

# Logistika

Mediakit 2022

Professional monthly for shipping, warehousing,  
handling, distribution and packaging



What is Logistika  
page 2

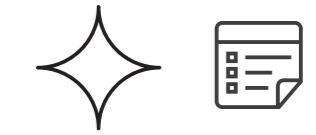


Target group  
page 3



Price list  
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# What is Logistika

**Logistika** (Logistics) is intended especially for corporate management and professionals making decisions on systems and additional solutions for the movement of materials and goods, especially in shipping, industry and wholesale and other industries. It provides a comprehensive overview of the status, innovations and trends in logistics. It maps the current practise and development in shipping, warehousing, materials' handling, distribution and utilization of information technologies at home and abroad. It enables the manufacturers and providers of logistic services to present technical means, information and control technology and offers of transport, shipping and other logistic services. The magazine closely cooperates with the Czech Logistics Association and specialists from practise and universities.

The subscribers' service of the magazine includes a Czech information portal and an electronic newsletter, distributed to e-mail boxes of subscribers in PDF format.

web: [www.logistika.ekonom.cz](http://www.logistika.ekonom.cz)

Printed impression: **2,000 copies**

Number of issues per year: **10**

Average extent: **52 pages**

## Topics for 2022:

## Publishing date

<b>Air and Maritime Transport, Forwarding</b>	2. 2. 2022
<b>Logistics parks, human resources in logistics, development</b>	2. 3. 2022
<b>Logistics and transport in international trade</b>	6. 4. 2022
<b>Logistics services, sustainable logistics</b>	4. 5. 2022
<b>Automation and robotics in logistics</b> Common Insert - published as a separate magazine inserted in Logistika and the daily Hospodářské noviny	29. 6. 2022
<b>Road, rail and combined transport, forwarding</b>	27. 7. 2022
<b>Logistics in industry, technology in logistics</b>	7. 9. 2022
<b>Logistics in e-commerce</b> SPECIAL: bound-in insert in the middle of the Logistika magazine	5. 10. 2022
<b>Effective Storage</b> Common Insert - published as a separate magazine inserted in Logistika and the daily Hospodářské noviny	16. 11. 2022
<b>IT and identification in logistics, packaging</b>	14. 12. 2022

\* In other sections, we also deal with other topics such as storage, freight transport, IT, real estate, supply chains, and so on.



# Readers of Logistika magazine

## Gender

**85 %**

Men

**15 %**

Women

## Education

**70 %**

University

**30 %**

High school with final exam

## Working position of readers

**16 %**

Directors,  
top managers

**33 %**

Managers with  
subord. depts

**16 %**

Managers with 10  
or more subordinates

**25 %**

Managers with  
1–9 subord.

**10 %**

Other stipulations

## Industry of relevance

**34 %**

Production and  
processing industry

**5 %**

Handling, storage and  
packaging technology

**7 %**

IT

**15 %**

Transport

**22 %**

Distribution and  
forwarding, trade

**10 %**

Innovation, investment,  
services and finance

**7 %**

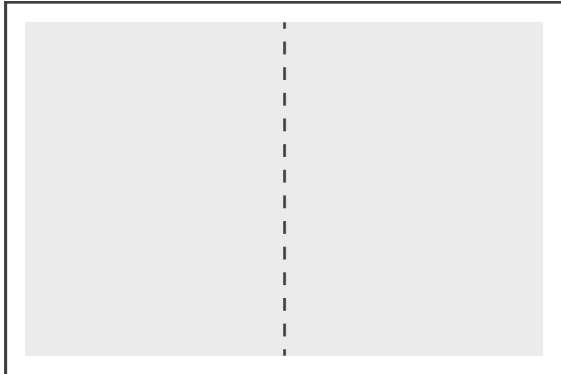
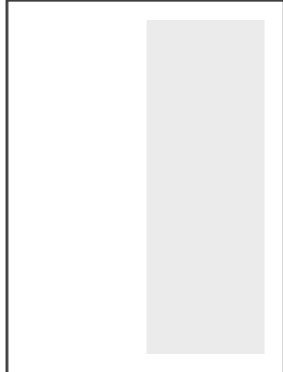
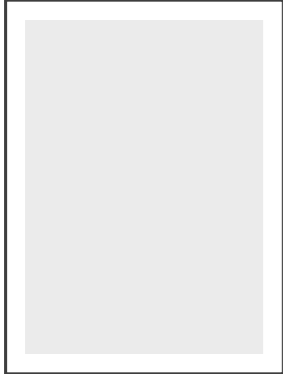
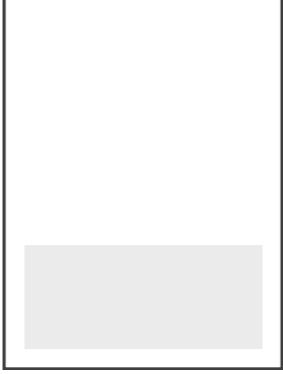
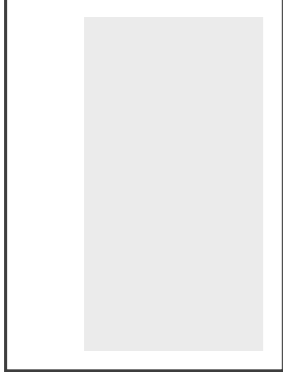
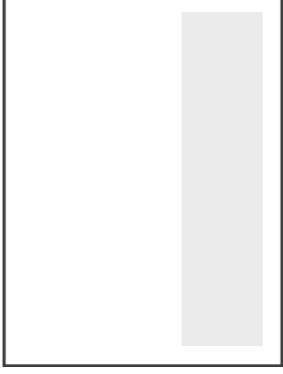
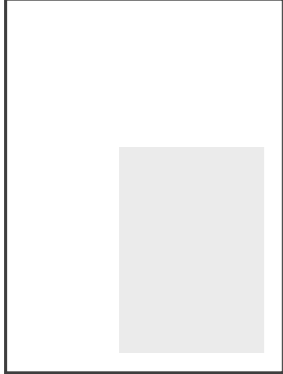
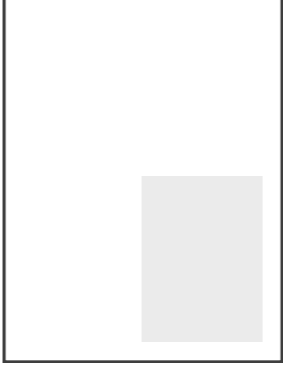
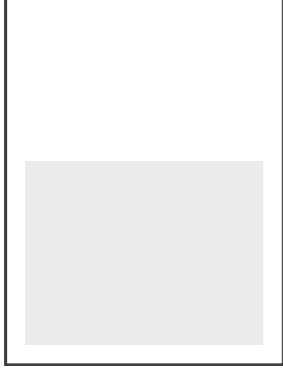
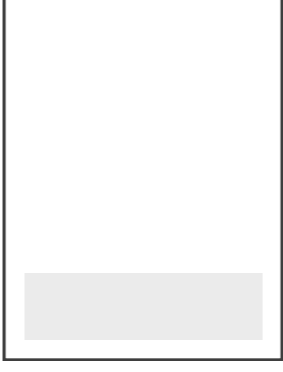
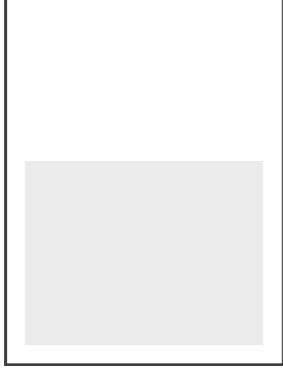
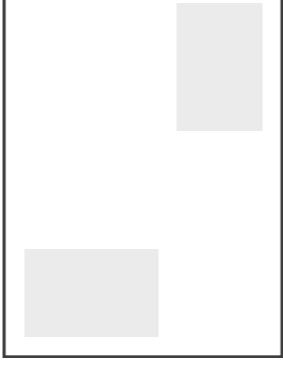
Education



# Advertising price list

## Print

Sizes »margins« are listed in net format after trimming. For trimming, it is necessary to provide an overlap of an additional 5 mm beyond the net format around the edge of the advertisement.

 <p><b>2/1</b></p> <p>margins 420 x 280 mm</p> <p><b>CZK 129,800</b></p>	 <p><b>1/2</b></p> <p>per mirror 93 x 244 mm</p> <p>margins 105 x 280 mm</p> <p><b>CZK 38,280</b></p>
 <p><b>1/1</b></p> <p>per mirror 186 x 244 mm</p> <p>margins 210 x 280 mm</p> <p><b>CZK 71,500</b></p>	 <p><b>1/3</b></p> <p>per mirror 186 x 81 mm</p> <p>margins 210 x 95 mm</p> <p><b>CZK 26,180</b></p>
 <p><b>2/3</b></p> <p>per mirror 121 x 244 mm</p> <p>margins 133 x 280 mm</p> <p><b>CZK 51,150</b></p>	 <p><b>1/3</b></p> <p>per mirror 60 x 244 mm</p> <p>margins 71 x 280 mm</p> <p><b>CZK 26,180</b></p>
 <p><b>Junior page</b></p> <p>per mirror 121 x 200 mm</p> <p><b>CZK 51,510</b></p>	 <p><b>1/4</b></p> <p>per mirror 91 x 122 mm</p> <p><b>CZK 21,890</b></p>
 <p><b>1/2</b></p> <p>per mirror 186 x 122 mm</p> <p>margins 210 x 138 mm</p> <p><b>CZK 38,280</b></p>	 <p><b>1/4</b></p> <p>per mirror 186 x 61 mm</p> <p>margins 210 x 70 mm</p> <p><b>CZK 21,890</b></p>
 <p><b>1/2</b></p> <p>per mirror 186 x 122 mm</p> <p>margins 210 x 138 mm</p> <p><b>CZK 38,280</b></p>	 <p><b>1/6</b></p> <p>per mirror 60 x 122 mm</p> <p>per mirror 121 x 61 mm</p> <p><b>CZK 15,950</b></p>