

dispo

The austrian logistic-journal for industry and trade



Publicatin form: 10 issues

www.industrieweb.at

MEDIADATA

2012

Brief description

Dispo is Austria's leading logistics magazine for industry and trade. It functions as an official institution of the Bundesvereinigung Logistik Österreich (BVL). Other media partners are Bundesverband Materialwirtschaft, Einkauf & Logistik Österreichs (BMÖ), GS1 Austria and Verein Netzwerk Logistik (VNL). During the last 40 years dispo has become a central interface between decision makers looking for a way to deal with their supply chain and solution providers.

Editorial Calendar and Publishing Schedule

Issue	Main focus	Product Testing and Market Review	Storage and Extraction/ Retrieval Technology	IT	Service Provider	Exhibitions
dispo 1-2/2012 Publication date Anzeigen-/Redaktionsschluss	LogiMAT, BVL Dialog	Market Review Auto-ID	Automation, Forklift (Trucks), FIS	ERP, WMS, Auto-ID	Outsourcing	LogiMAT 13. – 15.03.2012, Stuttgart, BVL Dialog 15. – 16.03.2012, Wien
dispo 3/2012 Publication date Closing date/Copy deadline	Order Picking Systems	Product Testing Storage and Retrieval Vehicles Shuttle Systems	Fork lift (Trucks), Conveyor Systems	Process Optimisation	Contra-Logistics	German Material Flow Congress 29. – 30.03.2012, München
dispo 4/2012 Publication date Closing date/Copy deadline	Auto-ID RFID		Cranes, Storage Systems	Auto-ID & RFID, Labels, RFID Tags	Frozen Goods Logistics	Euro-ID 24. – 26.03.2012, Berlin
dispo 5/2012 Publication date Closing date/Copy deadline	Logistics Centres	Market Review High Rack Storages/ Warehouses	Fork lift, Conveyor Systems	Fleet Management	Logistics Centres	Real Vienna 22. – 23.05.2012, Wien Logistik Austria 2012 13. – 14.06.2012, Wien
dispo 6/2012 Publication date Closing date/Copy deadline	Austrian Logistics Day	Product Testing Logistics Systems	Packaging, Order Picking	ERP, WMS, Auto-ID	Frozen Goods Logistics	Austrian Logistics Day 27. – 28.06.2012, Linz
dispo 7-8/2012 Publication date Closing date/Copy deadline	Material Control Units		Cranes, Storage systems	Fleet Management	KEP	
dispo 9/2012 Publication date Closing date/Copy deadline	FachPack/Logintern	Market Review Auto-ID printers	Packaging, Order Picking	Auto-ID & RFID, Labels, RFID Tags	Outsourcing	FachPack/Logintern, 25. – 27.09.2012, Nürnberg
dispo 10/2012 Publication date Closing date/Copy deadline	Logistics & IT	Product Testing WMS	Automation, Forklift (Trucks), FIS	ERP, WMS, Auto-ID	Logistics Centres	Vienna-Tec 09. – 12.10.2012, Wien 29. Deutscher Logistik Kongress 17. – 19.10.2012, Berlin
dispo 11/2012 Publication date Closing date/Copy deadline	WMS		Cranes, Storage Systems	Fleet Management	Contralogistics	Pack & Move 20. – 23.11.2012, Basel
dispo 12/2012 Publication date Closing date/Copy deadline	Industry/ Sector guide					

Advertisement prices and formats

Format	Print space (width x height)	Bled + 3 mm trapping (width x height)	Print space price
1/1 Title page 	185 x 260 mm	210 x 297 mm 210 x 196 mm	Euro 4.870,- Euro 5.920,-
Junior page 	137,5 x 190 mm	152,5 x 210 mm	Euro 3.960,-
1/2 horizontal 1/2 vertical 	185 x 125 mm 90 x 260 mm	210 x 148 mm 105 x 297 mm	Euro 3.280,-
1/3 horizontal 1/3 vertical 	185 x 82 mm 59 x 260 mm	210 x 99 mm 74 x 297 mm	Euro 2.440,-
1/4 horizontal 1/4 vertical 	185 x 60 mm 90 x 125 mm	210 x 74 mm 105 x 148 mm	Euro 1.950,-
1/8 horizontal 1/8 vertical 	185 x 30 mm 90 x 60 mm		Euro 1.190,-

B/w as well as special or additional colour prices on request. Prices do not include the legally-stipulated advertising tax and VAT. The Austrian Periodical Publishers' Association's General Terms of Business for Advertising shall apply. These can be requested from the publishing house or obtained through our website (Mediadaten). Prices may be subject to change or error.

Magazine format/Print space

210 mm wide, 297 mm high / 185 mm wide, 260 mm high

Format- und Platzierungszuschläge

Title page, 4c: Euro 5.920,-
2nd and 3rd cover page: Euro 5.340,-
4th cover page: Euro 5.580,-
Special advertising forms on request.
Bled-off formats: Euro 250,-

Druckverfahren/Unterlagen

Reel-fed offset printing, 60 screen, colours: Euroscale (cyan, magenta, yellow, black). We can accept no responsibility for the correctness and completeness of any electronic data/documents/advertisements given to us. Any production costs which may arise for corrections, drawing up advertisements, etc. will be charged in accordance with expenditure and invoiced separately. In order to achieve optimal printing results, a contract proof in the final colours must without fail be provided with the data. Any corrections or changes that may need to be carried out subsequently will be done only in accordance with a written order.

ICC colour profile: Europe ISO Coated V2 (FOGRA39)

Please send the documents to be printed to: produktion@weka.at

Programmes and formats

System: PC; file delivery: printable PDF;
software: InDesign CS5, Illustrator CS5, Photoshop CS5;
data carrier: CD-ROM, USB; FTP server (login data on request)

Supplements

Up to 10 grams	Up to 20 grams	Up to 40 grams
Euro 260.00/thousand	Euro 300.00/thousand	Euro 390.00/thousand

Inserts

Up to 10 grams	Up to 20 grams	Up to 40 grams
Euro 400.00/thousand	Euro 520.00/thousand	Euro 610.00/thousand

Galley proofs

Will be provided only on request. They shall be regarded as approved if not returned to the publisher within 4 days.

Cancellations

Can only be accepted if they are received by the publisher in writing. No fees will be charged for cancellations made up to two weeks prior to the advert submission deadline. 30% cancellation fee will be charged for cancellations within the two weeks prior to the advert submission deadline. The date of receipt by post shall be decisive in every case.

Rabates (for one-year orders)

Rabate:	Frequency scale
5 %	3 adverts
10 %	6 adverts
15 %	10 adverts

Rabates shall apply in the case of one-year orders accepted within 12 months (insertion year). No rebate will be given on supplements.

Terms of payment

Net payment within 30 days following date of invoice.
In the case of default of payment, 15% default interest plus debt collection costs will be charged.

VAT number: ATU14897806

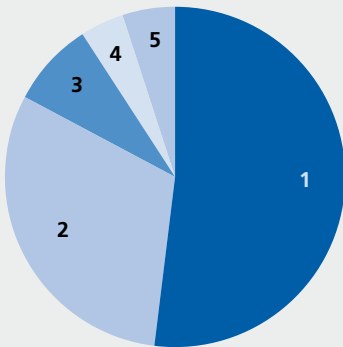
Bank details: Bank Austria Creditanstalt, Bank code 12000,

Account No: 109-146652/00

IBAN: AT 60 1200 0109 1466 5200, BIC: BKAUATWW

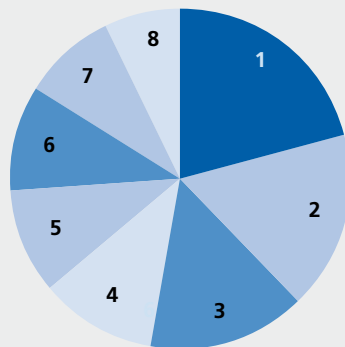
Target group

Readers, recipients



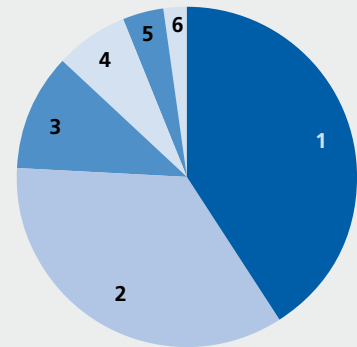
Target

1	Industry	52%
2	Trade	31%
3	Transport & forwarding	8%
4	Consultants & planners	4%
5	Public sector	5%



Area of Business

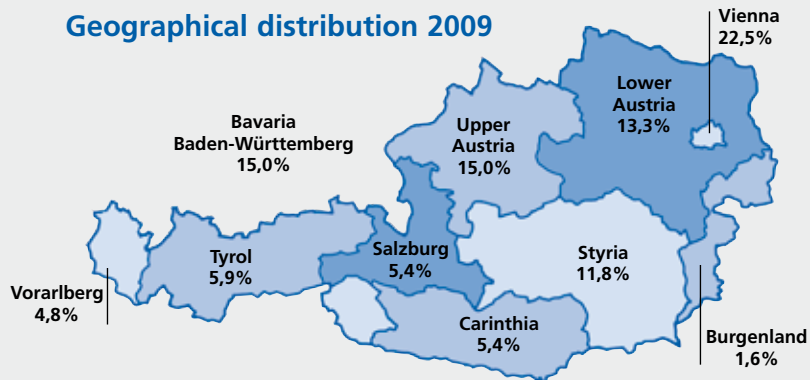
1	Electronics and electrical, EDP	21%
2	Food	17%
3	Chemical, synthetic materials and mineral aggregates	15%
4	Wood & paper industry	11%
5	Automobile and auto supply industry	10%
6	Mechanical engineering	10%
7	Construction elements, construction materials	9%
8	Textiles	7%



Number of staff

1	under 20 employees	41%
2	20-50 employees	35%
3	51-100 employees	11%
4	101-200 employees	7%
5	201-500 employees	4%
6	over 501 employees	2%

Geographical distribution 2009



Our publishing house has a professionally built business address file available. We are constantly updating the addresses of our recipients: the precise number of addresses is therefore subject to fluctuations. All percentages given have been rounded up/down mathematically.

Online rates

You'll find more information about our online advertising solutions (banner, newsletter sponsoring etc.) on our website at

www.industrieweb.at/mediadaten

Contact: Sebastian Wegmann, Tel +43.1.97000-267
sebastian.wegmann@weka.at

Information on the internet

Media data available as a PDF Download:
www.industrieweb.at/mediadaten

dispo on the internet:
www.industrieweb.at

Newsletter subscription:
www.industrieweb.at/newsletter

Publishing house data and media titles:
www.weka.at/fachzeitschriften

Print Run Monitoring



The dispo is subject to regular print run monitoring by the ÖAK.

Print run (yearly average 2011)

9.340

Trade fair and special issue print runs will be increased as necessary.

Publication form, year

10 issues, 43th volume, 2012

Purchase price inland

One-year subscription
Unit sales price

Euro 34,-
Euro 3,80

Purchase price abroad

One-year subscription

Euro 45,-

Team dispo



Editor in Chief
Ing. Stefan Lenz



Managing Editor
Markus Reithofer



Sales Manager
Sebastian Wegmann



Production
Gerhard Schartmüller

WEKA Publishing House Management



Publishing Manager
Manfred Krejci

Publisher/Publishing house

WEKA-Verlag Gesellschaft m.b.H | 1200 Wien | Dresdner Straße 45 | Tel +43.1.97000-200 | Internet www.weka.at

Editorial Office

Ing. Stefan Lenz (Editor in Chief), stefan.lenz@weka.at, Tel +43.1.97000-242, Fax -5242
Markus Reithofer (Editor), markus.reithofer@weka.at, Tel +43.1.97000-112, Fax -5112

Sales

Sebastian Wegmann (Sales Manager), sebastian.wegmann@weka.at, Tel +43.1.97000-267, Fax -5267

Order Management

Monika Berger, anzeigenverrechnung@weka.at, Tel +43.1.97000-265, Fax -5265
Martina Edermayer, martina.edermayer@weka.at, Tel +43.1.97000-225, Fax -5225

Production

Gerhard Schartmüller, produktion@weka.at, Tel +43.1.97000-226, Fax -5226

Management

Dipl.-Bw.(FH) Kurt Skupin, M.B.A., kskupin@wekanet.de

Publishing Manager

Manfred Krejci, manfred.krejci@weka.at

BEST OF B2B

The WEKA Publishing House Austria's specialised trade magazines

About 14 magazine titles in the business-to-business segment are currently being published under the umbrella of the WEKA publishing house. We are one of the leading publishers of specialised information in Austria. Our portfolio includes 5 publishing fields. Our publishing house is member of the Austrian Print Run Monitoring Body (ÖAK). You'll find more detailed information about our publishing house and media on our website www.weka.at/fachzeitschriften

Building

www.energiweb.at
www.tga.at
www.hlk.co.at

Automotive

www.firmenflotte.at

Industry

www.industrieweb.at

Construction

www.bauweb.co.at

Trade

www.schuhrevue.at

Building



Automotive



Industry



Construction



Trade

