

# ekonom *Logistika*

Mediakit 2023

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



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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: **3,500 copies**

Number of issues per year: **10**

Average extent: **52 pages**

Topics for 2023:

Publishing date

<b>Air and Maritime Transport, Forwarding</b>	1. 2. 2023
<b>Logistics parks, human resources in logistics, development</b>	23. 3. 2023
<b>Logistics and transport in international trade</b>	27. 4. 2023
<b>Logistics services, sustainable logistics</b>	25. 5. 2023
<b>Automation and robotics in logistics</b>	22. 6. 2023
<b>Road, rail and combined transport, forwarding</b>	31. 8. 2023
<b>Logistics in industry, technology in logistics</b>	27. 9. 2023
<b>Logistics in e-commerce</b>	26. 10. 2023
<b>Effective Storage</b>	23. 11. 2023
<b>IT and identification in logistics, packaging</b>	14. 12. 2023

\* 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

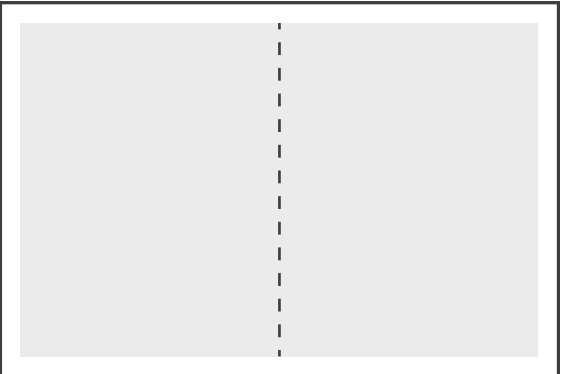
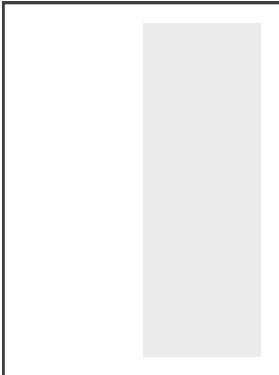
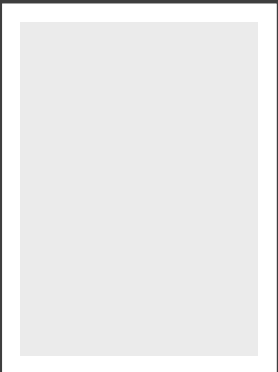
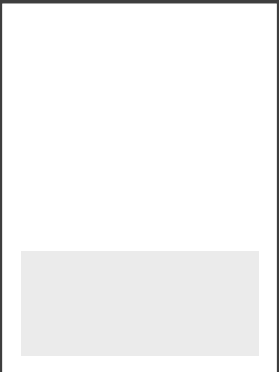
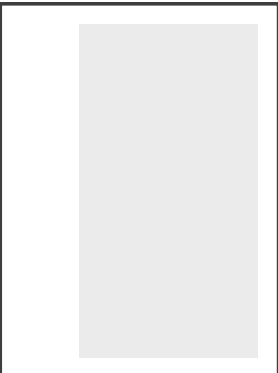
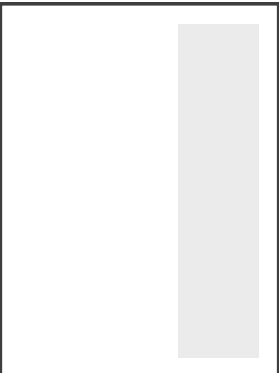
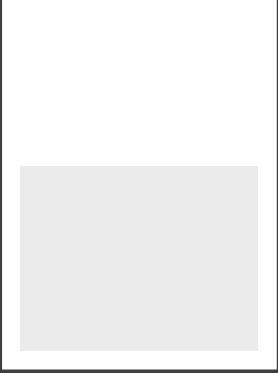
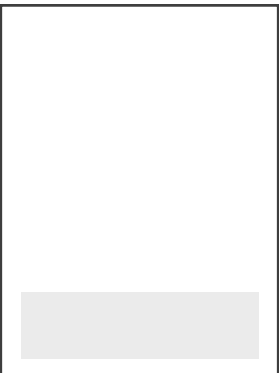
**7 %**

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.

<div></div> <div><div>2/1</div><div>margins 406 x 267 mm</div><div>CZK 155,760</div></div>	<div></div> <div><div>1/2</div><div>margins 101 x 267 mm</div><div>CZK 45,936</div></div>
<div></div> <div><div>1/1</div><div>margins 203 x 267 mm</div><div>CZK 85,800</div></div>	<div></div> <div><div>1/3</div><div>margins 203 x 88 mm</div><div>CZK 31,416</div></div>
<div></div> <div><div>2/3</div><div>margins 132 x 267 mm</div><div>CZK 61,380</div></div>	<div></div> <div><div>1/3</div><div>margins 71 x 267 mm</div><div>CZK 31,416</div></div>
<div></div> <div><div>1/2</div><div>margins 203 x 132 mm</div><div>CZK 45,936</div></div>	<div></div> <div><div>1/4</div><div>margins 203 x 72 mm</div><div>CZK 26,268</div></div>