



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

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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:** 78th year 2024

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 – awarded 2022:

Advertising Rates List No. 64

effective from 01.01.2024

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, Buch- binderei / DVZ, Frankfurter Str. 168, 34121 Kassel

Advertising Rates List No. 64

effective from 01.01.2024

8 Advertising formats and prices:

Editorial section: € 6.10 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: € 4.80 per mm
Job Vacancies print: € 5.20 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 01.01.2024

1 Advertising formats:

Fixed formats at fixed rates (width x height mm)

2/1 page
599 x 430 mm
10 columns
b/w € 23,000
2C € 28,800
3C € 31,800
4C € 37,100

Across the gutter spread
353 x 250 mm
6 columns
b/w € 8,550
2C € 10,750
3C € 12,900
4C € 15,200

1/1 page
284 x 430 mm
5 columns
b/w € 12,700
2C € 15,875
3C € 19,050
4C € 22,225

Junior Page
220 x 300 mm
4 columns
b/w € 7,250
2C € 9,063
3C € 10,875
4C € 12,688

1/2 page
284 x 215 mm
5 columns
b/w € 6,350
2C € 7,938
3C € 9,525
4C € 11,113

1/3 page
284 x 143 mm
5 columns
b/w € 4,300
2C € 5,375
3C € 6,450
4C € 7,525

1/3 page
164 x 240 mm
3 columns
b/w € 4,300
2C € 5,375
3C € 6,450
4C € 7,525

1/4 page
164 x 180 mm
3 columns
b/w € 3,200
2C € 4,000
3C € 4,800
4C € 5,600

1/4 page
284 x 108 mm
5 columns
b/w € 3,200
2C € 4,000
3C € 4,800
4C € 5,600

1/5 page
108 x 215 mm
2 columns
b/w € 2,600
2C € 3,250
3C € 3,900
4C € 4,550

1/5 page
164 x 143 mm
3 columns
b/w € 2,600
2C € 3,250
3C € 3,900
4C € 4,550

Bottom of front cover
284 x 50 mm
5 columns
b/w € 2,900
2C € 3,625
3C € 4,350
4C € 5,075

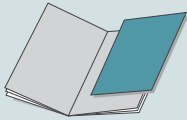
Special issue Bottom of front cover
284 x 50 mm
5 columns
4C € 5,075
No discounts available

All prices excl. VAT

Special Advertising Forms

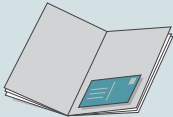
effective from 01.01.2024

1 Supplements



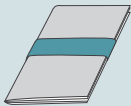
Loose insert; Format: min. A6/max. A4 weight: max. 70 g
 Placement: Throughout Germany or to certain postcode regions / AT and CH also possible.
 Publisher's fee: € 475 per 1,000 copies (minimum price € 500).
 Before booking we require the weight of the insert and 10 copies for technical inspection. 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: € 475 per 1,000 copies
 Technical supplement: From € 175 per 1,000 copies plus advertising costs

3 Banderole



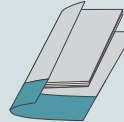
Width: 530 - 540 mm (including 30 mm overlap)
 Height: 105 mm
 Colour: 4C
 Placement: Only total circulation € 14,000
 Please ask for the concrete width required for the day of publication.

4 Flying Page



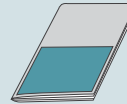
Width: 165 mm + 315 mm
 Height: 470 mm
 Pages: 4
 Colour: 4C
 Placement: Only total circulation € 17,000

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 2024

effective from 01.01.2024

Week	No.	Date	Day
1	1	03.01.2024	Wednesday
2	2	10.01.2024	Wednesday
3	3	17.01.2024	Wednesday
4	4	24.01.2024	Wednesday
5	5	31.01.2024	Wednesday
6	6	07.02.2024	Wednesday
7	7	14.02.2024	Wednesday
8	8	21.02.2024	Wednesday
9	9	28.02.2024	Wednesday
10	10	06.03.2024	Wednesday
11	11	13.03.2024	Wednesday

Week	No.	Date	Day
12	12	20.03.2024	Wednesday
13	13	27.03.2024	Wednesday
14	14	03.04.2024	Wednesday
15	15	10.04.2024	Wednesday
16	16	17.04.2024	Wednesday
17	17	24.04.2024	Wednesday
18	18	02.05.2024	Thursday
19	19	08.05.2024	Wednesday
20	20	15.05.2024	Wednesday
21	21	22.05.2024	Wednesday
22	22	29.05.2024	Wednesday

Week	No.	Date	Day
23	23	05.06.2024	Wednesday
24	24	12.06.2024	Wednesday
25	25	19.06.2024	Wednesday
26	26	26.06.2024	Wednesday
27	27	03.07.2024	Wednesday
28	28	10.07.2024	Wednesday
29	29	17.07.2024	Wednesday
30	30	24.07.2024	Wednesday
31	31	31.07.2024	Wednesday
32	32	07.08.2024	Wednesday
33	33	14.08.2024	Wednesday

Week	No.	Date	Day
34	34	21.08.2024	Wednesday
35	35	28.08.2024	Wednesday
36	36	04.09.2024	Wednesday
37	37	11.09.2024	Wednesday
38	38	18.09.2024	Wednesday
39	39	25.09.2024	Wednesday
40	40	02.10.2024	Wednesday
41	41	09.10.2024	Wednesday
42	42	16.10.2024	Wednesday
43	43	23.10.2024	Wednesday
44	44	30.10.2024	Wednesday

Week	No.	Date	Day
45	45	06.11.2024	Wednesday
46	46	13.11.2024	Wednesday
47	47	20.11.2024	Wednesday
48	48	27.11.2024	Wednesday
49	49	04.12.2024	Wednesday
50	50	11.12.2024	Wednesday
51	51/ 52	18.12.2024	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 2024:
 „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	Price
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 2024

effective from 01.01.2024

Month	Type	Topic	Occasion/Notes
FEBRUARY	DVZ-supplement	Food and Refrigerated Logistics	Fruit Logistica, Berlin 07.-09.02.2024
	DVZ-supplement	Digitalization	
MARCH	DVZ-magazine	Career in Logistics/1	Focus on industrial prof., distribution job fairs + DVZ #10
	DVZ-speciel pages	Intralogistics	LogiMAT, Stuttgart, 19.-21.03.2024
	DVZ-supplement	Logistics Location North Rhine-Westphalia	
	DVZ-speciel pages	Logistics Location Baden-Wuerttemberg	
APRIL	DVZ-speciel pages	Commercial Vehicles and Fleet Management	
	DVZ-speciel pages	GVZ (distribution centres)	
	DVZ-supplement	Sustainability in Logistics	4. DVZ Sustainability Day, Frankfurt 17.04.2024
	DVZ-magazine	Logistics and Industrial Property	Distribution in DVZ #16 as a supplement
MAY	DVZ-speciel pages	Logistics Location Switzerland	
	DVZ-supplement	Breakbulk	Breakbulk Europe, Rotterdam, 21.05.-23.05.2024
	DVZ-supplement	Logistics Location Austria	31. Logisticsday of VNL, Linz, 06.06.2024
JUNI	DVZ-supplement	Logistics Location Hesse	
	DVZ-supplement	Combined Transport	shareholders' meeting Kombiverkehr
	DVZ-supplement	Logistics Location Bremen	
JULY	DVZ-speciel pages	Telematics	
	DVZ-supplement	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 2024

effective from 01.01.2024

Month	Type	Topic	Occasion/Notes
SEPTEMBER	DVZ-supplement	Ports of Lower Saxony	32. Lower Saxony Port Day, Nordenham 06.09.2024
	DVZ-supplement	Commercial Vehicles	IAA Transportation, Hannover, 17.09.-22.09.2024
	DVZ-speciel pages	Inland Waterways/ Inland Ports	
	DVZ-supplement	Stars of Logistics	DVZ-Leo-Award, Hamburg, 19.09.2024
	DVZ-speciel pages	Paletts	
OCTOBER	DVZ-supplement	Logistics and Industrial Property	EXPO REAL, Munich, 07.-09.10.2024
	DVZ-speciel pages	Logistics Location Eastern Europe	
	DVZ-supplement	Rail Logistics	3. DVZ-Conference Combined Transport
	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	Logistik & Supply Chain	BVL Supply Chain CX, Berlin, 23.-25.10.2024
NOVEMBER	DVZ-supplement	Logistics Location Hamburg	
	DVZ-magazine	Inland Ports	Distribution in DVZ #45 as a supplement
	DVZ-Fokus pages	Logistics Location Turkey	Logitrans, Istanbul, 20.-22.11.2024
	DVZ-supplement	TMS Transport Management Systems	7. DVZ-Conference, Frankfurt, 05.11.2024
	DVZ-magazine	Sustainability in Logistics	German Sustainability Day, Distribution in DVZ as a supplement
	DVZ-speciel pages	Seaports	
	DVZ-supplement	Jumbo	
DEZEMBER	DVZ-supplement	Logistics Location Lower Saxony	Annual Meeting "Logistikportal NDS"
	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. 64

effective from 01.01.2024

- 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 113,425; User 61,250;
Pageviews 184,902 per month, on average
(October 2022 – September 2023, 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)

€ 1,400 / week

Leaderboard

€ 2,200 / week

Wallpaper consisting of Leaderboard and Skyscraper

Skyscraper

Halfpage Ad

€ 1,500,- / week

€ 1,000,- / week

Content Banner

Billboard Ad

€ 1.100,- / week

Textlink with pictures

€ 1,400 / week

Medium-Rectangle

€ 950 / week

Medium-Rectangle

€ 950 / week

Online Rates List No. 64

effective from 01.01. 2024

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
Wallpaper (Leaderboard plus Skyscraper)	entire site	728x90 px + 120x600 px	not possible	€ 2,200
Leaderboard	entire site	728x90 px 769x90 px	300x125 px	€ 1,400
Skyscraper	entire site	120x600 px 160x600 px 200x600 px	120x600 px 160x600 px 200x600 px	€ 1,400
Halfpage Ad	entire site	300x600px	300x600 px	€ 1,500
Content Banner	homepage	728x90 px 769x90 px	300x125 px	€ 1.000
Billboard Ad	homepage	970x250 px	300x125 px	€ 1.100
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	€ 1,400

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 01.01.2024

- 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

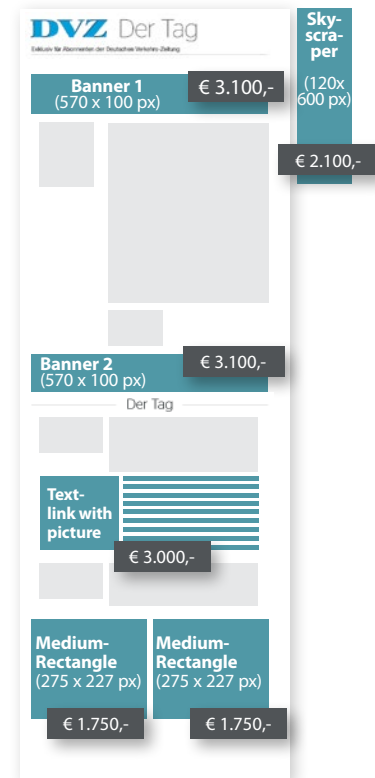
Placement: at the bottom
Data format: JPG
file size: maximum 150 KB
Price: EUR 1,750 / week

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



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 01.01.2024

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:

- € 5,600

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

Advertorial



Die vollständige Min-energiebranche verleiht und Energie für mehr Kraftstoffe beim Erwärmen.

**Mineralölbranche wandelt sich
Klimaschutz braucht Energieeffizient**

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 es 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 Brennstoffbereich. Dort wird die Elektrifizierung eines entscheidenden Beitrag zur Erreichung der Klimaziele leisten können. Gerade im Bereich der Stadtflotte sind wichtige Lösungen anfallig. Ob LKW im Fernverkehr oder Lieferfahrzeuge für die „letzte Meile“, Fahrzeuge für Landwirtschaft oder Baugewerbe. Unterschiedliche Anforderungen sorgen auch hier für die Notwendigkeit, jeweils passende Lösungen zu entwickeln. Das gilt für Kraftstoffe ebenso wie für künftige Maßnahmen.

Die reichhaltigen Erträge des nach der Lastentlastung aktiv waren. Auch im Bereich der Antriebsleistung allein wird dies jedoch nicht reichen, um das CO₂-Minimierung zu leisten. Daher müssen die Lösungen zu erreichen, in welcher 2020 voraussichtlich noch mehr als 20 Millionen Euro an Investitionen und Hybrid-Antrieb führen. Auch diese müssen einen Beitrag zum Klimaschutz leisten.

Neben mehr kostenintensiven Fahrplänen werden vor künftig zusätzlich zum Beispiel auch E-Fuels, Wasserstoff, Methanol und Ammoniak, Cityvernetzte Wasserstoff oder Bio-LNG brauchen. Die Luftverfälschung und in der Schifffahrt werden wir noch länger Zeit auf niedrigere Treibstoffkosten drängen sein, die eine Elektrifizierung in vielen Anwendungsfällen nicht ermöglicht.

Ein vollständiger Min-energiebranche Technologien und Energie sowie eine Diversität bei den Brennstoffen und Lieferformen sorgen für mehr Flexibilität bei Erwärmen und Versorgungsbereit. Bei unseren Mitgliedern werden deswegen große Investitionen vorgenommen, um in die Zukunft des Klimaschutzes und der Energie, der Technologien, Produkten und Dienstleistungen für morgen bereitzustellen. Dabei entstehen auch neue, beschleunigende Lösungen, die weiter integriert werden sollen.

Täglich ist es wichtig, dass die Vielfalt der passenden Kombinationen sein. Denn es wird die Investitionsentscheidung für mehr Lastentlastung durch beide Kombinationen im Verkehr und im Landverkehr sein. Auch die dieseleisenen Maschinen für schwere Lasten sind politische Maßnahmen erforderlich. Zum Beispiel die Energieeffizienz, die sich an der Klimaziele der Kohlelieferanten, sowie die Stilllegung und Umwandlung der Kernkraft Energy Structure (ES). Darüber hinaus sollte bereits jetzt ein klarer Perspektive auch für die Zeit nach 2020 parat sein. Die Investitionen werden selbstverständlich befristet, keine Technologiechen.

en2x
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 almost 300 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.

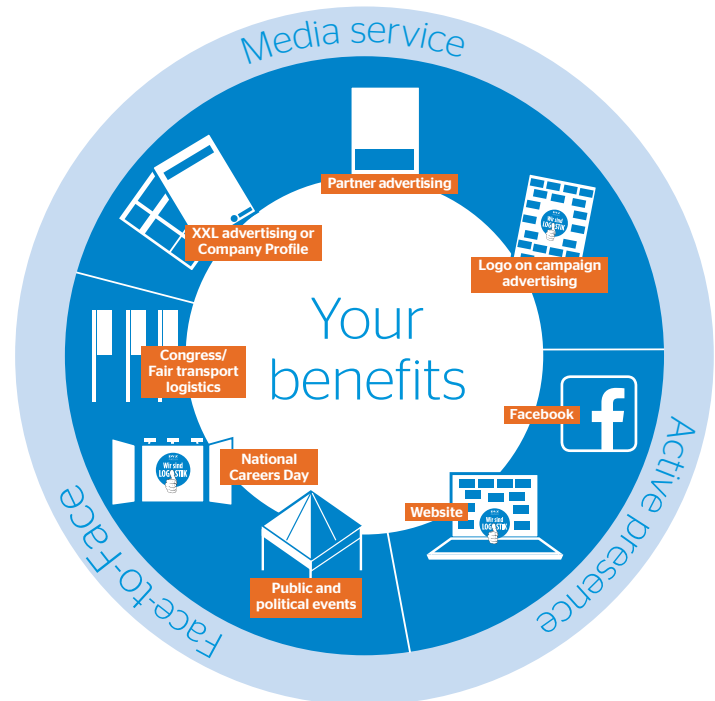
You too can participate in the campaign and benefit from a powerful partner package and other highlights:



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 01.01.2024

DVZ Aktion
Wir sind LOGISTIK
www.wirsindlogistik.org

Logistics Companies and Organizations:

- Mercedes-Benz
- SCHMITZ CARBULL (The TrailerCompany)
- ZIPPEL GROUP
- TIS
- KRONE (Wir transportieren Zukunft)
- SMARTLANE
- TUP (MIDWEST LOGISTICS)
- DSV
- CTL
- Night Star Express
- Logistische Software (sojo plan)
- MBS (THE ART OF LOGISTICS)
- cargo-partner
- COYOTE LOGISTICS (a UPS Company)
- KRAVAG
- transport logistic (the leading exhibition)
- CONTARGO (renodal network)
- BLG LOGISTICS
- WINNER
- NAGEL-GROUP
- SCHANK GROUP
- FR. MEYER'S SOHN
- Schmitt GRUPPE
- LOG CO-OP
- ALCARO (Die Welt der Logistikunternehmen)
- SCHRAMM (Schramm & Co. Logistics)
- CORNELIUS GEBER
- RheinCargo (dieser kombiniert)
- LOXESS (Logistics & Supply Chain)
- LPR
- DB Cargo
- WEBER DATA SERVICE
- logix (Logistics & Supply Chain)
- LESCHACO (Wir sind gerne Speditionen. Seit 1873.)
- duisport
- DFDS
- postnord
- NORDFROST
- Lagermax
- Bargelink.com (EAST BARGEL LOGISTICS)
- M&M (MILITZER & MANGOLD)
- DETTNER GROUP
- HHLA
- ZODER (Spezialtion)
- Rail Cargo Group (Member of CMA)
- INSATransport (Specializing Global)
- 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“.

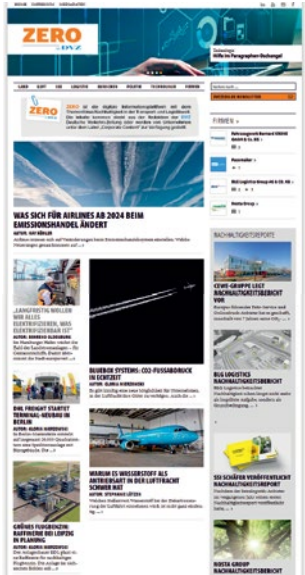
With this mix of different formats, Zero is intended to serve as a basis for logisticians to make good decisions on the subject of sustainability.

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.

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Daily News Digital Briefing,
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Congresses and
events



DVZ-Podcast
weekly



Reader Profile

1 Sectors / Industry branches

Recipient groups in industry branches	% of circulation
Forwarding/warehousing	52.5
Industry/manufacturing industry	10.4
Service/consulting	8.0
Trade	4.0
Maritime Transportation	3.7
Associations	2.8
Authority	2.8
Aviation, Air Cargo	2.5
Rail Transportation	2.3
Courier/express/package services	1.5
Teaching/vocational schools/university	1.1
Various	8.4
	100.0

2 Managers read the DVZ



21.9%

Board of Directors, owner, managing director

8.1%

Head of department, other Senior employees

39.6%

Employees

4.6%

Branch management, forwarding manager, authorized signatory

18.7%

Various

7.1%

Logistics management

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



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