

Ausgabe 4/2024 | Einzelpreis € 15,- | www.materialfluss.de

materialfluss

Fachmedium der Intralogistik und Logistik



Skalierbare Lagerautomatisierung für alle Größen

LAGERTECHNIK
Raumgewinn durch mobile Basisregale

ROBOTIK
Chancen und Grenzen der Künstlichen Intelligenz

FLURFÖRDERZEUGE
Umstieg auf elektrische Antriebe

MEDIA GUIDE
2025

Competent, binding, reliable - this is what the media brand materialfluss stands for.

Your advantages:

- **A credible environment**
- **High reach**
- **High utility value for the target groups**

With materialfluss, logistics managers and those responsible for intralogistics are always well informed.

materialfluss shows how intralogistics and logistics are jointly influencing the supply chain of the future. In terms of content, materialfluss covers the entire range of technology required for efficient and reliable intralogistics and logistics: from storage and picking technology, conveying and lifting technology, industrial trucks and services to logistics software and identification technology. Events such as the materialfluss PRODUCT OF THE YEAR awards ceremony round off the media brand's offering.

"High target group affinity"

People who make investment decisions in industry daily are guided by materialfluss

- **90% of recipients are in management positions: management and technical management, logistics/materialfluss management**
(Recipient file evaluation publisher's information)

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

- Total monthly circulation **13,291** copies (Source: IVW, average values Q1-Q2/2023)
- **35,317** page impressions on a monthly average (Source: IVW-Online 08/2023 - 7/2024)
- Two newsletters per week to around **2,500** newsletter subscribers, open rate over 30% (publisher's information 8/2024)
- Over **15,000** followers on the relevant social media channels (publisher's information 8/2024)

"With materialfluss, you can reach your decision-makers directly in a high-quality editorial environment."

Total monthly circulation 13,291 copies (source IVW)

"Around the clock - with materialfluss.de and the relevant social media channels!"

Around 450,000 page views per year (8/2023 to 7/2024, IVW-Online and over 15,000 followers on XING, LinkedIn, Twitter, Facebook, Instagram and YouTube: materialfluss for your successful online communication in the industry.

"materialfluss, the media brand for your successful B2B communication!"

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

"materialfluss events in presence and digital."

The materialfluss digital networking days, the materialfluss PRODUCT OF THE YEAR awards, the webinar theme days and in-house workshops are events for logistics managers and intralogistics managers.

1st title	materialfluss – Fachmedium der Intralogistik und Logistik
2. brief characteristics	<p>materialfluss reports on technology and trends across all sectors, applications and products and allows experts and managers from leading intra-logistics manufacturers to have their say in detail and exclusively. In terms of content, materialfluss covers the entire wide range of technology required for efficient and reliable intralogistics: News from the Storage and picking technology, conveying and lifting technology, industrial trucks, logistics software and identification technology are presented. In addition, the logistics section takes a look beyond the warehouse. materialfluss shows how intralogistics and logistics are jointly influencing the supply chain of the future. Transport and commercial vehicle topics can be found here as well as logistics at ports and airports.</p> <p>materialfluss reaches its target group in a cross-media and networked way. With the trade magazine, the web portal www.materialfluss.de, newsletters, social media channels and events, materialfluss is always present with information and solution-orientated decision-making aids for its target group.</p>
3. target group materialfluss	The specialist medium for intralogistics, is aimed at logistics managers and those responsible for intralogistics.
4. frequency of publication	12 issues per year
5. booklet format	DIN A4
6th year	56th year 2025

7. subscription price	<p>Annual subscription print domestic 146,- €</p> <p>Annual subscription print abroad 153,- € incl. shipping, incl. current VAT.</p> <p>Single issue print 18,- € incl. the current VAT, plus 3,- € postage</p> <p>Annual subscription digital e-paper 90,- € domestic/abroad/ incl. current VAT.</p> <p>Single issue E-Paper 9,- € incl. the current VAT.</p>		
8th edition	13,291 copies		
9th membership / Participation	BVL, IVW, IVW-Online		
10. publisher	<p>Pelemedia GmbH</p> <p>Richard-Reitzner-Allee 2, 85540 Haar, phone +49 89 25556-1900 www.materialfluss.de, www.pelemedia.de</p>		
11. publisher	Pelemedia GmbH		
12. adverts	<p>Hedwig Michl</p> <p>Advertising Manager Phone: +49 89 25556-1083 hmichl@pelemedia.de</p>		
13. editorial office	<p>Marvin Meyke</p> <p>Editor in Chief Phone: +49 89 25556-1641 redaktion@materialfluss.de</p>	<p>Annina Schopen</p> <p>Editor Phone: +49 89 25556-1915 redaktion@materialfluss.de</p>	<p>Andreas Mühlbauer</p> <p>Editor Phone: +49 89 25556-1920 redaktion@materialfluss.de</p>

Circulation / Distribution

Trade journal Circulation and distribution analysis

1. Circulation control



2. Circulation

Copies per issue on average of the 2nd quarter 2024*

Print run:	10,300 / thereof abroad 255
Actually distributed circulation (TvA):	10,115 / thereof abroad 255
Sold circulation	138 / thereof abroad 14
Subscribed circulation	circulation107 / of which abroad 12
OtherSales	31 / of which abroad 2
Free units	9,777 / thereof abroad 241
Remaining, voucher and archive copies	185
plus stand-alone ePaper	3,176

*(01.01.2024 - 30.06.2024)

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Copies
Germany	97.5	9,860
Abroad	2.5	255
Actual circulation	100.0	10,115

Total distribution of materialfluss

10,115 + 3,176 = 13,291

Print circulation

Digital circulation (extended e-paper)

Total paid circulation

The current e-paper edition is actively distributed via the e-paper newsletter and also via the website www.materialfluss.de. (IVW, average values Q2/2024)

3.1. Distribution by postcode area

Postal routing district 2
770 copies

Postal routing district 4
1,291 copies

Postal routing district 3
1,266 copies

Postal routing district 5
1,337 copies

Postal routing district 6
741 copies

Postal routing district 7
1,478 copies

Postal routing district 1
332 copies

Postal routing district 0
673 copies

Postal routing district 9
967 copies

Postal routing district 8
1,005 copies



Top-Class Target Group

Industries/branches of industry

Department/ Group/ Class	Recipient groups (according to the classification of economic sectors)	Share of total circulation
		%
28	Mechanical engineering	16.3
46, 47	Trade (commercial brokerage and wholesale, retail)	15.8
26, 27	Manufacture of data processing equip- ment, electronic and optical products, electricity generation and distribution equipment, telecommunication, medical, measurement and control equipment	7.9
25	Manufacture of metal products	9.9
22	Manufacture of rubber and plastic goods	6.0
16, 17, 18	Wood, paper and printing industry	4.2
19.2, 20, 21	Mineral oil processing, chemical industry	4.3
10, 11, 12	Food industry, tobacco processing	8.6
29, 30	Manufacture of motor vehicles, trailers and semi-trailers, other transport equipment	4.7
13, 14, 15	Textile, clothing and leather industry	3.6
31, 32	Manufacture of furniture, jewellery, musical instruments, sports equipment, toys, other products Products	3.2
24	Metal production and processing	3.0
23	Glass trade, ceramics	1.5
49.2, 49.4, 50, 51, 52, 53, 58	Logistics service provider	7.6
70,71	Management consultancy, engineering offices	1.2
	More	2.2
	Actually distributed circulation	100.0

Responsibilities

	Share of total circulation
	%
Management and Technical Management	28.0
Head of Logistics/Material flow	62.4
Head of Purchasing/Materials Management	7.2
More	2.4
Actually distributed circulation (tvA)	100.0

Editorial content analysis

Scope analysis:	Pages	%
Total scope	636	= 100
Editorial section	541	= 85
Advertisement section	95	= 15
Supplements	1	
Editorial content analysis 2023:	541	= 100
Storage and order picking technology	141	= 26
Conveying and lifting technology	135	= 25
Industrial trucks	103	= 19
Logistics and transport	54	= 10
Software and identification systems	70	= 13
Miscellaneous	38	= 7

Size of the business entity

	Share of total circulation
	%
1-99 Employees	42.4
100-199 Employees	30.2
200-499 Employees	12.9
500-999 Employees	8.2
Mehr als 1.000 Employees	4.2
Number of employees not yet recorded/not known	2.1
Actually distributed circulation (tvA)	100.0

Topic Matrix

Topics	Issue (month)	Newsletter (week)
Storage and order picking technology		
Workstations, workstation equipment, lighting, floor cleaning machines, hall floor renovation, order picking systems, other order picking technology, ladders, logistics consultants, logistics planners, pallet turners, additional pallet equipment, robots, safety technology, maintenance and service	3, 11-12	2, 5, 7, 15, 19, 24, 28, 33, 37, 41, 46, 50
Boxes, plastic containers, metal containers, pallets	1-2, 5, 8-9, 11-12	13, 30, 32, 39, 48
Fire protection	3, 11-12	2, 5, 7, 15, 19, 24, 28, 33, 37, 41, 46, 50
Foiling/shrinking/stretching, filling materials, packaging machines, packaging technology in general	5, 8-9	2, 5, 7, 15, 19, 24, 28, 33, 37, 41, 46, 50
Ramps and ramp equipment, gates	3, 10	2, 5, 7, 15, 19, 24, 28, 33, 37, 41, 46, 50
Shelving, carousels/paternosters	1-2, 4, 6, 10	2, 5, 7, 15, 19, 24, 28, 33, 37, 41, 46, 50
Conveying and lifting technology		
Working and lifting platforms in warehouses, lifts/vertical conveyors, fire protection doors for conveyor belts, electric monorail systems (EMS), conveyor belts, conveyor technology in general, lifting tables in warehouses, rollers, bulk goods conveyors	3, 5, 8-9, 11-12	3, 7, 11, 15, 20, 28, 33, 37, 42, 49
Lifting gear, hoists, chains, crane components, cranes, chain hoists/cable winches	3, 6, 11-12	17, 22, 23, 31, 43
Drive technology, energy supply, motors	1-2, 5, 8-9, 11-12	3, 7, 11, 15, 20, 28, 33, 37, 42, 49
Storage and retrieval machines and shuttles	1-2, 4, 10	3, 15, 26, 35, 44

Topic Matrix

Topics	Issue (month)	Newsletter (week)
Industrial trucks		
Lift trucks, other industrial trucks, forklifts, other transport equipment	1-2, 4, 6, 10	4, 12, 14, 20, 25, 29, 38, 42, 45, 51
Batteries, battery chargers, wheels and tyres, castors, forklift attachments, forklift components, forklift seats	3, 6, 10	4, 12, 14, 20, 25, 29, 38, 42, 45, 51
Automated Guided Vehicle, Autonomous Mobile Robot	3, 5, 8-9, 11-12	4, 12, 14, 20, 25, 29, 38, 42, 45, 51
Logistics and transport		
Container pooling, pallet pooling	4, 6, 10	8, 21, 31, 34, 40, 47
Logistics properties	3, 6, 8-9, 11-12	8, 17, 26, 35, 47
CEP services, logistics service providers, contract logistics providers, value-added service providers	1-2, 5, 10, 11-12	8, 21, 31, 34, 40, 47
Transport software	3, 6, 11-12	4, 12, 16, 19, 24, 29, 36, 38, 43, 51
Commercial vehicles	4, 8-9	34, 46
Software & identification systems		
Simulation software, other software, supply chain management, warehouse management software (WMS)	3, 4, 5, 6, 10, 11-12	4, 12, 16, 19, 24, 29, 36, 38, 43, 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 capture, RFID, scanners and scales	1-2, 8-9	5, 13, 22, 30, 39, 48
Distance and distance measurement, light and ultrasonic barriers, sensors	4, 10	5, 13, 22, 30, 39, 48

Topics and Dates 2025

extended e-paper

	Print-Issue with extended e-paper	Storage and Order Picking Technology	Conveying and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identifikation Systems	Trade Fairs/ Special Topics
January – February	1-2 PD: 06.02.25 AD: 17.01.25	Storage and shelving systems Containers, boxes and pallets	Storage and retrieval systems, shuttle and robotics Energy supply systems, motors and drives	Industrial trucks*	Logistics service provider	Identification systems and components	
		Focus LOGIMAT					
March	3 PD: 04.03.25 AD: 12.02.25	Work and warehouse safety (lighting, ladders, fire protection, monitoring) Ramps, gates and loading bridges	Conveyor systems and -components* Cranes and components	Automated guided vehicle, autonomous mobile robot and robotics Forklift attachments and -components	Logistics properties	Intralogistics and transport software	Logimat 11.-13.03.2025 Materialflusskongress 20.-21.03.2025 IFOY Test Days 26.-27.03.2025 Hannover Messe 31.03.-04.04.2025
April	4 PD: 15.04.25 AD: 26.03.25	Storage and shelving systems*	Storage and retrieval systems, shuttle and robotics	Industrial trucks	Container and pallet pooling Commercial vehicles	Logistics software and AI sensors	Logistics & Automation 07.-08.05.2025

Topics and Dates 2025

	Print-Issue with extended e-paper	Storage and Order Picking Technology	Conveying and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identifikation Systems	Trade Fairs/ Special Topics
May	5 PD: 22.05.25 AD: 02.05.25	Packaging technology Containers, boxes and pallets	Conveyor systems and -components Energy supply systems, Motors and drives	Automated guided vehicle, autonomous mobile robot and robotics*	Logistics service provider	Intralogistics and transport software	Transport Logistic 02.-05.06.2025
June	6 PD: 18.06.25 AD: 29.05.25	Storage and shelving systems	Cranes and components	Industrial trucks Forklift attachments and -components	Logistics properties Container and pallet pooling	Intralogistics and transport software*	Automatica 24.-27.06.2025
July	7 PD: 18.07.25 AD: 30.06.25	Special: SPEKTRUM 2024 Modernisation Special topic: Modernisation. Trend reports, overview articles and well-chosen product innovations form the core of the SPEKTRUM issue - with a special focus on the modernisation of small and large logistics centres. Increased Circulation Winner IFOY					
August – September	8 – 9 PD: 08.09.25 AD: 19.08.25	Packaging technology Containers, boxes and pallets	Conveyor systems and -components Energy supply systems, motors and drives	Automated guided vehicle, autonomous mobile robot and robotics	Logistics real estate Commercial vehicles	Identification systems and components	Fachpack 23.-25.09.2025 ExpoReal Okt 25 MOTEK 07.-09.10.2025 Logistic Summit 08.-09.10.2025

***Editorial focus in the magazine**

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

Topics and Dates 2025

	Print-Issue with extended e-paper	Storage and Order Picking Technology	Conveying and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identifikation Systems	Trade Fairs/ Special Topics
October	S1 PD: 14.10.25 AD: 16.09.25	materialfluss PORTRAIT OF AN INDUSTRY 2025/2026 Company portraits with current product range descriptions					
	10 PD: 14.10.25 AD: 16.09.25	Storage and shelving systems Ramps, gates and loading bridges	Storage and retrieval systems, shuttle and robotics* Lifting technology and lifting systems	Industrial trucks Forklift attachments and -components	Logistics service provider Container and pallet pooling	Logistics software and AI Sensors	BVL Supply Chain CX 22.-24.10.2025
November – December	Special Topic Green Logistics						
	11-12 PD: 12.11.25 AD: 23.10.25	Containers, boxes and pallets Work and warehouse safety (lighting, ladders, fire protection, monitoring)	Conveyor systems and -components Energy supply systems, motors and drives Cranes and components	Automated guided vehicle, autonomous mobile robot and robotics	Logistics service provider* Logistics properties	Intralogistics and transport software	
	S2 PD: 11.12.25 AD: 20.11.25	SPECIAL EDITION - MATERIALFLUSS WORLD OF INTRALOGISTICS with: materialfluss PRODUCTS OF THE YEAR 2026 and the top 25 in intralogistics The readers of materialfluss once again have the choice: they are looking for the products of the year. The second focus is on the heavyweights of the intralogistics industry: for the seventh time, materialfluss publishes the widely respected ranking of the largest and most important intralogistics companies and compares their business figures.					

*Editorial focus in the magazine

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

Advertising Rates

Advertising rates and formats

Advertising rate list no. 56, valid from 01.01.2025

Format	Width x Height in mm	Prices 4c
1/1 page	180 x 252	€ 8,070
Juniorpage	135 x 190	€ 5,460
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 4,670
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 3,630
1/4 page	180 x 60 horizontal 88 x 124 corner	€ 2,360
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 1,540
Front page	190 x 190	€ 10,090
Cover pages: U2 / U4 each	210 x 297	€ 9,100
U3	210 x 297	€ 8,990

Special forms of advertising

materialfluss 3/2025, 8-9/2025

exhibitor portrait

Print: € 710
Print and Online: € 1,090
Print, Online and Social Media: € 1,520

materialfluss 7/2025

short portrait

Print: € 710
Print and Online: € 1,090
Print, Online and Social Media: € 1,520

Prices for banderole, gate folder, flap, pincer banderole, cover gate folder, affixed advertising material etc. on request

Extended e-paper

extended e-paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500

Discounts

Acceptance within one insertion year.
(Beginning with the publication of the first advert)

Malstaffel

Mengenstaffel

with 3 adverts	5%	from 2 pages	5%
with 6 adverts	10%	from 4 pages	10%
with 9 adverts	15%	from 6 pages	15%
with 12 adverts	20%	from 9 pages	20%
		from 12 pages	25%

No discount on ad specials, inserts and 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: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Surcharges

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

Rubrics

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

Market & Contact

Present to your target group!

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

Prices Market & Contact*

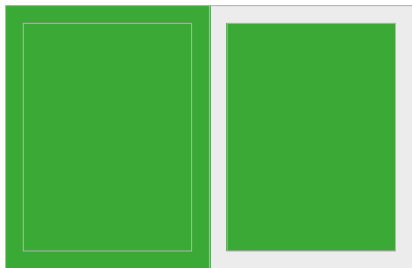
mm-price	€ 2,50 per issue and category
Colour logo	25,- per issue
	All prices are exclusive of VAT.

* Your entry is not subject to 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.

Ad Formats

Dimensions width x height in mm



1/1-page

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



Junior Page

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

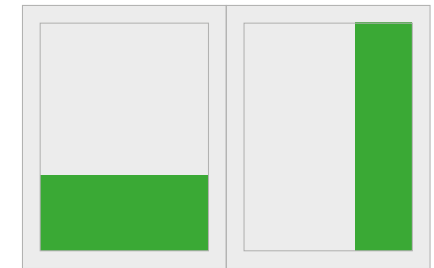


1/2 page horizontal

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

1/2 page vertical

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



1/3 page horizontal

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

1/3 page vertical

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



1/4 page horizontal

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

1/4 page corner

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

1/4 page vertical

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



1/8 page horizontal

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

1/8 page corner

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

1/8 page vertical

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

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleeds

Bleed allowance: 3 mm on the open sides



Print – Technical Data

Technical details / Processing

Printing process	Processing
Magazine format	Trimmed format 210 mm wide x 297 mm high plus 3 mm bleed on all open sides
Type area	180 mm wide x 252 mm high 4 columns each 42 mm wide
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" (bvdm). 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@pelemedia.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@pelemedia.de



Inserts / bound-in inserts / stickers / CDs

Supplements	
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-in inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Trimming	Booklet size: 4 mm head trim, Trimming Front and foot trim min. 4 mm, plus + 3 mm trimming margin in the gutter

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

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



Terms of payment

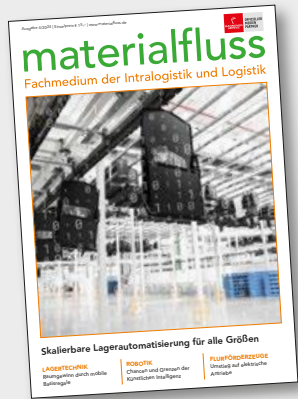
Direct debit with 2% discount, 10 days net

Bank Account: HypoVereinsbank, Munich

IBAN: EN 54 700 20 27 0001 002 1500

BIC: HYVEDEMMXXX

Special forms of advertising



Format: 190 mm x 190 mm

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

Price: € 10,090

Front page



Content package:

1/1 page advertorial

Preis: € 4,380

(not discountable)

Cross-media package:

1/1 page advertorial plus 4 weeks presence of your advertorial under the corresponding heading on the website as well as a social media posting.

Preis: € 5,670

(not discountable)

Content-Package

Crossmedia-Package



80 - 135 g/m²

2 sheet = 4 pages € 10,940

3 sheet = 6 pages € 14,550

Required delivery quantity: 10,500 copies

Bound inserts



Full print run Price

€ 3,250

(up to 25g, incl. postage)

(not discountable)

Side dishes over 25 g/piece

on request

Inserts



We offer numerous special advertising formats for your individual advertising presence - please contact us.



Shipping address **Special advertising formats**

Delivery note: For materialfluss magazine, issue (no.), Vogel Druck, Leibnizstr. 5, 97204 Höchberg, Germany

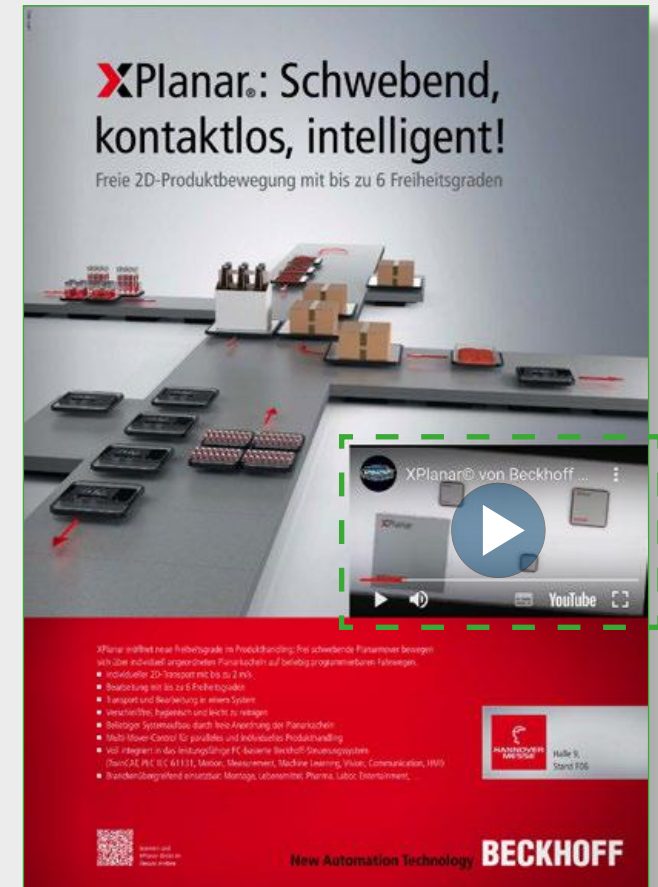
Extended e-paper with interactive elements

Get even more attention and reach for your advertising

extended e-paper

Use the interactive possibilities of our extended e-paper:

Supplement your advert booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. Bring your advertised products and solutions to life and offer users considerable added value.



Extended e-paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Videointegration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500

extended e-paper

Special Editions



materialfluss SPEKTRUM Special Topic Modernisation

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

Increased circulation

Advertising deadline: 30.06.2025

Publication date: 18.07.2025

materialfluss SPEKTRUM

SPECIAL EDITION WORLD OF INTRALOGISTICS WITH: MATERIALFLUSS PRODUCT OF THE YEAR 2024 AND TOP 25 IN INTRALOGISTICS

The readers of materialfluss once again have the choice: they are looking for the products of the year. The second focus is on the heavyweights of the intralogistics industry: For the seventh time, materialfluss is publishing the widely respected ranking of the largest and the most important intralogistics companies and compares the business figures.

Advertising deadline: 20.11.2025

Publication date: 11.12.2025



materialfluss MARKT & KONTAKT - Present to your target group!

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

Publication Frequency: 10 issues per year

Cancellation periods: 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@pelemedia.de



Prices*:

mm-price: € 2,50 per issue and category

Colour logo: € 25 per issue

All prices are exclusive of VAT.

*Your entry is not subject to discount or commission (design by the publisher).

materialfluss WORLD OF INTRALOGISTICS

materialfluss MARKT & KONTAKT

PORTRAIT of an INDUSTRY 2025/2026

materialfluss PORTRAIT OF AN INDUSTRY

There is a solution to transparently depict the dynamic logistics market that has become a tradition: the **special issue materialfluss PORTRAIT OF AN INDUSTRY**.

With information on the main areas of activity of numerous companies, it has been helping to bring supply and demand together 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 advert or a combination of both.

Circulation: 8,000 copies*

Magazine format: 210 mm wide x 198 mm high

Advertisement/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 via our sales department, 4,000 copies in free distribution.

Online: Your company portrait is online with a link to your homepage until the new publication on **www.materialfluss.de**.

Advertising deadline: 16.09.2025

Publication date: 14.10.2025

*Special edition not IVW-approved



Your company portrait

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

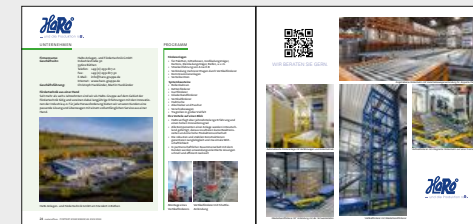
Company portrait s/w € 3,010
Company portrait 4c € 4,210



Your display

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

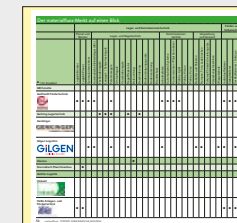
1/1 page s/w € 2,830
1/1 page 4c € 3,990



Your company portrait plus advert

Objective information + recognition value
= Maximum advertising success

Portrait s/w and 1/1 page 4c € 6,530
Portrait 4c and 1/1 page 4c € 7,650



Company logo in market overview and address section as well as online

Company logo 4c € 550

Banner Formats Website



(1) Superbanner

€ 180 / 1,000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 270 / 1,000 Ad Impressions, (800 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 370 / 1,000 Ad Impressions

(3) Skyscraper

€ 190 left side / 1,000 Ad Impressions
€ 230 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

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

(5) Medium Rectangle

€ 190 / 1,000 Ad Impressions, (300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 260 / 1,000 Ad Impressions

(6) Baseboard Ad

€ 250 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90 Pixel)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 150 / 1,000 Ad Impressions, (468 x 60 Pixel)

(8) Halfsize

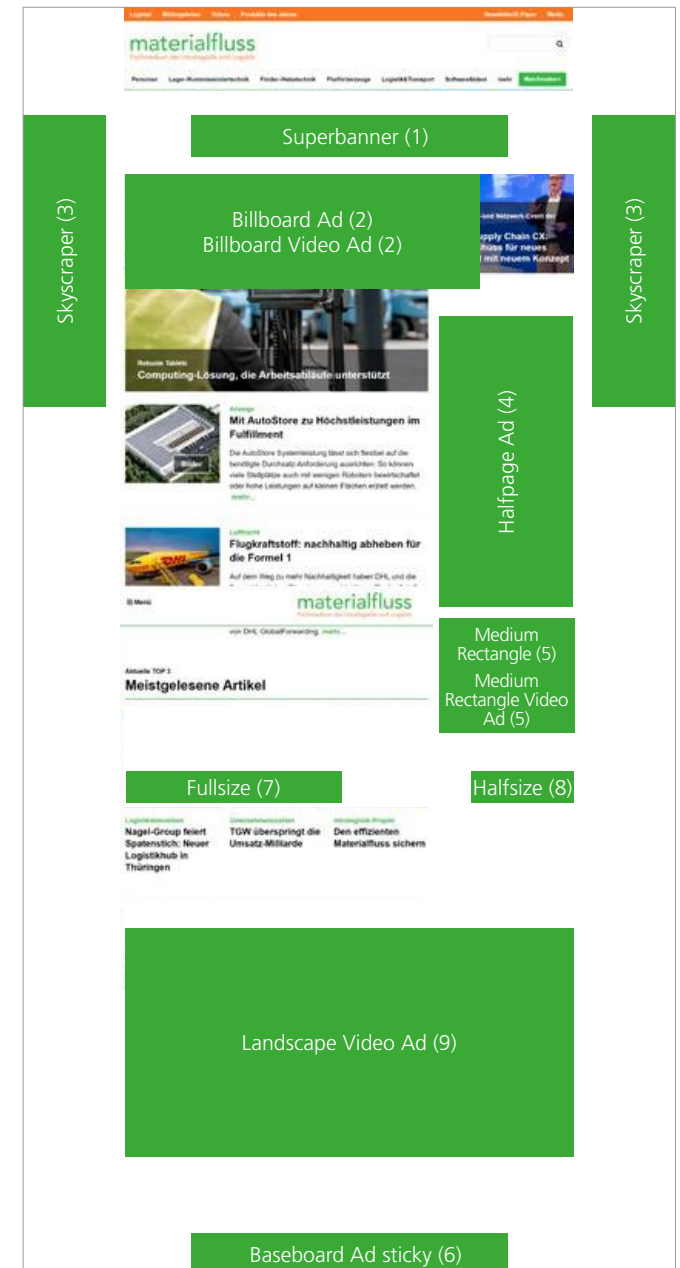
€ 130 / 1,000 Ad Impressions, (234 x 60 Pixel)

(9) Landscape Video Ad

€ 450 / 1,000 Ad Impressions



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



Special Formats & Banner Overview Mobile

Special formats

ALL
online forms of
advertising at a
glance



(10) Wallpaper

€ 250 / 1,000 Ad Impressions
(728 x 90 Pixel / above,
120 x 600 Pixel / right side, or
160 x 600 Pixel / right side)
*Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

€ 240 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(12) Fireplace

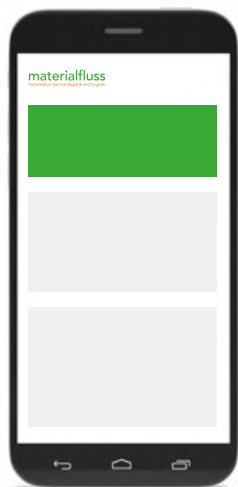
€ 540 / 1,000 Ad Impressions
1.000 x 90 Pixel top / right side
and left side each 120 x 600 Pixel
or 160 x 600 Pixel



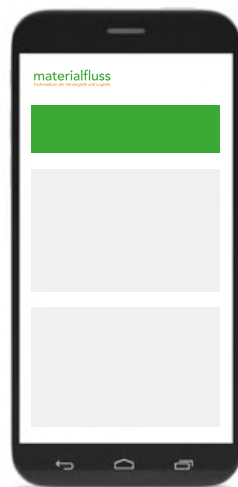
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
Prices = price per thousand contacts, data delivery: 5 working days
before campaign start

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

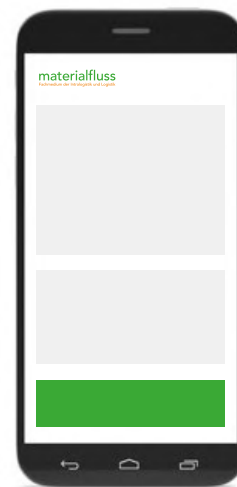
Banner overview mobile



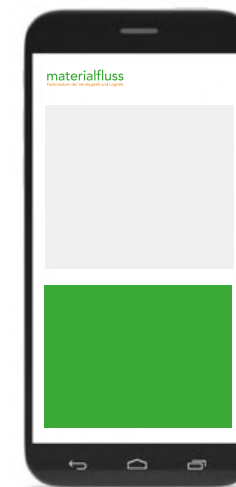
**Mobile Content
Ad 4:1**
300 x 75 Pixel
max. 50 KB



**Mobile Content
Ad 6:1**
300 x 50 Pixel
max. 50 KB



**Mobile Content
Ad 6:1**
300 x 50 Pixel
max. 50 KB



**Mobile Content
Ad 2:1**
300 x 150 Pixel
max. 50 KB

Bannerformate Video Ads



Video Ads

- Integration of video adverts 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
- Video advert is clickable and can be linked to a landing page
- Full tracking: Als, clicks, CTR

Playout:

- On all home, category and article sites

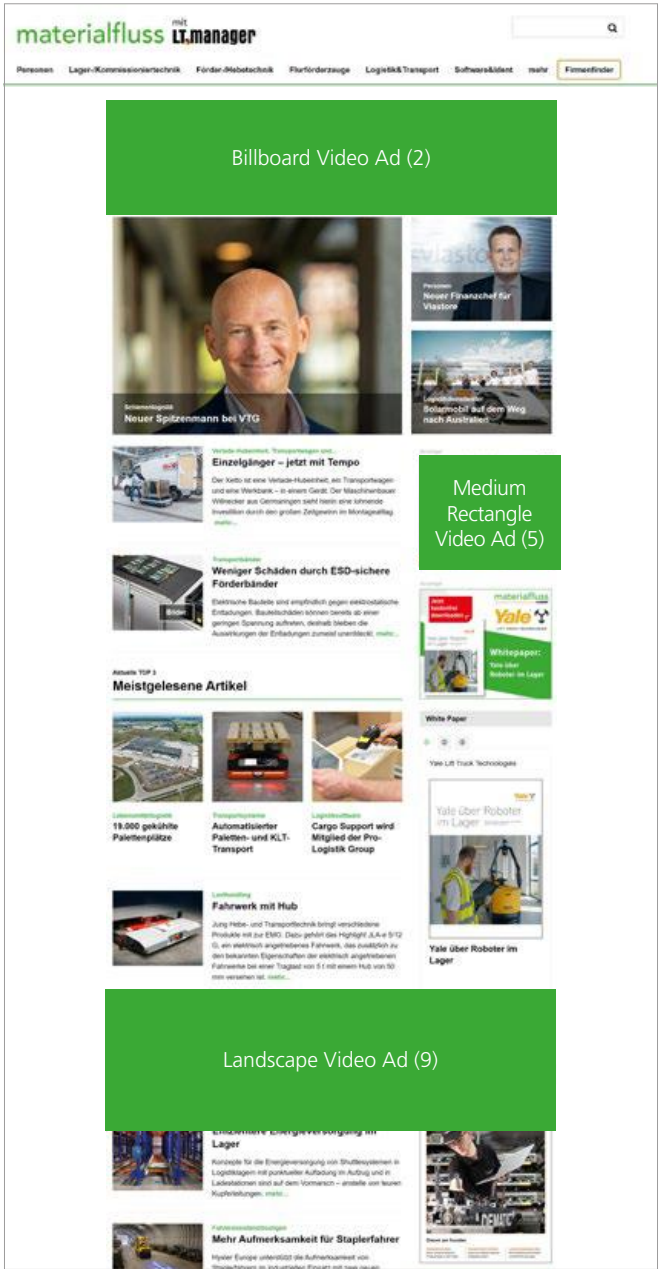
Data delivery:

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

3GPP / MPEG-4		
Resolution	Target bit rate for video files	Target bit rate 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 bit rate for video files	Target bit rate 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

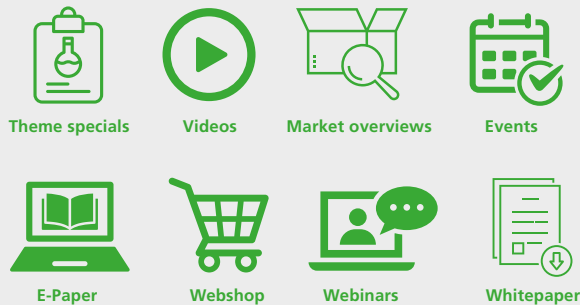
Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB,
Prices = thousand-contact price
Data delivery: 5 working days before campaign start



materialfluss Matchmaker+

materialfluss Matchmaker+ – Your guide to intralogistics and logistics

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



Your advantages:

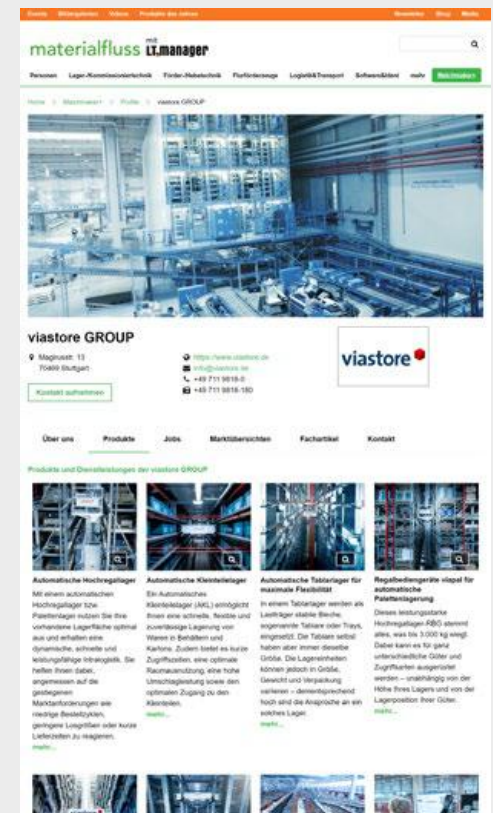
- Premium profile: Your business card
- Multimedia content
- Listing of specialised articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in specialised editorial articles
- Keyword Advertising
- Integration in the newsletter
- Social media postings

	Starter	Premium	Professional
• Customized company presentation with logo, free text, image and links to the website	√	√	√
• Industry/product categorisation	√	√	√
• Product presentations with images, descriptions and links	√	√	√
• Listing of specialised articles in the company profile	√	√	√
• Job offers	√	√	√
• Customized contact information including 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, scrollable catalogues, etc		√	√
• Whitepapers, brochures, catalogues, other documents (PDFs)		√	√
• Logo insertion incl. link to company profile in newsletters (6x or 12x per year)		√ (6x/year)	√ (12x/year)
• Keyword advertising on materialfluss: 4 keywords with a direct link to the premium profile		√	√
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			√
Price	2,990 €	4,990 €	6,190 €

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a cancellation period of one month. We are happy to take care of the setup and maintenance of your profile (setup € 499 one-off, maintenance € 99 per month)

Matchmaker+



Example

Lead Generation

Whitepaper



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



Whitepaper:

Period: 2 months

Price: € 3,600 plus € 70 per lead

Optionally bookable with a customized newsletter.

Price: € 5,200 plus € 70 per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, then webinars are the ideal advertising format. In a webinar, you can communicate your new products and innovations and actively involve customers in the event live via chat questions. Use a webinar to emphasise the benefits of your products and at the same time your subject expertise and company awareness.

Services

- Advance notice of the webinar in at least three materialfluss newsletters and at least two posts on materialfluss social media channels
- Display ad to promote your webinar on materialfluss.de for one month
- Participant registration
- Briefing of your speaker and technical realisation
- Live broadcast incl. moderation and cancellation
- Forwarding of registration data (company, first name, surname, e-mail)
- The webinar will then be available for four weeks as an on-demand webinar that requires registration. on-demand webinar available for download on the media brand's website for four weeks



Bild: fizkes /stock.adobe.com



Webinar:

Price: € 4,690

Optionally bookable with a full-page announcement of the webinar in materialfluss.

(The advertisement is designed by the publisher)

Price: € 6,890



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

Native Advertising

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



The online advertorial is ideal for presenting complex topics to readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time!

Highlight of the week also including newsletter

- Present your product, webinar or event on our event on our specialist portal for one week
- Headline: 40 characters incl. spaces, text: 250 characters incl. spaces, image: 300 x 250 Pixel
- Linking to your website or a microsite designed by us with your contributions



Native ad of the week also including newsletter and social media plus

- Native ad with the look & feel of our articles
- Headline: 40 characters incl. spaces, text: 300 characters incl. spaces, image: 180 x 150 Pixel
- Linking to your website or a microsite



Highlight of the week **Price: € 650**

Highlight of the week Combi **Price: € 1,180**
(including a text ad/native ad in the newsletter, see newsletter page for specifications)



Native Ad of the Week **Price: € 900**

Native Ad Combi **Price: € 1,440**
(including a text advert/native ad in the newsletter, see newsletter page for specifications)

Native Ad Combi Social Plus **Price: € 1,970**
(additional publication on our social media channels)

Social Media Posting

Social media posting – share content successfully through our channels

Supplement your market communication and generate more attention for your products, solutions, videos, webinars and services via our social media channels. Choose your preferred date and utilise the synergy effect of materialfluss's independent topic environment and the reach of an interactive target group.



Price: € 690
(not discountable)

Followers: over 15,000
(Publisher's statement, as of August 2024)



Your Advantages

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

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

Scope: 1 image + 1 message + 1 logo

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

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

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

Links: max. 5

Sender: materialfluss and advertiser

Dates on request

Advantages:

- Exclusive newsletter for your information
- High level of attention for your company and your offer
- Individual appointment coordination
- Maximum of 1 customised newsletter per week per company



Price: € 2,680
(not discountable)

Special configurations on request



Example

Banner Formats Newsletter

Twice a week, materialfluss sends its newsletter to over 2,500* recipients. Your customers receive customized news and specialist articles. The materialfluss newsletter is the ideal advertising medium for product presentations and company or seminar events.

*As of August 2024 (publisher's information)

around **2,500***
Receiver

(1) Leaderboard

€ 690

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

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

€ 640

Possible advertising formats

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

(3) Small Rectangle

€ 260

(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 incl. spaces and advert (max. 1 link)

Text Ad / Native Ad

Visualisation like article

Headline + text + image and target URL (max. 1 link),

Image: 225 x 127 Pixel, max. 200 KB,

Headline: max. 40 characters,

Text: max. 300 characters each incl. spaces

Video Ad

Click to open the video in a separate window. Links to videos on YouTube or Vimeo possible.

Exclusive newsletter

€ 3,960

4 insertion forms (leaderboard and 3 text adverts/billboard)

+ 2 editorial messages

+ mention in the subject line (not discountable)

The materialfluss.de editorial team reserves the right to revise the articles after consultation with the customer.



All newsletter advertising formats are optimised for mobile devices



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

Newsletter Topics and Dates

	CW	Date	Topic
January	2	Tuesday, 7 January	Top 10 of the month
	2	Wednesday, 8 January	The heads of the month
	2	Thursday, 9 January	Storage and order picking technology
	3	Tuesday, 14 January	RBG, shuttle and robotics
	3	Thursday, 16 January	Conveying and lifting technology
	4	Tuesday, 21 January	Industrial trucks, AGVs and robotics
	4	Thursday, 23 January	Logistics software
	5	Tuesday, 28 January	Storage and order picking technology
February	5	Thursday, 30 January	Identification systems
	6	Tuesday, 4 February	Top 10 of the month
	6	Wednesday, 5 February	The heads of the month
	6	Thursday, 6 February	materialfluss - The new issue
	7	Tuesday, 11 February	Storage and order picking technology
	7	Thursday, 13. February	Conveying and lifting technology
	8	Tuesday, 18 February	Logistics properties
	8	Thursday, 20 February	Logistics and transport
	9	Tuesday, 25 February	Special newsletter Logimat 2025
	9	Wednesday, 26. February	Special newsletter Logimat 2025
March	9	Thursday, 27 February	Special newsletter Logimat 2025
	9	Friday, 28 February	Special newsletter Logimat 2025
	10	Monday, 3 March	The heads of the month
	10	Tuesday, 4 March	Top 10 of the month
	10	Wednesday, 5 March	materialfluss - The new issue
	10	Thursday, 6 March	Special newsletter Logimat 2025
	10	Friday, 7 March	Special newsletter Logimat 2025
	11	Monday, 10 March	Special newsletter Logimat 2025
	11	Tuesday, 11 March	Special newsletter Logimat 2025
	11	Wednesday, 12 March	Special newsletter Logimat 2025
March	11	Thursday, 13 March	Conveying and lifting technology
	12	Tuesday, 18 March	Industrial trucks, AGVs and robotics
	12	Thursday, 20 March	Logistics software
	13	Tuesday, 25. March	Containers, boxes and pallets
	13	Thursday, 27 March	Identification systems

	CW	Date	Topic
April	14	Tuesday, 1 April	Top 10 of the month
	14	Wednesday, 2 April	The heads of the month
	14	Thursday, 3 April	Industrial trucks, AGVs and robotics
	15	Tuesday, 8 April	Storage and order picking technology
	15	Wednesday, 9 April	RBG, shuttle and robotics
	15	Thursday, 10 April	Conveying and lifting technology
	16	Tuesday, 15 April	materialfluss - The new issue
	16	Thursday, 17 April	Logistics software
	17	Tuesday, 22 April	Cranes
	17	Thursday, 24 April	Logistics properties
May	18	Tuesday, 29 April	AI in logistics
	18	Friday, 2 May	Top 10 of the month
	19	Tuesday, 6 May	Logistics software
	19	Wednesday, 7 May	The heads of the month
	19	Thursday, 8 May	Storage and order picking technology
	20	Tuesday, 13 May	Conveying and lifting technology
	20	Thursday, 15 May	Industrial trucks, AGVs and robotics
	21	Tuesday, 20 May	Logistics and transport
	21	Thursday, 22 May	materialfluss - The new issue
	22	Tuesday, 27 May	Identification systems
June	22	Wednesday, 28 May	Cranes
	23	Tuesday, 3 June	Top 10 of the month
	23	Wednesday, 4 June	The heads of the month
	23	Thursday, 5 June	Cranes
	24	Tuesday, 10 June	Storage and order picking technology
	24	Thursday, 12 June	Logistics software
	25	Tuesday, 17 June	Industrial trucks, AGVs and robotics
	25	Wednesday, 18 June	materialfluss - The new issue
26	Tuesday, 24 June	RBG, shuttle and robotics	
26	Thursday, 26 June	Logistics properties	

Newsletter Topics and Dates

	CW	Date	Topic
July	27	Tuesday, 1 July	Top 10 of the month
	27	Thursday, 3 July	The heads of the month
	28	Tuesday, 8 July	Storage and order picking technology
	28	Thursday, 10 July	Conveying and lifting technology
	29	Tuesday, 15 July	Industrial trucks, AGVs and robotics
	29	Thursday, 17 July	Logistics software
	30	Monday, 21 July	materialfluss - The new issue
	30	Tuesday, 22 July	Containers, boxes and pallets
	30	Thursday, 24 July	Identification systems
	31	Tuesday, 29 July	Logistics and transport
	31	Thursday, 31 July	Cranes
August	32	Tuesday, 5 August	Top 10 of the month
	32	Wednesday, 6 August	The heads of the month
	32	Thursday, 7 August	Fire protection
	33	Tuesday, 12 August	Storage and order picking technology
	33	Thursday, 14 August	Conveying and lifting technology
	34	Tuesday, 19 August	Commercial vehicles
	34	Thursday, 21 August	Logistics and transport
	35	Tuesday, 26 August	RBG, shuttle and robotics
	35	Thursday, 28 August	Logistics properties
September	36	Tuesday, 2 September	Top 10 of the month
	36	Wednesday, 3 September	The heads of the month
	36	Thursday, 4 September	Logistics software
	37	Tuesday, 9 September	Storage and order picking technology
	37	Wednesday, 10 September	materialfluss - The new issue
	37	Thursday, 11 September	Conveying and lifting technology
	38	Tuesday, 16 September	Industrial trucks, AGVs and robotics
	38	Thursday, 18 September	Logistics software
	38	Friday, 19 September	Special newsletter Fachpack 2025
	39	Monday, 22 September	Special newsletter Fachpack 2025
	39	Tuesday, 23 September	Containers, boxes and pallets
	39	Thursday, 25 September	Identification systems
	40	Tuesday, 30 September	Logistics and transport

	CW	Date	Topic
October	40	Thursday, 2 October	Top 10 of the month
	41	Tuesday, 7 October	The heads of the month
	41	Thursday, 9 October	Storage and order picking technology
	42	Tuesday, 14 October	Conveying and lifting technology
	42	Wednesday, 15 October	materialfluss - The new issue
	42	Thursday, 16 October	Industrial trucks, AGVs and robotics
	43	Tuesday, 21 October	Logistics software
	43	Thursday, 23 October	Cranes
	44	Tuesday, 28 October	RBG, shuttle and robotics
	44	Thursday, 30 October	AI in logistics
	November	45	Tuesday, 4 November
45		Wednesday, 5 November	The heads of the month
45		Thursday, 6 November	Industrial trucks, AGVs and robotics
46		Tuesday, 11 November	Storage and order picking technology
46		Wednesday, 12 November	materialfluss - The new issue
46		Thursday, 13 November	Commercial vehicles
47		Tuesday, 18 November	Logistics properties
47		Thursday, 20 November	Logistics and transport
48		Tuesday, 25 November	Containers, boxes and pallets
48		Thursday, 27 November	Identification systems
December	49	Tuesday, 2 December	Top 10 of the month
	49	Wednesday, 3 December	Heads of the month
	49	Thursday, 4 December	Conveying and lifting technology
	50	Tuesday, 9 December	Storage and order picking technology
	50	Thursday, 11 December	materialfluss - The new issue
	51	Tuesday, 16 December	Industrial trucks, AGVs and robotics
	51	Thursday, 18 December	Logistics software

General Terms and Conditions

General Terms and Conditions for Advertisements and Promotion of Pelemedia GmbH (State 2024)

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

For a service requiring registration with Pelemedia, 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 Pelemedia 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 Pelemedia. In particular the The mere omission of an objection on the part of Pelemedia to other general terms and conditions does not mean that these are to be considered shall apply as agreed. Pelemedia shall be entitled to amend these General Terms and Conditions at any time. Pelemedia 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, Pelemedia shall be entitled to terminate the agreement in due time. Pelemedia 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, Pelemedia 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 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. Pelemedia is not responsible for the information provided by third parties. Internet services that Pelemedia links to from its pages or that Pelemedia mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform of the respective partner of Pelemedia. 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 is subject to any legal relationship between Pelemedia 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. Pelemedia 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 Pelemedia GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to their relatives. Furthermore, Pelemedia reserves the right to amend the regulations of competitions at any time, to change or correct. Pelemedia 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 of 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 Pelemedia are offered to the user subject to availability. Pelemedia shall endeavor to ensure that the services of Pelemedia 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, Pelemedia 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 Pelemedia comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by Pelemedia. The acceptance by Pelemedia takes place at the latest when access to the paid content is opened. About the use of services of third parties that Pelemedia advertises on its pages or to which Pelemedia provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. Pelemedia assumes no liability or warranty for this.

5. opening of a user account: For certain services on the pages of Pelemedia, 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 Pelemedia 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 Pelemedia will be immediately notified of any changes to the data.

6. payment transactions: The fees for chargeable content shall be confirmed with a the payment system provider to be chosen by the user. The terms of use apply exclusively. of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are debited, Pelemedia 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. Pelemedia 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 Pelemedia 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 Pelemedia 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 Pelemedia immediately to be displayed. Indications of misuse of the contents of Pelemedia or the payment system are Pelemedia shall also be notified immediately. The user shall indemnify Pelemedia against any claims of third parties that may against Pelemedia due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. Pelemedia reserves the right to reasonable suspicion of misuse of the services of Pelemedia 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 Pelemedia 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: Pelemedia 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 Pelemedia is excluded, unless there are mandatory legal regulations. Pelemedia 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. Pelemedia 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 that can be invoked or left. In this respect Pelemedia 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 Pelemedia websites. Pelemedia 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 Pelemedia websites. Pelemedia offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by Pelemedia. For this reason, Pelemedia 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 Pelemedia, lies exclusively with the user. Pelemedia excludes any liability due to technical or other Interference off. Pelemedia 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 Pelemedia 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 Pelemedia or the payment provider immediately after becoming aware of it. Pelemedia shall be liable for justified and timely complaints, Pelemedia 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 Pelemedia, 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 Pelemedia and databas-

es 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 Pelemedia. 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 Pelemedia (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 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.

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Pelemedia reserves the right to does not intend to publish submitted content. The user shall indemnify Pelemedia 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 Pelemedia. 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: Pelemedia 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 Pelemedia 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 Pelemedia 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 Pelemedia shall be blocked.

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

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

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