

BUSINESS+ LOGISTIC
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Media Data 2027

Honouring the Legends of Logistics

How a spontaneous idea at the transport logistic trade fair grew into a world's leading logistics institution: the Logistics Hall of Fame (LHOF). A tribute to Anita Würmser, the driving force behind the institution and the grand dame of German-speaking logistics journalism.

(Photo: LHOF / BJS archive)

BUSINESS-FINANCE

Russia on the Road to Third-World Status

An Economic Analysis of Russia's War Economy

BEST PRACTICE

NÖM Opts for Fully Integrated End-to-End Logistics

How NÖM Is Making Its Production and Distribution Fit for the Future

TRANSPORT+INFRASTRUCTURE

Vienna - Europe's Enduring Logistics Crossroads

As far back as antiquity Vienna, former Vindobona, served as a logistics hub.

BUSINESS + LOGISTIC

BUSINESS+LOGISTIC is an international business and management magazine dedicated to logistics as a strategic success factor in today's economy. Published in both German and English, it serves senior executives, decision-makers, and industry professionals across manufacturing, trade, services, and the public sector.

Established in 2009, the magazine is closely connected to the news portal blogistic.net. Its editorial focus extends far beyond transportation and warehousing, covering corporate management, supply chains, digital transformation, IT, and the broader economic forces shaping the logistics industry.

What BUSINESS+LOGISTIC Covers

Business & Management: Investment strategies, corporate finance, business development, location policy, and the economic impact of logistics-related decisions.
Intralogistics & Automation: Modern warehousing, material handling systems, robotics, autonomous vehicles, order fulfillment, and innovative approaches to optimizing internal material flows.
Supply Chain Management & Transportation: Global supply chains, procurement, freight forwarding, cargo transportation, infrastructure, and the resilience of international trade flows.
IT, Software & Artificial Intelligence: Warehouse management systems, digital transformation, AI-driven solutions, cloud technologies, and the practical implementation of digital business processes.

This broad editorial scope is what sets **BUSINESS+LOGISTIC** apart. Rather than viewing logistics simply as transport or warehousing, the magazine explores logistics as a cross-functional business discipline that influences virtually every aspect of modern enterprise.

What Makes BUSINESS+LOGISTIC Different

The magazine's editorial approach goes well beyond presenting new products and technologies.

Management Before Technology: The focus is not merely on what a technology does, but on the business challenges it solves, the value it creates, and the investments that truly deliver results.
People and Companies at the Center: Exclusive executive interviews, best-practice case studies, and insights into real-world projects reveal how leading organizations turn strategy into success.
Business Context Matters: Logistics is examined within the bigger picture of economic trends, industrial policy, infrastructure development, and corporate strategy.
An International Perspective: While deeply rooted in the German-speaking market, BUSINESS+LOGISTIC is continuously expanding its international reach through its English-language editions and global editorial outlook.

A good example is the coverage of HCLTech and NetApp in edition **B+L 02/2026**. The story is not simply about technology solutions. It explores how organizations can develop future-ready data infrastructures that enable AI-driven innovation, connecting technology investment directly with long-term business strategy.

How BUSINESS+LOGISTIC Works Today

The Magazine: The digital magazine is available in both German and English. Its comprehensive relaunch and international repositioning were introduced with the April 2026 edition.
The News Portal: blogistic.net delivers up-to-the-minute industry news, market analyses, interviews, and expert commentary. The platform complements the magazine with continuously updated content and insights.
Film & Television: Selected articles and features are enhanced with video content, including productions from the A-TV Aichfeld environment. This multimedia approach extends journalistic storytelling across multiple communication channels.
Social Media: Magazine articles, selected features, videos, and exclusive content are actively distributed across social media platforms, reaching a growing community of more than 35,000 followers.

One.Story – Multi.Media

Through its unique „One.Story – Multi.Media" concept, BUSINESS+LOGISTIC is part of a cross-media and cross-border editorial ecosystem developed by HJS MEDIA WORLD. This integrated approach generates a reach far beyond the traditional limits of a trade magazine, currently connecting with approximately 3.5 million readers, viewers, and followers.

Who BUSINESS+LOGISTIC Reads

Target Audience	Key Benefits
Executive Management & Boards	Strategic market developments, investment opportunities, and business leadership insights.
Logistics & Supply Chain Leaders	Innovative solutions, emerging trends, and proven best practices.
IT & Digital Transformation Executives	Software solutions, automation technologies, data-driven business models, and artificial intelligence.
Industry & Commerce	Strategies for creating more efficient operations and resilient supply chains.
Technology Providers & Service Companies	High-value visibility among influential decision-makers and industry leaders.

BUSINESS+LOGISTIC at a Glance

BUSINESS+LOGISTIC is a specialized B2B media brand with a clear management perspective. Its core strength lies in connecting business, logistics, technology, and IT in a way that helps decision-makers understand not only what is changing, but why it matters.

Rather than simply reporting on new products or innovations, BUSINESS+LOGISTIC examines the strategic significance of emerging developments and highlights their impact on business performance and competitiveness.

Combining an international magazine, a continuously updated news platform, audiovisual storytelling, and powerful social media distribution through its One.Story – Multi.Media concept, BUSINESS+LOGISTIC delivers a modern communication platform that goes far beyond the traditional trade publication model.

For further information, please visit blogistic.net, explore our media portfolio, or browse the latest editions in the BUSINESS+LOGISTIC kiosk or get your copy of our 2027 media kit.

Contact

HJS MEDIA WORLD / ATV Aichfeld Film- und Videoproduktion GmbH

Bundesstraße 66 AIZ
8740 Zeltweg

Reg.Nr.: FN 82591 h

Tel.: +43 676 433 1493
+43 664 225 26 43
+43 3577 758 111

Mailto: office@journalismus.at
office@aichfeld-tv.at

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