

ISSN 0017-9442 · A 06792 **huss** HUSS-MEDIEN GmbH · 10400 Berlin

Hebezeuge Fördermittel

Fachzeitschrift für Technische Logistik

www.hebezeuge-foerdermittel.de

Lagertechnik

Studie zur
Modernisierung
„AutoStore“
im Praxistest

Fördertechnik

Synchrone
Linearmotoren
für Sorter

Flurförderzeuge

Erfahrungen
mit Ladegeräten

„Green Logistics“
von Kardex Mlog
Energetische
Optimierung

Messevorschau



Wer, was, wo?



huss

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www.hebezeuge-foerdermittel.de



Rate Card No. 23
valid from January 2012

Characteristics:

Hebezeuge Fördermittel is a value-orientated technical magazine for conveyor technics and series lifting equipment across all branches of industry, trade and services. The editorial concept of **Hebezeuge Fördermittel** is focused on system solutions and components for warehousing, handling and conveying, information management, transport and transshipment, cranes and crane technologies, hoisting equipment and fork lift trucks.

Hebezeuge Fördermittel covers all parts of conveyor technique and hoisting devices relevant for company logistics manager and buying departments. Our readers are producers as well as users of the technologies and products mentioned above.

Hebezeuge Fördermittel has developed to one of the leading and most acknowledged magazines of the branch with an excellent standing.

Mediainformation 2012

publisher/circulation

Publisher: HUSS-MEDIEN GmbH Verlag Technik

Address: Am Friedrichshain 22,
10407 Berlin, Germany

Phone: +49 30 42151-344
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Internet: www.hf-online.de
www.hebezeuge-foerdermittel.de

Year: volume 52

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Purchase price: Annual subscription: € 160,-
Cover Price: € 16,-

ISSN: 0017-9442

Readership: logistics specialist, producers and users
of mechanical handling, fork lift trucks,
storage, cranes and series lifting
equipment

Circulation: circulation audit: 
Printed: 12 000
total distributed: 11 808
Subscribers: 679
changing recipients 11 129
archives/examples 192

Frequency: 9/year
3 special editions

Editorial Calendar: see pages 5–11

Rate Card No. 23, valid from January 2012

Magazine format: 210 mm width × 297 mm height
Type area: 185 mm width × 268 mm height

Printed method: Offset, Lithos on 60 line screen
Printed material: digitalized data will be needed

Issuance: monthly + additional issues
Issued in Berlin

Terms of payment: Upon receipt of the invoice net within 14 days

Bank account: VAT: All prices are excl. VAT
 Commerzbank
 A/C No.: 97 600 59 00,
 Sort code 120 400 00

Swift: COBADEBB
IBAN DE88120400000976005900

Last cancellation date: Up to the deadline for adverts!
Place of jurisdiction: Berlin only

Advertisement sizes and basic rates:

Formats	w × h in mm horizontal format			basic prices in € b/w	2 colour	4 colour
		Standard	portrait format			
1/1 page		185 × 268		4.060,-	4.460,-	5.260,-
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2/3 page	185 × 177		121 × 268	2.760,-	3.160,-	3.960,-
1/2 junior page		140 × 188		2.250,-	2.650,-	3.450,-
1/2 page	185 × 131		90 × 268	2.060,-	2.360,-	2.960,-
1/3 page	185 × 86		58 × 268	1.420,-	1.720,-	2.320,-
1/4 page	185 × 63	90 × 131	42 × 268	1.080,-	1.330,-	1.830,-
1/8 page	185 × 29	90 × 63	42 × 125	.560,-	710,-	1.010,-
1/16 page	90 × 29		42 × 60	.320,-	420,-	620,-

millimeter price 1-column (42 mm): € 4,70; 1-column (58 mm): € 6,10

www.hebezeuge-foerdermittel.de

Cover positions:

Front cover page (4c only) on demand, whole page (4c):
2nd and 4th cover pages (4c): 5.470,- €
3rd cover page (4c): 5.200,- €

Colour surcharges:

	1/1 and less	1/2 and less	1/4	1/8
per colour	€ 400,00	€ 300,00	€ 250,00	€ 150,00
four colour	€ 1.200,00	€ 900,00	€ 750,00	€ 450,00
per special colour	€ 820,00	€ 700,00	€ 600,00	€ 400,00

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10 ads or 10 pages 15 %

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more on request

DIN A4 format, untrimmed 216 × 303 mm only on total circulation 12.200 incl. oversheets

Delivery address for inserts:

Bavaria Druck,
Joseph-Dollinger-Bogen 5
80807 München
Germany
Hebezeuge Fördermittel Issue XX/2012


www.hebezeuge-foerdermittel.de

In these issue the following products are presented:

	1-2	3	4	5	6	7-8	9	10	11-12
industrial trucks									
ICE powered trucks	●	●	●	●	●	●			●
battery powered trucks	●	●	●		●	●			●
trucks for high bay racking	●	●	●	●	●	●			
industrial trucks for order picking	●	●	●		●				
driverless trucks	●	●	●		●	●		●	
truck on bord fork lifts		●	●	●		●		●	●
attachments	●	●	●		●	●			●
driver seats		●	●			●			●
batteries and loading systems	●	●	●		●	●		●	
tyres		●	●			●			
weighing systems for trucks		●	●			●			●
cranes and series lifting equipment									
head over cranes (bridge cranes)		●	●	●	●			●	●
indoor cranes	●	●	●	●		●	●		●
electric power supplies	●	●	●	●		●	●	●	●
lorry mounted cranes			●	●				●	
hoists and winches	●	●	●	●		●	●	●	●
drive engineering and gears		●	●	●	●	●	●	●	●
ropes, chains, capstans	●	●	●	●	●	●	●	●	●
radio remote controls	●	●	●	●	●	●	●		●
hoisting equip./load handl. attachm.	●	●	●	●	●	●	●	●	●

	1-2	3	4	5	6	7-8	9	10	11-12
storage equipment									
racks		●	●	●		●	●	●	●
automatic controlled s/r machines		●	●		●		●	●	
order picking technology	●	●	●		●	●	●	●	
sorter and distribution systems	●	●	●		●		●	●	
data communication-identify systems	●	●	●		●		●	●	●
mini load s/r machines	●	●	●		●		●	●	
vertical stores/high bay racking	●	●	●		●		●	●	
s/r machines for long materials	●	●	●		●		●	●	
control engineering	●	●	●		●		●	●	●
lifting tables, stillage trucks	●	●	●		●		●	●	●
container	●	●	●		●		●		●
pallets	●	●	●		●		●	●	●
warehouse management systems	●	●	●		●		●	●	
simulation programmms	●	●	●		●		●	●	
software for material flow systems	●	●	●		●		●	●	
electrically powered monorails		●	●	●	●	●	●	●	●
transportation and transshipment									
loading systems			●	●			●		●
loading platforms, dock levellers			●	●			●		●
load securing machines	●	●	●	●			●		●
continous handling equipment			●	●		●	●		
container transshipment systems				●			●		●

Dates & Features

Issue	key contents	technical reports	Trade fairs
1-2 January/February PUBL.: 13 th 02. DEADLINE: 26 th 01.	<ul style="list-style-type: none"> – preview to fair LogiMAT – solutions for material flow – crane and hoisting devices – fork lift trucks topically and components 	<ul style="list-style-type: none"> – 1st product show to the LogiMAT – warehouse management and software, simulation systems – sorter and distribution systems – indoor cranes, electric pow. supplies – drive engineering: gears, traction drives, etc. – battery and ICE powered fork lift trucks, high-lift trucks, high-level order picker – components for fork lifts: seats, terminals, attachments, etc. 	METAV, Düsseldorf 28 th 02. – 3 rd 03.2012
3 March PUBL.: 07 th 03. DEADLINE: 23 rd 02.	<ul style="list-style-type: none"> – Main issue to the fair LogiMAT – solution for material flow – fork lift trucks and components – crane technology and series equipment 	<ul style="list-style-type: none"> – product show, interviews, statements to LogiMAT with the official LogiMAT-FairGuide 2012 (circulation: 20,000 c.) – WMS and software, simulation systems – sorter and distribution systems – vertical stores, high bay racking – racks, order picking systems – ICE and battery powered fork lift trucks – hybrid-fork lift trucks – attachments and components – indoor cranes, electr.pow. monorails – hoisting equipment, ropes, chains, capstans – radio remote controls 	 <p>CeBIT, Hanover, 06th 03. -10th 03.2012</p> <p>LogiMAT, Stuttgart, 13th 03. – 15th 03.2012</p>
4 April PUBL.: 17 th 04. DEADLINE: 27 th 03.	<ul style="list-style-type: none"> – preview to Hanover Fair – fork lift trucks – crane technology – storage technology 	<ul style="list-style-type: none"> – preview to Hanover Fair, product news – hydraulics, gears, sensoric systems, frequency inverter, drum motors – ICE and battery powered fork lift trucks – attachments, seats, cabins, batteries, components – gantry cranes, hoisting devices, radio remote controls, chains, ropes – WMS, pick-by-voice, pick-by-light, long goods and heavy duty storage, racks 	Hanover Fair, Hanover 23 rd 04. – 27 th 04.2012

5 May
PUBL.: 16th 05.
DEADLINE: 27th 04.

- transportation und transshipment
 - loading platforms, dock levellers, gates, ramps
 - solutions for loading systems
 - cargo safety
 - container handling
- crane technology
 - modernization of cranes: examples
 - indoor cranes and hoisting devices
 - control systems for cranes
- fork lift trucks
 - new developments: hybrid trucks, concept studies, components

AUTOMATICA, Munich
22nd 05. – 25th 05.2012

6 June
PUBL.: 06th 06.
DEADLINE: 15th 05.

- **Main issue to the fair transfairlog**
 - preview to the fair, product news, statements
- storage equipment compact
 - order picking systems, pick-by-voice, pick-by-light
 - racks, sorter and distribution systems
 - automatic controlled s/r machines, high bay racking, safety systems
 - pallets, container, weigh systems
 - RFID and identification
- on focus: lifting tables
 - lifting tables, stillage trucks
- **preview to the TOC Europe** harbour technology
 - harbour technology – container handling, port engineering
 - electrically powered monorails
 - use of heavy fork lift trucks and spreaders
 - head over cranes

Transfairlog, Hamburg
12th 06. – 14th 06.2012

TOC Europe, Antwerpen
12th 06. – 14th 06.2012

7-8 July/August
PUBL.: 10th 08.
DEADLINE: 20th 07.

- Industrial trucks: engineering and components
 - battery and ICE powered fork lift trucks
 - trucks for high bay racking and order picking
 - driverless fork lift trucks
 - attachments for trucks: tires, controls, cabins, seats, particle filter etc.
 - new ergonomically und safety solutions
- crane technology
 - special ropes, traverses, crane trolleys, cable winches
- conveyor techniques in the material flow systems
 - continuous handling systems
 - electrically pow. monorails, collectors

Special Issue
PUBL.: 24th 08.
DEADLINE: 26th 07.

Modernization Guide 2012 „Retrofit & Co.“

- current projects of modernization introduced
- object-reports with companies profile · see on page 9



9 September
PUBL.: 19th 09.
DEADLINE: 27th 08.

- **preview to the Fair FachPack** – product news to the fair, racks, pallets, containers, storage logistics
- crane and hoisting devices – indoor cranes – example applications – electric power supplies – hoisting equipment, ropes, chains, capstans
- transportation and transshipment – loading platforms, dock levellers, ramps – loading solutions, cargo safety
- handling technology – lifting tables, vacuum lifter, handling systems

10 October
PUBL.: 02nd 10.
DEADLINE: 10th 09.

- **preview to the Fair MOTEK** – product news to the fair
- storage equipment and logistics – WMS, simulation systems, s/r machines, shuttle systems, hazardous goods store – sorter and distribution systems – mobile racks, pallets, container
- crane technology – hoisting equipment, ropes, chains, capstans, load handling devices – radio remote controls – laser and sensoric systems

Innotrans, Berlin
18th 09. – 21st 09.2012

AMB, Stuttgart
18th 09. – 22nd 09.2012

IAA, Hanover
20th 09. – 27th 09.2012

FachPack, Nuremberg
25th 09. – 27th 09.2012

MOTEK, Stuttgart
08th 10.-11th 10.2012

AA Arbeitsschutz aktuell Augsburg
16th 10. – 18th 10.2012

29th Logistics Congress, Berlin
17th 10. – 19th 10.2012

EuroBLECH, Hanover
23rd 10. – 27th 10.2012

Special edition
PUBL.: 08th 10.
DEADLINE: 17th 09.

Fork Lift Trucks 2012/2013
– cases of application, technologies, trends
– further information see on page 10



11-12 November
PUBL.: 14th 11.
DEADLINE: 26th 10.

- **preview to the fair SPS/DRIVES** – product show
- conveyor technology/ drive engineering – mobile hydraulics, gears, sensoric systems – driven machinery and gears, frequency inverter – drum motors
- crane technology – indoor cranes, service for cranes – hoisting equipment, ropes, chains, capstans, brakes, weighing systems, carriages
- **preview to fair Pack&Move** – pallets, containers, storage equipment
- also in this issue:
 - **Special: Harbour techniques and logistics** – gantry and head over cranes – load handling devices, brakes, hydraulics – electrically powered monorails – use of heavy fork lift trucks and spreaders

MANUTENTION, Paris
19th 11. – 22nd 11.2012

PACK&MOVE, Basel
20th 11. – 23rd 11.2012

SPS/IPC/DRIVES, Nuremberg
27th 11. – 29th 11.2012

Special edition
PUBL.: 10th 12.
DEADLINE: 16th 11.

Neubaufibel 2013 „Best Projects“ Guidebook for Investors
– cases of application, technologies, trends
– further information see on page 11



Special edition Modernization Guide 2012



Modernization Guide 2012 „Retrofit & Co.“

**current modernization projects introduced –
object-reports with company profiles**

As a leading magazine of conveyor technology *„Hebezeuge Fördermittel“* is going to publish a special edition, the contents of which will be essential and exciting for all companies with the intention to modernize their storage or equipment.

This will be also an important publication, because the branch of modernization developed into a sales increasing factor. Modernization of conveyor technique and storage equipment applies to the whole spectrum of intralogistic: for example: crane equipment, storage systems, conveying systems, driverless trucks etc. Many users want to be kept informed about questions as, when is a modernization profitable and wherefrom to get the necessary consultation.

Because of the manufacturing process, modernization should take place while production continues.

Many questions – the *„Modernization Guide 2012 – Retrofit & Co.“* will be able to answer.

In a series of articles we will introduce outstanding examples of modernization.

From the point of departure to the realization – object reports of different branches.

Each object report (ca. 2-3 pages) will be completed by a company profile – ½ page.

Company profile:

- address and all communication data
- logo and complete production program
- important steps in the development of the company
- specific strength of the company
- important contact persons
- another references (short description)

Costs: object report and company profile:
2.000,00 €

- all company profiles are also available at www.hebezeuge-foerdermittel.de **for the period of 1 year**

Attention: if you book an advertisement of ½ page you will get the company profile out of costs.

Prices for adverts: see on the regular price list in the media map
Circulation: 12.000 copies
Target group: selected decision makers and users of intralogistics and production

Dates:
publ. date: 24th 08/2012
deadline for ads: 26th 07/2012

Special edition for Fork Lift Trucks 2012



Special edition Fork Lift Trucks 2012/2013

**cases of application,
innovations and trends**

Optimum insert of fork lift trucks in the following branches:

As an leading magazine of conveyor technology „**Hebezeuge Fördermittel**“ is going to published a special edition the contents of which will be essential and exciting for all users of fork lift truck techniques.

We will report about the suitable usage of this technology in the following branches:

distribution, carriers, harbour, wholesale and retail trade, drinks industry, timber industry, paper and printing industry, electrical engineering, building trade, chemical and pharmaceutical industry, machine building and motor industry, metal industry (steel and foundry)

We will analyse the problems and the right selection of fork lift trucks and components, follows products will be introduced:

ICE powered trucks, Battery powered trucks, High lift platform trucks, Industrial trucks for order picking, Driverless trucks, Truck on board fork lifts, Spreader, Reach trucks and straddle carrier, Multi directional trucks, Explosion proof industrial trucks, Four way trucks, stillage trucks and pallets trucks

We additionally inform about the following components:

attachments, driven machinery, electronically systems, controls and terminals, seats and tyres, cabins, weigh systems, batteries and loading systems, filters, energy saving and efficiency systems

Also in this edition is a complete list of all producers containing:

Address, Phone, Fax, Email, Internet

Readership: all users of truck-technique and ruling persons in the branches mentioned above

Sizes and basic prices for adverts in this special edition:

.....are the same as the regular rates –
see rates in the mediamap!!!

Dates:

publ. date: 08th 10/2012
deadline for ads: 17th 09/2012



Neubaufibel 2013 „Best Projects“

Guidebook for investors

As a leading magazine of conveyor technology „Hebezeuge Fördermittel“ is going to publish a special edition the contents of which will be essential and exciting for all companies planning concrete investment projects in the field of intralogistics. This will also be an important publication, because the new building branch developed into a sales increasing factor. With this first edition we will present the whole range of topics of new building projects.

The investors will be informed about different options, the planning, the projecting and providing with energy saving and economic methods for a new factory or facility.

Also an important part: the general contractors. They could offer their clients all necessary conditions: Know-how, all services and systems.

Neubaufibel 2013 „Best Projects“ covers all parts of new building enterprises: analysis, consulting topics, the planning and simulation, implementation and completion, the turnkey delivery and after-sales services. This will be an important decision-making-help for all investors.

Your letter of recommendation

Part 1) basics and theory of the new building business. Advices for investors: establishment, announcement, advancements

Part 2) analysis, consultation, planning and conception: We will introduce your consulting and planning projects (report max. 8.000-10.000 signs)

Part 3) from the implementation to the handover

Your new building projects of the year introduced: object reports from different general suppliers: sole responsibility, realization and services (report max. 8.000-10.000 signs)

Part 4) to every single reports there will be a company profile containing:

- address and all communication data
- logo and complete production program
- important steps of the company development
- specific strengths of the company
- important contact persons
- another references (short description)

Costs: an object report 2-3 pages,
1/1 page company profile: **2.000,00 €**

All company profiles are also available at www.hebezeuge-foerdermittel.de **for the period of 1 year**

Attention: if you book an advertisement from a 1/2 page you will get the company profile out of costs.

Prices for adverts: see on the regular price list in the media map

f.e.: 1/2 page 4c: 2.960,00 €
1/1 page 4c: 5.260,00 €

Circulation: 12.000 copies

Target group: selected decision makers and investors of intralogistics in production, distribution, industry and commerce

Dates: publ. date: 10th 12/2012
deadline for ads: 16th 11/2012

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Our professional and special publications