed.

Data delivery is only possible digitally (Details on request)



For further information, please contact the DVZ advertising department:

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