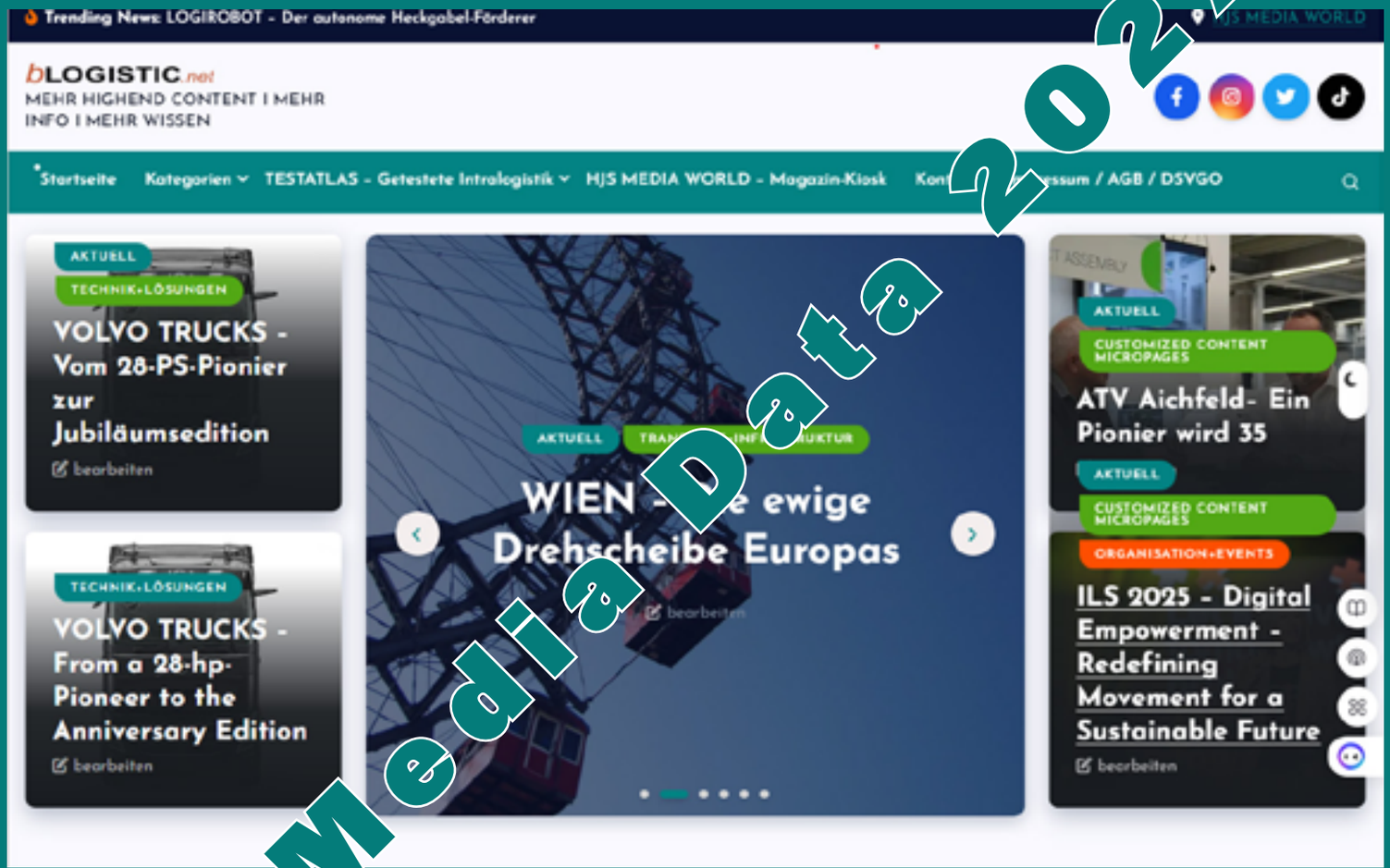
# bLOGISTIC.net




Media Data 2027

# blogistic.net

## Your International Knowledge & Business Platform for Economy and Logistics

HJS Media World

ATV Everywhere TV

Jahr 2027

# bLOGISTIC.net

**blogistic.net is an Austria-based, internationally focused online trade media platform covering business, logistics, supply chain management, transport, intralogistics, digitalization, and IT. Designed for executives, decision-makers, industry professionals, and companies across manufacturing, trade, and services, the platform serves the German-speaking market and an increasingly international audience.**

**As the digital counterpart** to the industry magazine **BUSINESS+LOGISTIC,** and together with **Aichfeld TV**, blogistic.net forms part of a cross-media publishing concept that combines professional journalism, multimedia storytelling, and business communication.

## What You Will Find on blogistic.net

- **Logistics & Intralogistics:** Stay informed about the latest developments in warehouse technology, automation, robotics, conveyor systems, material handling equipment, logistics real estate, and innovative solutions for internal material flows.
- **Transport & Infrastructur:** Explore insights into road, rail, air, and maritime transport, emerging logistics concepts, infrastructure projects, and the economic frameworks shaping global supply chains.
- **Business, Management & Digital Transformation:** Discover strategic perspectives on corporate management, investments, best practices, software solutions, artificial intelligence, and digital transformation, always viewed through the lens of economic impact and practical implementation.
- **Professional Journalism Meets Industry Expertise:** blogistic.net delivers thoroughly researched articles, industry reports, interviews, and corporate success stories that go beyond products and technology to highlight the people, decisions, and strategies behind business success.

**The platform currently features both German- and English-language content and is complemented by magazine editions, industry news, best-practice case studies, and a growing range of multimedia formats.**

## What Sets blogistic.net Apart

**A defining characteristic of blogistic.net is its focus on the economic dimensions of logistics. Rather than merely publishing product announcements or company news, the platform places developments into their wider economic, technological, and strategic context.**

**Its editorial philosophy** can be summarized in **three key principles:**

- **Quality Over Quantity:** In-depth articles, exclusive interviews, field reports, and background analyses provide genuine insight rather than an endless stream of headlines
- **People at the Center:** Technology alone does not create success. The platform focuses on the people, leadership, expertise, and decisions that transform innovation into business value.
- **One Story. Multiple Media:** Content is designed to reach audiences across multiple channels and formats. blogistic.net combines professional editorial reporting with multimedia communication and commercial content opportunities.

## Who Benefits from blogistic.net

- **Executives & Corporate Management:** Gain strategic guidance on investments, digital transformation, supply chain design, and long-term business development.
- **Industry, Trade & Logistics Providers:** Access valuable expertise on technologies, processes, suppliers, innovations, and practical applications across the logistics and supply chain landscape.
- **International Industry Professionals:** Follow developments in Austria, Germany, and global markets through increasingly multilingual coverage and international perspectives.
- **Technology Companies & Marketing Professionals:** Reach highly qualified target groups with complex products, solutions, and services through a specialized industry platform trusted by decision-makers and professional audiences.

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## The Strategic Value of blogistic.net

**blogistic.net is far more than a conventional industry website. Within the broader media concept, it serves as a central digital hub for information, communication, and content distribution.**

The platform seamlessly connects professional journalism, the BUSINESS+LOGISTIC magazine, and additional media formats, creating powerful opportunities for content marketing, brand visibility, thought leadership, and the long-term discoverability of expert knowledge in the digital space.

## blogistic.net at a Glance

blogistic.net is a specialized business and logistics media platform created for decision-makers and industry professionals. It combines professional journalism, deep industry expertise, and multimedia communication within a single ecosystem.

Its unique strength lies in connecting logistics with management, business strategy, and technology. Unlike general news portals, blogistic.net is not designed for a mass audience. Instead, it focuses on a clearly defined professional community, building relevance, credibility, and trust where it matters most.

## Want to Know More?

For further information, download our Media Kit 2026 in German or English as an interactive PDF/ePaper, or simply get in touch with our team.

**blogistic.net** – Where Business, Logistics and Insight Connect. Visit us at www.blogistic.net.

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