



- TAKE PART
- GET ON THE RIGHT TRACK
- TAKE A DECISION

Content

Editorial/Publisher	3
Advertising Rates	4
Advertising Formats	6
Special Advertising Forms	7
Publication Dates	8
DVZ Special Issues	9
DVZ Initiative "We are about logistics"	10
The World of DVZ	11
Online Rates List	12
"DVZ Der Tag"	13
Reader Analysis and Usage Data	14
Recipient Structure Analysis	15

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1 Profile in brief: International trade newspaper for logistics and transport, transport policy and industry, forwarding, warehousing, transshipment, business and trade.

In each issue: Opinion (editorial articles, comments, debates), Infographics (all important figures and indicators at a glance), Politics, campaigns of the DVZ (particularly pressing (future) Topics such as human resources, digitization, alternative drives, Metropolitan Logistic), theory & practice (documentation of research results, studies), transport & logistics (land, sea, air, logistics and shippers), advertising market (jobs, Business connections, real estate, buying and selling), Panorama (anniversaries, awards ceremonies, industry events), People (current personal data, portraits)

Every two week: Logistics properties

Monthly: Test & Technology (current challenges, changes, innovations)

2 Frequency: Weekly, Wednesday

3 Year: 72th year 2018

4 Memberships: IWV, VDZ

5 Publisher: DVV Media Group GmbH, Hamburg
Postal address: P.O. Box 10 16 09, D-20010 Hamburg
House address: Heidenkampsweg 75, D-20097 Hamburg
Tel.: +49 (0) 40/2 37 14-01 • Fax: +49 (0) 40/2 37 14-255
Internet: www.dvz.de
E-mail: anzeigen@dvz.de

6 Managing Director: Martin Weber

7 Publishing Director: Oliver Detje

8 Editorial: Harald Ehren (Editor-in-chief)

9 Advertisements: Tilman Kummer (Advertising Director)
Florian Böhm (Advertising Sales Director)

10 Sales: Markus Kukuk (Sales Director)

11 Subscription price: www.dvz.de/abos

12 ISSN: 0342-166X



European
Newspaper
AWARD

NEWSPAPER DESIGN & CONCEPT

European Newspaper Award – awarded 2016:

Category „News Pages“ and „Visualization“

Advertising Rates List No. 58

effective from 01.01.2018



DVZ
Deutsche Verkehrs-Zeitung

1 Print run analysis:

No. of copies printed:	8.389
Total circulation:	15.097
of which e-paper:	6.847
Paid circulation:	10.603
of which abroad:	882
of which e-paper:	2.662

yearly average (4th quarter 2016 - 3rd quarter 2017)

2 Newspaper format: 315 mm width, 470 mm height

Type area:

Text section: 284 mm width, 430 mm height

5 columns à 52 mm, 1/1 page comprises 2,150 mm

1 column	52 mm	4 columns	220 mm
2 columns	108 mm	5 columns	284 mm
3 columns	164 mm		

Advertising section: 285 mm width, 400 mm height,
6 columns à 45 mm, 1/1 page comprises 2,400 mm
Details see page 5

3 Printing and binding: Offset-rotation print (heatset), Newspaper fold

Colours, colour sequence: Euroscale, black, cyan, magenta,
yellow

Screen ruling / screen angle: 48-54 screen, black 45°, cyan 15°,
magenta 75°, yellow 0°

Paper quality: UPM EcoPrime 68H

Print profile: ECI-Offsetprofil PSO_INP_Paper,
corresponds to FOGRA48L

Print documents: Our printing company produces computer
to plate and digital data is, therefore, preferred. Details available
upon request (anzeigentechnik@dvz).

4 Publishing dates:

Frequency: weekly

Issue date: Wednesday

Advertising and print documents deadline:

Text section: 4 working days before publication date

Advertising section: Every Monday at 11.00 am

5 Payment terms: All prices excl. VAT

Net on receipt of invoice

VAT Id. No. DE 118619873

Bank details: Deutsche Bank Hamburg

Acc. no. 020 14 26 00 (sort code: 200 700 00)

IBAN DE 83 2007 0000 0020 1426 00

BIC (Swift) DEUTDEHH

6 Terms and conditions: In addition to the publisher's terms and conditions of business, all advertising orders are also subject to the "General terms and conditions of business for advertisements and third party supplements in magazines". Our current terms and conditions are available on: www.dvz.de/agb.

7 Supplements/gummed advertising materials: Details see page 8

Delivery address: Dierichs Druck + Media GmbH, Ms. Reeg,
Buchbinderei / DVZ, Frankfurter Str. 168, 34121 Kassel



Advertising Rates List No. 58

effective from 01.01.2018

8 Advertising formats and prices:

Editorial section: € 5.30 per mm

(does not apply to fixed formats see page 6)

1-column ads can be placed as island ads, minimum height 20 mm

9 Supplements: No discount possible

Colour supplement: Per colour 25% of the gross price (min. each colour € 295)

Advertisement over gutter: 10% of b/w price

Special issues: „Commercial Vehicles“ and „Logistics“ (BVL Congress) 10% of b/w price

10 Discounts: Within one year.

Agency commission: 15%

Volume mm	%
1.000	3
2.000	5
3.000	10
4.000	15
7.000	20
10.000	25
15.000	26
25.000	27
35.000	28

Frequency no. of ads	%
3	5
6	10
12	15
24	20
48	25
60	28

11 Official announcements: 50% discount

Obituaries: 50% discount

maximum discount

The industry's classified ad marketplace

1 **Frequency:** Every issue

2 **Advertising deadline:** Wednesday, 11.00 am

3 **Box no. fee:**
EU € 15, Abroad € 20

4 **Sections/rates:**

Business Contacts, Property, Sale Offers and Requests, Rent & Leasing: € 4.30 per mm

Job Vacancies print: € 4.60 per mm

+ supplementary online combination:

€ 180.00/4 weeks (under www.dvz.de/karriere, only possible in combination with the print advertising.)

Situations Wanted:

Size A (45 mm width / 20 mm height) € 70

Size B (45 mm width / 30 mm height) € 90

Size C (45 mm width / 40 mm height) € 110

(Included in price, 4 weeks under www.dvz.de/karriere)

5 **Column width:**

1 column	45 mm	4 columns	189 mm
2 columns	93 mm	5 columns	237 mm
3 columns	141 mm	6 columns	285 mm

Advertisements editorial section

effective from 01.01.2018

1 Advertising formats:

Fixed formats at fixed rates (width x height mm)

2/1 page
599 x 430 mm
10 columns

b/w	€ 22,000
2C	€ 27,500
3C	€ 30,400
4C	€ 35,500

Across the gutter spread
353 x 250 mm
6 columns

b/w	€ 8,150
2C	€ 10,188
3C	€ 12,000
4C	€ 14,250

1/1 page
284 x 430 mm
5 columns

b/w	€ 11,100
2C	€ 13,875
3C	€ 16,650
4C	€ 19,425

Junior Page
220 x 300 mm
4 columns

b/w	€ 6,300
2C	€ 7,875
3C	€ 9,450
4C	€ 11,025

1/2 page
284 x 215 mm
5 columns

b/w	€ 5,500
2C	€ 6,875
3C	€ 8,250
4C	€ 9,625

1/3 page
284 x 143 mm
5 columns

b/w	€ 3,700
2C	€ 4,625
3C	€ 5,550
4C	€ 6,475

1/3 page
164 x 240 mm
3 columns

b/w	€ 3,700
2C	€ 4,625
3C	€ 5,550
4C	€ 6,475

1/4 page
164 x 180 mm
3 columns

b/w	€ 2,750
2C	€ 3,450
3C	€ 4,125
4C	€ 4,850

1/4 page
284 x 108 mm
5 columns

b/w	€ 2,750
2C	€ 3,450
3C	€ 4,125
4C	€ 4,850

1/5 page
108 x 215 mm
2 columns

b/w	€ 2,280
2C	€ 2,850
3C	€ 3,420
4C	€ 3,990

1/5 page
164 x 143 mm
3 columns

b/w	€ 2,280
2C	€ 2,850
3C	€ 3,420
4C	€ 3,990

Bottom of front cover
284 x 50 mm
5 columns

b/w	€ 2,500
2C	€ 3,125
3C	€ 3,750
4C	€ 4,375

Special issue Bottom of front cover
284 x 50 mm
5 columns

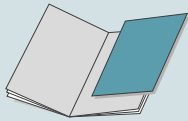
4C	€ 4,500
No discounts available	

All prices excl. VAT

Special Advertising Forms

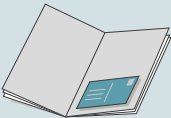
effective from 01.01.2018

1 Supplements



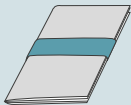
Loose insert; Format: min. A6/max. A4
weight: max. 70 g
Placement: Throughout Germany or to
certain postcode regions / AT and CH also
possible.
Publisher's fee: € 460 per 1,000 copies
(minimum price € 500).
Before booking we require 10 copies for
technical inspection.

2 Advertisements with gummed postcard or CD



Placement: Only total circulation
Publisher's fees: € 460 per 1,000 copies
Technical supplement: From € 175
per 1,000 copies plus advertising costs

3 Banderole



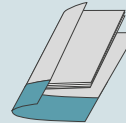
Width: 50 mm
Height: 530 mm
Colour: 4C
Placement: Only total circulation
€ 14,000

4 Flying Page



Width: 165 mm + 315 mm
Height: 470 mm
Pages: 4
Colour: 4C
Placement: Only total circulation
€ 17,000

5 Wraparound



Width: 630 mm
Height: 200 mm
Pages: 4
Colour: 4C
Placement: Only total circulation
€ 15,750

6 Advertorial



Price as in editorial section,
see page 6

7 Advertisements in special format



Corner section, round formats etc
Price upon request

Further details on request. If you have other ideas or need individual advice
on possible special formats, please contact us.

Publication Dates 2018

effective from 01.01.2018

Week	No.	Date	Day
1	1	03.01.2018	Wednesday
2	2	10.01.2018	Wednesday
3	3	17.01.2018	Wednesday
4	4	24.01.2018	Wednesday
5	5	31.01.2018	Wednesday
6	6	07.02.2018	Wednesday
7	7	14.02.2018	Wednesday
8	8	21.02.2018	Wednesday
9	9	28.02.2018	Wednesday
10	10	07.03.2018	Wednesday
11	11	14.03.2018	Wednesday

Week	No.	Date	Day
12	12	21.03.2018	Wednesday
13	13	28.03.2018	Wednesday
14	14	04.04.2018	Wednesday
15	15	11.04.2018	Wednesday
16	16	18.04.2018	Wednesday
17	17	25.04.2018	Wednesday
18	18	03.05.2018	Thursday
19	19	09.05.2018	Wednesday
20	20	16.05.2018	Wednesday
21	21	23.05.2018	Wednesday
22	22	30.05.2018	Wednesday

Week	No.	Date	Day
23	23	06.06.2018	Wednesday
24	24	13.06.2018	Wednesday
25	25	20.06.2018	Wednesday
26	26	27.06.2018	Wednesday
27	27	04.07.2018	Wednesday
28	28	11.07.2018	Wednesday
29	29	18.07.2018	Wednesday
30	30	25.07.2018	Wednesday
31	31	01.08.2018	Wednesday
32	32	08.08.2018	Wednesday
33	33	15.08.2018	Wednesday

Week	No.	Date	Day
34	34	22.08.2018	Wednesday
35	35	29.08.2018	Wednesday
36	36	05.09.2018	Wednesday
37	37	12.09.2018	Wednesday
38	38	19.09.2018	Wednesday
39	39	26.09.2018	Wednesday
40	40	02.10.2018	Tuesday
41	41	10.10.2018	Wednesday
42	42	17.10.2018	Wednesday
43	43	24.10.2018	Wednesday
44	44	31.10.2018	Wednesday

Week	No.	Date	Day
45	45	07.11.2018	Wednesday
46	46	14.11.2018	Wednesday
47	47	21.11.2018	Wednesday
48	48	28.11.2018	Wednesday
49	49	05.12.2018	Wednesday
50	50	12.12.2018	Wednesday
51	51	19.12.2018	Wednesday

**Advertising deadline/
print documents deadline:**
Text section: 4 working days
before publication date

Classified ads:
Every Wednesday 11.00 am

DVZ publishing and topics schedule 2018

effective from 01.01.2018

Month	Type	Topic	Occasion
January	DVZ-supplement	Automotive Logistics	Forum Automobil-Logistik, Frankfurt 31.01.–01.02.2018
February	DVZ-supplement	Food and Refrigerated Transport	Fruit Logistica, Berlin 07.–09.02.2018
	DVZ-supplement	Focus on dispatching and scheduling	
March	DVZ-supplement	Integrated Logistics	LogiMAT, Stuttgart 13.–15.03.2018
	DVZ-supplement	Economic Area Scandinavia	
	DVZ-supplement	Stars of Logistics	DVZ-LEO-Award, Hamburg 23.3.2018
	DVZ-supplement	Logistics Location Russia	
April	DVZ-magazine	Logistics and Industrial Property	Distribution as a supplement of DVZ
	DVZ-supplement	Commercial Vehicles and Fleet Management	
	DVZ-supplement	Logistics Location Baden-Wuerttemberg	
	DVZ-magazine	Career in Logistics/1	Focus on industrial professions. Distribution: schools, job fairs 24. Commerce-Log. Congress, Cologne 18./19.04.2018
May	DVZ-supplement	Logistics for Trade and Industry	
	DVZ-supplement	Sustainability in Logistics	
	DVZ-supplement	China	transport logistic China, Shanghai 16.–18.05.2018
	DVZ-supplement	Logistics Location North hine-Westphalia	
	DVZ-supplement	Combined Transport	UIRR-Conference, Brussels
	DVZ-supplement	Break Bulk	Break Bulk, Bremen 29.–31.05.2018
June	Poster	Schedule for the 2018 Football World Cup	2018 Football World Cup. Poster distribution in DVZ
	DVZ-supplement	Logistics Location Hesse	8th Logistics-Day, Kassel
	DVZ-special pages	50 years of Container in Hamburg	
	DVZ-magazine	2018 Football World Cup	2018 Football World Cup. Distribution as a suppl. of DVZ
	DVZ-supplement	Logistics Location Austria	25. Austrian Logistics-Day, Linz 13.06.2018
June	DVZ-supplement	Software in Logistics	
	DVZ-supplement	„We are about Logistics“, XXL-Issue	
	DVZ-supplement	Logistics Location Switzerland	St. Galler Supply Chain Innovation Day, Basel 29.06.2018

July	DVZ-supplement	Telematics	
	DVZ-supplement	Tank and Service Cards	
	DVZ-supplement	Inland Waterways/ Inland Ports	
August	DVZ-supplement	Forwarders Management and Law	
	DVZ-Magazine	Metropolitan Logistics	
September	DVZ-supplement	Logistics Location Bremen	
	DVZ-supplement	Ports of Lower Saxony	Harbor Day Lower Saxony, Leer 07.09.2018
	DVZ-supplement	Logistics Location Bavaria	
	DVZ-supplement	Commercial Vehicles	67. IAA Commercial Vehicles, Hannover 20.09.–27.09.2018
October	DVZ-supplement	Pallets/Packaging	
	DVZ-supplement	Logistics and Industrial Property	EXPO REAL, Munich 08.–10.10.2018
	DVZ-supplement	Heavy Cargo	Annual General Meeting BSK, Düsseldorf 11.–13.10.35. Intern. Supply Chain Conference, Berlin 17.–19.10.2018
	DVZ-supplement	Logistics	35. Intern. Supply Chain Conference, Berlin 17.–19.10.2018
	Fair newspaper	Daily News Berlin	
November	DVZ-supplement	Logistics Location Eastern Europe	
	DVZ-magazine	Career in Logistics/2	Focus on acad./comm. professions. Distrib. schools, universities
	DVZ-supplement	Logistics Location Hamburg	
December	DVZ-supplement	Air Cargo	
	DVZ-special pages	Baltic Sea	
	DVZ-supplement	Logistics Location Turkey	12. logitrans, Istanbul 14.11.–16.11.2018
	DVZ-magazine	Disponaut	Distribution as a supplement of DVZ
	DVZ-supplement	Rail Logistics	
	DVZ-magazine	Trailer, Trucks & Telematics	Distribution as a supplement of DVZ
	DVZ-supplement	Large volume (Jumbo) Transport	
December	DVZ-special pages	Logistics Location Berlin/ Brandenburg	
	DVZ-supplement	Logistics Location Lower Saxony	
	Report	SUSTAINABILITY REPORT 2018/2019	German Sustainability Day, Düsseldorf
	DVZ-supplement	Maritime Freight/Container	
	DVZ-supplement	„We are about Logistics“, XXL-Issue	



DVZ Initiative “We are about logistics”

In 2012 DVZ created „We are about logistics” – a series of initiatives to promote and support logistics development. With a total turnover of 240 billion euros the logistics sector is the third largest industry in Germany. The big issue is how to increase understanding and the value of logistics to the worlds of industry, politics, trade, and also the general public. DVZ’s „We are about logistics” initiative provides a showcase for businesses in the transport and logistics industry

try to clearly demonstrate to all those involved in the supply chain of goods clearly how, where and by whom the relevant value is provided. Companies from the transport and logistics industry can be part of this initiative.

**An extensive sponsoring package for supporting companies:
Annual rate: €9.900, –**

Powerful media:



A choice of 1/1-page or Portrait format advertisement in XXL Special Issue



Partnership advertisement in DVZ in 1/4 page 4c format



Your logo on the full page promoting the initiative. This appears at least 20x a year.

An active presence, promoting awareness of the initiative:



Facebook

Social media visibility on Facebook: www.facebook.com/wir-sindlogistik



Website

Your logo on the DVZ Landing Page www.wir-sindlogistik.org



Editorial series

published in DVZ

Face-to-Face:



Logistics congress/fairs

such as transport logistic or International Supply Chain Conference



Jobs Fairs

e.g. Professions Live
Logo, active involvement by initiative partners



Industry events

German Federal Ministries Open Day (Berlin), logo presence, advertising materials and Giveaways

more than 40
magazines
per year



**Weekly DVZ
print edition:**
new layout, new themes



DVZ Der Tag
compact daily



Truck Insider
weekly Video format with
latest Stories from the
trucking world



more than 25
events
per year



DVZ.de
24 hours / 7 days the week
additional Articles, news



Daily View
trade fair video at
selected trade fairs,
Congresses and events



Daily News
trade fair issues at
important trade fairs,
Congresses and
events



Online Rates List No. 58

effective from 01.01.2018

- 1 **Web address (URL):** www.dvz.de
- 2 **Profile in brief:** The whole world of DVZ – only differently!
As reliable as the newspaper but more up to date, straight from the DVZ newsdesk. Information from logistics and transport for the digital reader. Supplemented with useful links, access to DVZ print editions and other publishing offers.
- 3 **Target group:** Decision-makers from logistics, transport and traffic
- 4 **Contact:** Tel.: +49 (0) 40/2 37 14-127
- 5 **Access control:** IVW
- 6 **Hits:** Visits 156.161
Page impressions 332.377 per month, yearly average
(October 2016 – September 2017)
- 7 **Data supply/Deadlines:** At least 3 working days before material is due to be published, by e-mail to: anzeigentechnik@dvz.de
- 8 **Technical data:**
File format: as an image file (.jpg, .png, .gif) or HTML5-file. We also accept JavaScript tags from third parties.
File size: Ensure that the file size is less than 100 KB, and animations should not exceed a length of 15 seconds.
- 9 **External AdServer:** DoubleClick for Publishers

The details of the technical conditions for linking and click counting, detailed information of the formats for desktop-pc, tablet and mobile etc. please refer to our fact sheet on www.dvz.de/online

The diagram shows a desktop layout for DVZ (Deutsche Verkehrs-Zeitung). Ad spots are indicated by teal boxes with their dimensions and CPM rates:

- Super Banner Top:** (728 x 90 px), CPM: € 80
- Wallpaper:** (728 x 90 px und 200 x 600 px), CPM: € 110
- Skyscraper:** (200 x 600 px), CPM: € 90
- Content Banner:** (728 x 90 px), CPM: € 110
- Medium Rectangle 1 or 2:** (300 x 250 px), CPM: € 100

Further options available upon request

11 Discounts:

Ad-Impressions	Frequency	Discount
75,000	3	5 %
125,000	6	10 %
175,000	12	15 %
225,000	24	20 %
375,000	48	25 %

or in accordance with DVZ completion (linking isn't possible)

Daily Advertising in “DVZ Der Tag”

effective from 01.01.2018

1 **Frequency:** “DVZ Der Tag” is the daily medium which informs you on the latest news from the transport and logistics industry every morning by e-mail. From Monday to Friday, our editor-in-chief personally addresses DVZ subscribers. Additional special newsletters depending on current events/news.

2 **Reach:** 10,000 recipients total

3 **Discounts:**

Number	Discount	
3 weeks	5 %	or according to DVZ completion (Linkage is not possible)
6 weeks	10 %	
12 weeks	15 %	

2 **Advertisement deadline:** Thursday of the previous week

3 **Data supply:** Weekdays before publication up to 2.00 pm:
anzeigentechnik@dvz.de
A daily change of the advertising materials is possible.

4 **Contact:** Tel: +49 (0)40 /237 14- 127

5 **Advertising formats:**

Skyscraper: 120 x 600 px

Placement: under the portrait
Data format: JPG or GIF (animated),
file size: maximum 150 KB
Price: EUR 3,000 / week

Banner: 570 x 100 px

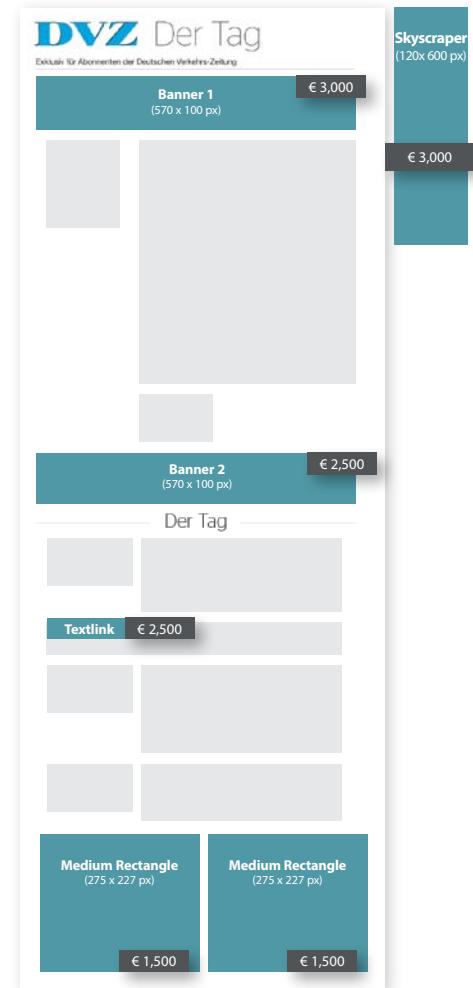
Placement: before or between the reports
Data format: JPG or GIF (animated),
file size: maximum 150 KB
Banner 1: EUR 3,000 / week
Banner 2: EUR 2,500 / week

Medium-Rectangle: 275 x 250 px

Placement: at the bottom
Data format: JPG or GIF (animated),
file size: maximum 150 KB
Price: EUR 1,500 / week

Textlink

Placement after the second report
Data format: 4 lines à 75 characters
Price: EUR 2,000 / week



Reader Analysis and Usage Data

Basis: Advertisement copy test July 2014 and 2015



TNS Infratest



DVZ impresses its readers!

26 minutes is the **average reading time** amongst respondents. Managers who dedicate almost half an hour of their 12 hour working day to reading a newspaper must have a special relationship with their medium. This is also impressively shown by other figures:

MORE THAN

90%

evaluate the reports as being **comprehensive** and **complete** as well as **objective** and **factual**.

MORE THAN

85%

think the contributions are **valuable** and **practice oriented**.

97%

of respondents evaluate the DVZ as being **very up to date** and **topical**.

75%

of respondents think that the DVZ is not only compulsory reading but that reading it is also **enjoyable!**

Our readers are company leaders and decision-makers.

78%

of respondents make **corporate investment decisions**, either on their own or with others.

90%

of respondents have a **managerial role** as owner, managing director, branch manager, department and division manager, fleet, dispatch or logistics manager.

In other words: The industry's specialist and management employees enjoy reading their DVZ as this ensures they are always best informed in their everyday work. Do you want to find out more about our readers? Contact us!

Method data: Issue no. 54/2014, sample: 151 interviews; no. 55/2015, sample: 155 interv.; region: nationwide; method: personal interviews; surveyed: mainly DVZ readers

Reader Profile

effective from 01.01.2017



TNS Infratest



1 Sectors/Industry branches/Fields/Professional groups

Recipient groups in industry branches	% of actual circulation
Forwarding/warehousing	36.8
Industry/manufacturing industry	16.8
International forwarding	12.3
Service/consulting	7.1
Trade	4.5
Associations	3.9
Chamber of commerce	3.9
Road goods transport	3.2
Sea, coastal shipping	3.2
Teaching/vocational schools/university	2.6
Inland waterways	1.9
Courier/express/package services	1.9
Regional bodies/politics	1.3
Railway	0.6
Actual circulation	100.0

2 Position in company



17,4%

Managing director/
board chairman

15,5%

Departmental head

14,8%

Owner

11,6%

Dpt./division manager/
branch manager with
power of attorney or
proxy

9,7%

Logistics
manager

8,4%

Other managerial
employees

7,7%

Fleet manager

7,7%

Clerk

3,2%

Official/civil servant/
employee
in public service

3,2%

Dispatch
manager

0,6%

Other

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