

MEDIA KIT 2012

10. VOLUME

The Pan European Magazine for Forklift Trucks and Logistics



WWW.STAPLERWORLD.COM

STAPLER  WORLD



STAPLERWORLD is an independently owned magazine that covers construction, operation, use, modification and marketing of industrial trucks as well as all attachments, accessories, and specialized elements that are used for such vehicles. **STAPLERWORLD** contains reports, interviews, market information, advice and a wealth of other useful and timely information regarding the European industrial truck market – including of course the latest innovations and trends from non-European vendors. **STAPLERWORLD** covers industrial trucks from the standpoint of their application settings, rather than dealing with them as standalone entities. This in turn means that the magazine also contains information on warehousing technologies, ramps, gates, data transmission, cooling technologies, specialized equipment and much more. **STAPLERWORLD** also contains articles on explosion protection, use and coordination of industrial trucks, data transmission, trunk radio technology, and the integration of industrial trucks into complex logistics processes. Marke-

ting, financing, sales, the Internet, and reconditioning used machines also play a key role in **STAPLERWORLD**. **STAPLERWORLD** also offers a number of special issues, of which the most important are **STAPLERFACTS**, which is probably the most complete compendium of information about all industrial trucks available on the European market. **STAPLERFACTS** provides the ten to fifteen most important items of information about each vehicle, plus a large quantitative table containing accessory related data. **STAPLERWORLD CONTAINER**, which covers a key and growing application domain for industrial trucks, straddle carriers, and terminal traction machines, is published in English. **STAPLERWORLD EUROPE**, which appears quarterly in non-German speaking European countries, contains information of interest to users across Europe; it features articles on applications, provides useful recommendations, and reports on pathbreaking developments in all relevant industries. **STAPLERWORLD EUROPE** is for all decision makers whose work involves procure-

ment, deployment, financing and modification of industrial trucks. **STAPLERWORLD** is divided into the following five rubrics:



Counterbalanced Forklifts

Forklifts with electrical, LPG and diesel drives; application reports; interviews

Warehouse Equipment

Reach trucks, product pickers, high-bay stackers, control systems



Pedestrian Controlled Trucks

All types of platform trucks and the components thereof; manually operated stackers used in explosion protection areas and for food industry logistics.

Special Forklifts

Telescope, compact, lateral, four-way and container stackers; full and empty container reach stackers



Accessories

Attachments, tires, retention systems, radio/WLAN devices, terminals, scanners, floors, winterizing equipment

IMPRESSUM

Publishing Company

TechTex-Verlag GmbH & Co. KG
Schaeferstrasse 2 · D-55257 Budenheim
Tel.: +49 (0) 61 39-29 34 43
Fax: +49 (0) 61 39-96 04 55
info@techtex-verlag.com
www.techtex-verlag.com
www.staplerworld.com

CEO

Dipl.-Wirtsch.-Ing. Oliver Bachmann
Register Court: Mainz · HRB-No.: 8678

Editor-in-Chief

Oliver Bachmann
Tel.: +49 (0) 61 39-29 34 43
Fax: +49 (0) 61 39-96 04 55
Mobile: +49 (0) 152-9 21 95 80
oba@staplerworld.com

Editorial Staff

Janine Kessel
Susanne Obigt
Ilonka Schwing (STAPLERFACTS)

Advertising

IMP InterMediaPartners GmbH
In der Fleute 46 | 42389 Wuppertal-Langerfeld
Sven Anacker, Uwe Riemeyer
Tel.: +49 (0) 202-27169-0 | Fax: -20
mail@intermediapartners.de

Distribution

Ilonka Schwing
ils@techtex-verlag.com

Terms of Payment

Payment within ten days after invoice
receipt: 2 % discount. Payment within
twenty days after invoice receipt without
discount.

Banking Arrangements

Budenheimer Volksbank
Account: 5 34 65
Bank Code: 550 613 03
BIC: GENODE51BUD
IBAN: DE8055 0613 0300 0005 34 65
VAT No.: DE 239 327 294

Published STAPLERWORLD German:
6 times per year / plus Special Editions

Volume: 10. Volume 2012

STAPLERWORLD German

Edition: 10,000 copies
Published Edition:
9,922 copies (IVW II/2011)
9,928 copies (IVW I/2011 plus former
report durations)
9,824 copies (IVW IV/2010)
9,923 copies (IVW III/2010)

STAPLERWORLD EUROPE English 4 times per year

Edition: 10,000 copies
Published Edition: 9,900 copies


STAPLERWORLD CONTAINER Every two years

(In 2009 as special in STAPLERWORLD German +
STAPLERWORLD Europe included)
Edition: 2 x 10,000 copies
Published Edition: 2 x 9,900 copies

STAPLERFACTS German Annually

Edition: 5,000 copies
Published Edition: 4,800 copies



STAPLERWORLD 							STAPLERFACTS / STW CONTAINER			
Format	Type Area Width X Height (mm)	Ingate* Width X Height (mm)	bw	2c	3c	4c	bw	2c	3c	4c
1/1	184 x 245	216 x 303	2,930,-	3,320,-	3,635,-	4,100,-	2,400,-	2,610,-	2,840,-	3,090,-
2/3	120 x 245 184 x 163	140 x 303 216 x 194	2,040,-	2,265,-	2,780,-	3,260,-	1,980,-	2,100,-	2,255,-	2,480,-
1/2	184 x 123	216 x 155	1,890,-	2,155,-	2,490,-	2,980,-	1,780,-	2,010,-	2,160,-	2,395,-
Juniorpage	120 x 163	140 x 194	1,750,-	1,920,-	2,180,-	2,485,-	1,560,-	1,785,-	2,035,-	2,210,-
1/3	184 x 82 57 x 245	216 x 113 77 x 303	1,320,-	1,490,-	1,680,-	1,890,-	1,110,-	1,455,-	1,580,-	1,720,-
1/4	184 x 61 120 x 82	216 x 92 140 x 113	1,050,-	1,120,-	1,385,-	1,560,-	880,-	995,-	1,135,-	1,235,-
1/8	184 x 31	216 x 62	660,-	715,-	780,-	875,-	560,-	640,-	735,-	830,-
Coverstory (frontcover + two editorial pages)						4,550,-	3,955,- / 4,100,-			
Advertoarial 1 page						1,800,-				
Advertoarial 2 page						3,500,-				
Advertoarial 3 page						4,950,-				
Advertoarial 4 page						6,500,-				

* The ingate formats quoted above already contain a 3 mm trim allowance

- All prices for complete designed advertisements.
- All colours in CMYK.
- Six and more ads/year (different motives and sizes) 10 % discount (including STAPLERFACTS, STAPLERWORLD CONTAINER, STAPLERWORLD EUROPE).
- Advertisements in the ingate ask exactly on format with all around 3 mm of trimming addition.
- Advertisements in type area only on format.

- **EXTRA CHARGES:** valid termination discounts for circuits in the normal output are naturally taken into account

Stickers, Postcards and other forms of media engagement:

Upon request. Please send sample copy to our sales department.

Ad Inserts

Loose sheets 204 x 292 mm up to 25 gr. within Europe 350,00 EUR/1,000 copies plus shipping costs (no discounts)

Prices for heavier inserts upon request. Please send sample copy to our sales department.

SUBSCRIPTION RATES AND SINGLE COPIES

Subscription (1 year)

6 issues STAPLERWORLD German + special issues German

Within Germany: 120.00 EUR (incl. shipping and tax)

Within rest of Europe: 180.00 EUR (plus shipping)

Single Copies STAPLERWORLD German

Within Germany: 25.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 30.00 EUR (plus shipping)

Single Copies STAPLERFACTS German

Within Germany: 45.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 55.00 EUR (plus shipping)

Full Subscription (1 year)

(All issues in German and English + all special issues)

Within Germany: 195.00 EUR (incl. shipping and tax)

Within rest of Europe: 285.00 EUR (plus shipping)

Notice of Cancellation

8 weeks before end of subscription year

Single Copies

STAPLERWORLD CONTAINER (Germ./Engl.)

Within Germany: 30.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 35.00 EUR (plus shipping)

Subscription (1 year)

4 issues STAPLERWORLD EUROPE English + special issues English

Within Germany: 85.00 EUR (incl. shipping and tax)

Within rest of Europe: 110.00 EUR (plus shipping)

Single Copies STAPLERWORLD Europe English

Within Germany: 20.00 EUR (plus shipping, incl. tax)

Within rest of Europe: 28.00 EUR (plus shipping)

Terms of Payment

Payment within ten days after invoice receipt:
2 % discount. Payment within twenty days after invoice receipt without discount.

Banking Arrangements

Budenheimer Volksbank

Account: 5 34 65

Bank Code: 550 613 03

BIC: GENODE51BUD

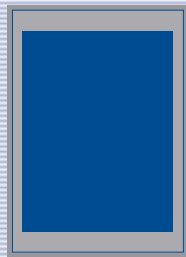
IBAN: DE8055 0613 0300 0005 34 65

VAT No.: DE 239 327 294

*Prices followed by EU-tax



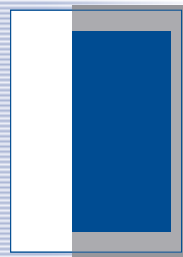
ADVERTISEMENT FORMAT AND SPACE



Format 1/1

216 x 303

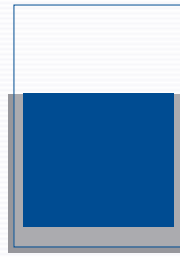
184 x 245



Format 2/3

140 x 303

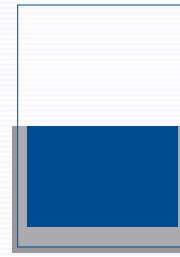
120 x 245



Format 2/3

216 x 194

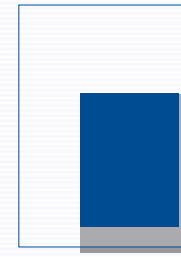
184 x 163



Format 1/2 cross

216 x 155

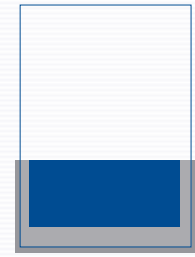
184 x 123



Juniorpage

140 x 194

120 x 163

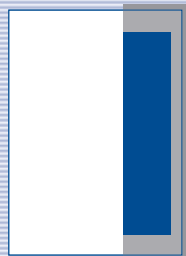


Format 1/3 cross

216 x 113

184 x 82

■ Ingate*
■ Type-area



Format 1/3 high

77 x 303

57 x 245



Format 3/4

216 x 92

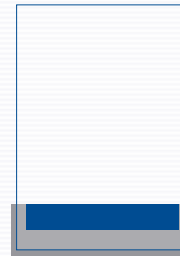
184 x 61



Format 1/4

140 x 113

120 x 82



Format 1/8

216 x 62

184 x 31

■ Ingate*
■ Type-area



Coverstory

(frontcover + two editorial pages)

*All formats in the ingate contain a 3 mm of trimming addition rinksrum.

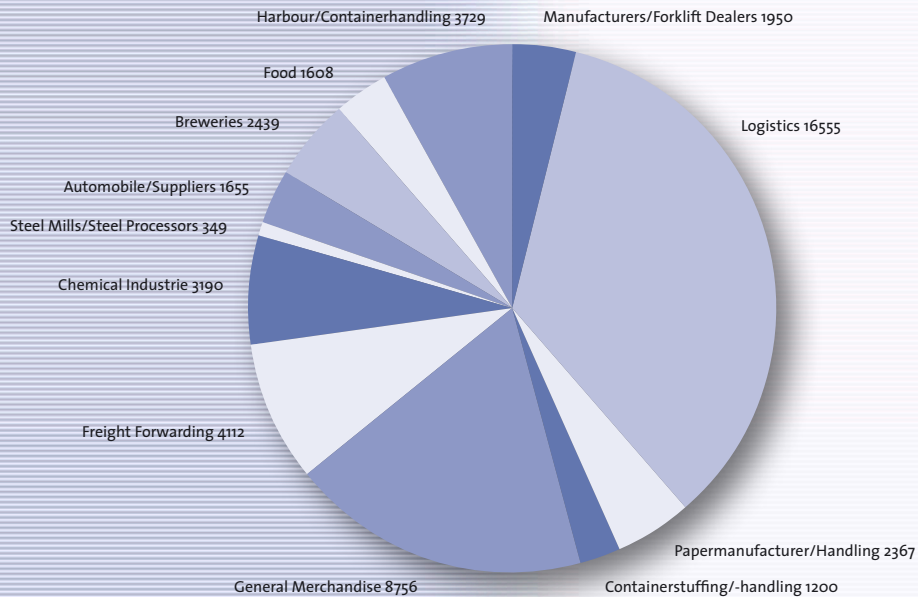
Further Advertisement Formats upon Request

STAPLERWORLD EUROPE (English) EDITORIAL TOPICS 2012

Issue	STW Europe 01	STW Europe 02	STW Europe 03	STW Europe 04	STFACTS 2013
Counterbalanced Liftrucks	E-Trucks from 1 to 15 t (LPG, IC, E)	Midrange from 8 to 25 tons	LPG-Counterbalanced Trucks	Liftrucks für Logistics, Compact Liftrucks	<p>STAPLERFACTS is probably the most complete compendium of information about all industrial trucks available on the European market. STAPLERFACTS provides the ten to fifteen most important items of information about each vehicle, plus a large quantitative table containing accessory related data.</p>
Warehouse Equipment	Pallet Stackers, Double Pallet Stackers, VNA-Trucks, Order Pickers 1st Row	Highlevel Orderpickers	Tri-Lateral Stackers, Double-Deck Stackers	Reachtrucks, AGV, Double-Deck Stacker, Order Picker	
Pedestrian Controlled Trucks	Hand Pallet Trucks, Hand Pallet Trucks with Weighing Equipment	Drum Handling, Containerhandling, Spreaders for Liftrucks	Low-/Highlift Pallet Trucks	Serial and Special Hand Pallet Trucks, Scissor Lift Trucks, Pedestrian Trucks	
Special Forklifts	Explosionproof Forklifts, Reachstacker, Container Trucks, Allway Liftrucks, Side-Loader	Four-Way-Trucks (Electric/ IC), Telescopic Handlers, Roughterrain Trucks	Compact Trucks, Empty Container Handlers	Telescopic Handlers (Rotating Machines), Allway Liftrucks, Straddlecarrier, Reachtrucks	
Accessories	Gates, Doors, Ramps, Loading Docks, Paperroll-Clamps, Forks, Battery-Management, Chargers	Wharfs, Loading Bridges, Smart Charging Technics	Bale Clamps, Paper Clamps, Multiple Palett Clamps	Gates, Doors, Wharfs, Load Docks, Changing Stations, Tyres	
Fleetmanagement	Terminals, Fleet Management Systems	Entry Systems	Terminals, WLAN, Radio Technics	Fleet Management	
Internal Transport	LOGIMAT-Preview - Fair Guide	Terminal Transport, Terminaltractors	Industrial Trailers, Hybrid Tractors	Tow tractors, Special Wheels/Rollers	
Special Topics	Big Trucks, Tyres, Attachments	New Attachments, Forks	Beverage Handling	Special Transport Vehicles (Glass, Foundry, Windturbines)	
Fairs	Distribution And Logistik/ Öresund 18. /19th April 2012 Logimat/Stuttgart 12. to 15. March 2012	TOC-Europe/Belgium 12th to 14th June 2012 Transferlog/Hamburg 12th to 14th June 2012	IAA Trucks and Trailers/Hanover 20th to 27th September 2012		
Editorial Deadline	28. February 2012	28. April 2012	29. June 2012	28. October 2012	
Advertising Deadline	07. March 2012	04. May 2012	06. July 2012	05. November 2012	
Date of Publication	28. March 2012	28. May 2012	31. July 2012	28. November 2012	30. January 2013

DISTRIBUTION STRUCTURE STAPLERWORLD EUROPE

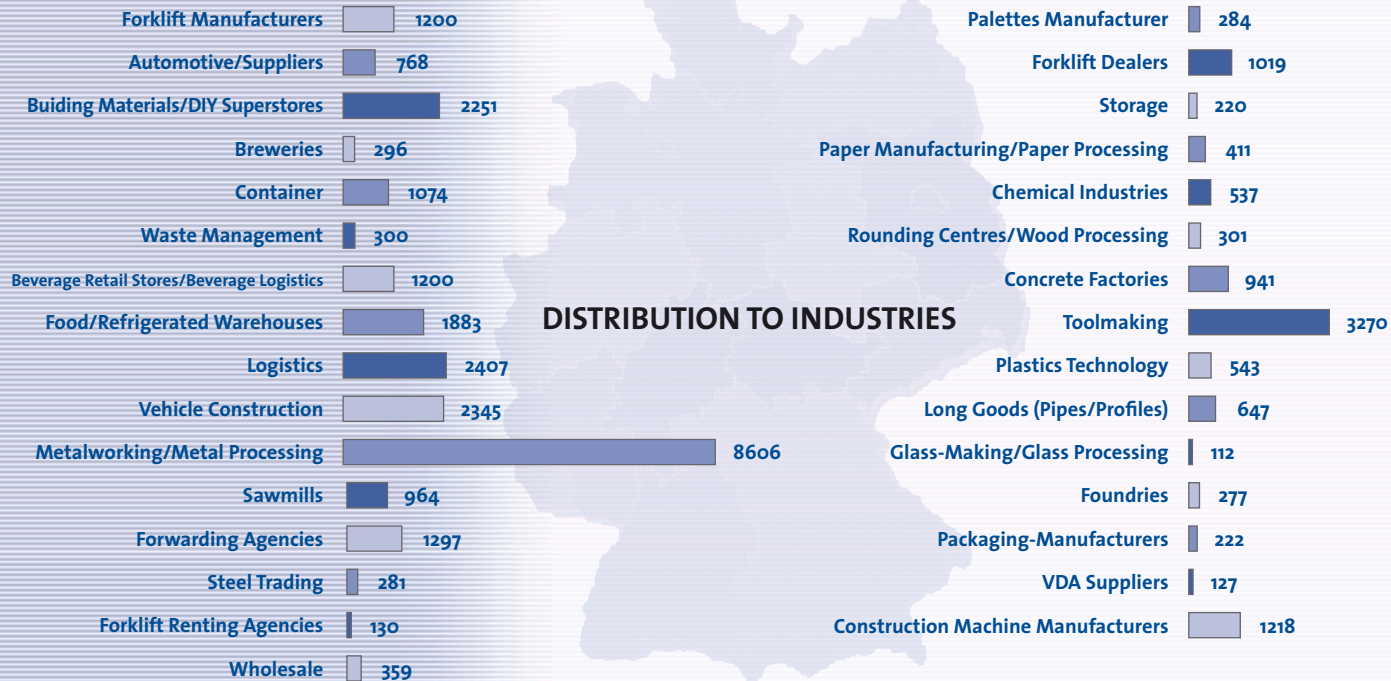
DISTRIBUTION TO INDUSTRIES



DISTRIBUTION TO COUNTRIES

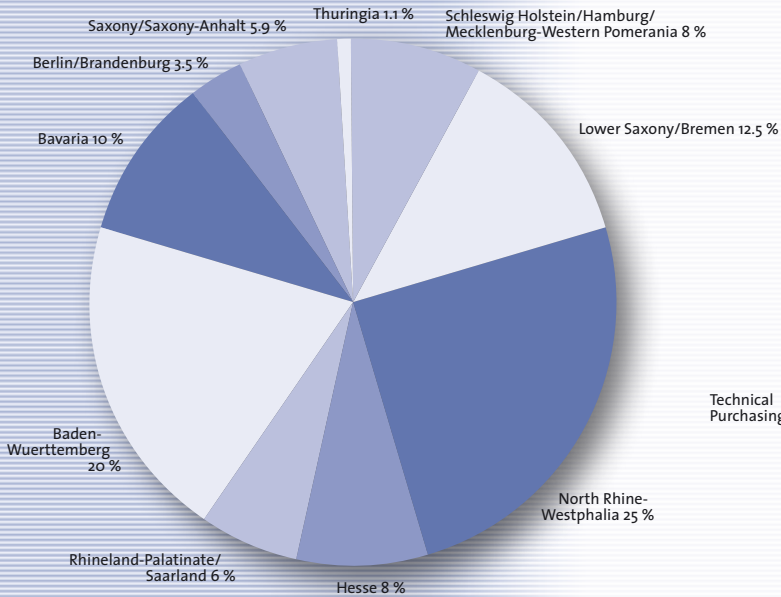
Country	% Circulation	Quantity
Belgium	3,5	350
France	11,6	1160
Italy	11,6	1160
Luxembourg	2	200
Netherlands	4	400
Denmark	2	200
Ireland	1,9	190
GB	11,6	1160
Spain	8	800
Portugal	2	200
Finland	3	300
Sweden	3	300
Estland	0,9	90
Lettland	1,3	130
Lithuania	2	200
Poland	9	900
Slovenia	2,1	210
Czechoslovakia	3,5	350
Hungary	4	400
Bulgaria	3	300
Romania	5,2	520
		9520
Germany	spare copies	380

DISTRIBUTION STAPLERWORLD + STAPLERFACTS (GERMAN)

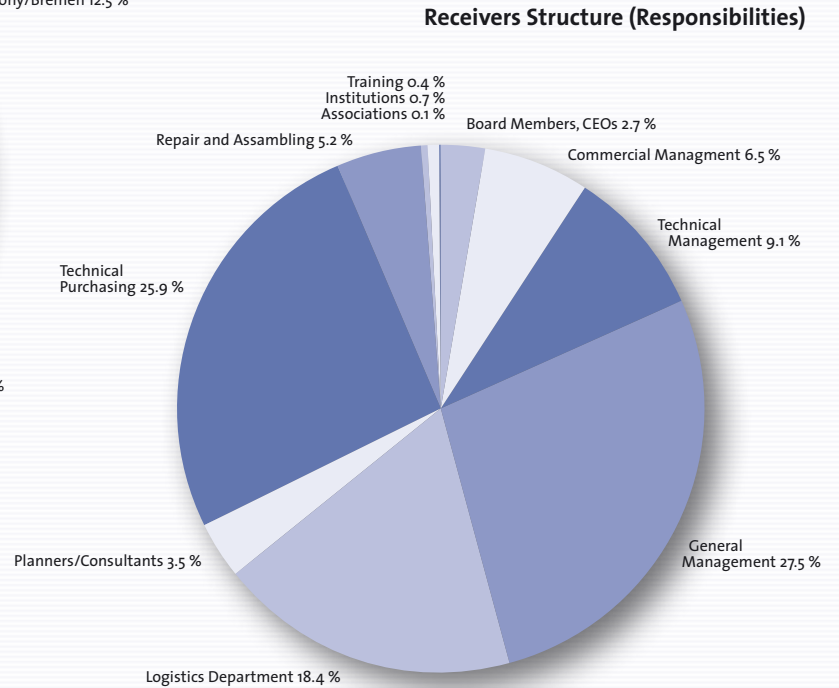


STAPLERWORLD is sent out Key Issue Wise to Varying Industries.

DISTRIBUTION STRUCTURE GERMANY



Distribution Germany



Receivers Structure (Responsibilities)

PRINTING DOCUMENTS

Contact

JOY DESIGNS | Jennifer Dietmann
Tel.: +49 (0) 62 05-255 35 42
mail@joy-designs.de

Delivery Address Ad Inserts

Laub GmbH & Co. KG
Bruehlweg 28 · D-74834 Elztal-Dallau
Tel.: +49 (0) 62 61-80 03-0
Fax: +49 (0) 62 61-80 83-10
www.laub.de

Mail

a.cherdron@laub.de (max. 10 MB)

ISDN

Leonardo: +49 (0) 62 61-80 03-3 19

FTP

ftp://ftp.laub.de
User name: laub-ftp · Code name: ftp

Data Processing Medium

Floppy-Disc, CD, DVD

Interchange Formats

- PDF (according to PDF/X-1a standard)
- TIFF or JPEG
(low compression/high quality)

Without adjustment signs/document information, don't include alpha channels or similar information into pictures, only embedded scriptures, don't use OPI functions.

Picture resolution

- Halftone pictures min. 300 dpi
- Line drawings min. 600 dpi
- No picture compressions like LZW etc.

Colours

CMYK (ISOcoated, www.eci.org) or grey scales (tonal value increase 15 %). Please send a contract proof.

Trimming

Adverts in the ingate with at least 3 mm of trimming addition at all pages.
If this is not the case, no adhesion can for the correctness of the advertisement

Magazin Format

DIN A4, Width 210 x Height 297 mm.

Bleed of Page

Width 216 x Height 303 mm.

Print Area

Width 184 x Height 245 mm.

Composition, Print and Binding

Computer-to-Plate, sheet offset printing, wire binding.

Print Ready Files

Delivery of digital print ready files together with proof by client. By request we create or digitalise advertisements by original costs. Information upon request.

Data Delivery

Please give magazin title, issue No. and customer/motive description. For delivery by (ISDN/FTP), please set up a folder.

STANDARD TERMS AND CONDITIONS

1. An "advertisement order" within the meaning of these Standard Terms shall mean a contract regarding publication of one or more advertisements placed by an advertiser or any other party in a printed publication for purposes of dissemination.
2. In case of any uncertainty, advertisements shall be called off within 12 months of the date upon which the contract becomes effective. If the contract entitles the customer to place individual advertisements, the contract must be performed in its entirety within one year of publication of the first advertisement, insofar as such advertisement was called off and run within the time limit stipulated in the first sentence of the present clause.
3. Where a valid contract has been concluded, the customer shall be entitled to call off additional advertisements exceeding the contractually stipulated quantity, either within the time limit agreed or that stipulated by clause 2 hereunder.
4. If an advertisement order cannot be fulfilled owing to circumstances beyond the publisher's control, the customer shall pay the publisher the difference between the discount granted and the amount due for the volume of advertisements actually provided, without prejudice to any further legal obligations. Such payment shall be excluded insofar as the publisher's default is the result of force majeure originating in the publisher's sphere of risk.
5. Advertising orders and third-party inserts for particular issues or particular positions in a given issue must be received by the publisher sufficiently early to allow the publisher, if need be, to notify the customer prior to the issue closing date that an order cannot be performed in the manner requested. Classified advertisements shall be printed under the relevant rubric without conclusion of a specific agreement therefor.
6. The publisher shall prominently position the word "advertisement" in any advertisement whose design makes it unrecognizable as such.
7. The publisher shall be entitled to refuse any advertising order, contractually stipulated insert, or insert for which an order has been placed insofar as the content, provenance or technical form of such advertisement is in violation of statutory or official regulations or insofar as the publisher cannot reasonably be expected to run the advertisement. Insert orders shall only be legally binding for the publisher insofar as a copy of the insert has been submitted to and approved by the publisher. Inserts whose format or appearance creates the impression in the reader that they constitute editorial content of a newspaper or magazine, or which contain third party advertisements, shall be refused. If an order is refused, the customer shall be notified without delay.
8. It shall fall to the customer to deliver advertising copy to the publisher in a timely manner, as well as error-free printed documents or inserts. Where printed documents are clearly unsuitable or damaged, the publisher shall request replacement copies without delay. The publisher warrants that the printing quality it supplies will be that which is customary for the selected publication insofar as technically possible for the printed documents concerned.
9. Where the published advertisement is illegible in whole or in part, or is erroneous or incomplete, the customer shall be entitled either to a price reduction or to a replacement advertisement that is devoid of anomalies or errors, but only insofar as the advertisement, as originally printed, would have failed to fulfill its intended purpose. Where the publisher fails to take remedial action within a reasonable period set for this purpose, or where the replacement advertisement is flawed, the customer shall be entitled to reduce the price or terminate the contract. Compensatory claims for consequential losses, infringement of pre-contractual rights and unlawful action shall be excluded for all orders, including telephone orders. Claims resulting from the publisher's inability or failure to perform the contract shall be limited to compensation for foreseeable damage and to monies paid for the advertisement or insert concerned. The foregoing shall not apply to damage caused intentionally or to gross negligence on the part of the publisher or the legal representatives or agents thereof. The foregoing shall be without prejudice to the publisher's liability for lack of promised attributes. Additionally, the publisher shall not be liable for any gross negligence of its agents in connection with commercial transactions. In all other cases the liability of commercial agents shall be limited to foreseeable damage that shall not exceed the charge for the advertisement concerned. Claims (to the exclusion of claims regarding concealed defects) shall be lodged within four weeks following receipt of the invoice and proof of publication.
10. Proofs shall be provided only if expressly requested by the customer. It shall fall to the customer to ensure that the proofs returned to the publisher are devoid of anomalies, errors or defects. The publisher shall integrate all corrections of which it has been notified within the period set on submission of the corrected proof to the publisher.
11. Where no special instructions are provided in regard to the font size to be used for the advertisement, the price of the advertisement shall be based on the font size that is customarily used for the type of advertisement concerned.
12. Insofar as pro forma payment has not been effected, the invoice shall be issued within eight days following publication of the advertisement, and shall be accompanied by a copy of the printed advertisement. The invoice shall be paid within the period stipulated in the list of advertising rates. The payment period shall commence on receipt of the invoice and shall apply insofar as no pro forma payment or other time limit for payment has been stipulated in a separate agreement. Any discount for early payment shall be granted in accordance with the list of advertising rates.
13. Interest and collection costs shall be charged upon default or deferment of payment. Insofar as the customer defaults on payment, the publisher shall be entitled to (1) refrain from performing the relevant contract until such time as payment for any past due amount has been effected; and (2) require pro forma payment for any remaining advertisements. Where justifiable concerns arise in regard to the customer's solvency, the publisher shall be entitled to make the publication of any further advertisement (including any advertisement stipulated in a current contract) conditional on pro forma payment of the amount that will be due and on payment of any outstanding amount due, regardless of any previously agreed terms of payment.
14. Upon request, the publisher shall furnish proof of publication with the invoice. Depending on the nature and scope of the advertising order, such proof shall be supplied in the form of excerpts from the advertisement, whole pages or complete volumes of the publication concerned. Insofar as such evidence is no longer obtainable, the publisher shall instead issue a legally binding certificate attesting to the fact that the advertisement has been published and disseminated.
15. The customer shall assume any cost incurred for the creation of any printed document ordered by him, as well as for any major change made in originally agreed designs that is requested by the customer or that is attributable to any other action on the part of the customer.
16. Insofar as a contract is concluded for two or more advertisements, the customer shall be entitled to a price reduction insofar as the average circulation during the twelve month period starting from the date of publication of the first advertisement is lower than the average circulation (in the case of professional journals, the average number of copies actually distributed) stated in the list of advertising rates or elsewhere; or – where the circulation target has not been specified – if said average is lower than the average circulation during the previous calendar year. In addition, price reduction and rebate claims shall be excluded insofar as the publisher notifies the customer of the decline in circulation in sufficient time to enable the customer to terminate the contract prior to publication of the advertisement.
17. The publisher shall store and forward responses to box-number advertisements with due diligence. Responses to box-number advertisements that arrive via registered letter or express mail shall be forwarded solely via normal first-class surface mail. Responses to box-number advertisements shall be stored for a period of four weeks. Any such letters that are not retrieved within this period shall be destroyed. The publisher shall return all valuable documents without incurring or being under any obligation to do so. In order to protect the customer's interests and act in the customer's interests, the publisher shall be entitled to open all offers received so as to ensure that the publisher's box service is not being used for any improper purpose. The publisher shall be under no obligation to forward promotional material or agency offers of any kind whatsoever.
18. Original documents shall only be returned to the customer insofar as the customer expressly requests that this be done. The obligation to store documents shall be extinguished three months after the contract expires.
19. The place of performance shall be the publisher's head office. The place of jurisdiction for any litigation concerning any business transaction with merchants, businesspersons, legal persons under public law, or special funds under public law shall be the place of jurisdiction for the publisher's head office. Insofar as the publisher's claims cannot be fulfilled through the issuance of dunning letters, the place of jurisdiction for disputes with any private customer shall be determined by said customer's place of residence. Where any customer's address or usual place of residence is unknown at the time any litigation is initiated, or if such customer's address or usual place of residence does not fall within the jurisdiction of the place of performance hereof, the place of jurisdiction shall be that of the publisher's head office.

STAPLER



WORLD

PUBLISHING COMPANY

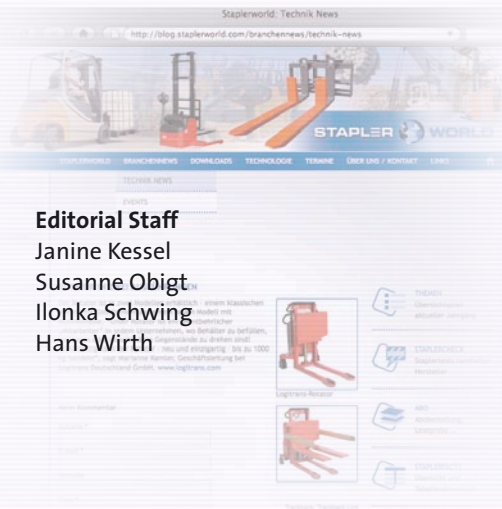
TechTex-Verlag GmbH & Co KG
Schäferstraße 2
D-55257 Budenheim
Tel.: +49 (0) 61 39-29 34 43
Fax: +49 (0) 61 39-96 04 55
info@techtex-verlag.com
www.techtex-verlag.com

ADVERTISING/ EDITOR-IN-CHIEF

Advertising
IMP InterMediaPartners GmbH
In der Fleute 46 | 42389 Wuppertal-Langerfeld
Sven Anacker, Uwe Riemeyer
Tel.: +49 (0) 202-27169-0 | Fax: -20
mail@intermediapartners.de

LAYOUT & PRINTING

JOY DESIGNS | Jennifer Dietmann
Tel.: +49 (0) 62 05-255 35 42
mail@joy-designs.de
www.joy-designs.de



Editorial Staff

Janine Kessel
Susanne Obigt
Ilonka Schwing
Hans Wirth

Editor-in-Chief (VISDP)

Oliver Bachmann
Schäferstraße 2
D-55257 Budenheim/Mainz
Tel.: +49 (0) 61 39-29 34 42
Fax: +49 (0) 61 39-96 04 55
oba@staplerworld.com

Laub GmbH & Co KG

Brühlweg 28
D-74834 Elztal-Dallau
Tel.: +49 (0) 62 61-80 03-0
Fax: +49 (0) 62 61-80 03-10
www.laub.de