



Ranking Logistics 2018 / Mail and parcel services

In 2018, a comprehensive ranking of logistics service providers as well as mail and parcel service providers is being published for mail order companies and online retailers for the first time ever. To this end, iBusiness will identify relevant key figures for mail, parcel and returns service providers for domestic and abroad shipping and compile them in several rankings. Because no such ranking has existed up until now, it can be expected that people will pay a great deal of attention in the intended target groups. The ranking means that buyers in trade and industry will, for the first time ever, receive an independent analysis which provides greater market transparency. The following rankings are planned:

- Ranking of postal and parcel service providers with the most connected online-shops (Based on a crawler survey from more than 300,000 onlineshops)

- Overview of the services of mail and parcel service providers according to weight classes and countries (based on a detailed market survey of all relevant suppliers)

In placing an ad, you are showcasing your range of services in an environment that will be used by the target group as a decision-making aid for selecting a service provider. The exclusive editorial environment guarantees a service and useful life until the evaluation for the following year is published. Your ad thus provides valuable support with respect to pitch marketing. It ensures that a potential customer becomes aware of your company during the pre-selection process and can therefore take it into consideration when they obtain further information, offers or pitch invitations.

iBusiness is the leading medium for marketing decision-makers in Germany:

iBusiness was ranked the leading publication above Capital, Internet World Business, Brand1, Manager Magazin and many other titles in response to the question "Which publication has the most influence on your purchasing decisions?". The study was conducted by Hotwire PR and Vanson Bourne in April 2016 across 500 marketing decision-makers in companies that employ more than 1.000 members of staff.

So use the #1 medium to help you achieve your marketing goals. Nowhere will you reach marketing decision-makers more efficiently than you do with the marketing cooperation of iBusiness and ONEtoONE.

YES, I want on the iBusiness "Logistics 2018" poster and would like to book:

- Placement A (W 180 x H 75 mm) 2.750 Euro
- Placement B (W 135 x H 75 mm) 1.750 Euro

We offer a 20% discount if you place multiple ads or consolidate several advertising spaces to form a block.

Company _____

Contact person _____

E-mail _____

Phone _____

Straße _____

Fax _____

Postal code / City _____

Date / Signature _____

Reach:

- Total print run (copies): 15,300
- Premium members: 1,500
- Supplement ONEtoONE: 12,300, incl.:
 - TOP 1000 Shops 1,000
 - CDOs 1,000
 - CMOs at SMEs 2,000
 - Subscription/Advertising 8,300
- Further spreading: 1,500, including:
 - Retail sale 250
 - Fairs/Congresses 1,000
 - Archive/Long Tail 250
- Online views: more than 3,000

Deadlines:

- Booking deadline: 02.11.2018
- Printing templates: 09.11.2018
- Published on: 27.11.2018

Print data:

Please email the digital print template for the advertising space (PDF/X3 according to ISO 15930-3, resolution at least 300 dpi) by the closing date for printed documents at the latest to: anzeigen@ibusiness.de

Templates that arrive late or in an unusable condition do not entail withdrawal from the contract.

The current version of the GTCs for ad orders shall apply.
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ibusiness: +49 (89) 578387-99 / anzeigen@hightext.de**