

dispo

[www.dispo.cc](http://www.dispo.cc)

media  
planner  
2022

# dispo

PROFESSIONAL JOURNAL FOR LOGISTICS  
AND SUPPLY CHAIN MANAGEMENT



## DISPO

The professional journal for logistics  
and supply chain management

CIRCULATION: 8.800 copies 5 times per year

NEWSLETTER RECIPIENTS: 1.600 subscribers

READERSHIP:

Print readership

Logistic executives in industry,  
commerce and services

Online community

17.500 accesses/month on dispo.cc

PUBLISHED SINCE: 1969

## SELF-DESCRIPTION

dispo is the leading professional journal in Austria. All areas from warehouse technology to transport of goods and infrastructure are covered. The editorial offer includes burning issues such as Green Logistics or automation and innovative solutions that are complemented by sector news, research reports and comprehensive case studies. They are addressed to decision-makers from industry, commerce and logistics services.



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www.industriemedien.at/kontakt  
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# OUR READERS & MAGAZINE SHIPMENT

THE COMPREHENSIVE INSIGHT INTO LOGISTICS

male **66 %** GENDER female **34 %**



## DISPO

CIRCULATION: **8.800** COPIES

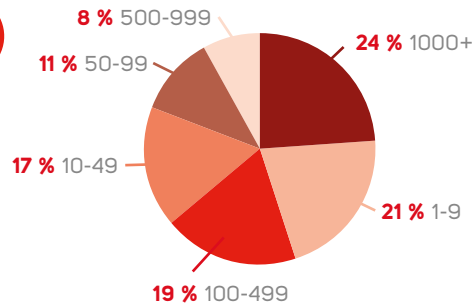
• PUBLISHED 5 TIMES A YEAR

### POSITION

EMPLOYEES -----> 52 %  
MIDDLE MANAGEMENT -----> 27 %  
CEO, BOARD MEMBERS -----> 21 %

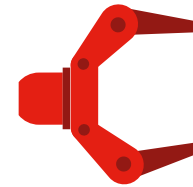


### NUMBER OF EMPLOYEES



With Dispo you get a comprehensive overview of the entire way of the product: From procurement via transport, clocking to the handling in the warehouse, logistics locations, warehouse facilities and intra logistics to commissioning and packaging and shipping, logistics centres, distribution logistics and delivery to the customer.

### GEOGRAPHICAL DISTRIBUTION



**22,5 %** VIENNA **15 %** UPPER AUSTRIA  
**15 %** FOREIGN COUNTRIES **13,3 %** LOWER AUSTRIA  
**11,8 %** STYRIA **5,9 %** TYROL  
**5,4 %** CARINTHIA **5,4 %** SALZBURG  
**4,8 %** VORARLBERG **1,6 %** BURGENLAND

### AREA OF RESPONSIBILITY

**27 %** > SUPPLY CHAIN/ LOGISTICS  
**19 %** > PURCHASING  
**16 %** > MANAGEMENT  
**16 %** > PRODUCTION  
**9 %** > OTHER  
**7 %** > PURCHASING / TECHNICAL SALES AND DISTRIBUTION  
**4 %** > FLEET MANAGEMENT  
**2 %** > OCCUPATIONAL SAFETY

### ACCESSES/MONTH

dispo.cc

**17.500**



**1.600**

NEWSLETTER SUBSCRIBERS

### TOP SECTORS

> INDUSTRY  
> LOGISTICS  
> GENERAL CARGO

### SECTORS

> ELECTRONICS AND ELECTRONIC ENGINEERING, IT -----> **21 %**  
> FOOD -----> **17 %**  
> CHEMICAL INDUSTRY, PLASTIC AND MINERAL SUBSTANCES -----> **15 %**  
> TIMBER- AND PAPER INDUSTRY -----> **11 %**  
> AUTOMOTIVE AND SUPPLY INDUSTRY -----> **10 %**  
> MACHINES, PLANTS AND DEVICES -----> **10 %**  
> CONSTRUCTION ELEMENTS, BUILDING MATERIALS -----> **9 %**  
> TEXTILES -----> **7 %**

### TARGET GROUP

• INDUSTRY -----> **52 %**  
• TRADE -----> **31 %**  
• TRANSPORT LOGISTICS -----> **8 %**  
• CONSULTANTS AND PLANNERS -----> **4 %**  
• PUBLIC DOMAIN -----> **5 %**

### JOB TITLE OF THE TARGET READERSHIP

> LOGISTICS > CARRIERS > WAREHOUSE MANAGERS  
> PURCHASING MANAGER > SUPPLY CHAIN MANAGER  
> PRODUCTION MANAGER

## Our thematic areas

	Main topics	Focus	
1/2022	Warehouse automation, FTS - Driverless Transport Systems, innovation from the robotics market. <b>Preview:</b> LogiMat 2022	<b>Automation:</b> Trends in R&D, software solutions	AD: 19. 01. PD: 02. 02.
2/2022	Manual warehouse technology and industrial trucks, drive systems and charging systems, exoskeleton and ergonomics. <b>Preview:</b> Hannover Messe, Intertool	<b>Handling &amp; commissioning:</b> Future of logistics, occupational safety	AD: 30. 03. PD: 13. 04.
3/2022	Sustainable transport solutions, systems for work facilitation, packaging and load security <b>Preview:</b> Automatica	<b>Green logistics:</b> Decarbonization, innovation	AD: 25. 05. PD: 08. 06.
<b>500. DISPO Anniversary Edition!</b>			
4/2022	Comparison of means of transport (Road, air, water, rail), racks and operating units, commodities and condition monitoring <b>Preview:</b> Fachpack, Motek	<b>Real estate and infrastructure:</b> Logistics centre and real estate trends, the TOP-50 service providers in Austria	AD: 24. 08. PD: 07. 09.
5/2022	Logistics software, IoT-Applications, KEP-Services in Austria <b>Preview:</b> SPS, LogiMat 2023	<b>Digitalization:</b> Big Data and AI applications in logistics, city logistics and the last mile	AD: 02. 11. PD: 16. 11.
<b>Sector guide logistics 2023</b> Focus logistics: Rankings, market overview, studies, sector reports, top-solution providers, case studies			AD: 02. 11. PD: 16. 11. <b>Prices: See page 14</b>

## NEW!

ONLINE SPECIALS 2022	
<b>FEBRUARY</b>	Overcome linguistic barriers in logistics
<b>MARCH</b>	Handling & commissioning
<b>APRIL</b>	Supply Chain Management
<b>MAY</b>	Logistics Real Estate
<b>JUNE</b>	Potential of additive manufacturing for the delivery of the future
<b>JULY/AUGUST</b>	Intralogistics, driverless transport systems
<b>SEPTEMBER</b>	Future of transport
<b>OCTOBER</b>	City logistics / the last mile
<b>NOVEMBER</b>	Digitalization
<b>DECEMBER/JANUARY</b>	Warehouse automation

### Topic areas

#### WAREHOUSE

- INDUSTRIAL TRUCKS
- DRIVERLESS TRANSPORT SYSTEMS
- MATERIALS HANDLING
- ORDER PICKING SYSTEMS
- HANDLING AND LIFTING TECHNOLOGY
- SHELF SYSTEMS
- DRIVES, BATTERIES AND CHARGING SYSTEMS
- CARRIER & PACKAGING
- LABELING & MARKING
- AUTO-ID
- WAREHOUSE-MANAGEMENT-SOFTWARE

#### TRANSPORT

- LOGISTICS SERVICES
- COURIER, EXPRESS AND PARCEL SERVICES
- COMBINED FREIGHT TRANSPORT
- ROUTE PLANNING AND OPTIMIZATION
- TELEMATICS & FLEET MANAGEMENT
- TRACKING & TRACING
- FREIGHT-FORWARDING SOFTWARE & FREIGHT EXCHANGES

#### INFRASTRUCTURE

- LOGISTICS CENTRES
- HALLS AND INDUSTRIAL CONSTRUCTION
- INDUSTRIAL ZONE & LOADING TECHNOLOGY
- CONTAINER HANDLING
- CRANES & TRANSHIPMENT FACILITIES
- TRANSPORT & COMMERCIAL VEHICLES

# Prices & Formats - Print issue

Valid from 1. 1. 2022

## Cover



**Format**  
210 x 196 mm  
**+ 2 pages Story**

€ 6.300,-

## 1/1



**Type area**  
185 x 260 mm  
**Full bleed**  
210 x 297 mm<sup>1)</sup>

€ 5.050,-

## Junior



**Type area**  
137 x 190 mm  
**Full bleed**  
152 x 210 mm<sup>1)</sup>

€ 3.990,-

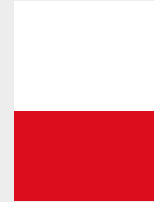
## 1/2 portrait



**Type area**  
90 x 260 mm  
**Full bleed**  
105 x 297 mm<sup>1)</sup>

€ 3.390,-

## 1/2 landscape



**Type area**  
185 x 125 mm  
**Full bleed**  
210 x 143 mm<sup>1)</sup>

€ 3.390,-

## 1/3 portrait



**Type area**  
59 x 260 mm  
**Full bleed**  
74 x 297 mm<sup>1)</sup>

€ 2.690,-

## 1/3 2-columns



**Type area**  
121 x 125 mm

€ 2.690,-

## 1/3 landscape



**Type area**  
185 x 82 mm  
**Full bleed**  
210 x 99 mm<sup>1)</sup>

€ 2.690,-

## 1/4 portrait



**Type area**  
90 x 125 mm

€ 1.990,-

## 1/8 / Triangle



**Type area**  
90 x 60 mm

€ 1.390,-

## Success-Story



2 pages article with embedding of your client (approx. 6.500 characters)  
Editorial and graphic editing  
Print and online publication

€ 5.050,-

Placement U2, U3 or U4: Surcharge +15%

All formats: Width x Height

<sup>1)</sup> Full bleed formats require a bleed of 3 mm on all sides.

Processable file types: Adobe InDesign, Adobe Photoshop, printable PDFs.

E-Mail: [anzeigen@industriemedien.at](mailto:anzeigen@industriemedien.at)

## Advertorials

### 1/1 page

approx. 3.000 characters  
+ images

### 1/2 page

approx. 1.500 characters  
+ images

### 1/3 page

approx. 1.000 characters  
+ images

## Supplement

### per 1.000 copies

up to 10 g	€ 350,-
up to 20 g	€ 365,-
up to 30 g	€ 390,-
up to 40 g	€ 400,-

### Circulation under 3.000 copies

(+ standard amount)

bis 10 g	€ 0,36/Stück	+ € 400,-
bis 20 g	€ 0,38/Stück	+ € 400,-
bis 30 g	€ 0,40/Stück	+ € 400,-
bis 40 g	€ 0,42/Stück	+ € 400,-

## Beihefter

### per 1.000 copies

up to 10 g	€ 400,-
up to 20 g	€ 490,-
up to 30 g	€ 580,-
up to 40 g	€ 660,-

# Prices and formats dispo.cc

Valid from 1. 1. 2022

## Display Ads

This way you are visible for your target group on our platforms.  
**dispo.cc** generates 17.500 accesses per month on average.

## DESKTOP

### IAB Wide Skyscraper



**Price**  
**€ 260,-** CPM  
 Format:  
 160 x 600 px  
 monthly  
**€ 1.610,-**

### Sidebar



**Price**  
**€ 300,-** CPM  
 Format:  
 Dynamisch  
 monthly  
**€ 1.890,-**

### IAB Medium Rectangle



**Price**  
**€ 230,-** CPM  
 Format:  
 300 x 250 px  
 monthly  
**€ 1.420,-**

### Wallpaper

**Price: € 360,-** per month  
 Formate: Leaderboard + Wide Skyscraper

### Half Page Ad



**Price**  
**€ 320,-** CPM  
 Format:  
 300 x 600 px  
 monthly  
**€ 1.990,-**

### IAB Billboard



**Price**  
**€ 320,-** CPM  
 Format:  
 970 x 250 px  
 monthly  
**€ 1.990,-**

### IAB Leaderboard



**Price**  
**€ 270,-** CPM  
 Format:  
 970 x 90 px  
 monthly  
**€ 1.660,-**

## MOBILE + DESKTOP

### Rectangle



**Price**  
**€ 230,-** CPM  
 Format:  
 300 x 250 px  
 monthly  
**€ 1.420,-**

### Half Page Ad



**Price**  
**€ 320,-** CPM  
 Format:  
 300 x 600 px  
 monthly  
**€ 1.990,-**

## Online-Advertorials

The ideal addition to your content marketing.

### Online-Advertorial

Article on [www.dispo.cc](http://www.dispo.cc), that will be included in the regular article history. The article will be online for half a year.

Requirements: Arbitrary number of characters, images and videos

**Price for 6 months: € 1.500,-**

### Teaser on the homepage

Your teaser will be visible in the upper area of the homepage for one week.

Requirements: 300 characters for the teaser, 1 image landscape format + link

**Price per week: € 520,-**

### Homepage-advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

Requirements: 300 characters for the teaser, 1 image landscape format

**Price per week: € 1.800,-**



# Newsletter products

Whether with advertorials or display-ads, with our newsletter your message reaches the mailboxes of your target group in a reliable and direct manner.

Illustration: Adobe Stock

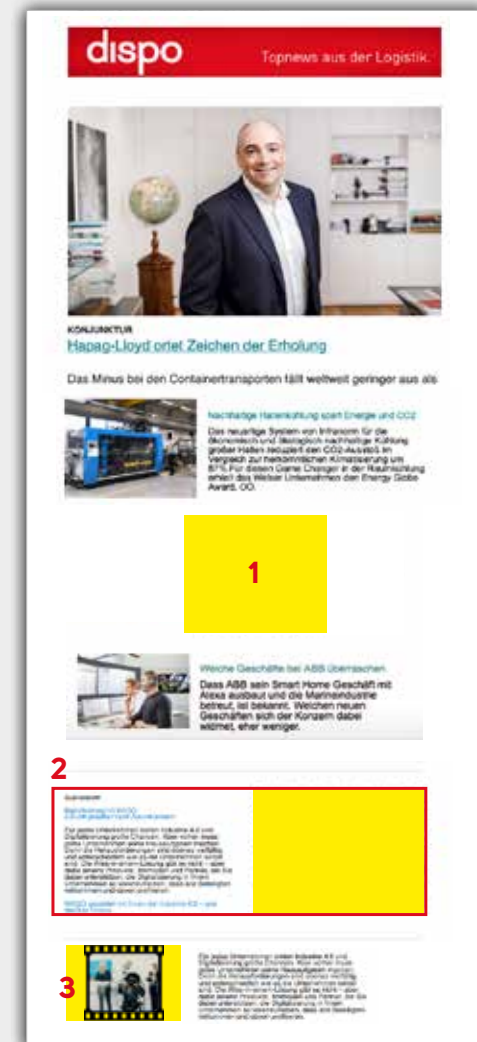
## Main newsletter

Topics: Daily news from the logistics sector

**Recipients:** 1.600 subscribers

**Frequency:** 1x per Week on Mondays

	Format	Preise
1 <b>IAB Medium Rectangle</b>	300 x 250 px	€ 480,-
2 <b>Business Link</b>	300 characters + 1 image*	€ 480,-
3 <b>Video Preview</b>	300 characters	€ 480,-



# Ihr Newsroom



**YOUR  
NEWEST ADDITIONS  
WILL BE SHOWN  
HERE**

In the newsletter



On the homepage



The newsroom is a regular embedding of your articles in our platform.

Give our readers an understanding of your content and ensure meaningful and constant presence.

- Integration of your reports on our homepage
- Unlimited number of reports with images per year
- Long-term, SEO-relevant storage if prolonged

**Total price per year:  
€ 6.980,-**



Lagerhallen der Logistik Dossiers | dispo  
dispo.cc  
Lagerhallen in der Logistik und mehr.

## THE DOSSIER

A topic page sponsored by you!

**Price:  
on request**

## WE MANAGE YOUR PAGE:

- Research
- Editing + SEO-optimisation of in total 12 articles
- 6 focusing on production
- 6 focusing on topics

Exclusive link in a theme page. Includes the editorial preparation of your choice of contributions with further links including editorial environment preparation, which also point towards the articles sponsored by you. The stated objective is to position you as an expert on the subject. incl. SEO Optimization





## The Whitepaper-platform



With our whitepaper-service you can find out, who is interested in your technological developments.

Reach your target group of interested decision-makers and pay only for the selection of leads that are valuable and of interest to you.



### PACKAGES

#### ● **BASE PACKAGE:**

**E-Mail address** (verified by sending a download link)

Price: € 50,- per conversion

#### ○ **PERSONAL DETAILS:**

**Gender, first and last name, academic degree**

Price: € 20,- per conversion

#### ○ **COMPANY NAME:**

**Name of the company**

Price: € 10,- per conversion

#### ○ **STANDORT DES UNTERNEHMENS:**

**Address, ZIP-code, municipality, country**

Price: € 10,- per conversion

#### ○ **INFORMATION ON THE BUSINESS:**

**Business sector, number of employees**

Price: EUR 30,- per conversion

#### ○ **PROFESSIONAL DATA:**

**Field of activity, current position in the company**

Price: € 30,- per conversion

#### ○ **PHONE NUMBER:** (Indication is optional)

Price: € 10,- per conversion

### CONVERSIONS

1 Base package = E-mail address: min. 30 conversions

2 Base package + 1 additional package: min. 27 conversions

3 Base package + 2 additional packages: min. 24 conversions

4 Base package + 3 additional packages: min. 21 conversions

5 Base package + 4 additional packages: min. 18 conversions

6 Base package + 5 additional packages: min. 15 conversions

7 Base package + 6 additional packages: min. 12 conversions



## Augmented Reality enables experiences of your product!

With our new augmented reality tool you, we can create experiences of your product for your customers. Our technology functions without an app, just screen it with your phone and follow the instructions.

Suitable for every end product like online products like whitepapers or stories, print products or virtual exhibition stands.

### Prices:

1 Object with info and soundbutton  
€ 1.500,-

4 objects (1 QR-code) with the provision of a 3D-file.  
€ 1.900,-

In case of no 3D-model being present, we are looking forward to creating it according to KV for you.



## Webcast / Webinar

A webinar that is hosted by and carried out together with AUTlook.

■ In the base package as a 45 minute session  
 ■ □ + Q&A session with up to 100 participants,  
 ■ □ □ incl. personal landing page for the registration of participants

■ Advertisement and invitation of potential participants through the medium  
 ■ Management of participants and presentation by the dispo editors  
 ■ Follow-up: Evaluation of participants

**Price:** € 3.700,-

### Add-Ons:

Post-processing and lead generation via the whitepaper platform that offers subsequent access to the event.

surcharge: € 1.290,-

**Top-up of the license for up to 500 participants:** € 300,-

**Studio usage** surcharge: € 2.100,-

### Additional adaptations on request

(i. e. Webinar series, digital studio, longer sessions, etc.)

## Special advertisement formats



### The connecting banderole

With the banderole across cover and U4 the reader can turn and rotate it and on both sides the reader holds your advertising message in hands.

Format open: 480 mm width x 100 mm height

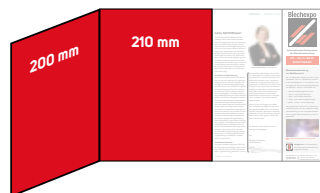
**Price: on request**



### Tip-on card

The tip-on card is an interactive ad: Surprise your target group with an original design of the card itself and its underground. The Tip-on-Card make curious and enables haptic contact.

**Price: on request**



### Flap on the U2

3 full pages for your success. Select your best sujet for the U2 and position yourself on an additional double page.

Format U2: 210 mm width x 280 mm height  
Format open: 410 mm width x 280 mm height

**Price: on request**



### Greetings to your target group

For the shipment of AUTlook to our readers we produce an envelope with the dedication "personal" according to your wishes. They are printed single-faced in 4c and ready to be used for your advertising message.

**Price: on request**

## dispo sector guide logistics 2023

The sector guide logistics presents the Best-Of logistics: recent research results and sector trends focusing on logistics, portraits of the most important players (Who-is-who), the most interesting case studies.

Circulation: 16.000 copies | Publishing date: 16.11.2022 | Advertising deadline: 2.11.2022

Packages	Company profile	Case Study	Advert	Net price*
Company profile 1/1 page	x			€ 1.480,-
Case Study 2/1 pages		x		€ 2.200,-
Advert 1/1 page			x	€ 2.480,-
Package 1	x	x		€ 2.510,-
Package 2	x		x	€ 2.710,-
Package 3		x	x	€ 3.420,-
<b>Total package</b>	x	x	x	€ 3.870,-

## Advertorial design

Prices for Advertorial design (exkl. Werbefläche)



**1/1 page**

3.000-3.500



**1/2 page**

1.500-1.700



**1/3 or 1/4 page**

1/3 page: 900-1.200  
1/4 page: 650-730

Design according to style sheet with provided text (small adaptations, cuts and editing are included).

€ 250,-

€ 190,-

€ 180,-

Development of an independent Advertorial-Design for your advertising material.

€ 450,-

€ 400,-

€ 350,-

Editorial creation of your text – inclusive briefing, research and final adjustments.

€ 500,-

€ 400,-

€ 360,-

Advertorials will be marked as "Advertorial" or "Paid for ad". The prices regarding the design process are non-discountable, non-provisionable fixed prices. The rate includes graphics, editing and minor textual changes/text production. After agreement in principle in regards to form and content, two correction runs are included. On request we also take over photo productions.

## B2B-Events



### WEKA-Studio

We realise your audio- and videoproduction professionally in our WEKA studio in Vienna. On 80 square meters we offer you, with our state of the art technic incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional host, press conferences, hybrid congresses, podcasts and much more, branded in accordance to our publishing media or completely in accordance with your corporate identity.

**Requests:** Michaela Capelli, BA  
michaela.capelli@industriemedien.at  
Phone: +43-1-97000-431



### MEE+YOO – the virtual platform for your content

Our high-end product meetyoo, that has won multiple the German "Innovationspreis IT" multiple times, is a content-plattform for conducting virtual fairs as well as large-scale online conferences. Due to streaming possibilities even live events can be made virtually accessible in form of hybrid events. Another interesting point: you can link meetyoo with your website in form of a long-term content-plattform.

**Requests:** Patricia Schubirsch, MSc  
patricia.schubirsch@b2impact.com  
Phone: +43-1-97000-443

### Videocontent

We do not only distribute your clips and videos, we are also looking forward to producing them for you!

Our experienced videoteam supports you through the entire production process: from storyboard to the video shoot and the scoring of the video as well as the reproduction and distribution on one of our successful online platforms.

- tutorials
- product videos
- webinars
- event videos
- advertising trailers
- explanatory videos

Our congresses for your lead(ing) success!



[www.ersatzteiltagung.at](http://www.ersatzteiltagung.at)

### INDUSTRIErobotik

[www.industrierobotik.at](http://www.industrierobotik.at)



[www.mmp-symposium.at](http://www.mmp-symposium.at)

### Industrie kongress

[industriekongress.com](http://industriekongress.com)



Der Preis für das beste Logistikzentrum

[www.lozaward.at](http://www.lozaward.at)



## Is it already working?

We are talking about your marketing. You know: the one, where unfortunately even Henry Ford did not know, which 50 per cent of the invested capital is poorly spent. Today we know better. Digital tools make the effect and the result of B2B-campaigns more measurable than ever before. B2IMPACT is the new agency of WEKA Industrie Medien and with Content, Performance and Creation it reaches exactly the communication objectives that you have defined. And Henry Ford? Most probably we could have helped him as well.