



- TAKE PART
- GET ON THE RIGHT TRACK
- TAKE A DECISION

Content

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Your publishing partner



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1 **Profile in brief:** International trade newspaper for logistics and transport, transport policy and industry, forwarding, warehousing, transshipment, business and trade.

In each issue: Each issue: **Opinion** (editorials, comments, debates), **Analysis/Close-up/Essay**, **Infographics** (all important figures and indicators at a glance), **Politics**, **Focus** (thematic focuses, further information), **Transport & Logistics** (land, sea, air, logistics and shippers), **Classified advertising market** (jobs, business connections, real estate, buying and selling), **Dossier** (future markets and topics including human resources, What Cities Want, logistics real estate, alternative propulsion systems and sustainability), **People** (current personalities, portraits)

2 **Frequency:** Weekly, Wednesday

3 **Year:** 79th year 2025

4 **Memberships:** VDZ

5 **Publisher:** DVV Media Group GmbH, Hamburg
Postal address: P.O. Box 10 16 09, D-20010 Hamburg
House address: Heidenkampsweg 75, D-20097 Hamburg
Tel.: +49 (0) 40/2 37 14-01 • Fax: +49 (0) 40/2 37 14-255
Internet: www.dvz.de • E-mail: anzeigen@dvz.de

6 **Managing Director:** Martin Weber

7 **Publishing Director:** Oliver Detje

8 **Editorial:** Sebastian Reimann (Editor-in-chief)

9 **Advertisements:** Florian Böhm (Advertising Director)

10 **Sales:** Markus Kukuk (Sales Director)

11 **Subscription price:** www.dvz.de/abo

12 **ISSN:** 0342-166X



European Newspaper Award – honoured 6 times 2023

Advertising Rates List No. 65

effective from 01.01.2025

1 Print run analysis:

| | |
|--|--------|
| Total subscriptions: | 12.421 |
| Paid circulation (total): | 11.999 |
| E-paper recipients without print subscription: | 6.522 |
| Free copies: | 422 |
| Domestic subscriptions (total): | 11.367 |
| Subscription in foreign countries (total): | 1.054 |

On average (quarter 02/2023)

2 Newspaper format: 315 mm width, 470 mm height

Type area:

Text section: 284 mm width, 430 mm height

5 columns à 52 mm, 1/1 page comprises 2,150 mm

| | | | |
|-----------|--------|-----------|--------|
| 1 column | 52 mm | 4 columns | 220 mm |
| 2 columns | 108 mm | 5 columns | 284 mm |
| 3 columns | 164 mm | | |

Advertising section: 285 mm width, 400 mm height, 6 columns à 45 mm, 1/1 page comprises 2,400 mm
Details see page 5

3 Printing and binding: Offset-rotation print (heatset), Newspaper fold

Colours, colour sequence: Euroscale, black, cyan, magenta, yellow

Screen ruling / screen angle: 48-54 screen, black 45°, cyan 15°, magenta 75°, yellow 0°

Paper quality: UPM EcoPrime 68H

Print profile: ECI-Offsetprofil PSO_INP_Paper, corresponds to FOGRA48L

Print documents: Our printing company produces computer to plate and digital data is, therefore, preferred. Details available upon request (anzeigentechnik@dvz).

4 Publishing dates: 1x weekly

Issue date: Wednesday

Advertising and print documents deadline:

Text section: 5 working days before publication date
Advertising section: Every Monday at 11.00 am

5 Payment terms: All prices excl. VAT

Net on receipt of invoice
VAT Id. No. DE 118619873

Bank details: Deutsche Bank Hamburg
Acc. no. 020 14 26 00 (sort code: 200 700 00)
IBAN DE 83 2007 0000 0020 1426 00
BIC (Swift) DEUTDEHH

6 Terms and conditions:

In addition to the publisher's terms and conditions of business, all advertising orders are also subject to the "General terms and conditions of business for advertisements and third party supplements in magazines". Our current terms and conditions are available on: www.dvz.de/agb.

7 Supplements/gummed advertising materials: Details see page 7

8 Delivery address: Dierichs Druck + Media GmbH, Mr. Graf, Buchbinderei / DVZ, Frankfurter Str. 168, 34121 Kassel

Advertising Rates List No. 65

effective from 01.01.2025

8 Advertising formats and prices:

Editorial section: € 6.20 per mm
 (does not apply to fixed formats see page 6)
 1-column ads can be placed as island ads, minimum height 20 mm

9 Supplements: No discount possible
 Colour supplement: Per colour 25% of the gross price (min. each colour € 300)

10 Discounts: Within one year.
 Agency commission: 15%

| Volume mm | % |
|-----------|----|
| 1.000 | 3 |
| 2.000 | 5 |
| 3.000 | 10 |
| 4.000 | 15 |
| 7.000 | 20 |
| 10.000 | 25 |
| 15.000 | 26 |
| 25.000 | 27 |
| 35.000 | 28 |

| Frequency no. of ads | % |
|----------------------|----|
| 3 | 5 |
| 6 | 10 |
| 12 | 15 |
| 24 | 20 |
| 48 | 25 |
| 60 | 28 |

————— maximum discount

11 Official announcements: 25% discount
Obituaries: 25% discount

The industry's classified ad marketplace

- 1 Frequency:** Every issue
- 2 Advertising deadline:** Monday, 11.00 am
- 3 Box no. fee:**
EU € 15, Abroad € 20
- 4 Sections/rates:**
Business Contacts, Property, Sale Offers and Requests, Rent & Leasing: € 4.90 per mm
Job Vacancies print: € 5.30 per mm

+ supplementary online combination:
 € 180.00/4 weeks (under www.dvz.de/karriere, only possible in combination with the print advertising.)
 Colour supplement: see on the left hand side

Situations Wanted:
 Size A (45 mm width / 20 mm height) € 70
 Size B (45 mm width / 30 mm height) € 90
 Size C (45 mm width / 40 mm height) € 110
 (Included in price, 4 weeks under www.dvz.de/karriere)

5 Column width:

| | | | |
|-----------|--------|-----------|--------|
| 1 column | 45 mm | 4 columns | 189 mm |
| 2 columns | 93 mm | 5 columns | 237 mm |
| 3 columns | 141 mm | 6 columns | 285 mm |

Advertisements editorial section

effective from 01.01.2025

1 Advertising formats:

Fixed formats at fixed rates (width x height mm)

2/1 page
599 x 430 mm
10 columns
b/w € 23,450
2C € 29,375
3C € 32,435
4C € 37,840

Across the gutter spread
353 x 250 mm
6 columns
b/w € 8,720
2C € 10,970
3C € 13,150
4C € 15,500

1/1 page
284 x 430 mm
5 columns
b/w € 12,950
2C € 16,188
3C € 19,425
4C € 22,663

Junior Page
220 x 300 mm
4 columns
b/w € 7,400
2C € 9,250
3C € 11,100
4C € 12,950

1/2 page
284 x 215 mm
5 columns
b/w € 6,475
2C € 8,094
3C € 9,713
4C € 11,331

1/3 page
284 x 143 mm
5 columns
b/w € 4,390
2C € 5,488
3C € 6,585
4C € 7,683

1/3 page
164 x 240 mm
3 columns
b/w € 4,390
2C € 5,488
3C € 6,585
4C € 7,683

1/4 page
164 x 180 mm
3 columns
b/w € 3,275
2C € 4,094
3C € 4,913
4C € 5,731

1/4 page
284 x 108 mm
5 columns
b/w € 3,275
2C € 4,094
3C € 4,913
4C € 5,731

1/5 page
108 x 215 mm
2 columns
b/w € 2,660
2C € 3,325
3C € 3,990
4C € 4,655

1/5 page
164 x 143 mm
3 columns
b/w € 2,660
2C € 3,325
3C € 3,990
4C € 4,655

Bottom of front cover
284 x 50 mm
5 columns
b/w € 2,950
2C € 3,688
3C € 4,425
4C € 5,163

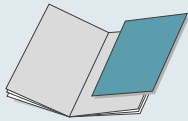
Special issue Bottom of front cover
284 x 50 mm
5 columns
4C € 5,163
No discounts available

All prices excl. VAT

Special Advertising Forms

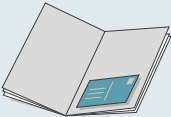
effective from 01.01.2025

1 Supplements



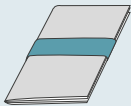
Loose insert; Format: min. A6/max. A4 weight: max. 70 g
 Placement: Throughout Germany or to certain postcode regions / AT and CH also possible.
 Publisher's fee: € 480 per 1,000 copies (minimum price € 500).
 Before booking we require the weight of the insert and 10 copies for technical inspection. The additional e-paper supplement is also possible. Please feel free to contact us.

2 Advertisements with gummed postcard or CD



Placement: Only total circulation
 Publisher's fees: € 480 per 1,000 copies
 Technical supplement: From € 175 per 1,000 copies plus advertising costs

3 Banderole



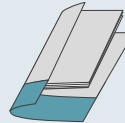
Width: 530 - 540 mm (including 30 mm overlap)
 Height: 105 mm
 Colour: 4C
 Placement: Only total circulation € 14,000
 Please ask for the concrete width required for the day of publication.

4 Flying Page



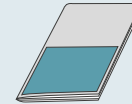
Width: 165 mm + 315 mm
 Height: 470 mm
 Pages: 4
 Colour: 4C
 Placement: Only total circulation € 17,000

5 Wraparound



Width: 630 mm
 Height: 200 mm
 Pages: 4
 Colour: 4C
 Placement: Only total circulation € 15,750

6 Advertorial



Price as in editorial section, see page 6

7 Advertisements in special format



Corner section, round formats etc
 Price upon request

Further details on request. If you have other ideas or need individual advice on possible special formats, please contact us.

Publication Dates 2025

effective from 01.01.2025

| Week | No. | Date | Day |
|------|-----|------------|-----------|
| 2 | 1/2 | 08.01.2025 | Wednesday |
| 3 | 3 | 15.01.2025 | Wednesday |
| 4 | 4 | 22.01.2025 | Wednesday |
| 5 | 5 | 29.01.2025 | Wednesday |
| 6 | 6 | 05.02.2025 | Wednesday |
| 7 | 7 | 12.02.2025 | Wednesday |
| 8 | 8 | 19.02.2025 | Wednesday |
| 9 | 9 | 26.02.2025 | Wednesday |
| 10 | 10 | 05.03.2025 | Wednesday |
| 11 | 11 | 12.03.2025 | Wednesday |
| 12 | 12 | 19.03.2025 | Wednesday |

| Week | No. | Date | Day |
|------|-----|------------|-----------|
| 13 | 13 | 26.03.2025 | Wednesday |
| 14 | 14 | 02.04.2025 | Wednesday |
| 15 | 15 | 09.04.2025 | Wednesday |
| 16 | 16 | 16.04.2025 | Wednesday |
| 17 | 17 | 23.04.2025 | Wednesday |
| 18 | 18 | 30.04.2025 | Wednesday |
| 19 | 19 | 07.05.2025 | Wednesday |
| 20 | 20 | 14.05.2025 | Wednesday |
| 21 | 21 | 21.05.2025 | Wednesday |
| 22 | 22 | 28.05.2025 | Wednesday |
| 23 | 23 | 04.06.2025 | Wednesday |

| Week | No. | Date | Day |
|------|-----|------------|-----------|
| 24 | 24 | 11.06.2025 | Wednesday |
| 25 | 25 | 18.06.2025 | Wednesday |
| 26 | 26 | 25.06.2025 | Wednesday |
| 27 | 27 | 02.07.2025 | Wednesday |
| 28 | 28 | 09.07.2025 | Wednesday |
| 29 | 29 | 16.07.2025 | Wednesday |
| 30 | 30 | 23.07.2025 | Wednesday |
| 31 | 31 | 30.07.2025 | Wednesday |
| 32 | 32 | 06.08.2025 | Wednesday |
| 33 | 33 | 13.08.2025 | Wednesday |
| 34 | 34 | 20.08.2025 | Wednesday |

| Week | No. | Date | Day |
|------|-----|------------|-----------|
| 35 | 35 | 27.08.2025 | Wednesday |
| 36 | 36 | 03.09.2025 | Wednesday |
| 37 | 37 | 10.09.2025 | Wednesday |
| 38 | 38 | 17.09.2025 | Wednesday |
| 39 | 39 | 24.09.2025 | Wednesday |
| 40 | 40 | 01.10.2025 | Wednesday |
| 41 | 41 | 08.10.2025 | Wednesday |
| 42 | 42 | 15.10.2025 | Wednesday |
| 43 | 43 | 22.10.2025 | Wednesday |
| 44 | 44 | 29.10.2025 | Wednesday |
| 45 | 45 | 05.11.2025 | Wednesday |

| Week | No. | Date | Day |
|------|-----------|------------|-----------|
| 46 | 46 | 12.11.2025 | Wednesday |
| 47 | 47 | 19.11.2025 | Wednesday |
| 48 | 48 | 26.11.2025 | Wednesday |
| 49 | 49 | 03.12.2025 | Wednesday |
| 50 | 50 | 10.12.2025 | Wednesday |
| 51 | 51/ 52 | 17.12.2025 | Wednesday |

**Advertising deadline/
print documents deadline:**
Text section: 5 working days
before publication date

Classified ads:
Every Wednesday 11.00 am

DVZ-magazines

Since autumn 2014, the DVZ editors have also been publishing magazines - future-oriented, with sustainable significance and with a clear focus on the most important special topics of the logistics industry. These magazines combine a „deep dive“ with opinions and insights from influencers.

The following magazines are planned for 2025:

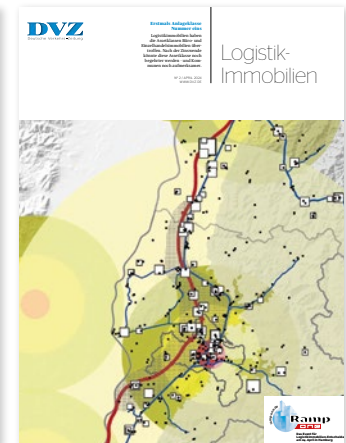
„Logistics and Industrial Property“, „Career in Logistics“ (1x focus in industrial professions, 1x focus on commercial/academic professions), „Sustainability in Logistics“, „Inland Ports“.

Usually, all magazines are included as supplements to DVZ (printed and digital). Some have additional distribution at trade fairs and events. The career magazines, for example.

| Format | Size |
|----------|---|
| 1/1-page | 215 x 280 mm |
| 1/2-page | 215 x 145 mm / 105 x 280 mm |
| 1/3-page | 215 x 113 mm / 74 x 280 mm |
| 1/4-page | 215 x 84 mm / 105 x 145 mm + 3 mm on each site |

Discounts: according to DVZ discount conditions (see page 5).

Advertising rates vary due to these different distribution channels and circulation figures. Portraits can also be booked in some of the magazines.



Prices and further information can be found in the editorial concept of the respective issue - about 2 months before the publication date - at www.dvz.de/Werbung. Or feel free to contact us!

DVZ publishing and topics schedule 2025

effective from 01.01.2025

| Month | Type | Topic | Occasion/Notes |
|----------|-------------------|---|---|
| FEBRUARY | DVZ-supplement | Food and Refrigerated Logistics | Fruit Logistica, Berlin, 5.-7.2.2025 |
| | DVZ-supplement | Digitalization | |
| MARCH | DVZ-special pages | Intralogistics | LogiMAT, Stuttgart, 11.-13.03.2025 |
| | DVZ-supplement | Logistics Location North Rhine-Westphalia | |
| | DVZ-special pages | Logistics Location Baden-Wuerttemberg | |
| | DVZ-special pages | GVZ (distribution centres) | |
| APRIL | DVZ-magazine | Logistics and Industrial Property | DVZ Ramp One-Event, Hamburg, 08.04.2025 + DVZ #14 |
| | DVZ-supplement | Commercial Vehicles and Fleet Management | |
| | DVZ-supplement | Sustainability in Logistics | |
| | DVZ-magazine | Career in Logistics/1 | Focus on industrial prof., distrib. job fairs + DVZ #17 |
| MAY | DVZ-special pages | Breakbulk | Breakbulk, Rotterdam 13.-15.05.2025 |
| | DVZ-supplement | transport logistic | transport logistic, Munich, 02.-05.06.2025 |
| | Fair Newspaper | Daily News transport logistic | transport logistic, Munich, 02.-05.06.2026 |
| JUNI | DVZ-supplement | Combined Transport | shareholders' meeting Kombiverkehr |
| | DVZ-supplement | Logistics Location Austria | 32. Logistics Day Austria, Linz, 25.-26.06.2025 |
| | DVZ-supplement | Logistics Location Bremen | |
| JULY | DVZ-special pages | Telematics | |
| | DVZ-special pages | Logistics Location Bavaria | |
| | DVZ-supplement | Software in Logistics | |
| | DVZ-supplement | „We are about logistics“, XXL-Issue | |

Subject to change. The current version is available to download on: www.dvz.de/werbung

DVZ publishing and topics schedule 2025

effective from 01.01.2025

| Month | Type | Topic | Occasion/Notes |
|-----------|-------------------|--------------------------------------|---|
| SEPTEMBER | DVZ-supplement | Ports of Lower Saxony | 33. Lower Saxony Port Day |
| | DVZ-supplement | Commercial Vehicles | |
| | DVZ-supplement | Logistics Location Hesse | |
| | DVZ-supplement | Stars of Logistics | DVZ-Leo-Award, Hamburg, 19.09.2025 |
| | DVZ-special pages | Paletts | |
| OCTOBER | DVZ-supplement | Logistics and Industrial Property | EXPO REAL, 06.-08.10.2025 |
| | DVZ-magazine | Career in Logistics/2 | Focus on acad./comm. prof., Distr. Job Fairs + DVZ 41 |
| | DVZ-supplement | Heavy Cargo | BSK-Annual Membership Meeting |
| | DVZ-supplement | Logistics & Supply Chain | BVL Supply Chain CX, Berlin |
| | Fair Newspaper | Daily News Berlin | BVL Supply Chain CX, Berlin |
| | DVZ-supplement | Air Cargo | |
| NOVEMBER | DVZ-supplement | Logistics Location Hamburg | |
| | DVZ-magazine | Inland Ports | Distribution in DVZ #45 as supplement |
| | DVZ-supplement | TMS Transport Management Systems | AI-Day/8. DVZ-Conference TMS & Co, 04./05.11.2025 |
| | DVZ-supplement | Rail Logistics | 4. DVZ-Conference Combined Transport |
| | DVZ-special pages | Jumbo | |
| | DVZ-magazine | Sustainability in Logistics | German Sustain. Day, Dusseldorf + Distr. in DVZ #48 |
| DEZEMBER | DVZ-supplement | Logistics Location Lower Saxony | Annual Meeting „Logistikportal Lower Saxony“ |
| | DVZ-supplement | Maritime Freight/ Container | |
| | DVZ-supplement | "We are about Logistics" XXL-Issue 2 | |

Subject to change. The current version is available to download on: www.dvz.de/werbung

Online Rates List No. 65

effective from 01.01.2025

- 1 Web address (URL):** www.dvz.de
- 2 Profile in brief:** The whole world of DVZ – just different!
As reliable as the newspaper but more up to date, straight from the DVZ newsdesk. Information from logistics and transport for the digital reader. Supplemented with useful links, access to DVZ print editions and other publishing offers.
- 3 Target group:** Decision-makers from logistics, transport and traffic
- 4 Facts:** Sessions 135,719; User 79,617;
Pageviews 215,689 per month, on average
(October 2023 – September 2024, measurable range) 📊 Google Analytics
- 5 Data supply/Deadlines:** At least 3 working days before material is due to be published, by e-mail to: anzeigentechnik@dvz.de
- 6 Technical specifications:**
 - Accepted formats: .jpg, .png, .gif, html5-banner
 - Formats not accepted: JavaScript / JavaScript-Tags, Flash / SWF
 - URLs have to be integrated in a html5-banner using html browser.
 - File size: maximum 150 KB
 - For data protection and technical reasons, we generally do not allow JavaScript and third-party ad server codes for advertising bookings.
 - Requirements for the advertising media URL: Advertising media that are to be placed on websites of DVV Media Group GmbH must have a target URL that leads directly to a (product) website.
 - Links to external web servers (ad servers such as Flashtalking, Criteo, etc.) will not be accepted. However, tracking parameters attached to the target URL are permitted.
- 7 External AdServer:** Google Ad Manager (formerly DoubleClick for Publishers)

€ 1,500 / week

Leaderboard

DVZ

Skyscraper

Halfpage Ad

€ 1,500 / week

€ 1.600,- / week

Im Fokus

€ 1.100,- / week

Content Banner

Billboard Ad

€ 1.200,- / week

Nachrichten und Hintergründe

Textlink with pictures

€ 1,500 / week

Medium-Rectangle

€ 950 / week

Medium-Rectangle

€ 950 / week

Online Rates List No. 65

effective from 01.01.2025

9 Discounts:

| Frequency / week | Discount |
|------------------|----------|
| 3 | 5 % |
| 6 | 10 % |
| 12 | 15 % |
| 24 | 20 % |
| 48 | 25 % |

Or according to DVZ discount conditions
(linking isn't possible)

10 Media/formates/prices:

| Ad format | Positioning | Desktop | Mobile | Price per week |
|------------------------|-------------|---|---|----------------|
| Leaderboard | entire site | 728x90 px 769x90 px | 300x125 px | € 1,500 |
| Skyscraper | entire site | 120x600 px 160x600 px 200x600 px | 120x600 px 160x600 px 200x600 px | € 1,500 |
| Halfpage Ad | entire site | 300x600px | 300x600 px | € 1,600 |
| Content Banner | homepage | 728x90 px 769x90 px | 300x125 px | € 1.100 |
| Billboard Ad | homepage | 970x250 px | 300x125 px | € 1.200 |
| Medium Rectangle | entire site | 300x250 px | 300x125 px | € 950 |
| Textlink with pictures | homepage | picture 1.920 x 1.080 px + text 250 characters | picture 1.920 x 1.080 px + text 250 characters | € 1,500 |

Rotation notes: If demand is high, it is possible that your banner will be placed in rotation with others. Rotation is limited to a maximum of three advertisers per position.

Daily Advertising in “DVZ Der Tag”

effective from 01.01.2025

- Frequency:** “DVZ Der Tag” is the daily medium which informs you on the latest news from the transport and logistics industry every morning by e-mail. From Monday to Friday, our editor-in-chief personally addresses DVZ subscribers. Additional special newsletters depending on current events/news.
- Reach:** Impressions average 11,000 • Recipients approx. 7,500
- Discounts:** 3 weeks - 5%, 6 weeks - 10%, 12 weeks - 15%. Or according to DVZ dicount (linkage is not possible)
- Advertisement deadline:** 4 working days before publication
- Data supply:** 3 working days before publication: anzeigentechnik@dvz.de. A daily change of the advertising materials is possible.
- Advertising formats:**

Skyscraper: 120 x 600 px

Placement: on the right, next to header (**only Desktop possible**)

Data format: JPG
file size: maximum 150 KB
Price: EUR 2,100 / week

Medium-Rectangle: 275 x 227 px

Placement: at the bottom
Data format: JPG
file size: maximum 150 KB

Price: EUR 1,750 / week

Banner: 570 x 100 px

Placement: see illustration
Data format: JPG
file size: maximum 150 KB
Banner 1: EUR 3,100 / week
Banner 2: EUR 3,100 / week
Banner 3: EUR 2,100 / week

Textlink with picture:

Placement after the second report
Data format: Text 250 characters,
picture: 800 x 450 px
Price: EUR 3,000 / week

The illustration shows the layout of the "DVZ Der Tag" email. At the top left is the logo "DVZ Der Tag" with the tagline "Lösungen für Akteure in der Deutschen Verkehrs-Datung". Below the logo are two "Banner 1" (570 x 100 px) with a price of € 3.100,-. To the right of the banners is a "Skyscraper" (120 x 600 px) with a price of € 2.100,-. Below the banners is a "Banner 2" (570 x 100 px) with a price of € 3.100,-. Below the banner 2 is a "Text-link with picture" (800 x 450 px) with a price of € 3.000,-. At the bottom are two "Medium-Rectangle" (275 x 227 px) with a price of € 1.750,- each.



Always on Fridays - Logistics News by DVZ.

The „open“ newsletter for non-subscribers and people interested in logistics. With the news overview of the week as well as reports from our platforms ZERO by DVZ and Blue Rocket.

Complete your booking for „DVZ Der Tag“ - and also reach this exciting target group! „Banner“ and „Textlink with picture“ each cost € 500,- / Friday additionally, „Medium Rectangle“ € 300,- / Friday (Skyscraper is not possible).

Online Advertorial – Your Content with a “Native Look & Feel”

effective from 01.01.2025

1 Description:

The DVZ Online Advertorial is a successful Native Advertising solution, with which you can integrate your content directly into the editorial environment of DVZ.de using image and text elements. With content relevant to the target group, you can effectively position yourself against a subject and offer our users added value in terms of information. As well as storytelling, the online advertorial is particularly suitable for communicating products and services which require detailed explanation. With native integration you generate great attention and benefit from the high credibility of our media brand. Traffic links such as image text ads provide content teasers.

2 Events:

- Year-round brand communication
- New product launch
- Advance trade fair communication

3 Presentation:

- Texts and images with native look and feel (graphic elements e.g. infographic are also possible)
- Integration of your content (content generated by you and must be delivered on time) in the DVZ framework
- Text: Recommended number of characters is 3,000 characters, including spaces; Image size 1,920 pixels x 1,080 pixels height.
- Ad identification as advertorial

4 Promotion Options:

- Text display with picture on the DVZ home page
Technical specifications:
 - Text 250 characters, image 1,920 x 1,080 px
- Promotion in the „DVZ Der Tag“ daily newsletter
Technical specifications:
 - Text 250 characters, image 800 x 450 px
- DVZ social media channels
Technical specifications:
 - Facebook, LinkedIn: Text about 300 characters, image at least 800 x 450 px

5 Data supply:

At least 5 working days before publication date.

6 Price / Week:

- € 5,700

An example of what your online advertorial might look like (subject to change)

Advertorial



Die vollständige Min-energiebranche verleiht und Energieerzeugung für mehr nachhaltige Energieerzeugung.

Mineralölbranche wandelt sich Klimaschutz braucht Energieeffizienz

Die Mineralölbranche in Deutschland hat sich auf den Weg Richtung Klimaneutralität gemacht. Sie kann und will mit ihren Technologien, ihrem Know-how und mit neuen Produkten zur Lösung der bestehenden Herausforderungen beitragen. Ein Ende der Transformation wird sie keine Mineralölbranche mehr sein. Dieser Wandel hat bereits begonnen, wobei die verschiedenen Unternehmen unterschiedliche Schwerpunkte setzen. Das ist auch gut so, denn der Klimaschutz braucht eine Vielfalt von Lösungen.

So auch im Erdölmarkt. Dort wird die Elektrifizierung eines entscheidenden Beitrag zur Erreichung der Klimaziele leisten können. Gerade im Bereich der Aufbereitung und wichtiger Lösungen anlagig. Ob bei der Herstellung oder Lieferkette für die „Kette“ – Förderung für Landwirtschaft oder Energieerzeugung. Unterschiedliche Anforderungen sorgen auch hier für die Notwendigkeit, jeweils passende Lösungen zu entwickeln. Das gilt für Kraftstoffe ebenso wie für Kraftgas-Infrastrukturen.

Die reichhaltigen Erdölreserven sind ein wichtiger Faktor. Auch im Bereich der Aufbereitung. Denn dort wird die Elektrifizierung einen entscheidenden Beitrag leisten. Die Erdölreserven sind ein wichtiger Faktor. Auch im Bereich der Aufbereitung. Denn dort wird die Elektrifizierung einen entscheidenden Beitrag leisten. Die Erdölreserven sind ein wichtiger Faktor. Auch im Bereich der Aufbereitung. Denn dort wird die Elektrifizierung einen entscheidenden Beitrag leisten.

Neben mehr bewährten Verfahren werden vor allem auch neue Technologien eingesetzt. Wie zum Beispiel die Nutzung von Wasserstoff oder Bio-LNG. In der Luftfahrt sind in der Schifffahrt werden wir noch länger Zeit auf modernere Antriebskonzepte zugetrieben sein, die eine Elektrifizierung in vielen Anwendungsfällen nicht ermöglichen.

Ein vollständiges Min-energiebranchen-Technologien und Energieerzeugung sind ein Element bei den Herausforderungen und Lieferketten sorgen für mehr Nachhaltigkeit. Durch den Einsatz von Wasserstoff und Bio-LNG werden wir noch länger Zeit auf modernere Antriebskonzepte zugetrieben sein, die eine Elektrifizierung in vielen Anwendungsfällen nicht ermöglichen.

Täglich ist es wichtig, dass die Politik die passenden Rahmenbedingungen setzt. Denn erst wenn die Investitionsentscheidung für mehr Nachhaltigkeit durch klare Zielvorgaben und Förderinstrumente ermöglicht werden können. Auch die deutschen Maßnahmen für erneuerbare Energien sind ein wichtiger Baustein. Zum Beispiel die Förderung von Wasserstoff, die sich an der Klimaziele der Kohleindustrie, sowie die Stilllegung und Umwandlung der Kernkraftwerke. Die Investitionsentscheidung für mehr Nachhaltigkeit wird erst wenn die Investitionsentscheidung für mehr Nachhaltigkeit durch klare Zielvorgaben und Förderinstrumente ermöglicht werden können.



Wirtschaftsverband Fuels und Energie e.V.



DVZ Initiative “We are about LOGISTCS”

There is no question about it: logistics is one of the most important economic activities in Germany. In general terms, there are about 3,3 million employees involved in the sector and an annual turnover of about 330 billion euros. But logistics is also diverse, exciting and relevant, and logistics companies are therefore extremely attractive employers. However, knowledge of this by both general public and political decision makers is often sketchy or misunderstood.

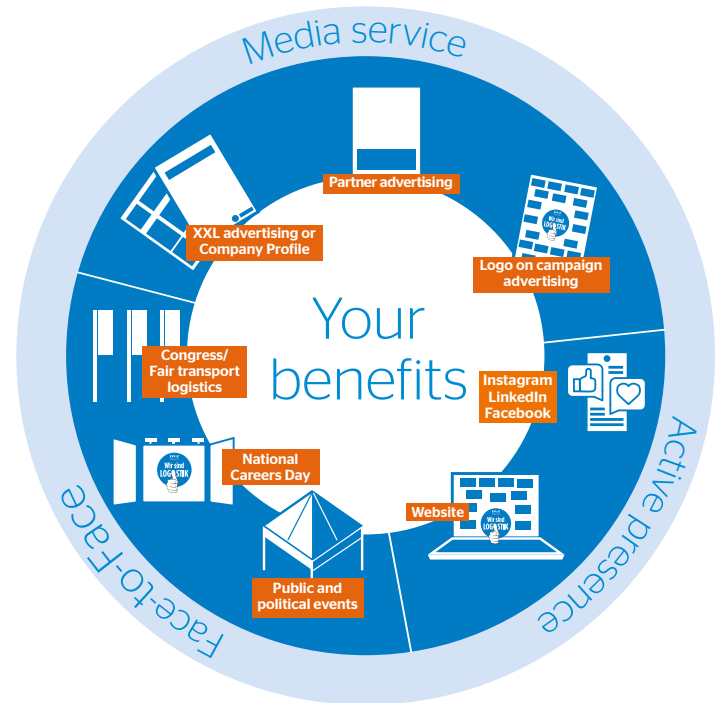
DVZ has therefore launched the „We are about LOGISTICS“ campaign, an action for logistics that gives the industry a face. Together with our campaign partners, we want to ensure that the industry with all its important features is perceived more strongly and gets a higher level of appreciation. At the same time, it will highlight industry performance and innovative strengths.

You too can participate in the campaign and benefit from a powerful partner package and other highlights:

Package price: € 9,900

(For 12-month presence/media performance • Participation is possible at any time)

Detailed information can be found at wirsindlogistik.org, “MITMACHEN”
Or talk to us directly - we offer a range of media services.





DVZ Initiative "We are about logistics"

effective from 01.01.2025

DVZ Aktion
Wir sind LOGISTIK
www.wirsindlogistik.org

Mercedes-Benz
SCHMITZ CARGOBULL The Trailer Company.
TIS
KRONE
TUP WERKZEUGE LOGISTIK
DSV

CTL Logistische Software solo plan
MBS LOGISTICS
cargo-partner
RXO
KRAVAG

transport logistic the leading exhibition
CONTARGO trmodal network
WINNER
BLG LOGISTICS

NAGEL-GROUP
SCHMITT GRUPPE
SEIBERT WALTER SEIBERT GROUP

FR. MEYER'S SOHN
WEBER DATA SERVICE

CORNELIUS GEBER
Walter Sebert Zeit-Logistik
RheinCargo clever kombiniert
DB Cargo

ALCARO Die Zukunft der Logistikunternehmen
LPR
SCHRAMM Ports & Logistics
logix INTRALOGISTIK

WFG WIRTSCHAFTS UNIVERSITÄT GIESSEN
LESCHACO Wir sind gerne Speditoren. Seit 1879.
duisport
ZODER Spedition

postnord
NORDFROST
Lagermax
Rail Cargo Group Member of OBB
Bargelink.com EASY BARREL LOGISTICS

M&M MELTZER & MÜNCH
DETTMER GROUP
HHLA
INSATransport Speditionen GmbH
KÖGEL NOVUM; LIGHT & STRONG

ZERO by DVZ sustainability platform



www.dvzzero.de

ZERO is the digital information platform with a focus on sustainability in the world of transportation and logistics. The content comes directly from the editorial department of **DVZ** Deutsche Verkehrs-Zeitung - or is provided by companies under the label „Corporate Content“.

With this mix of different formats, Zero is intended to serve as a basis for logisticians to make good decisions on the subject of sustainability.

Decision-makers are looking for articles, news and reports that support them in their purchasing processes. This also creates attention for your topics.

As a provider, use our packages for your integrated marketing & sales approach. Zero offers you the opportunity to generate business contacts from your content.

You can also use banners to generate leads in classic formats.

The most important articles from the previous week are summarized in a weekly newsletter on Mondays, rounding off the offer.



You can find detailed information at www.dvz.de/dvzzero-mediadaten. Or get in touch with our marketing team, the contacts can be found on page 4.

The World of DVZ

more than 40
DVZ-supplements & magazines
per year



Weekly DVZ print edition:
Wednesdays



Newsletter DVZ Der Tag
compact daily



DVZ-Podcast
weekly



about 15
events
per year

DVZ.de
24 hours / 7 days the week
additional Articles, news



ePaper, app for smartphone & tablet PC
constantly informed



Daily News Digital Briefing,
at important trade fairs,
Congresses and events



Reader Profile

| 1 Sectors / Industry branches | |
|--|------------------|
| Recipient groups in industry branches | % of circulation |
| Forwarding/warehousing | 38,1 |
| Service/consulting | 11,2 |
| Industry/manufacturing industry | 9,0 |
| Maritime Transportation | 6,9 |
| Rail Transportation | 6,9 |
| Trade | 5,7 |
| Associations | 4,6 |
| Teaching/vocational schools/university | 3,5 |
| Authority | 1,5 |
| Aviation, Air Cargo | 1,1 |
| Courier/express/package services | 1,0 |
| Various | 10,5 |
| | 100,0 |

2 Managers read the DVZ



19.9%

Board of Directors, owner, managing director

7.1%

Head of department, other Senior employees

43.9%

Employees

4.1%

Branch management, forwarding manager, authorized signatory

20.1%

Various

4.9%

Logistics management

3 DVZ has been inspiring its readers since 1947 – and that’s what they tell us.

Independent and up-to-date journalism

Diverse and opinionated

Exciting news and analysis

Leading medium

The most important information medium for logistics experts

Always number one for us

First-class and well-founded specialist information

Consistent

An integral part of the logistics world

Faithful companion

Lots of facts and news

Strong, reliable part of the transport and logistics industry

DVV Media Group GmbH
Heidenkampsweg 75 • D-20097 Hamburg

