

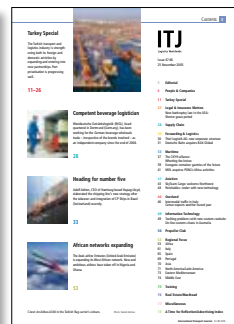
# International Transport Journal

## ITJ Logistics Worldwide



### Title, contents and editorial

The ITJ has an attractive picture on the front cover reflecting the Special or main subject of the issue. The detailed **table of contents** includes four synopses of important articles in the issue, and informs readers of topics in the individual categories. The **editorial** weaves a thread through the journal.



### The specialist categories

The specialist categories **forwarding & logistics, maritime, aviation, overland and people & companies** are the backbone of the ITJ. This is where we keep you up to date on the most important events in your trade or mode of transport and inform you of the latest developments and trends.



### Specials and services

Country-specific and topic-specific Specials appear regularly, as do contributions from the fields of **law & insurance, finance, human resources management, real estate, training, politics & economy and information technology**. This ensures that you receive in-depth information on the latest trends and developments in the industry.



### Country specific news

Country-specific events with a regional aspect appear in their own section of the journal. With its worldwide network of correspondents, the ITJ ensures that news from every corner of the world reaches you, from the **North, South, East or West of Europe, the Middle East, Africa, Australasia, Asia or North and South America**.



## Regional breakdown

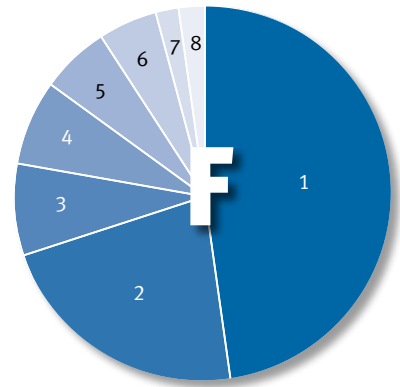
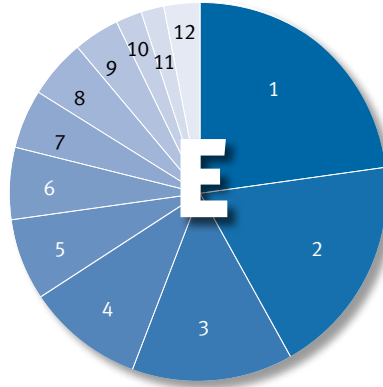
### The ratio of the three language versions

|                  |            |
|------------------|------------|
| <b>E English</b> | <b>41%</b> |
| <b>G German</b>  | <b>31%</b> |
| <b>F French</b>  | <b>28%</b> |



|                              |     |
|------------------------------|-----|
| 1 Germany                    | 43% |
| 2 Switzerland                | 26% |
| 3 Nordic Countries           | 7%  |
| 4 Benelux                    | 7%  |
| 5 Austria                    | 7%  |
| 6 Eastern and Central Europe | 5%  |
| 7 other countries            | 5%  |

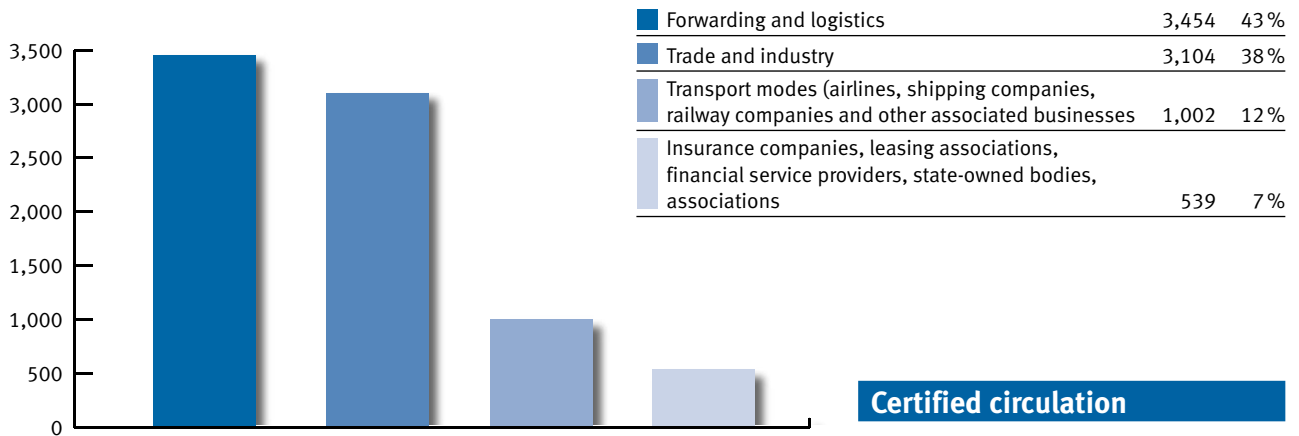
|                              |     |
|------------------------------|-----|
| 1 North America              | 23% |
| 2 Asia, Oceania              | 19% |
| 3 United Kingdom/Ireland     | 14% |
| 4 Middle East                | 10% |
| 5 Nordic Countries           | 7%  |
| 6 Eastern Mediterranean      | 6%  |
| 7 Eastern and Central Europe | 5%  |
| 8 Latin America              | 5%  |
| 9 Benelux                    | 4%  |
| 10 Spain/Portugal            | 2%  |
| 11 Africa                    | 2%  |
| 12 other countries           | 3%  |



|                         |     |
|-------------------------|-----|
| 1 France                | 48% |
| 2 Italy                 | 22% |
| 3 Switzerland           | 8%  |
| 4 Benelux               | 7%  |
| 5 Eastern Mediterranean | 6%  |
| 6 Spain/Portugal        | 5%  |
| 7 America               | 2%  |
| 8 other countries       | 2%  |

The ITJ editions are sold in 126 countries.

## Sector categories



## Certified circulation

Controlling body: **WEMF Σ REMP**



Estimated number of readers: 53,000

| Type of issue                   | Number of recipients |
|---------------------------------|----------------------|
| Printed copies                  | 10,264               |
| Subscriptions (all 3 languages) | 3,116                |
| Mailing to target groups        | 5,799                |
| Hand-outs for trade fairs       | 955                  |
| Copies for the records          | 338                  |
| Copies for employees            | 46                   |
| Archive                         | 10                   |

The actual circulation = Sum of subscriptions + mailing to target groups

## Reader profile

Every edition is read by a further 5 to 6 people.

| Professional standing              | Age structure (in years) |
|------------------------------------|--------------------------|
| Director, member of the management | 38%                      |
| Department, works, project manager | 31%                      |
| Owner/partner                      | 17%                      |
| Other positions                    | 13%                      |
| Up to 44                           | 38%                      |
| 45-54                              | 34%                      |
| 55-65                              | 28%                      |

| Field of activities        | Size of company |
|----------------------------|-----------------|
| Business management        | 51%             |
| Purchasing                 | 22%             |
| Sales/customer consultancy | 8%              |
| Others                     | 19%             |
| 500 and over employees     | 32%             |
| 100 to 500 employees       | 25%             |
| Over 50 employees          | 12%             |
| Under 50 employees         | 31%             |

Reader profile according to Copy-Test-Analysis. Based on: 540 readers in 18 countries. Carried out by Publitest AG, Consultancy für Markt- und Meinungsforschung, Scheuchzerstrasse 8, 8006 Zürich