



- DVZ DER TAG
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- ONLINE ADVERTORIAL

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Your publishing partner



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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)

€ 1.575,- / week

Leaderboard

DVZ

Skyscraper

Halfpage Ad

€ 1.575,- / week

€ 1.680,- / week

Im Fokus

€ 1.155,- / week

Content Banner

Billboard Ad

€ 1.260,- / week

Nachrichten und Hintergründe

Textlink with pictures

€ 1.575,- / week

Medium-Rectangle

€ 995,- / week

Medium-Rectangle

€ 995,- / week

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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 a sample of the DVZ Der Tag newsletter. It features the logo at the top left and a list of articles. Various advertising spots are overlaid on the newsletter with their respective prices:

- Banner 1 (570 x 100 px):** € 3.250,-
- Banner 2 (570 x 100 px):** € 3.250,-
- Text-link with picture:** € 3.150,-
- Medium-Rectangle (275 x 227 px):** € 1.850,-
- Medium-Rectangle (275 x 227 px):** € 1.850,-
- Skyscraper (120x 600 px):** € 2.200,-



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).

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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 is the "Skyscraper" (120x600 px) for € 2,200,-. Below it are three "Banner 1" (570x100 px) placements, each for € 3,250,-. A "Banner 2" (570x100 px) is placed below the second report, also for € 3,250,-. A "Text-link with picture" (800x450 px) is placed after the second report for € 3,150,-. At the bottom, there are two "Medium-Rectangle" (275x227 px) placements, each for € 1,850,-.



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