



- 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:** 80th year 2025

4 **Memberships:** VDZ

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

6 **Managing Director:** Martin Weber

7 **Publishing Director:** Oliver Detje

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

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

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

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

12 **ISSN:** 0342-166X



European Newspaper Award – honoured 4 times 2025

Advertising Rates List No. 66

effective from 01.01.2026

1 Print run analysis:

Total subscriptions:	11.078
Paid circulation (total):	10.663
E-paper recipients without print subscription:	6.927
Free copies:	227
Domestic subscriptions (total):	10.098
Subscription in foreign countries (total):	980

Status as of October 2025

2 Newspaper format: 315 mm width, 470 mm height

Type area:

Text section: 284 mm width, 430 mm height

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

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

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

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

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

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

Paper quality: UPM EcoPrime 68H

Print profile: ECI-Offsetprofil PSO_INP_Paper, corresponds to FOGRA48L

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

4 Publishing dates: 1x weekly

Issue date: Wednesday

Advertising and print documents deadline:

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

5 Payment terms: All prices excl. VAT

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

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

6 Terms and conditions:

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

7 Supplements/gummed advertising materials: Details see page 7

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

Advertising Rates List No. 66

effective from 01.01.2026

8 Advertising formats and prices:

Editorial section: € 6.50 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 € 312)

10 Discounts: Within one year.

Agency commission: 15%

Volume mm	%	Frequency no. of ads	%
1.000	3	3	5
2.000	5	6	10
3.000	10	12	15
4.000	15	24	20
7.000	20	48	25
10.000	25	60	28
15.000	26		
25.000	27		
35.000	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:** € 5.10 per mm

Job Vacancies print: € 5.55 per mm

+ supplementary online combination:

€ 180.00/4 weeks (under www.dvz.de/jobs, 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

Advertising Formats

effective from 01.01.2026

1 Advertising formats:

Fixed formats at fixed rates (width x height mm)

2/1 page
599 x 430 mm
10 columns
b/w € 24.575,-
2C € 30.785,-
3C € 33.991,-
4C € 39.656,-

Across the gutter spread
353 x 250 mm
6 columns
b/w € 9.139,-
2C € 11.497,-
3C € 13.781,-
4C € 16.244,-

1/1 page
284 x 430 mm
5 columns
b/w € 13.575,-
2C € 16.969,-
3C € 20.363,-
4C € 23.756,-

Junior Page
220 x 300 mm
4 columns
b/w € 7.755,-
2C € 9.694,-
3C € 11.633,-
4C € 13.571,-

1/2 page
284 x 215 mm
5 columns
b/w € 6.785,-
2C € 8.481,-
3C € 10.178,-
4C € 11.874,-

1/3 page
284 x 143 mm
5 columns
b/w € 4.600,-
2C € 5.750,-
3C € 6.900,-
4C € 8.050,-

1/3 page
164 x 240 mm
3 columns
b/w € 4.600,-
2C € 5.750,-
3C € 6.900,-
4C € 8.050,-

1/4 page
164 x 180 mm
3 columns
b/w € 3.432,-
2C € 4.290,-
3C € 5.148,-
4C € 6.006,-

1/4 page
284 x 108 mm
5 columns
b/w € 3.432,-
2C € 4.290,-
3C € 5.148,-
4C € 6.006,-

1/5 page
108 x 215 mm
2 columns
b/w € 2.788,-
2C € 3.485,-
3C € 4.182,-
4C € 4.879,-

1/5 page
164 x 143 mm
3 columns
b/w € 2.788,-
2C € 3.485,-
3C € 4.182,-
4C € 4.879,-

Bottom of front cover
284 x 50 mm
5 columns
b/w € 3.092,-
2C € 3.865,-
3C € 4.638,-
4C € 5.411,-

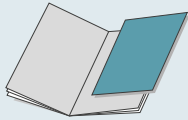
Special issue Bottom of front cover
284 x 50 mm
5 columns
4C € 5.410,-
No discounts available

All prices excl. VAT

Special Advertising Forms

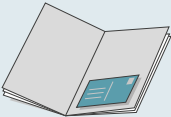
effective from 01.01.2026

1 Supplements



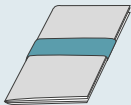
Loose insert; Format: min. A6/max. A4 weight: max. 70 g
 Placement: Throughout Germany or to certain postcode regions / AT and CH also possible.
 Publisher's fee: € 500 per 1,000 copies (minimum price € 500).
 Before booking we require the weight of the insert and 10 copies for technical inspection.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

2 Advertisements with gummed postcard or CD



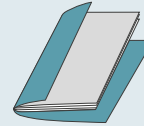
Placement: Only total circulation
 Publisher's fees: € 500 per 1,000 copies
 Technical supplement: From € 175 per 1,000 copies plus advertising costs

3 Banderole



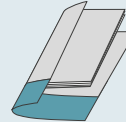
Width: 530 - 540 mm (including 30 mm overlap)
 Height: 105 mm
 Colour: 4C
 Placement: Only total circulation € 14,000
 Please ask for the concrete width required for the day of publication.

4 Flying Page



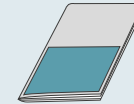
Width: 165 mm + 315 mm
 Height: 470 mm
 Pages: 4
 Colour: 4C
 Placement: Only total circulation € 17,000

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 2026

effective from 01.01.2026

Week	No.	Date	Day
2	1/2	07.01.2026	Wednesday
3	3	14.01.2026	Wednesday
4	4	21.01.2026	Wednesday
5	5	28.01.2026	Wednesday
6	6	04.02.2026	Wednesday
7	7	11.02.2026	Wednesday
8	8	18.02.2026	Wednesday
9	9	25.02.2026	Wednesday
10	10	04.03.2026	Wednesday
11	11	11.03.2026	Wednesday
12	12	18.03.2026	Wednesday

Week	No.	Date	Day
13	13	25.03.2026	Wednesday
14	14	01.04.2026	Wednesday
15	15	08.04.2026	Wednesday
16	16	15.04.2026	Wednesday
17	17	22.04.2026	Wednesday
18	18	29.04.2026	Wednesday
19	19	06.05.2026	Wednesday
20	20	13.05.2026	Wednesday
21	21	20.05.2026	Wednesday
22	22	27.05.2026	Wednesday
23	23	03.06.2026	Wednesday

Week	No.	Date	Day
24	24	10.06.2026	Wednesday
25	25	17.06.2026	Wednesday
26	26	24.06.2026	Wednesday
27	27	01.07.2026	Wednesday
28	28	08.07.2026	Wednesday
29	29	15.07.2026	Wednesday
30	30	22.07.2026	Wednesday
31	31	29.07.2026	Wednesday
32	32	05.08.2026	Wednesday
33	33	12.08.2026	Wednesday
34	34	19.08.2026	Wednesday

Week	No.	Date	Day
35	35	26.08.2026	Wednesday
36	36	02.09.2026	Wednesday
37	37	09.09.2026	Wednesday
38	38	16.09.2026	Wednesday
39	39	23.09.2026	Wednesday
40	40	30.09.2026	Wednesday
41	41	07.10.2026	Wednesday
42	42	14.10.2026	Wednesday
43	43	21.10.2026	Wednesday
44	44	28.10.2026	Wednesday
45	45	04.11.2026	Wednesday

Week	No.	Date	Day
46	46	11.11.2026	Wednesday
47	47	18.11.2026	Wednesday
48	48	25.11.2026	Wednesday
49	49	02.12.2026	Wednesday
50	50	09.12.2026	Wednesday
51	51-53	16.12.2026	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 2026:

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

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

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

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

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



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

DVZ publishing and topics schedule 2026

effective from 01.01.2026

Month	Type	Topic	Occasion/Notes
FEBRUARY	DVZ-supplement	Food and Refrigerated Logistics	Fruit Logistica, Berlin, 4.-6.2.2026
	DVZ-supplement	Digitalization/AI	
MARCH	DVZ-special pages	Breakbulk	Logistics Connect, Bremen, 05./06.03.2026
	DVZ-supplement	Logistics Location Baden-Wuerttemberg	
	DVZ-supplement	Logistics Location North Rhine-Westphalia	
	DVZ-special pages	Intralogistics/robotics	LogiMAT, Stuttgart, 24.-26.03.2026
APRIL	DVZ-magazine	Logistics properties	Ramp One-Event, Hamburg, 14.04. + DVZ as suppl.
	DVZ-supplement	Sustainability/circular economy	6th DVZ-Sustainability Day, Hamburg, 21.04.2026
	DVZ-supplement	E-trucking	
MAY	DVZ-magazine	Talents for Logistics	Comm./acad. & industr. professions - Job Fairs + DVZ as a suppl.
	DVZ-poster	Football World Cup 2026	Football World Cup 2026, DVZ as a suppl.
JUNI	DVZ-special pages	Northamerica/Football World Cup 2026	Football World Cup 2026, 11.06.-19.07.2026, USA, Canada, Mexiko
	DVZ-supplement	Logistics Location Bremen	
	DVZ-supplement	Logistics Location Austria	33. Logistics Day Austria, Linz, 17.-18.06.2026
	DVZ-supplement	Combined Transport	
JULY	DVZ-special pages	Logistics Location Bavaria	
	DVZ-special pages	Telematics	
	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 2026

effective from 01.01.2026

Month	Type	Topic	Occasion/Notes
AUGUST	DVZ-supplement	Logistics meets Energy	
SEPTEMBER	DVZ-supplement	Ports of Lower Saxony	34. Lower Saxony Port Day, Papenburg, 04.09.2026
	DVZ-supplement	Aircargo	11. Air Cargo Conference, Frankfurt
	DVZ-supplement	Stars of Logistics	DVZ-Leo-Award, Hamburg, 11.09.2026
	DVZ-supplement	IAA Transportation	IAA Transportation, Hannover, 15.-20.09.2026
	DVZ-supplement	Logistics Location Hesse	
	DVZ-supplement	Logistics properties	Munich, 05.-07.10.2026
OCTOBER	DVZ-supplement	Heavy Cargo	BSK-Annual Membership Meeting, Cologne, 07.-08.10.2026
	DVZ-supplement	Rail Logistics	
	DVZ-supplement	Logistics & Supply Chain	BVL Supply Chain CX, Berlin, 21.-23.10.2026
	Fair Newspaper	Daily News Berlin	BVL Supply Chain CX, Berlin, 21.-23.10.2026
NOVEMBER	DVZ-supplement	Logistics Location Hamburg	
	DVZ-magazine	Inland Ports/inland waterway transportation	
	DVZ-supplement	TMS Transport Management Systems	AI Day/9. DVZ Conf. TMS & Co, Frankfurt, 3./4.11.2026
	Magazine	ZERO	DVZ as a supplement
	DVZ-supplement	Automation/AI	
DEZEMBER	DVZ-supplement	Logistics Location Lower Saxony	Annual Meeting "Logistikportal NDS" e.V.
	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. 66

effective from 01.01.2026

- 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 114,352; User 59,691;
Pageviews 168,205 per month, on average
(October 2024 – September 2025, 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)

The image shows a mockup of the DVZ website with several advertising placements and their corresponding weekly rates:

- Leaderboard:** Located at the top of the page, priced at € 1.575,- / week.
- Skyscraper:** A vertical ad on the right side of the page, priced at € 1.680,- / week.
- Halfpage Ad:** A large rectangular ad on the right side, priced at € 1.680,- / week.
- Content Banner:** A horizontal ad below the 'Im Fokus' section, priced at € 1.155,- / week.
- Billboard Ad:** A large horizontal ad below the content banner, priced at € 1.260,- / week.
- Textlink with pictures:** A horizontal ad with a blue background and white text, priced at € 1.575,- / week.
- Medium-Rectangle:** Two medium-sized rectangular ads at the bottom of the page, each priced at € 995,- / week.

Online Rates List No. 66

effective from 01.01.2026

9 Discounts:

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

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

10 Media/formates/prices:

Ad format	Positioning	Desktop	Mobile	Price per week
Leaderboard	entire site	728x90 px 769x90 px	300x125 px	€ 1.575,-
Skyscraper	entire site	120x600 px 160x600 px 200x600 px	120x600 px 160x600 px 200x600 px	€ 1.575,-
Halfpage Ad	entire site	300x600px	300x600 px	€ 1.680,-
Content Banner	homepage	728x90 px 769x90 px	300x125 px	€ 1.155,-
Billboard Ad	homepage	970x250 px	300x125 px	€ 1.260,-
Medium Rectangle	entire site	300x250 px	300x125 px	€ 995,-
Textlink with pictures	homepage	picture 1.920 x 1.080 px + text 250 characters	picture 1.920 x 1.080 px + text 250 characters	€ 1.575,-

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 01.01.2026

- 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 2,200 / week

Medium-Rectangle: 275 x 227 px

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

Price: EUR 1,850 / week

Banner: 570 x 100 px

Placement: see illustration
Data format: JPG
file size: maximum 150 KB
Banner 1: EUR 3,250 / week
Banner 2: EUR 3,250 / week
Banner 3: EUR 2,200 / week

Textlink with picture:

Placement after the second report
Data format: Text 250 characters,
picture: 800 x 450 px
Price: EUR 3,150 / week

The illustration shows the layout of the "DVZ Der Tag" email. At the top right, there is a "Skyscraper" ad (120x600 px) priced at € 2,200,-. Below the header, there are three "Banner 1" (570 x 100 px) placements, each priced at € 3,250,-. A "Banner 2" (570 x 100 px) is placed below the main content, also priced at € 3,250,-. A "Text-link with picture" (800 x 450 px) is placed after the second report, priced at € 3,150,-. At the bottom, there are two "Medium-Rectangle" (275 x 227 px) placements, each priced at € 1,850,-.



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 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 01.01.2026

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:

- € 5.990,-

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



Advertorial

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 Bräutereierteil. Dort wird die Elektrifizierung eines entscheidenden Beitrag zur Erreichung der Klimaziele leisten können. Gerade im Bereich der Aufbereitung und -verpackung von Getreide, die in der Lebensmittel- und Getränkeindustrie eine wichtige Rolle spielen, sind vorwiegend elektrische Antriebe gefragt. Die Umstellung auf elektrische Antriebe ist ein wichtiger Schritt, um die CO₂-Emissionen zu senken und die Energieeffizienz zu steigern. Die Umstellung auf elektrische Antriebe ist ein wichtiger Schritt, um die CO₂-Emissionen zu senken und die Energieeffizienz zu steigern.

Neben mehr bewährten Lösungen sind auch neue Technologien gefragt. So sind zum Beispiel auch E-Fuels, Wasserstoff, Biomethan als neue und klimafreundliche, CO₂-neutrale Energieträger oder die Nutzung von erneuerbaren Energien für die Erzeugung von grünem Wasserstoff oder Bio-LNG denkbar. Die Luftfahrt und die Schifffahrt werden vor noch längerer Zeit auf nachhaltige Alternativen angewiesen sein, da diese Emissionen in vielen Bereichen nicht vermeiden lassen.

Ein wichtiger Mix aus verschiedenen Technologien und Energien sowie eine Diversität bei den Antriebsarten und Lieferketten sorgen für mehr Resilienz bei Erzeugung und Versorgungssicherheit. Bei unseren Mitgliedern werden deswegen ganz besondere Investitionen vorgenommen, um in die Zukunft der Klimaneutralität zu investieren. Die Technologien, Produkte und Dienstleistungen für morgen bereit zu stellen. Dabei entstehen auch neue, beschleunigende Lösungen, die weiter weggeführt werden sollen.

Täglich ist es wichtig, dass die Politik die passenden Rahmenbedingungen setzt. Denn erst wenn die Investitionsentscheidung für mehr Elektrifizierung durch klare Gesetze und Förderprogramme im Vorfeld des Klimaneutralitätsweges getroffen werden können. Auch die deutschen Maschinenbau- und Anlagenbauunternehmen sind dabei, um die Klimaziele zu erreichen, sowie die Stilllegung und Umwandlung der Kernkraftwerke. Darüber hinaus sind weitere Investitionen erforderlich, um die Klimaziele zu erreichen. Die Klimaziele sind ein wichtiger Schritt, um die Klimaziele zu erreichen. Die Klimaziele sind ein wichtiger Schritt, um die Klimaziele zu erreichen.

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 million employees involved in the sector and an annual turnover of about 330 billion euros. But logistics is also diverse, exciting and relevant, and logistics companies are therefore extremely attractive employers. However, knowledge of this by both general public and political decision makers is often sketchy or misunderstood.

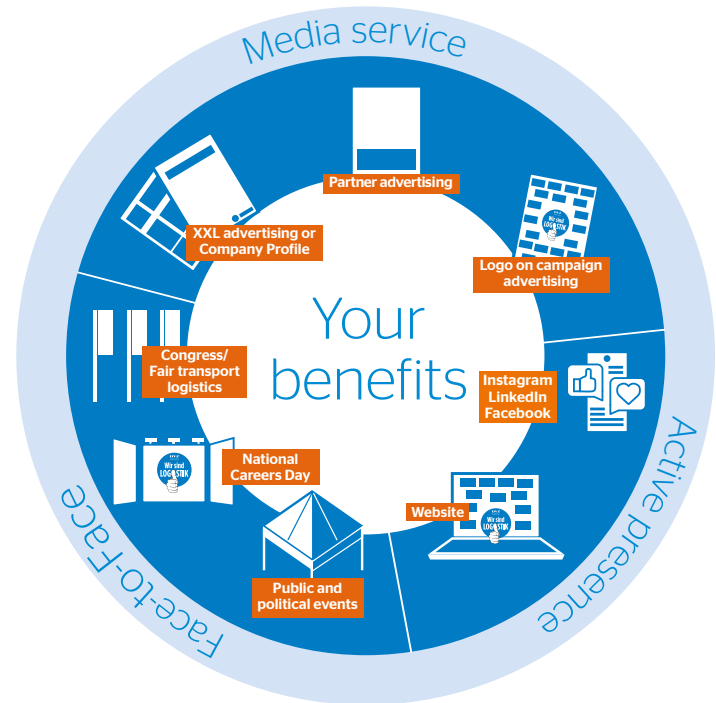
DVZ has therefore launched the „We are about LOGISTICS“ campaign, an action for logistics that gives the industry a face. Together with our campaign partners, we want to ensure that the industry with all its important features is perceived more strongly and gets a higher level of appreciation. At the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

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

Package price: € 9,900

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

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





DVZ Initiative "We are about logistics"

effective from 01.01.2026

DVZ Aktion
Wir sind LOGSTIK
www.wirsindlogistik.org

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SCHMITZ CARGOBULL The Trailer Company
TIS
Logistische Software **solo plan** soloplan.de
KRONE

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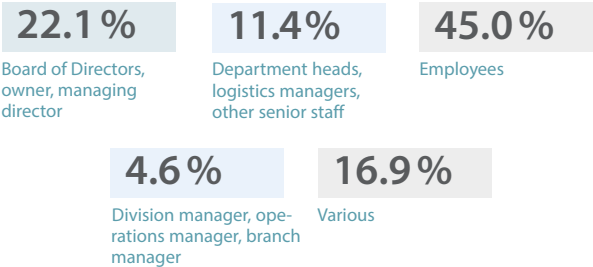
Daily News Digital Briefing,
at important trade fairs,
Congresses and events



Reader Profile

1 Sectors / Industry branches	
Recipient groups in industry branches	% of circulation
Forwarding/warehousing	35,9
Service/consulting	12,0
Industry/manufacturing industry	10,2
Trade	7,6
Rail Transportation	7,4
Maritime Transportation	5,8
Associations	3,9
Teaching/vocational schools/university	3,3
Authority	1,9
Aviation, Air Cargo	0,9
Courier/express/package services	0,7
Various	10,3
	100.0

2 Managers read the DVZ



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

Independent and up-to-date journalism

Diverse and opinionated

Exciting news and analysis

Leading medium

The most important information medium for logistics experts

Always number one for us

First-class and well-founded specialist information

Consistent

An integral part of the logistics world

Faithful companion

Lots of facts and news

Strong, reliable part of the transport and logistics industry

Sustainability Platform ZERO



High engagement rate:

Users are motivated to find out about sustainable practices, which should increase interaction with your content.

Specific target group:

Our readers are professionals from various industries who are directly responsible for implementing sustainable logistics strategies.

Industry-specific content:

Your advertisement is presented in a context that is relevant to the readers.

The race for a better future is in full swing. Greater sustainability in the supply chain will be one of the key factors here. As a result, sustainable logistics is increasingly becoming a top priority. With **ZERO**, we have developed a media offering to meet the industry's information needs: **ZERO** is the platform focusing on sustainability in the world of transport and logistics.

- In addition to news and background articles from our editorial team, **MOVE4ZERO.de** also gives companies space to present themselves in a corporate channel and publish their own reports on the topic. This mix of different formats is intended to serve logistics companies as a basis for well-founded decisions on the topic of sustainability in logistics.
- The platform is usefully supplemented by the weekly **ZERO newsletter**.
- The annual **ZERO Magazine** (25 November 2026, previously „DVZ Magazine Sustainability in Logistics“) combines a „deep dive“ with views and insights from experts on the topic.
- Additionally, the **ZERO conference** will offer exciting contributions, networking and discussions.

Reach your target group directly!

If you have any questions or require further information, please do not hesitate to contact us. You will find the contact details for our marketing team on page 2.



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