

www.materialfluss.de

materialfluss

Fachmedium der Intralogistik und Logistik



Skalierbare Lagerautomatisierung mit Movu Robotics

LOGIMAT 2025
Messe-Highlights
im Überblick

FÖRDERTECHNIK
Innovative Systeme
und Lösungen

FLURFÖRDERZEUGE
Automatisieren
mit mobiler Robotik

MEDIA GUIDE 2026

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materialfluss
Fachmedium der Intralogistik und Logistik

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Rely on a strong specialist medium for your market communications.

Your advantages:

- **Credible editorial environment**
- **Wide reach**
- **Strong utility value and high target group affinity**

With materialfluss, you can reach your target group **precisely, across all media and effectively** – in print, digital and at events.

materialfluss – Reach decision-makers. Shape the future.

With material flow, logistics managers and those responsible for intralogistics are always well informed. We show how intralogistics and logistics together shape the supply chain of the future – in a practical, up-to-date and comprehensive manner.

Our editorial spectrum covers the entire range of technology for efficient and reliable processes, from

- warehouse and order picking technology
- conveyor and lifting technology
- Industrial trucks
- Services
- logistics software and identification technology

Events such as the **materialfluss PRODUCT OF THE YEAR** award ceremony **highlight** our presence in the industry and generate additional attention.

Your successful media brand for intra-logistics and logistics at a glance...

- Total monthly circulation : **14,066** copies
(Source: IVW, average figures for Q2/2025)
- **56,458** page views per month
(Source: IVW-Online 07/2025)
- Two newsletters per week to around **3,800** newsletter subscribers (publisher's information 6/2025)
- Over **13,000** followers on the relevant social media channels (publisher's information 6/2025)

Investment decision-makers from the industrial, commercial and service sectors

Materialfluss reaches people who make daily investment decisions in industry:

- **90%** of our readers are in management positions – executive management, technical management and logistics/material flow management

(Source: recipient file evaluation, publisher's information)

High target group affinity – For a strong advertising impact.

materialfluss – The communication platform for your message to the industry

With materialfluss, you can communicate across media and networks:

- the monthly **print magazine**
- the digital **e-paper edition**
- a high-reach **website**
- regular **newsletters**
- the **supplier search tool: Company Connectory**
- active **social media channels**
- targeted **live and online events**
- and tailor-made **content creation solutions**

Events – live and digital

With formats such as:

- materialfluss digital networking days
- Product of the Year awards
- Webinar theme days
- In-house workshops

... offers material flow **targeted points of contact with decision-makers** – both digitally and on site.

Conclusion: Your communication platform for sustainable market success
materialfluss is your cross-industry and cross-media platform for successful B2B communication on topics related to intra-logistics and logistics.

Become a media partner now – And reach decision-makers where they get their information.

Title Portrait

materialfluss

Fachmedium der Intralogistik und Logistik

1. Title	materialfluss – Fachmedium der Intralogistik und Logistik
2. Brief Description	<p>materialfluss reports on technology, trends, applications and products across all industries and provides experts and managers from leading intralogistics manufacturers with a detailed and exclusive platform. In terms of content, materialfluss covers the entire spectrum of technology required for efficient and reliable intralogistics: news from the Warehousing and order picking technology, conveyor and lifting technology, industrial trucks, logistics software and identification technology are presented. In addition, the Logistics section provides a view from the warehouse. materialfluss shows how intralogistics and logistics together influence the supply chain of the future. Transport and commercial vehicle topics can be found here, as can logistics at ports and airports.</p> <p>materialfluss reaches its target group across multiple media and networks. With its trade magazine, web portal www.materialfluss.de, newsletters, social media channels and events, materialfluss is always there for its target group with information and solution-oriented decision-making aids.</p>
3. Target Group	materialfluss, the specialist publication for intralogistics, is aimed at logistics managers and those responsible for intralogistics.
4. Publication frequency	12 issues per year
5. Booklet format	A4
6. Year	57th year 2026

7. Subscription Price	<p>Annual subscription, print, domestic € 146</p> <p>Annual subscription, print, international: € 153 including postage and current VAT.</p> <p>Single issue print € 18 including current VAT, plus € 3 postage</p> <p>Annual subscription to digital e-paper € 90 Domestic/international/incl. current VAT</p> <p>Single issue e-paper € 9 including current VAT.</p>	
8. Edition	14,066 copies	
9. Membership / Participation	BVL, IVW, IVW Online	
10. Publishing Company	Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar, Phone: +49 89 2006573-00 www.materialfluss.de , www.pelemedia.de	
11. Publisher	Pelemedia GmbH	
12. Advertisements	Paola Bonazzi-Riedel Account Manager Phone: +49 89 2006573-23 pbonazzi-riedel@pelemedia.de	
13. Editorial Team	Marvin Meyke Editor-in-chief Phone: +49 89 2006573-39 redaktion@materialfluss.de	Alexandra Hose Chief of Service Phone: +49 89 2006573-21 redaktion@materialfluss.de

Circulation / Distribution

Trade journal circulation and distribution analysis

1. Circulation control



2. Circulation analysis

Average number of copies per issue
for the second quarter of 2025*

Print run:	10,600 / of which abroad 49
Actual circulation (TvA):	10,231 / of which abroad 49
Copies sold	125 / of which abroad 13
Subscribed circulation	100 / of which abroad 12
Other sales	25 / of which abroad 1
Free samples	10,106 / of which abroad 36
Remaining, reference and archive copies	369
plus stand-alone e-papers	3.835

*(01.0.2025 – 30.06.2025)

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	copies
Domestic	99.5	10,182
Foreign	0.5	49
Actual circulation	100.0	10,231

Total circulation materialfluss

10,231 + 3,835 = 14,066

Circulation Print

Circulation Digital (extended e-paper)

Total circulation

The current e-paper edition is actively distributed via the e-paper newsletter and also via the website www.materialfluss.de.
(IVW, average values Q2/2025)

3.1. Distribution by postcode area

Postcode area 2
802 copies

Postcode area 4
1,323 copies

Postcode area 3
1,298 copies

Postcode area 5
1,369 copies

Postcode area 6
773 copies

Postcode area 7
1,512 copies

Postcode area 1
364 copies

Postal code area 0
705 copies

Postcode area 9
999 copies

Postcode area 8
1,037 copies



High-class Target Group

Industries/Economic Sectors

Department/ group/class	Recipient groups (according to classification of economic sectors)	Share of actual circulation
		%
28	Mechanical engineering	16.5
46, 47	Trade (trade intermediation and wholesale, retail)	15.9
26, 27	Manufacture of data processing equipment, electronic and optical products, electricity generation and distribution equipment, telecommuni- cations, medical, measurement, control and regulation technology	7.9
25	Manufacture of metal products	9.6
22	Manufacture of rubber and plastic products	6.3
16, 17, 18	Wood, paper and printing industry	4.0
19.2, 20, 21	Mineral oil processing, chemical industry	4.3
10, 11, 12	Food industry, tobacco processing	8.3
29, 30	Manufacture of motor vehicles and motor vehicle parts, other Vehicle construction	4.7
13, 14, 15	Textile, clothing and leather industry	2.6
31, 32	Manufacture of furniture, jewellery, musical instruments, sports equipment, toys, other products	3.0
24	Metal production and processing	3.2
23	Glass industry, ceramics	1.5
49.2, 49.4, 50, 51, 52, 53, 58	Logistics service provider	8.6
70,71	Management consulting, engineering firms	1.2
	Other	2.4
Actual Circulation		100.0

Area of Responsibility

	Share of actual circulation
	%
Management and technical management	28.6
Head of Logistics/Material Flow	61.1
Purchasing/Materials Management Management	6.4
Other	3.9
Actual Circulation	100.0

Editorial Content Analysis

Scope analysis:	Pages	%
Total scope	522	= 100
Editorial section	480	= 87
Advertising section	72	= 13
Supplements	1	
Content analysis Editorial team 2024:	480	= 100
Warehousing and order picking technology	120	= 25
Conveyor and lifting technology	125	= 26
Industrial trucks	96	= 20
Logistics and transport	48	= 10
Software and identification systems	58	= 12
Miscellaneous	33	= 7

Size of the Economic Unit

	Share of actual circulation
	%
1-99 employees	43.1
100-199 employees	29.6
200-499 employees	12.1
500-999 employees	7.4
More than 1,000 employees	4.0
Number of employees not yet surveyed/unknown	3.8
Actual Circulation	100.0


Topic Matrix

Keyword	Issue (month)	Newsletter (calendar week)
Warehouse and Order Picking Technology		
Workstations, workstation equipment, lighting, Floor cleaning machines, hall floor renovation, Order picking systems, other order picking technology, Ladders, logistics consultants, logistics planners, pallet turners, Pallet accessories, robots, safety technology, Maintenance and service	3, 5, 11–12	3, 7, 9, 18, 24, 27, 32, 37, 41, 45, 49
Boxes, plastic containers, metal containers, pallets	3, 5, 8-9, 11-12	5, 28, 38, 48
Fire protection	3, 5, 11–12	3, 7, 9, 17, 18, 24, 27, 32, 37, 41, 45, 49
Foil wrapping/shrink wrapping/stretch wrapping, filling materials, packaging machines, packaging technology in general	4, 8–9	3, 7, 9, 17, 18, 24, 27, 32, 37, 41, 45, 49
Ramps and ramp equipment, gates	1-2, 6, 10	3, 7, 9, 17, 18, 24, 27, 32, 37, 41, 45, 49
Shelving, carousel racks/paternoster lifts	1-2, 4, 6, 10, 11-12	3, 7, 9, 17, 18, 24, 27, 32, 37, 41, 45, 49
Conveyor and Lifting Technology		
Work platforms and lifting platforms in warehouses, lifts/vertical conveyors, fire protection gates for conveyor belts, electric overhead conveyors (EOC), conveyor belts, conveyor technology in general, lift tables in warehouses, rollers, bulk material conveyors	3, 5, 8–9, 11–12	3, 9, 13, 15, 20, 24, 28, 33, 37, 47
Slings equipment, hoists, chains, crane components, cranes, chain hoists/rope winches	1-2, 11-12	8, 30, 35, 44
Drive technology, power supply, motors	3, 5, 8-9, 11-12	3, 9, 13, 15, 20, 24, 28, 33, 37, 47
Storage and retrieval machines and shuttles	4, 6, 10	5, 10, 21, 31, 34, 39, 43, 51

Topic Matrix

Keyword	Issue (month)	Newsletter (calendar week)
Industrial trucks		
Pallet trucks, other industrial trucks, forklifts, other transport equipment	1-2, 4, 6, 10	4, 8, 14, 16, 20, 25, 29, 36, 42, 50
Batteries, battery chargers, wheels and tyres, castors, forklift attachments, forklift components, forklift seats	3, 6, 10	4, 8, 14, 16, 20, 25, 29, 36, 42, 50
AGV, AMR, AGV and AGV	3, 5, 8-9, 11-12	4, 8, 14, 16, 20, 25, 29, 36, 42, 50
Logistics and Transport		
Container pooling, pallet pooling	3, 6, 8-9	7, 29, 39, 51
Logistics real estate	1-2, 4, 10	15, 22, 40, 44
CEP services, logistics service providers, contract logistics providers, value-added services	3, 5, 11-12	7, 29, 39, 51
Transport software	3, 5, 6, 11-12	6, 16, 21, 25, 30, 35, 40, 43, 46
Commercial vehicles	1-2, 10	31, 42
Software & Ident Systems		
Simulation software, other software, supply chain management software, warehouse management software (WMS)	3, 4, 5, 6, 10, 11-12	6, 16, 21, 25, 30, 35, 40, 43, 46
Barcode systems, image processing systems, data transmission systems, printers, label printers, labelling systems, labels, identification systems, identification technology in general, industrial PCs, handhelds, mobile devices, mobile data capture, RFID, scanners and scales	1-2, 8-9	4, 17, 22, 46, 48
Distance measurement, light and ultrasonic barriers, sensors	1-2, 4, 10	4, 17, 22, 46, 48

Topics/Dates 2026

 Print edition with Extended E-paper		Warehousing and Order Picking Technology	Conveyor and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identification Systems	Trade Fairs
January – February	1-2 PD: 16.02.2026 AD: 27.01.2026	Storage and shelving systems* Ramps, gates and loading bridges	Cranes and components Lifting technology and lifting systems	Industrial trucks	Logistics real estate Commercial vehicles	Identification systems and components Sensors	
		Focus on LOGIMAT					
March	3 PD: 17.03.2026 AD: 25.02.2026	Work and warehouse safety (lighting, ladders, fire protection, surveillance) Containers, boxes and pallets	Conveyor systems and components* Power supply systems, motors and drives	AGVs, automated guided vehicles and robotics	Logistics service providers Container and pallet pooling	Intralogistics and transport software	Logimat 24.-26.03.2026 IFOY Test Days & Material Flow Congress 15.-16.04.2026 Hannover Messe 20.-24.04.2026
April	4 PD: 27.04.2026 AD: 07.04.2026	Storage and shelving systems Packaging technology	RBG, shuttle and robotics Predictive maintenance	Industrial trucks* Forklift attachments and components	Logistics real estate	Logistics software and AI	Interpack 07.-13.05.2026

* Editorial focus in the magazine

Subject to change without notice.

PD: Publication date, **AD:** Advertising deadline

Topics/Dates 2026

	Print edition with Extended E-paper	Warehousing and Order Picking Technology	Conveyor and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identification Systems	Trade Fairs
May	5 PD: 26.05.2026 AD: 06.05.2026	Containers, boxes and pallets Work and warehouse safety (lighting, ladders, fire protection, surveillance)	Conveyor systems and components Power supplies, motors and drives	AGVs, automated guided vehicles and robotics	Logistics service provider	Intralogistics and transport software*	
June	6 PD: 23.06.2026 AD: 03.06.2026	Storage and shelving systems Ramps, gates and loading bridges	RBG, shuttle and robotics*	Industrial trucks Forklift attachments and components	Container and pallet pooling	Intralogistics and transport software	
July	7 PD: 28.07.2026 AD: 08.07.2026	Special: SPEKTRUM 2026 Green Logistics Special topic Green Logistics: Trend reports, overview articles and carefully selected new products form the core of this issue of SPEKTRUM – With a special section on green logistics and a focus on sustainable and efficient intralogistics.					Future Logistics Congress 08.-09.09.2026
August – September	8 – 9 PD: 16.09.2026 AD: 27.08.2026	Packaging technology Containers, boxes and pallets	Conveyor systems and components Energy supply systems, motors and drives	AGVs, automated guided vehicles and robotics*	Container and pallet pooling	Identification systems and identification components	ExpoReal 05.-07.10.2026 Motek 06.-08.10.2026 Logistics Summit 07.-08.10.2026

*** Editorial focus in the magazine**

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Topics/Dates 2026

Print edition with Extended E-paper		Warehousing and Order Picking Technology	Conveyor and Lifting Technology	Industrial Trucks	Logistics and Transport	Software and Identification Systems	Trade Fairs
October	10	PD: 14.10.2026 AD: 23.09.2026	Storage and shelving systems* Ramps, gates and loading bridges	RBG, shuttle and robotics Predictive maintenance	Industrial trucks Forklift attachments and components	Logistics properties Commercial vehicles	Logistics software and AI sensors BVL Supply Chain CX 10.2026
	Special topic: Modernisation						
November – December	11-12	PD: 11.11.2026 AD: 22.10.2026	Storage and shelving systems Work and warehouse safety (lighting, ladders, fire protection, surveillance) Containers, boxes and pallets	Conveyor systems and components* Power supplies, motors and drives Cranes and components	AGVs, automated guided vehicles and robotics	Logistics service provider	Intralogistics and transport software
	S1	PD: 09.12.2026 AD: 19.11.2026	SPECIAL EDITION – materialfluss WORLD OF INTRALOGISTICS with: materialfluss PRODUCTS OF THE YEAR 2027 and Top 30 System Integrators Readers of materialfluss once again have a choice: the products of the year are being sought. The second focus is on the heavyweights of the intralogistics industry: for the eighth time, materialfluss is publishing its widely acclaimed ranking of the largest and most important intralogistics companies and comparing their business figures.				

* Editorial focus in the magazine

Subject to change without notice.
PD: Publication date, AD: Advertising deadline

Advertisement Rates

Advertisement prices and formats

Advertisement price list no. 57, valid from 01.01.2026

Format	Dimensions in mm	Prices 4c
1/1 page	180 x 252	€ 8,320
junior page	135 x 190	€ 5,620
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 4,810
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 3,740
1/4 page	180 x 60 horizontal 88 x 124 corner	€ 2,430
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 1,590
Front page	190 x 190	€ 10,390
Cover pages: U2/U4 each	210 x 297	€ 9,380
U3	210 x 297	€ 9,270

Special advertising formats

materialfluss 3/2026, 8-9/2026

Exhibitor portrait

Print:	€ 710
Print and online:	€ 1,090
Print, online and social media:	€ 1,520

materialfluss 7/2026

Short portrait

Print:	€ 710
Print and online:	€ 1,090
Print, online and social media:	€ 1,520

Prices for banderoles, gate folders, flaps, clamp banderoles, altar fold advertisements (only in conjunction with titles), cover gate folders, glued-on advertising material, etc. available on request

Extended e-paper



In all e-paper editions of our print editions, multimedia content can be optionally integrated into your advertising medium.

Video integration	€ 500
GlF animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

discounts

Decrease within an insertion year.
(Commencing with the publication of the first advertisement)

Volume scale		Quantity scale	
for 3 advertisements	5%	from 2 pages	5%
with 6 advertisements	10%	from 4 pages	10%
with 9 advertisements	15%	from 6 pages	15%
with 12 advertisements	20 %	from 9 pages	20%
		from 12 pages	25%

No discounts on ad specials, supplements or technical costs. Combined discounts for cross-media campaigns at available on request.



Terms of Payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, Munich
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Surcharges

Placement	Binding placement regulations from 1/3 page possible, 10% surcharge
Colour	The prices quoted apply to Euroscale, Surcharge for special colours on request
Format	Surcharges for initial printing and collar printing are not charged

Rubrics

Job offers	25% discount on the basic advertisement price
Job applications	50% discount on the basic advertisement price

Market & Contact

Present to your target group!

- Category selection after consultation
- Option to supplement your entry with your personal logo (also available in colour)
- New entries possible every month

Market & Contact

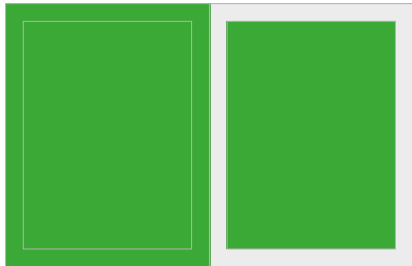
mm price	€ 2,50 per issue and section
Colour logo	€ 25 per issue
	All prices are exclusive of VAT.

* Your entry is not eligible for discounts or commissions.

Frequency:	10 issues per year
Cancellation periods:	Your entry can be cancelled by 15 May or 15 November at the end of the half-year. Otherwise, the entry will be extended for a further 6 months.

Advertising Formats

Dimensions Width x Height in mm



1/1 page

H: 180 x 252 mm
A: 210 x 297 mm



Junior Page

H: 135 x 190 mm
A: 150 x 213 mm



**1/2 page
horizontal**

H: 180 x 124 mm
A: 210 x 147 mm

**1/2 page
vertical**

H: 88 x 252 mm
A: 103 x 297 mm

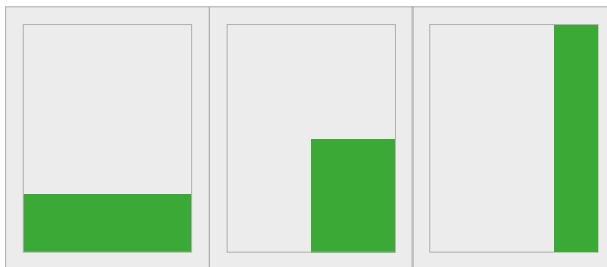


**1/3 page
horizontal**

H: 180 x 80 mm
A: 210 x 103 mm

**1/3 page
vertical**

H: 56 x 252 mm
A: 71 x 297 mm



**1/4 page
horizontal**

H: 180 x 60 mm
A: 210 x 83 mm

1/4 page

H: 88 x 124 mm
A: 103 x 147 mm

**1/4 page
vertical**

H: 45 x 252 mm
A: 60 x 297 mm



**1/8 page
horizontal**

H: 180 x 29 mm
A: 210 x 52 mm

**1/8 page
corner**

H: 88 x 60 mm
A: 103 x 83 mm

**1/8 page
vertical**

H: 45 x 124 mm
A: 57 x 150 mm

Booklet format 210 x 297 mm

S: Type area format

A: Crop format without bleed allowances

Bleed allowance: 3 mm on the open sides



Print – Technical Data

Technical details / Processing

Printing Process	Processing
Magazine format	trimmed format 210 mm wide x 297 mm high plus 3 mm bleed on all open sides
Type area	180 mm wide x 252 mm high 4 columns, each 42 mm wide
Printing process	Cover: sheetfed offset Contents: web offset
Colours	Printing inks (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible by arrangement. Minor tone value- deviations are within the tolerance range of web offset printing. Solid black areas should be underlaid with a 40% cyan screen.
Data formats	Printable closed PDF files. Please provide one PDF file per individual page. Relevant graphic and text ele- ments must be at least 5 mm away from the bleed. Image resolution 300 dpi
Proof	Colour-accurate proof according to "Media Standard Printing" (bvdn). Digital proofs without FOGRA media wedges are not considered colour-accurate.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Contents: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are available for download at www.eci.org .
Data transmission	Please send the data (up to 10 MB) to: druckunterlagen@pelemedia.de
Data archiving	Data is archived, so unchanged repetitions are generally possible. However, no data guarantee is provided.
Warranty	We cannot accept any liability for delays or errors caused by incorrect data.
Contact	Edith Vollhardt Phone: +49 89 2006573-13 evollhardt@pelemedia.de



Inserts / Supplements / Stick-ins / CDs

Supplements	
Minimum format	105 mm width x 148 mm height
Maximum format	10 mm smaller than the carrier product in both height and width

Inserts must be trimmed and folded and delivered as finished end products.
Folded products must be closed at the spine and suitable for machine processing.

Inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Trim	Booklet format: Head trim 4 mm, Front and foot trim min. 4 mm, plus + 3 mm milling margin in the spine

Inserts must be delivered uncut and folded. Multi-page inserts must be closed at the spine and suitable for machine processing. Inserts must be designed and produced in such a way that no additional preparation or processing is required. Any complications and additional folding and gluing work will be invoiced separately.

Before accepting and confirming an order, a binding sample, or if necessary a blind sample, must be submitted with size and weight specifications.

Inserts must be designed in such a way that they are recognisable as advertising and cannot be confused with the editorial section. The placement of inserts depends on technical possibilities. Inserts printed on materials other than paper can only be accepted by the postal service with the prior consent of the publisher.



Shipping address

Delivery note:

For materialfluss, Issue (No.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Our general terms and conditions apply
(www.industrial-production.de/AGB)



terms of payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, Munich
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Special Advertising Formats



Format: 190 mm x 190 mm

The content of the front page and cover story is coordinated with the editorial team at .

Achieve maximum visibility for your products and solutions.

Price: € 10,390

Front Page



Content package:

1/1 page advertorial

Price: € 4,450

(non-discountable)

Crossmedia package:

1/1 page advertorial plus 4 weeks' presence of your advertorial in the relevant section of the website and a social media post.

Price: € 5,850

(non-discountable)

Content Package

Crossmedia Package



80 - 135 g/m²

2 sheets = 4 pages € 11,270

3 sheets = 6 pages € 14,990

Required delivery quantity: 10,500 copies

Insert



Full print run price € 3,400
(up to 25g, including postage) (not discountable)

Inserts over 25 g/piece on request

Supplements



We offer numerous special advertising formats for your individual advertising campaign – please contact us for more information.



Shipping address for special forms of advertising

Delivery note: For materialfluss, issue (no.),
Vogel Druck, Leibnizstr. 5, 97204 Höchberg

Extended E-paper with Interactive Elements

Extended e-paper – More attention. More interaction. More impact.

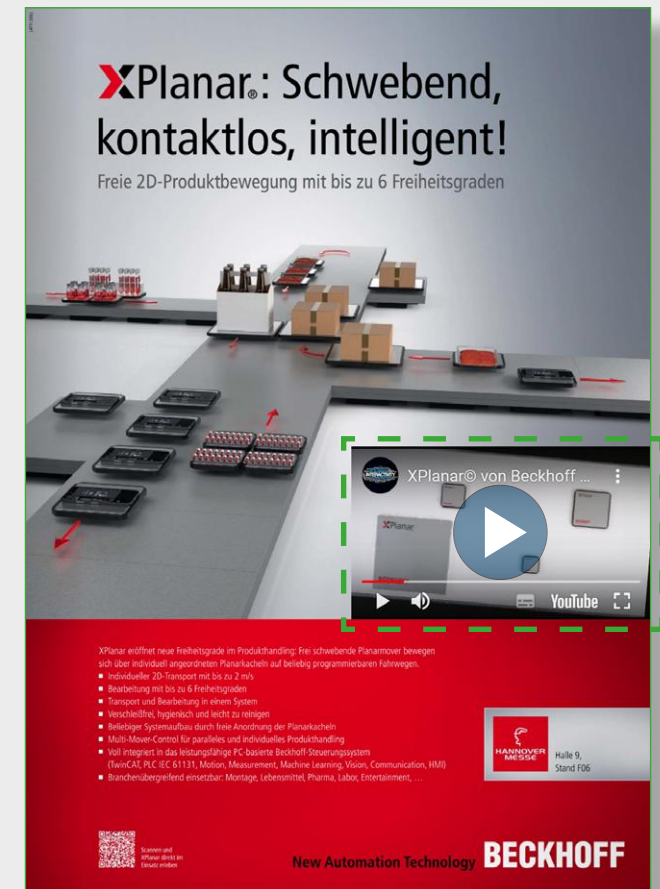
**In addition to your advertisement booked in the print edition:
Take advantage of the interactive possibilities of our extended e-paper.**

Increase the reach and impact of your print advertisement with the interactive features of our extended e-paper.

Supplement your booked advertisement with multimedia content – e.g.:

- Videos
- Image galleries
- GIFs
- Surveys

This is how you bring your **products and solutions to life**, create a **more intense user experience** and offer your target group **real added value**.



Extended e-paper

In all e-paper editions of our print editions, multimedia content can be optionally integrated into your advertising material.
(The prices quoted are in addition to the print advertisement prices)

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

Special Editions

materialfluss SPEKTRUM



materialfluss SPEKTRUM Special topic: Green Logistics:

Trend reports, overview articles and carefully selected new products form the core of this issue of SPEKTRUM – with a special section on green logistics and a focus on sustainable and efficient intralogistics.

Advertisement deadline: 08.07.2026
Publication date: 28.07.2026

materialfluss WORLD OF INTRALOGISTICS

SPECIAL EDITION WORLD OF INTRALOGISTICS FEATURING: MATERIALFLUSS PRODUCT OF THE YEAR AND TOP-30 SYSTEM INTEGRATORS

Readers of materialfluss have another choice to make: the products of the year are being sought. The second focus is on the heavyweights of the intralogistics industry: for the seventh time, materialfluss is publishing its widely acclaimed ranking of the largest and most important intralogistics companies and comparing their business figures.

Advertisement deadline: 19.11.2026
Publication date: 09.12.2026



materialfluss MARKET & CONTACT

materialfluss MARKET & CONTACT – Reach your target group!

- Category selection after consultation
- Option to add your personal logo to the entry (also available in colour)
- New entries possible every month

Frequency: 10 issues per year

Cancellation periods: Your entry can be cancelled by 15 May or 15 November at the end of the half-year. Otherwise the entry will be extended for a further six months.

For further information, please contact: Paola Bonazzi-Riedel
Phone: +49 89 2006573-23
pbonazzi-riedel@pelemedia.de

Prices:

Price per mm: € 2,50 per issue and section

Colour logo: € 25 per issue

All prices are exclusive of VAT.

*Your entry is not eligible for discounts or commissions. (Design is carried out by the publisher.)



Banner Formats Website



(1) Superbanner

€ 180 / 1,000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 270 / 1,000 Ad Impressions
(800 x 250 Pixel or 970 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 370 / 1,000 Ad Impressions
(800 x 250 Pixel or 970 x 250 Pixel)

(3) Skyscraper

€ 190 left / 1,000 Ad Impressions
€ 230 right sticky / 1,000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

€ 230 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(5) Medium Rectangle

€ 190 / 1,000 Ad Impressions,
(300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 260 / 1,000 Ad Impressions,
(300 x 250 Pixel)

(6) Baseboard Ad

€ 250 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90 Pixel)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 150 / 1,000 Ad Impressions,
(468 x 60 Pixel)

(8) Halfsize

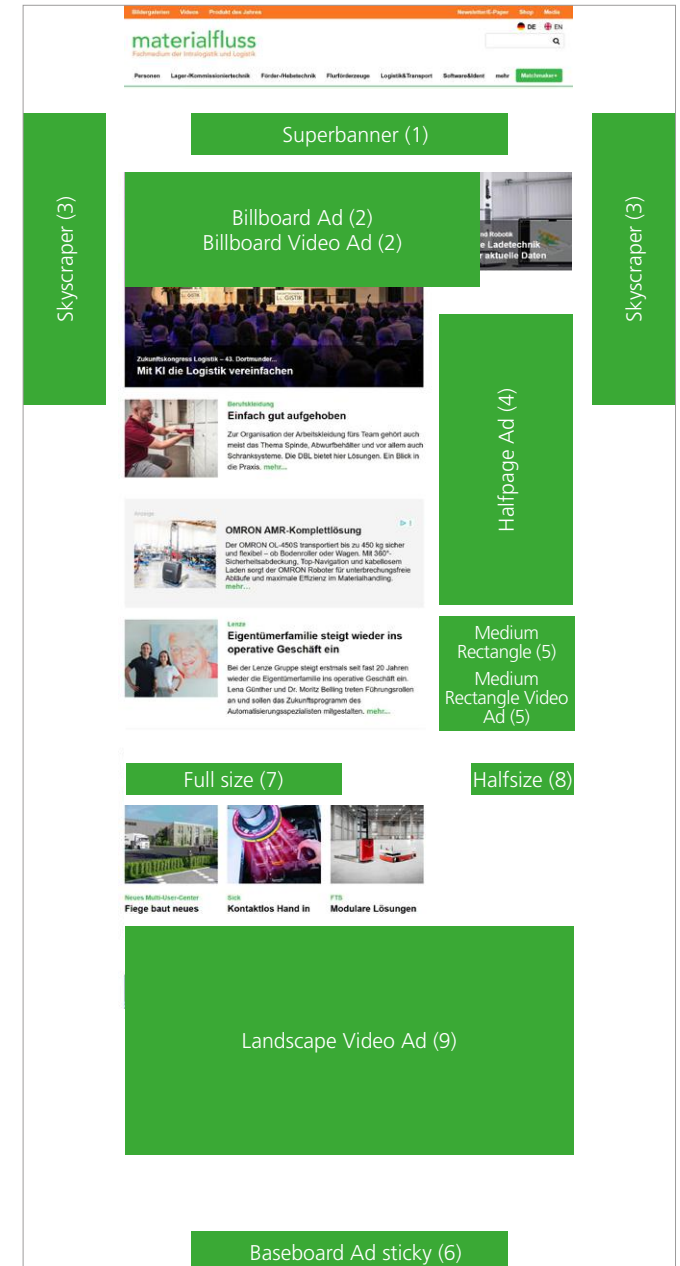
€ 130 / 1,000 Ad Impressions,
(234 x 60 Pixel)

(9) Landscape Video Ad

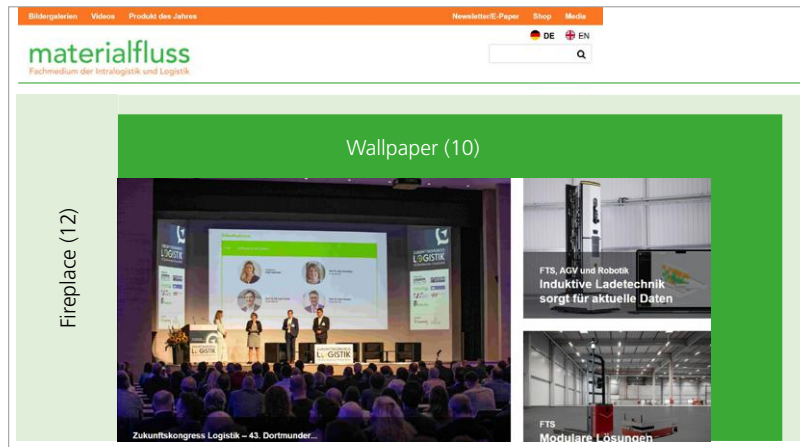
€ 450 / 1,000 Ad Impressions,
(854 x 480 Pixel)



Possible file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = cost per thousand impressions
Data delivery: 5 working days before campaign launch
Video Ad Specifications: see page 20



Special Formats & Banner Overview Mobile



(10) Wallpaper

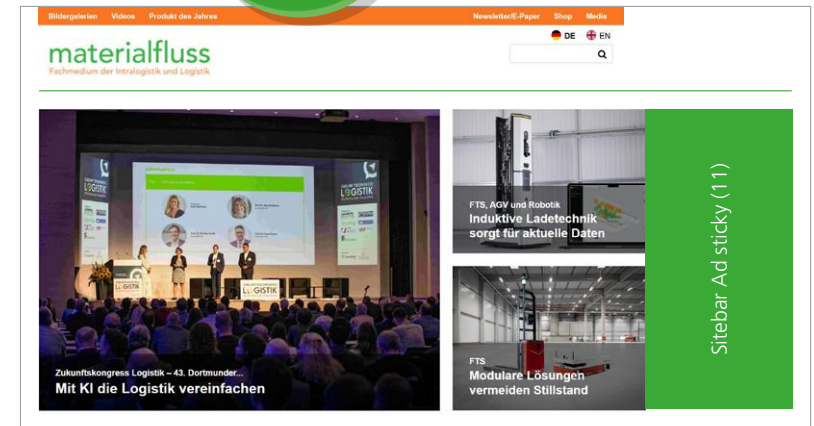
€ 250 / 1,000 Ad Impressions
(728 x 90 Pixel / top,
120 x 600 Pixel / right, or
160 x 600 Pixel / right)
*Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

€ 240 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(12) Fireplace

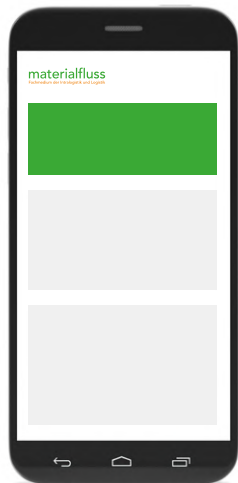
€ 540 / 1,000 Ad Impressions
1,000 x 90 Pixel at the top /
120 x 600 Pixel or 160 x 600 Pixel
on the right and left



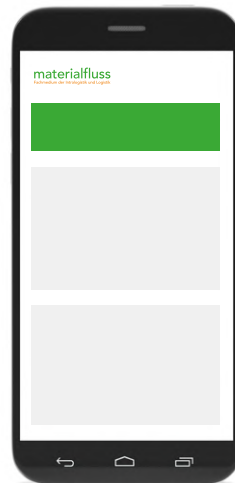
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
Prices = price per thousand contacts, data delivery: 5 working days
before campaign start

To ensure that your banner can also be delivered on mobile devices, please also send us the corresponding banner format.

Banner overview Mobile



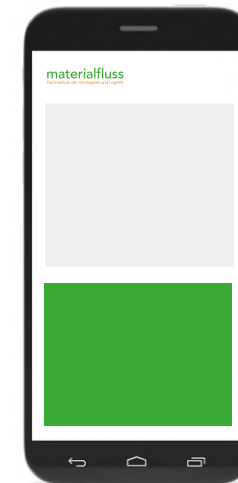
**Mobile content
ad 4:1**
300 x 75 pixels
max. 50 KB



**Mobile content
ad 6:1**
300 x 50 pixels
max. 50 KB



**Mobile content
ad 6:1**
300 x 50 pixels
max. 50 KB



**Mobile content
ad 2:1**
300 x 150 pixels
max. 50 KB

Banner Formats Website Video Ads



Video Ads

- Integration of video advertisements on our specialist portals

Placings:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Can be booked individually or as a video rotation package.)

Features:

- Video starts automatically without sound; audio can be activated by user interaction
- Full responsiveness: Also playable on mobile devices
- Video adverts are clickable and can be linked to a landing page with a
- Full tracking: Als, clicks, CTR

Playback:

- On all home, category and article sites

Data delivery:

- Convenient delivery of a single video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Maximum size: 512 MB

3GPP / MPEG-4

Resolution	Target bit rate for video files	Target bit rate for audio files
320 x 240	192 kbit/s	32 kbit/s
176 x 144	56 kbit/s	24 kbit/s

MP4 / H.264 / AAC

Resolution	Target bit rate for video files	Target bit rate for audio files
1920 x 1080	4,000 kbit/s	128 kbit/s
1280 x 720	3,000 kbit/s	128 kbit/s
1280 x 720	2,000 kbit/s	128 kbit/s
854 x 480	1,500 kbit/s	128 kbit/s
854 x 480	1,000 kbit/s	128 kbit/s
640 x 360	400 kbit/s	96 kbit/s



Possible file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = per thousandContact price
Data delivery: 5 working days before campaign start

Company Connector

Company Connector – The network for companies



Here, companies can find and network with each other quickly and specifically. The smart platform that creates visibility and connections.

Company Connector offers everything at a glance: products and services, webinars, white papers, event tips, videos, web shop, e-papers and much more.

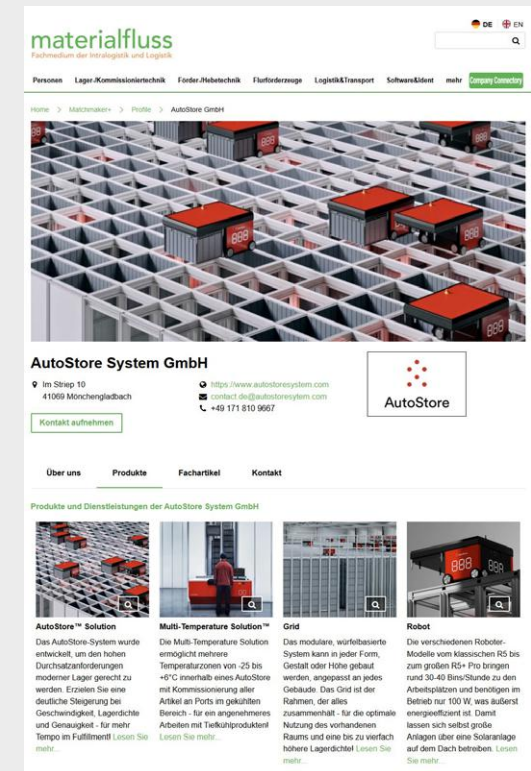
Your advantages:

- Premium profile: Your business card
- Multimedia content
- Listing of specialist articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Inclusion in editorial specialist articles
- Integration in the newsletter
- Social media posts

	starter	premium	Professional
Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
Industry/product classification	✓	✓	✓
Product presentations with images, descriptions and links	✓	✓	✓
Listing of specialist articles in the company profile	✓	✓	✓
Job offers	✓	✓	✓
Individual contact information including Google Maps integration	✓	✓	✓
Top listing in search results	✓	✓	✓
Logo display including links in all editorial article pages	✓	✓	✓
Multimedia content such as videos, interactive e-papers, page-turning catalogues, etc.		✓	✓
White papers, brochures, catalogues, other documents (PDFs)		✓	✓
Logo display including link to company profile in newsletters (6x or 12x per year)		✓ (6 times a year)	✓ (12 times a year)
Social media posts: on LinkedIn, Xing, Instagram, Facebook (6 times a year)			✓
Price	€ 2,990	€ 4,990	€ 6,190

12 months, annual billing – start date freely selectable.

After 12 months, the subscription is extended indefinitely with a notice period of one month. We are happy to take care of the setup and maintenance of your profile (setup € 499 one-time fee, maintenance € 99 monthly).



Sample

Lead Generation

Whitepaper

The screenshot shows the materialfluss.de website. At the top, there's a navigation bar with links like 'Unternehmen', 'materialfluss MARKET', 'Specials', 'Events', 'Newsletter', 'Shop', and 'Media'. Below this, there's a banner for 'Sage' with the text 'Schritt für Schritt zur passenden ERP-Lösung'. The main content area features an article titled 'Effizienz von Werkzeughilfsmitteln und Vorrichtungen durch den 3D-Druck steigern'. Below the article, there's a section titled 'White Paper kostenfrei anfordern:' with a form to request the whitepaper. The form includes fields for 'Vorname', 'Nachname', 'Telefon', 'E-Mail', and 'PLZ'. There are also checkboxes for 'Ich habe die AGB und die Datenschutzbedingungen gelesen und stimme diesen zu.' and 'Ich stimme zu, dass meine Daten an die Firma S. statag GmbH zu.' and a button 'White Paper kostenfrei anfordern'.

- Your whitepaper will be published on www.materialfluss.de and promoted with accompanying online advertising materials from.
- Banner for advertising in at least two material flow newsletters
- At least two posts on the social media channels of materialfluss
- Presentation of your whitepaper in the teaser section of materialfluss.de for two months
- The link leads to a landing page we have created with input fields for download requests (GDPR-compliant).
- This generates high visibility on our channels, and receives valuable leads after the campaign has ended.
- We would be happy to provide you with a personalised quote, and atwe can assist you with the creation of the whitepaper and advertising materials.



Lead Campaign with Whitepaper

Period: 2 months

Price: € 4,080 plus € 70 per lead

Optionally also bookable with a customized newsletter.

Price: € 5,890 plus € 70 per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal advertising format. In a webinar, you can communicate your latest developments and innovations and actively involve customers in the event via live chat questions. Use a webinar to highlight the benefits of your products while also demonstrating your expertise and raising awareness of your company.

Services

- Advance notice of the webinar in at least three materialfluss newsletters and at least two posts on the materialfluss social media channels .
- Display advertisement on materialfluss.de to promote your webinar for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast including introduction and closing remarks
- Disclosure of registration data (company, first name, surname, email address)
- Afterwards, the webinar will be available for download on the media brand's website for four weeks as a registration-required on-demand webinar.



Webinar:

Price: € 5,320

Optionally, you can also book a full-page advertisement for the webinar. (The advertisement will be designed by the publisher.)

Price: € 7,810



Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect Information corresponds to recommended file size, max. 1 MB possible

Native Advertising

Native advertising – Your content with the look and feel of editorial articles



Online advertorials are the ideal solution for presenting complex topics in a way that is tailored to the target audience and has a long-term impact.

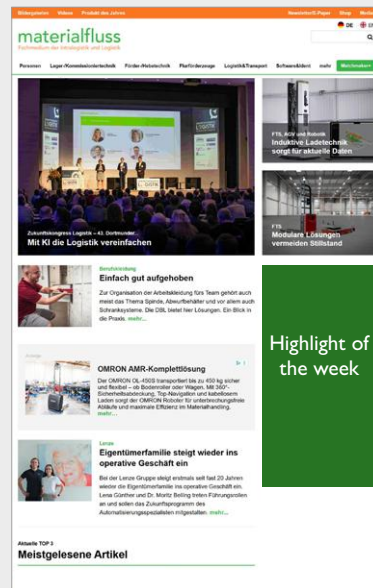
Designed in the style of an editorial article, advertorials are perceived by users as high-quality specialist content, thereby achieving a particularly high level of credibility and relevance.

Native communication with lasting impact.

Tip: Combine the online advertorial with our Social Media Plus package to additionally distribute your content via our high-reach channels – and specifically increase your visibility on social media.

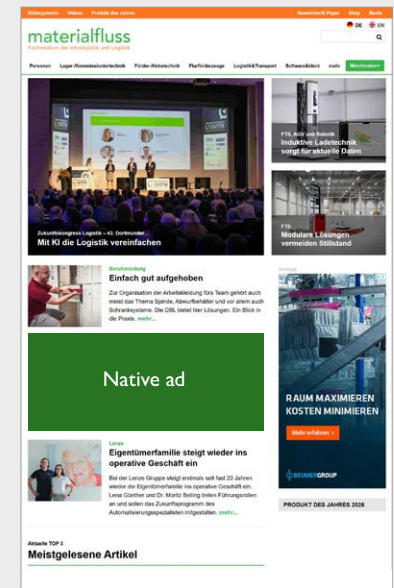
Highlight of the week also included in newsletter

- Present your product, webinar or event for one week on our specialist portal.
- Headline: 40 characters including spaces, text: 250 characters including spaces, image: 300 x 250 pixels
- Link to your website or a microsite designed by us with your contributions



Native ad of the week also includes newsletter and social media Plus

- Native ad with the look and feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 character including spaces, image: 180 x 150 pixels
- Link to your website or a microsite designed by us with your contributions



Highlight of the week

Price: € 650

Highlight of the week Combi

Price: € 1,240

(including a text advertisement/native ad in the newsletter, For specifications, see the newsletter page)



Native ad of the week

Price: € 940

Native ad Combi

Price: € 1,510

(includes one text advertisement/native ad in the newsletter; see newsletter page for specifications)

Native ad Combi Social Plus

Price: € 1,800

(additional publication on our social media channels)

Social Media Posting

Social media posting – Share your content successfully via our channels

Supplement your market communications in a targeted manner with a social media post via the wide-reaching channels of materialfluss. Whether it's a new product, solution, video, webinar or service – grab attention where your target group is active.

More visibility. More attention. More impact.



Price: € 750
(not discountable)

Followers: over 13,000
(Publisher's information, as of June 2025)



Your advantages

- Placement in the independent subject area of material flow
- Individually selectable publication date
- Access to an interactive, industry-specific community

Customized Newsletter

Customized newsletter – Exclusive newsletter delivered directly to your target group's inbox

Send your **personalised message exclusively** to the qualified **newsletter distribution list of materialfluss**.

Your content reaches your target audience directly – ideal for new products, event invitations or company news.

Maximum visibility – precise, exclusive, effective.

One message per customized newsletter

Scope: 1 image + 1 message + 1 logo

Text: max. 1,500 characters (including spaces)

Image width: 630 pixels, maximum image height: 300 pixels

Subject line: max. 100 characters (including spaces)

Links: max. 5

Sender: materialfluss and advertiser

Dates on request

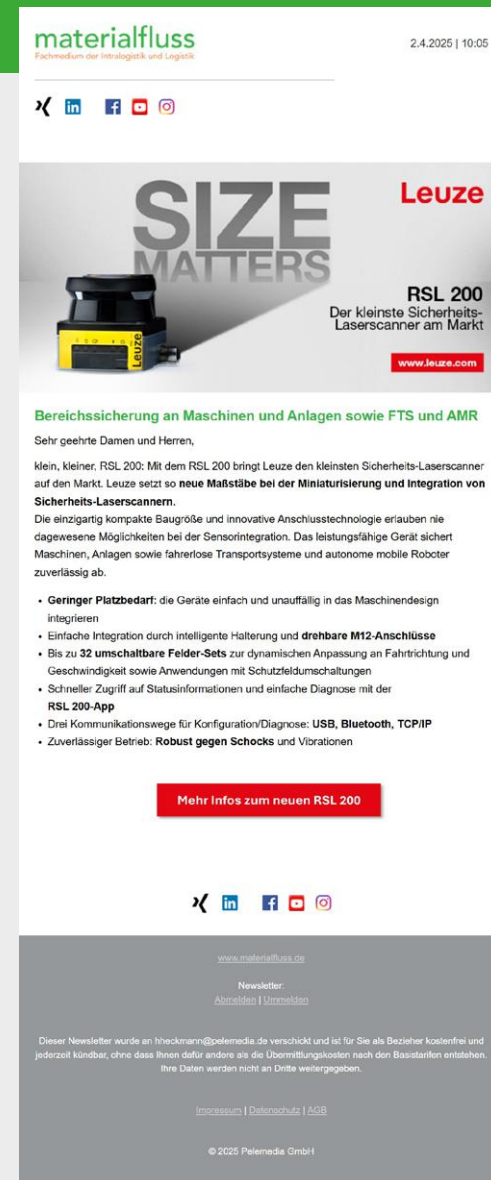
Advantages:

- Exclusive newsletter for your information
- High visibility for your company and your offerings
- Individual appointment coordination
- Maximum of one customised newsletter per week per company



Price: € 2,990
(non-discountable)

Special configurations on request



Sample

Banner Formats Newsletter

**Premium placement
Leaderboard (1)**

materialfluss
Fachmedium der Intelligenz und Logistik

Seeking solutions ...

... instead of choosing materials. This is how one could describe the tenor of our interview, which provides an insight into the diversity of materials development and distribution. Of course, the field of medical technology also demands solutions with its diverse requirements, which are addressed in further articles in our newsletter.

Yours, Marvin Meyke
Editor-in-chief

**Position 1
Below the editorial
(2)**

**Position 2
Within the editorial reports
(2)**

**Position 3
At the end of the editorial reports
(2)**

advertisement
Text display / Native advertisement

5G IN INDUSTRIE UND LOGISTIK

5G in Industry & Logistics

Megatrends such as Industry 4.0 and autonomous vehicles are shaping society. However, these fields of application depend on fast, real-time data exchange that is available at all times. With 5G, the latest generation of mobile communications will go live in 2020, taking mobile data communication to a new level. The maximum data rate will increase from 100 Mbit/s (LTE) to 20 Gbit/s.

Find out more now... [MORE](#)

advertisement
Headline for the advertisement

ot:it

OT meets IT

Anyone who wants to be successful in the long term cannot escape digital transformation. Digitalisation and the associated networking are a common thread running through all industries and areas of life. This trend has also reached production, influencing the industry across all levels of the production pyramid.

Find out more now... [MORE](#)

**Position 4
At the end of the newsletter
(2)**

Exclusive newsletter

Twice a week, materialfluss sends its newsletter to a qualified group of recipients. Newsletter subscribers receive the latest news, product reports and technical articles – compact, relevant and delivered directly to their inbox.

around **3,800***
recipients

The materialfluss newsletter is the ideal advertising medium for:

- Product presentations
- Company announcements
- Seminar and event announcements

Take advantage of this environment for your targeted B2B communication!

*As of June 2025 (publisher's information)

(1) Leaderboard

€ 740

(630 x 90 Pixel, max. 200 KB),

(2) Text Ad / Native Ad / Video Ad / Billboard

€ 690

Possible forms of advertising

Text ad / Native ad / Video ad /

Billboard (630 x 200 Pixel, max. 200 KB)

Specifications Text Ad / Native Ad

Visualisation as article

Headline + text + image and target URL (max. 1 link),

Image: 225 x 127 Pixel, max. 200 KB,

Headline: max. 40 characters,

Text: max. 300 characters

including spaces

Video Ad

The video opens in a separate window when clicked.

Links to videos on YouTube or Vimeo are possible.

Exclusive newsletter

€ 4,290

4 types of adverts (leaderboard and 3 text adverts/billboard)

+ 2 editorial reports

+ Mention in the subject line (not eligible for discount)

The materialfluss.de editorial team reserves the right to revise articles in consultation with the customer.



All newsletter advertising formats are optimised for mobile devices



File format: PNG, JPEG, GIF* (*only without animation)

Data delivery: 5 working days before campaign start

Newsletter Topics and Dates

	KW	Date	Topic
January	2	Monday, 5 January	Top 10 of the month
	2	Wednesday, 7 January	Top 10 posts in 2025
	2	Thursday, 8 January	The heads of the month
	3	Tuesday, 13 January	Warehousing and order picking technology
	3	Thursday, 15 January	Conveyor and lifting technology
	4	Tuesday, 20 January	Industrial trucks, AGVs and robotics
	4	Wednesday, 21 January	AI in logistics
	4	Thursday, 22 January	Identification systems
	5	Tuesday, 27 January	RBG, shuttle and robotics
	5	Thursday, 29 January	Containers, boxes and pallets
February	6	Tuesday, 3 February	Top 10 of the month
	6	Wednesday, 4 February	The heads of the month
	6	Thursday, 5 February	Logistics software
	7	Tuesday, 10 February	Logistics and transport
	7	Thursday, 12 February	Warehousing and order picking technology
	8	Monday, 16 February	materialfluss - The new edition
	8	Tuesday, 17 February	Cranes
	8	Thursday, 19 February	Industrial trucks, AGVs and robotics
	9	Tuesday, 24 February	Conveyor and lifting technology
	9	Thursday, 26 February	Warehousing and order picking technology
March	10	Tuesday, 3 March	Top 10 of the month
	10	Wednesday, 4 March	The heads of the month
	10	Thursday, 5 March	RBG, shuttle and robotics
	11	Tuesday, 10 March	Special newsletter Logimat 2026
	11	Thursday, 12 March	Special newsletter Logimat 2026
	11	Friday, 13 March	Special newsletter Logimat 2026
	12	Tuesday, 17 March	Special newsletter Logimat 2026
	12	Wednesday, 18 March	materialfluss - The new edition
	12	Thursday, 19 March	Special newsletter Logimat 2026
	12	Friday, 20 March	Special newsletter Logimat 2026
	13	Monday, 23 March	Special newsletter Logimat 2026
	13	Tuesday, 24 March	Special newsletter Logimat 2026
	13	Wednesday, 25 March	Special newsletter Logimat 2026
	13	Thursday, 26 March	Conveyor and lifting technology
	14	Tuesday, 31 March	Industrial trucks, AGVs and robotics

	KW	Date	Topic
April	14	Wednesday, 1 April	The heads of the month
	14	Thursday, 2 April	Top 10 of the month
	15	Tuesday, 7 April	Logistics properties
	15	Wednesday, 8 April	Retrofit
	15	Thursday, 9 April	Conveyor and lifting technology
	16	Tuesday, 14 April	Logistics software
	16	Thursday, 16 April	Industrial trucks, AGVs and robotics
	17	Tuesday, 21 April	Identification systems
	17	Thursday, 23 April	Green Logistics
	18	Tuesday, 28 April	materialfluss - The new edition
May	18	Thursday, 30 April	Warehousing and order picking technology
	19	Tuesday, 5 May	Top 10 of the month
	19	Wednesday, 6 May	Special newsletter Interpack 2026
	19	Thursday, 7 May	The heads of the month
	20	Tuesday, 12 May	Conveyor and lifting technology
	20	Thursday, 14 May	Industrial trucks, AGVs and robotics
	21	Tuesday, 19 May	Logistics software
	21	Thursday, 21 May	RBG, shuttle and robotics
	22	Tuesday, 26 May	Identification systems
	22	Wednesday, 27 May	materialfluss - The new edition
June	22	Thursday, 28 May	Logistics properties
	23	Tuesday, 2 June	Top 10 of the month
	23	Wednesday, 3 June	The heads of the month
	24	Tuesday, 9 June	Warehousing and order picking technology
	24	Thursday, 11 June	Conveyor and lifting technology
	25	Tuesday, 16 June	Industrial trucks, AGVs and robotics
	25	Thursday, 18 June	Logistics software
	26	Tuesday, 23 June	materialfluss - The new edition
	26	Thursday, 25 June	Identification systems
	27	Tuesday, 30 June	Warehousing and order picking technology

Newsletter Topics and Dates

	KW	Date	Topic
July	27	Wednesday, 1 July	The heads of the month
	27	Thursday, 2 July	Top 10 of the month
	28	Tuesday, 7 July	Conveyor and lifting technology
	28	Thursday, 9 July	Containers, boxes and pallets
	29	Tuesday, 14 July	Industrial trucks, AGVs and robotics
	29	Thursday, 16 July	Logistics and transport
	30	Tuesday, 21 July	Cranes
	30	Thursday, 23 July	Logistics software
	31	Tuesday, 28 July	RBG, shuttle and robotics
	31	Wednesday, 29 July	materialfluss - The new edition
	31	Thursday, 30 July	Commercial vehicles
August	32	Tuesday, 4 August	Top 10 of the month
	32	Wednesday, 5 August	The heads of the month
	32	Thursday, 6 August	Warehousing and order picking technology
	33	Tuesday, 11 August	Conveyor and lifting technology
	33	Thursday, 13 August	Green Logistics
	34	Tuesday, 18 August	RBG, shuttle and robotics
	34	Wednesday, 19 August	Identification systems
	34	Thursday, 20 August	Retrofit
	35	Tuesday, 25 August	Logistics software
	35	Thursday, 27 August	Cranes
September	36	Tuesday, 1 September	Industrial trucks, AGVs and robotics
	36	Wednesday, 2 September	The heads of the month
	36	Thursday, 3 September	Top 10 of the month
	37	Tuesday, 8 September	Warehousing and order picking technology
	37	Thursday, 10 September	Conveyor and lifting technology
	38	Tuesday, 15 September	Fire protection
	38	Wednesday, 16 September	materialfluss - The new edition
	38	Thursday, 17 September	Containers, boxes and pallets
	39	Tuesday, 22 September	Logistics and transport
	39	Thursday, 24 September	RBG, shuttle and robotics
	40	Tuesday, 29 September	Logistics software

	KW	Date	Topic
October	40	Thursday, 1 October	Logistics properties
	41	Tuesday, 6 October	Top 10 of the month
	41	Wednesday, 7 October	The heads of the month
	41	Thursday, 8 October	Warehousing and order picking technology
	42	Tuesday, 13 October	Industrial trucks, AGVs and robotics
	42	Wednesday, 14 October	materialfluss - The new edition
	42	Thursday, 15 October	Commercial vehicles
	43	Tuesday, 20 October	Logistics software
	43	Thursday, 22 October	RBG, shuttle and robotics
	44	Tuesday, 27 October	Logistics properties
	44	Thursday, 29 October	Cranes
November	45	Tuesday, 3 November	Top 10 of the month
	45	Wednesday, 4 November	The heads of the month
	45	Thursday, 5 November	Warehousing and order picking technology
	46	Tuesday, 10 November	Logistics software
	46	Wednesday, 11 November	materialfluss - The new edition
	46	Thursday, 12 November	Identification systems
	47	Tuesday, 17 November	Conveyor and lifting technology
	47	Thursday, 19 November	AI in logistics
	48	Tuesday, 24 November	Containers, boxes and pallets
	48	Thursday, 26 November	Identification systems
December	49	Tuesday, 1 December	Top 10 of the month
	49	Wednesday, 2 December	The heads of the month
	49	Thursday, 3 December	Warehousing and order picking technology
	50	Tuesday, 8 December	Industrial trucks, AGVs and robotics
	50	Wednesday, 9 December	materialfluss - The new edition
	50	Thursday, 10 December	Fire protection
	51	Tuesday, 15 December	RBG, shuttle and robotics
	51	Thursday, 17 December	Logistics and transport

Terms and Conditions

General Terms and Conditions for Advertising and Promotion of Pelemedia GmbH (as of 2026)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of Pelemedia GmbH, which apply to the use of Pelemedia's services.

For a service requiring registration with Pelemedia, you must agree to the terms of use applicable to the use of this service. To do so, please click on the "Agree" field or tick the box as part of the opt-in procedure to give your consent. By clicking on the "Agree" field or ticking the box, you declare that you have read and agree to the terms and conditions. You can also print or download the terms and conditions.

1. Scope: The General Terms and Conditions apply to all services offered to the user on the Pelemedia website, in particular to paid content and services, competitions, and the marketplace and community area. Deviations from these General Terms and Conditions or special terms of use for individual services shall only be deemed agreed if they have been expressly confirmed in writing by Pelemedia. In particular, the mere failure of Pelemedia to object to other terms and conditions does not mean that these are deemed to have been agreed. Pelemedia is entitled to amend these terms and conditions at any time. Pelemedia will inform the user in good time of any changes to the terms and conditions applicable to them. The change shall be deemed to have been approved by the user if they do not object to the change or terminate the contract within one month of receiving notification of the change. In the event of an objection, Pelemedia is entitled to terminate the contract in due time. In the notification of the changes, Pelemedia will specifically point out the options for objection and termination, the deadline and the legal consequences, in particular with regard to a failure to object.

Within the scope of the amendment to the General Terms and Conditions, Pelemedia is in particular entitled, in the event of a condition being invalid, to supplement or replace it with effect for existing contracts, in the event of a change in a statutory provision or supreme court ruling, if this change affects one or more terms of the contractual relationship, to adapt the affected terms in line with the purpose of the changed legal situation, provided that the new or amended terms do not place the user in a worse position than under the original terms. Any changes, including the updated version of the General Terms and Conditions, will be sent to the user by email. Pelemedia is not responsible for the internet services provided by third parties to which Pelemedia links from its pages or which Pelemedia mediates. The terms of use of the respective providers apply to these offers. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform for the respective partners of Pelemedia. When using the offers provided by cooperation partners, an independent legal relationship is established between the user and the cooperation partner, which is independent of any legal relationship between Pelemedia and the user. The legal relationship between the partner and the user is governed exclusively by the terms and conditions and operating processes of the cooperation partner. Pelemedia accepts no liability or warranty for this.

2. Access and participation rights: In principle, all users are entitled to access and participate.

The following minimum requirements apply to competitions. All persons who have reached the age of 18 or can provide proof of consent from a parent or guardian are eligible to participate. By participating in the competition, each participant agrees to have their name and photo published in the print edition and on the website, and to consent to further rights of use for advertising and marketing purposes. Employees of Pelemedia GmbH and persons involved in the organisation of the competition are excluded from participating in competitions. This also applies to their relatives. Pelemedia also reserves the right to change or amend the rules of competitions at any time. Pelemedia only concludes contracts for paid content and for the provision of Internet access with persons over the age of 18 or with the express consent of their legal representative. Furthermore, the websites are not intended for persons in countries that prohibit the provision or access to the content posted on them. Each user is responsible for informing themselves about any restrictions before accessing these websites and for complying with them.

3. Availability: Pelemedia's services are offered to the user subject to availability. Pelemedia endeavours to ensure that Pelemedia's services are available to the user without disruption. Maintenance work and/or further development and/or other disruptions may restrict and/or temporarily interrupt the possibilities for use. This may also lead to data loss under certain circumstances. This does not give rise to any claims for compensation on the part of the users affected. Pelemedia is also entitled to change or discontinue the services offered at any time at its own discretion without notice.

4. Contractual relationship: The contractual relationship regarding the use of Pelemedia's paid content is established by registering with the desired and selected payment system provider, agreeing to the general terms and conditions of use, and acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the paid content is opened. The use of third-party services advertised by Pelemedia on its pages or to which Pelemedia provides access via its pages gives rise to contractual relationships exclusively between the user and the third-party provider. Pelemedia accepts no liability or warranty in this regard.

5. Opening a user account: For certain services on the Pelemedia website, the user must register or can open a user account. The user assures that the personal information provided during registration or when opening a user account on the Pelemedia website, in particular their first name, surname, postal address, date of birth and email address, is true and correct, and that they will notify Pelemedia immediately of any changes to this information.

6. Payment transactions: The fees for chargeable content are settled before the service is provided using a payment system provider selected by the user. Only the terms of use of the payment system provider selected by the user apply, which are indicated at the appropriate place and for which corresponding assistance is provided. The fees are to be paid in accordance with the respective terms of use to the selected payment system provider. If the user fails to meet their payment obligations or if payments are not made or are reversed, Pelemedia is entitled, subject to further claims, to block the user's access. If the access is blocked due to outstanding claims and

the user settles these, access will be unblocked again. Pelemedia reserves the right to commission third parties to carry out debt collection.

7. User obligations: The user undertakes not to violate any applicable legal provisions or contractual terms when using Pelemedia's services. In particular, they undertake to ensure that any content they disseminate does not infringe the rights of third parties (e.g. copyrights, patent rights and trademark rights), that applicable criminal laws and youth protection regulations are observed, and that no racist, Holocaust-denying, grossly offensive, pornographic or sexual, youth-endangering, extremist, glorifying or trivialising violence, glorifying war, promoting a terrorist or extremist political association, inciting a criminal offence, containing defamatory statements, offensive or unsuitable for minors or other criminal content. The user further undertakes to observe the recognised principles of data security for the protection of data and to comply with the obligations of the data protection regulations, to check emails and queries sent to Pelemedia for viruses with the greatest possible care, to comply with legal, official and technical regulations, to keep their user name and password secret and password secret, not to disclose them, not to tolerate or enable anyone else to gain knowledge of them, to take the necessary measures to ensure confidentiality and to notify Pelemedia immediately in the event of misuse or loss of this information or any suspicion thereof. Any indications of misuse of Pelemedia's content or payment system must also be reported to Pelemedia immediately. The user indemnifies Pelemedia against any claims by third parties that they may assert against Pelemedia due to infringement of their rights by this user. This also includes the costs of appropriate legal action and defence. Pelemedia reserves the right, in the event of justified suspicion of misuse of Pelemedia's services or payment systems, to block this user's access to its content and any existing user account, and to involve the investigating authorities. The user may only offset Pelemedia's claims with undisputed or legally binding claims. The user shall only be entitled to rights of retention on the basis of claims arising from the individual, specific contractual relationship of which these General Terms and Conditions form an integral part.

8. Liability: Pelemedia and its representatives or vicarious agents shall only be liable for damages, in particular due to delay, non-performance, poor performance or tort, in the event of a breach of essential contractual obligations, the fulfilment of which could be particularly relied upon. The exclusion of liability does not apply to intent and gross negligence. Otherwise, Pelemedia shall not be liable unless there are mandatory legal provisions. Pelemedia shall only be liable for foreseeable damages. Liability for indirect damages, in particular consequential damages, unforeseeable damages or atypical damages, as well as lost profits, is excluded. The same applies to the consequences of industrial disputes, accidental damage and force majeure. Pelemedia provides its own information and data as well as information from other providers via hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided for informational purposes only, without the user being able to rely on or trust the topicality, accuracy or completeness of the information. Pelemedia therefore accepts no warranty or liability, in particular for direct or indirect damage resulting from the use of the information or data found on the Pelemedia websites. In particular, Pelemedia accepts no responsibility for the content or functionality, accuracy or legality of third-party websites referred to via links from the Pelemedia websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not subject to control by Pelemedia. For this reason, Pelemedia accepts no liability for the content and information posted in the forums. The responsibility for the content that users publish on the Pelemedia website lies solely with the user. Pelemedia excludes any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular for the dispatch of prizes to be awarded in the context of a competition. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If the user complains about paid content due to incomplete or defective services provided by Pelemedia, the user must report the complaints to either Pelemedia or the payment provider immediately after becoming aware of them, in accordance with the terms of use of the payment system provider chosen by the user. If Pelemedia is liable due to justified and timely complaints, Pelemedia must deliver the missing part of the service in the case of incomplete performance and, in the case of defective performance, either repair the defect or deliver a replacement, at its discretion. The user may demand a reduction in fees if attempts at rectification or replacement delivery by Pelemedia are refused, impossible or otherwise fail. There is no right of withdrawal in favour of the user.

10. Copyright: All content, information, images, videos, databases and computer programmes (e.g. widgets) published on the Pelemedia website are protected by copyright. Use is permitted for private personal use only. Any use beyond this, in particular the private and commercial reproduction, modification, distribution or storage of information or data, in particular texts, text parts, image and film material, requires the prior express consent of Pelemedia. This also applies to inclusion in electronic databases and reproduction on CD-ROM, DVD, etc. Private and/or commercial reproduction, modification, distribution or other misuse of computer programmes is not permitted. The user does not acquire any property rights by downloading or sending the source code of a computer programme. No copyrights or other ancillary copyrights are transferred. If the service and/or services are discontinued, the user is obliged to delete the source code provided immediately. In all other respects, the legal restrictions arising from copyright law and other applicable legal provisions apply.

11. Content submitted by users: Users who submit their own content (e.g. videos, photos, photo series, texts, etc.) on Pelemedia (e.g. as part of competitions, reader campaigns, internet competitions) agree by submitting such content that it may be reproduced, distributed and publicly displayed on the internet and in print media free of charge. The user further declares that they own all copyrights and other rights to the submitted content and that persons depicted in submitted graphic content (e.g. videos, photos, photo series) who are not merely incidental to a location or part of depicted gatherings, processions or similar events agree to the publication. For

persons under the age of 18, the consent of a parent or guardian is required. Entries sent by post cannot be returned to the participant. Users undertake not to not to send Pelemedia any content that is illegal, grossly offensive, pornographic or sexual, harmful to minors, extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political organisation, incites criminal activity, contains defamatory statements or is otherwise punishable by law. The user also undertakes not to send any content that contains advertising or commercial content. Pelemedia reserves the right not to publish submitted content. The user fully indemnifies Pelemedia against all third-party claims arising from the user's breach of their obligations under these terms and conditions or – contrary to this declaration – the user not owning all rights to the submitted content or the persons depicted not consenting to its publication. The submitted content is the personal opinion of the user and does not represent the opinion of Pelemedia. The user has no legal claim to the publication of the submitted content.

12. Right of withdrawal: The user is entitled to withdraw their declaration of intent to conclude the contract within two weeks. The period begins at the earliest upon receipt of this instruction. To meet the deadline, it is sufficient to send the declaration of revocation in good time. It must be made in writing without giving reasons and sent to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar, Germany. In the event of an effective revocation, the services received by both parties must be returned and any benefits derived must be surrendered. If the user is unable to return the services received in whole or in part, or only in a deteriorated condition, compensation must be paid for the loss in value.

However, the right of withdrawal does not apply if Pelemedia has begun providing the service with the express consent of the user before the end of the withdrawal period or if the user has initiated this provision themselves (e.g. by downloading, etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. Good cause shall be deemed to exist in particular if the user continues to violate essential provisions of these General Terms and Conditions despite receiving a warning and/or if the user commits misconduct against third parties by using Pelemedia's services for illegal purposes or for purposes that are harassing to third parties. All terminations under these GTC must be made in writing to the address specified in section 12. Upon termination taking effect, access to Pelemedia's services will be blocked.

14. Place of performance/place of jurisdiction: The place of performance is the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action is the registered office of the provider. Insofar as claims of the provider are not asserted in summary proceedings, the place of jurisdiction for non-merchants is determined by their place of residence. German law applies.

If the place of residence or habitual abode of the client, including non-merchants, is unknown at the time the action is brought, or if the client has moved his place of residence or habitual abode outside the scope of the law after conclusion of the contract, the place of jurisdiction shall be the registered office of the provider if the contract was concluded in writing.

15. Final provisions: Legal recourse is excluded in connection with participation in competitions. Should individual provisions of these General Terms and Conditions, including these regulations, be wholly or partially invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the relevant statutory provisions.

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