



Additional languages on special occasions

Media kit 2015

The only trilingual and multimodal journal
for transport & logistics worldwide

www.transportjournal.com

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French, English and German are standard versions

Breakbulk Heavylift Special

Six times per year



Russian Special

Portuguese Special

Spanish Special

We transport information

ITJ

Eine Stimme – weltweit

Was bietet Ihnen das ITJ in 2015?

Ihr ITJ bleibt wie über die letzten 75 Jahre bewährt die einzige Logistik-Fachzeitschrift, die 14-tägig gleichzeitig in einer englischen, französischen und deutschen Ausgabe in 131 Ländern erscheint.

Wir erweitern unser Spektrum: mehr Sprachen und Regionen.

Das ITJ wird nicht nur bei besonderen internationalen Anlässen zusätzlich in russischer, spanischer oder portugiesischer Version und vor Ort z.B. in Russland oder Brasilien gedruckt. Wir haben auch neu eine italienischsprachige Ausgabe eingeführt und bringen zusätzliche regionale Specials, z.B. zu Lateinamerika und dem sub-saharischen Afrika.

Wir bieten Ihnen tagtäglich wichtige Informationen.

Beziehen Sie bereits unseren Newsletter? Alle ITJ-Abonnenten erhalten werktäglich unseren *ITJ Daily* – online in englischer Sprache – mit aktuellen Meldungen aus der globalen Transport- und Logistikbranche.

Wir können Ihre Plattform sein. Sprechen wir.

ITJ

Une voix – dans le monde entier

Comment se présente l'ITJ en 2015?

Votre ITJ, bien établi depuis 75 ans, demeure le seul magazine professionnel bimensuel du transport et de la logistique paraissant simultanément en une édition anglaise, française et allemande et ce dans 131 pays.

Nous élargissons l'éventail en matière de langues et de régions.

Une version supplémentaire de l'ITJ en russe, espagnol ou portugais, imprimée en Russie ou au Brésil, n'est pas seulement publiée à l'occasion d'événements internationaux particuliers. Nous introduisons en effet une version en italien et de nouveaux spéciaux régionaux, par exemple sur l'Amérique latine et l'Afrique subsaharienne.

Chaque jour, nous vous tenons informés des évolutions les plus récentes.

Vous ne recevez pas encore notre newsletter quotidienne? Chaque jour ouvrable, tous les abonnés à l'ITJ reçoivent l'*ITJ Daily*, une lettre d'information électronique en langue anglaise. Elle contient les nouvelles les plus fraîches des secteurs transport et logistique.

Notre objectif: être votre plate-forme. Contactez-nous!

Faites de l'ITJ votre partenaire média de prédilection!

ITJ

One voice – worldwide

What does the ITJ have in store for you in 2015?

The ITJ has been your tried-and-trusted logistics trade journal for the last 75 years, and will remain the only industry publication to appear in three languages simultaneously every fortnight. The readers of our English, French and German editions are based in 131 different countries.

We are extending our range – and yours! New languages and more regions.

We already produce Russian, Spanish and Portuguese versions of the ITJ to mark special international events, and print them locally, for example in Russia or Brazil. We've now introduced a new Italian edition, and have also added more regional foci, including in-depth looks at Latin America and Sub-Saharan Africa.

We supply you with all the important news and information – day by day.

You haven't signed up for our newsletter yet? Every ITJ subscriber receives the *ITJ Daily* – online in English – every working day. It provides you with the latest reports from the global transport and logistics industry.

We can be your platform. Let's talk.

Christian Doepgen
Editor-in-chief / Publishing director



ITJ · Topics, publication dates & international events 2015

Month	No.	Date of publication	Deadline for adverts	Deadline for printing data	Regional specials and special topics / supplements	Transport mode special	Industry focus & Special focus	Language editions	Trade fairs & conferences
January	01-04	16.01.2015	19.12.2014	05.01.2015	Austria Switzerland	Airfreight Seafreight / Ports / Container Terminals	Pharma logistics / chemicals Perishables / Fruit & Vegetables / Cool Chain	English, French, German	January, SSC Luftfrachtseminar, Interlaken 4.-6.2. Fruit Logistica, Berlin
	05-06	30.01.2015	09.01.2015	16.01.2015	Africa Asia Breakbulk / Heavylift	Intermodal* Seafreight / Ports / Container Terminals	Green Cargo Legal & Insurance matters Engineering Procurement Construction	English, French, German	22.-23.1., Indian Ocean Ports & Logistics, Maputo 10.-12.2., Logimat, Stuttgart 16.-19.2., Breakbulk Africa, Johannesburg 25.-27.2., Wind Expo, Tokyo
February	07-08	13.02.2015	23.01.2015	30.01.2015	Americas Turkey Middle East	Airfreight Intermodal Seafreight / Ports / Container Terminals	Automotive Training	English, French, German	25.-27.2., Air Cargo Africa, Johannesburg March, Air Freight Asia, Hong Kong 17.-18.3., The Cargo Show Mena, Dubai
	09-10	27.02.2015	06.02.2015	13.02.2015	Asia Breakbulk / Heavylift	Intermodal	High-tech Logistics Wind Energy / Offshore Logistics Engineering Procurement Construction	English, French, German	17.-20.3., Breakbulk China, Shanghai 24.-26.3., Intermodal Asia, Shanghai 20.-23.3., Fiata Headquarters Session, Zurich 25.-26.3., Easyfairs Verpackung, Zürich
March	11-12	13.03.2015	20.02.2015	27.02.2015	Iberia Latin America	Seafreight / Ports / Container Terminals Freight Forwarding & Logistics	Cool Chain / Temperature-controlled Logistics Green Cargo	English, French, German Spanish Portuguese	26.-27.3., Intermodal Africa, Lagos 7.-9.4., Intermodal Latin America, São Paulo 29.-30.04., East African Transport Show, Dar es Salam
	13-14	27.03.2015	06.03.2015	13.03.2015	France Middle East	Freight Forwarding & Logistics Intermodal / Inland navigation Courier Express Parcel	IT / Logistics Software / TMS & WMS Pharma Logistics / Perishables / Cool Chain Logistics Real Estate	English, French, German	31.3.-2.4., SITL, Paris 29.-30.4., Trans Middle East, Doha
April	15-16	10.04.2015	20.03.2015	27.03.2015	Eastern, Central Europe and Asia Baltic and Nordic countries	Intermodal Freight Forwarding & Logistics Seafreight / Ports / Container Terminals	Automotive Dry and Liquid Bulk / Oil & Gas Customs Clearance	English, French, German Russian	21.-24.4., Transrussia, Moscow 21.-22.4., TOC Asia, Singapore
	17-18	24.04.2015	02.04.2015	10.04.2015	Transport Logistic 2015 Maghreb UK / Ireland	Airfreight Seafreight / Ports / Container Terminals Freight Forwarding & Logistics	Courier Express Parcel Pharma logistics / chemicals Perishables / Cool chain Textiles	English, French, German	28.-30.4., Multimodal, Birmingham 5.-8.5., Transport Logistic 2015, Munich 5.-8.5., Air Cargo Europe, Munich May, Logismed, Casablanca
May	19-20	08.05.2015	17.04.2015	24.04.2015	Italy Breakbulk / Heavylift	Seafreight / Ports / Container Terminals Intermodal	Mining / Engineering Procurement Construction Dangerous goods / Oil & Gas Training	English, French, German	18.-21.5., Breakbulk Europe, Antwerp 19.-21.5., Transport Logistic, Gothenburg
	21-22	22.05.2015	30.04.2015	08.05.2015	Benelux Black Sea Iberia / Latin America	Seafreight / Ports / Container Terminals Freight Forwarding & Logistics	IT / Logistics software / TMS & WMS Legal & Insurance matters Packaging	English, French, German	May, International Rail Russian Forum, Sochi 28.-29.5., Black Sea Ports & Shipping, Istanbul 9.-11.6., TOC Europe, Rotterdam 23.-25.6., Expo Carga, Mexico City 3.6., Inter Transport, Odessa 9.-11.6., SIL, Barcelona
June	23-26	19.06.2015	29.05.2015	05.06.2015	Iran / Iraq Rail International	Intermodal Seafreight / Ports / Container Terminals	Dangerous goods / Oil & Gas / Cool chain Textiles / Automotive Dry and Liquid Bulk	English, French, German	24.-25.6., Asean Ports & Shipping, Jakarta
July	27-30	17.07.2015	26.06.2015	03.07.2015	Austria / Switzerland	Freight Forwarding & Logistics	Training / Green Logistics Pharma Logistics / Perishables / Cool chain	English, French, German	
August	31-34	14.08.2015	24.07.2015	30.07.2015	Africa	Seafreight / Ports / Container Terminals Airfreight	Consumer goods Legal & Insurance matters	English, French, German	
	35-36	28.08.2015	07.08.2015	14.08.2015	Baltic States / Central Asia / Eastern Europe	Freight Forwarding & Logistics Intermodal	Oil & Gas Dry and Liquid Bulk IT / Logistics Software / TMS & WMS	English, French, German	16.9-18.9., Trans Kazakhstan 2015, Almaty October, International Rail Business Forum, Riga
September	37-38	11.09.2015	21.08.2015	28.08.2015	Breakbulk / Heavylift Americas / Middle East	Seafreight / Ports / Container Terminals	Wind Energy Mining / Engineering Procurement Construction	English, French, German	14.-15.9., 9. Logistikdienstleistungskongress, Basel 5.-8.10., Breakbulk Americas 2015, Houston 26.-29.10., Breakbulk Middle East, Jeddah
	39-40	25.09.2015	04.09.2015	11.09.2015	Asia Balkans Greece / Turkey	Intermodal Seafreight / Ports / Container Terminals Road Haulage	Automotive FMCG Pharma logistics / chemicals / Cool chain	English, French, German	28.9.-1.10., Fiata World Congress, Taipei
October	41-42	09.10.2015	18.09.2015	25.09.2015	Germany	Freight Forwarding & Logistics Intermodal / Inland navigation Courier Express Parcel	Green Cargo IT / Logistics Software / TMS & WMS Iron & Steel	English, French, German	19.-21.10. PPI TS 21, Bremen 28.-30.10., Deutscher Logistik Kongress, Berlin 29.-30.10., Top Transport Europe, Marseille November, 10th European Conference on Inland Terminals
	43-44	23.10.2015	02.10.2015	09.10.2015	Africa Americas Israel	Airfreight Seafreight / Ports / Container Terminals	Consumer goods Pharma logistics / chemicals Perishables / Cool chain	English, French, German	4.-6.11. Air Cargo Americas, Miami
November	45-46	06.11.2015	16.10.2015	23.10.2015	Breakbulk / Heavylift Turkey Mediterranean Sea	Intermodal Seafreight / Ports / Container Terminals	Wind Energy Mining / Engineering Procurement Construction	English, French, German	November, Breakbulk Turkey, Istanbul 25.-26.11., Med Ports, Casablanca November, Logitrans, Istanbul December, Breakbulk South America, São Paulo
	47-48	20.11.2015	30.10.2015	06.11.2015	Italy Malta Middle East	Seafreight / Ports / Container Terminals Freight Forwarding & Logistics Courier Express Parcel	Retail Trade Packaging	English, French, German, Italian	December, TOC Middle East, Middle East
December	49-52	11.12.2015	20.11.2015	27.11.2015	Africa Americas Breakbulk / Heavylift	Seafreight / Ports / Container Terminals Engineering Procurement Construction	Pharma logistics / chemicals / Cool chain Legal & Insurance matters	English, French, German	February 2016, Breakbulk Africa, Johannesburg

*Intermodal: Inland Navigation, Rail, Road Haulage

ITJ · Content structure



Cover, table of contents and editorial

On its **cover** the ITJ always illustrates one of the Specials of the issue, or a primary focus in the journal. Several teasers in the detailed **table of contents** introduce readers to the main subjects addressed in the issue, as well as to the regional and logistics industry focal points. The **editorial** welcomes readers and launches them into the ITJ.



Regular categories

The specialist categories **people & companies, shipping & ports, aviation, forwarding & logistics, intermodal and road haulage** 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

Every issue contains in-depth Industry focus and specials of selected regions and particular logistics fields. Regular contributions on subjects include **politics & economics, legal & insurance matters, finance, real estate, information technology, green logistics and training** and additionally illustrate **industry trends and developments**.



Regional foci

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 reach you from **Asia-Pacific, the Americas, Africa, Australia and Europe**.



ITJ · Advertising rates 2015

Advertising rates colour (Euroskala)

Formats	Type area width x height (in mm)	Rates CHF
1/1 page	215 x 300 (bleed)	6,450
1/2 page	185 x 132 (horizontal) 90 x 268 (vertical)	3,350
1/3 page	185 x 87 (horizontal) 90 x 178 (vertical)	2,300
1/4 page	185 x 65 (horizontal) 90 x 132 (vertical)	1,850
1/6 page	185 x 44 (horizontal) 90 x 87 (vertical)	1,250

See page 12 for more information.

Currency reference is the CHF. Prices in EUR may be subject to change.

Special placements colour (Euroskala)

Formats	Type area width x height (in mm)	Rates CHF
Contents page	185 x 44 (horizontal)	2,300
Editorial page	58 x 268 (vertical) 125 x 30 (horizontal)	3,350 1,250
Junior page	121 x 168 (vertical)	4,300
Inner front cover	215 x 300 (bleed)	7,500
Inner back cover	215 x 300 (bleed)	6,500
Back cover incl. logo on front cover	215 x 300 (bleed) 16 cm ²	14,000
Inner front cover supplement	215 x 300 (bleed)	6,900
Inner back cover supplement	215 x 300 (bleed)	6,450
Back cover supplement incl. logo on front cover	215 x 300 (bleed) 16 cm ²	8,500

Currency reference is the CHF. Prices in EUR may be subject to change.

Frequency discounts:

- 4 to 6 ads: **10%**
- 7 to 12 ads: **15%**
- 13 or more ads: **20%**

Ads appear simultaneously in the English, French and German and electronic editions of the ITJ.

Rates apply to ads placed on left hand pages (except junior page ad). Ad placements on right hand pages are subject to 100% surcharge.

Change of language in colour (Changes of language in black and white are included in the price): CHF 750 / EUR 580 (no discount).

Bookings made through an agency will be subject to an agency commission of 15% maximum (excluding the price surcharge for a change of language in colour).

Advertorial: For a quote please check the contact details on page 15.

ITJ · Advertising formats

Advertising formats (width x height)

Type area – final formats (please supply without bleed)

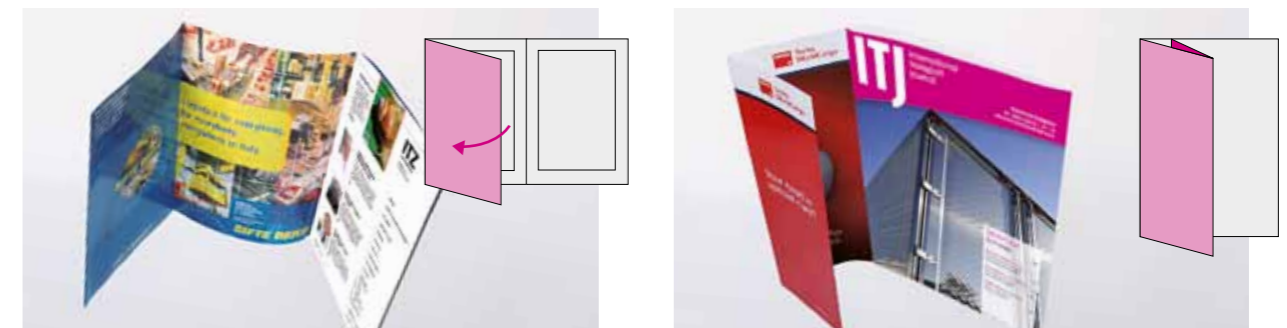
1/1 page bleed 215 x 300 mm + 3 mm each	Junior page 121 x 168 mm	1/2 page horizontal 185 x 132 mm	1/2 page vertical 90 x 268 mm	1/3 page horizontal 185 x 87 mm	1/3 page vertical 90 x 178 mm
1/4 page horizontal 185 x 65 mm	1/4 page vertical 90 x 132 mm	1/6 page horizontal 185 x 44 mm	1/6 page vertical 90 x 87 mm	Editorial page 125 x 30 / 58 x 268 mm	

ITJ · Technical information

Magazine format: 215 x 300 mm	Printing data: – High resolution composite PDFs – All fonts must be embedded – Image files in 300 dpi resolution – No spot colours
Type area: 185 x 268 mm	Delivery address for supplements of standard editions: Printec Offset / Michael Suckow Ochshäuser Strasse 45 DE–34123 Kassel Germany
Column width: 58.3 mm	Other addresses of printers on demand. Please send your printing data to artwork@transportjournal.com or by post to: swissprofessionalmedia AG, Advertisements, Grosspeterstrasse 23, P.O.Box, CH-4002 Basel, Switzerland
Number of columns: 2 or 3 (section-wise)	
Printing process/grid: Rotary offset, area coverage max. 300% 54 grid (133 lines per inch)	
Colour printing: Euroscale (CMYK mode – no Pantone colours)	
Paper: white gloss, 100 g/m ²	

ITJ · Special advertising forms

Take advantage of unusual **special forms of advertising**. Unexpected formats surprise readers and grab their attention, highlighting your message.



1. Gate folder

The left flap is attached to the cover.

Price: CHF 15,000
(with or without change of languages)

2. Cover wrap (flap)

A half-page folded over the cover (135 g). Only the inner side can be printed.

Price: CHF 8,500
(with or without change of languages)



3. Altar fold stapled in the centre of the journal

Double page opens on both sides (2 x 1/2 page) placed in the middle of the journal. (It provides an opportunity for three-side panorama advertising.)

Price: CHF 8,500
(with or without change of languages)



4. Banderole

A printable band running around the entire issue of the magazine, including inserts.

Price: CHF 10,500
(with or without change of languages)

ITJ · Supplements – Stickers – Inserts

Price for up to 25 g: for 1,000 copies. or a part thereof: CHF 750.–
Please enquire about the costs for higher weights. Postage is extra.

Supplements have to be forwarded DDP (incl. duty and tax) to our printers. Addresses on demand.

CHF 750.– is charged for splitting advertising material (the different language versions are the only splitting option).

Insert format: Minimum size: 110 x 168 mm Maximum size: 210 x 295 mm.

A 100% surcharge is charged for inserting supplements between prescribed pages.

Please note that a sample of the advertising material is required three weeks before the publishing date, so we can check that the insert will fit into the production process.

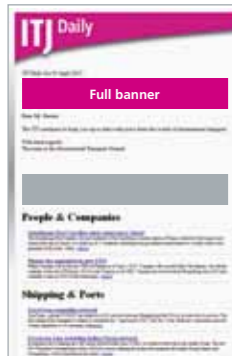
No discounts for supplements; no agency commission.

Currency reference is the CHF. Prices in EUR may be subject to change.

ITJ · Online advertising

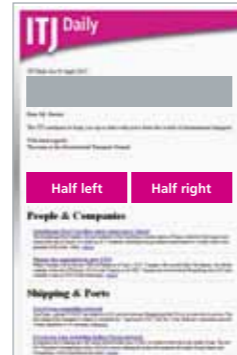


ITJ Daily:



Full banner
600 x 90 pixels

Top: CHF 900



Half banner
300 x 90 pixels

CHF 450

Our English-language ITJ Daily newsletter is sent out every working day.

All common **file formats** can be used for banners (jpg, gif, png).

Banner prices are on a **monthly** basis (minimum period).

Text advert with a logo: Price on application.
(Telephone +41 58 958 95 12)

The banners in the ITJ Daily are offered for exclusive use (no rotation).

No animation possible due to technical restrictions.



ITJ Website:



List view (top)
620 x 90 pixels

3 languages (E, F, G)
CHF 650



List view (side)
300 x 90 pixels

3 languages (E, F, G)
CHF 450



Single view (top/bottom)
620 x 90 pixels

3 languages (E, F, G)
CHF 650



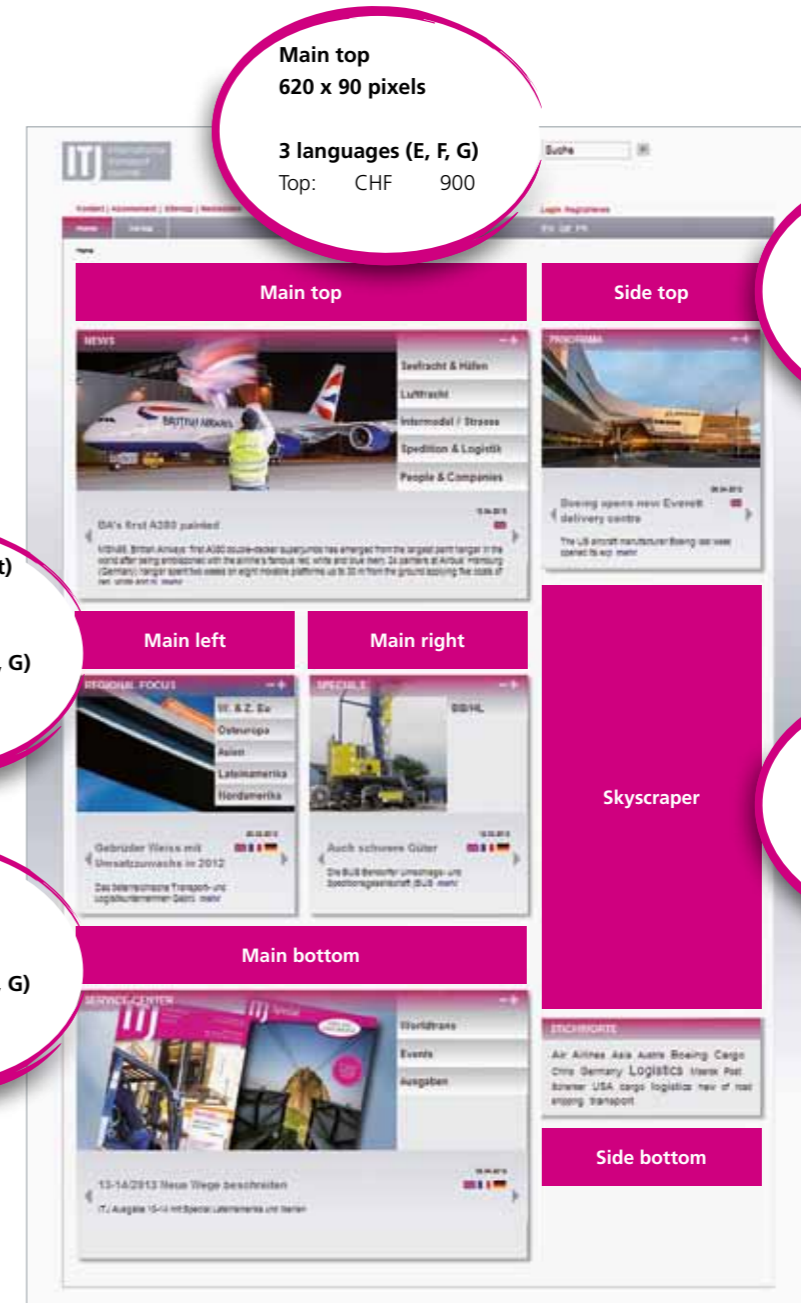
Single view (top/middle/bottom)
300 x 90 pixels

3 languages (E, F, G)
CHF 450

ITJ · Online advertising



ITJ Website:



Middle (left/right)
300 x 90 pixels
3 languages (E, F, G)
CHF 550

Main bottom
620 x 90 pixels
3 languages (E, F, G)
CHF 650

Main top
620 x 90 pixels

3 languages (E, F, G)
Top: CHF 900

Side (top/bottom)
300 x 90 pixels
3 languages (E, F, G)
CHF 450

Skyscraper
300 x 600 pixels
3 languages (E, F, G)
CHF 1,550

Banner prices on a **monthly** basis (minimum period). The banners will be rotated.

Key figures: Page impressions per year: 328,000
Unique visitors per year: 173,000

All common **file formats** can be used for banners (jpg, gif, swf, html, etc.).

By language: German: 38%
English: 43%
French: 24%

Special formats (such as expandable banners, etc.): price on application.

By source of visitors: Direct: 57%
Search engine: 39%
Other: 4%

Currency reference is the CHF. Prices in EUR may be subject to change.

On all platforms

ITJ on desktop computers, tablets & smartphones

You can receive the content of the ITJ easily and with just a couple of clicks of the mouse on any digital platform of your choice, be it online or offline.

With these e-publishing solutions for the ITJ, you also have the option to access digital content regardless of an internet connection.

In the world of publishing, Maglify provides the logistical tool to get content to readers and customers in a simple, efficient and cost-effective manner. A subsidiary of SPM developed Maglify.

The benefits of Maglify

- Simple and quick publication and marketing of content on various platforms.
- Native app reader (also branded) for iOS, Android, Windows8.1, WindowsPhone8 and
- Amazon Kindle
- Web reader for viewing content on a PC or Mac.
- Customer web frontend with shop functions.
- No service provider – your data are entirely in your control.
- No publication limits - no monthly costs.
- You can find out more about Maglify at the web-sites stated or calls us on +41 58 958 96 55.
- You can also try out our demo version free of charge.

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ITJ · Advertising terms and conditions

1. We reserve the right to change our rates. Such changes will also apply to existing agreements with immediate effect.
2. Frequency discounts apply for a period of twelve months from the date of publication of the first advert. Frequency discounts merely represent a discount agreement until all adverts are definitely placed. If rate increases are passed in said twelve months, then they enter into effect immediately. If an agreement is terminated in advance or the planned adverts are not placed, then customers will be charged additionally in accordance with the discount scale. If the number of planned adverts is exceeded, then the customer has the right to receive a corresponding discount in accordance with the discount scale.
3. Job vacancy and real estate adverts require a separate agreement to benefit from frequency discounts. The frequency discount is determined by the millimetre volume or by the number of times the advert appears in the frequency discount period.
4. Requests for the specific placing of an advert will be taken into account as far as possible for booked adverts of at least ¼ of a page. Such wishes will only be accepted as a request (and not as a condition). Adverts will only be placed in a specific place if an additional specific placing charge is paid in accordance with the rates. If an advert cannot be placed in a place specified, then the additional specific placing charge will not be levied. No other claims are valid.
5. The publisher only guarantees the perfect reproduction of adverts in print if the client provides the appropriate artwork. An additional charge of 5% per cropping or excess size can be levied both for adverts that have to be cropped or bleed off the page. Adverts that need to be cropped have to exceed the publication's format by 3 mm per cropped side. In case of misprints the publisher can only be held liable for compensation if the meaning of the text in the advert is absolutely distorted. Small errors in or the imperfect printing of an advert do not entitle customers to compensation. The maximum possible compensation amounts to the price of the advert concerned.
6. Printing proofs are only drawn up if expressly asked for and only if the publisher was supplied with the artwork in good time. Adverts are published on the days specified, even if the printing proofs are still outstanding.
7. The exclusion of the competition cannot be guaranteed.
8. The publication of editorial contributions cannot be stipulated as a condition when placing an order for an advert. The existing form, spelling and language version of submitted texts and manuscripts are binding on us.
9. Bills have to be paid net in 30 days, with effect from the date the invoice is issued.
10. Complaints are only accepted within 30 days after billing.
11. The client alone is responsible for the contents of an advert. The client will be held liable for any claims on the publisher arising from third parties for any legal reason (including unfair competition, infringement of copyright, brand or other proprietary laws, etc.), including all concomitant legal and court costs. The publisher reserves the right to reject adverts on account of their content, origin or technical form and to ask for changes to, or to terminate the publication of, adverts that are already running. All adverts can be marked as such by the publisher.
12. All liability is rejected for data that has been supplied by clients (on data storage devices, by e-mail, etc.) that contains any errors or is incomplete. Furthermore, the publisher rejects all liability for cases where the data supplied cannot be processed or used in a standard way and which results in qualitative defects in the printed product. The additional effort arising therefrom will be charged in accordance with effective costs. The publisher's liability is limited to errors caused by the publisher which can be attributed to gross negligence. The cancellation or postponement of orders that have already been definitely placed can only be accepted until six weeks before publication even if there are compelling reasons.
13. The publisher can withdraw from an agreement without being liable for compensation if a publication in which an advert has been placed ceases publication during the term of an agreement. The early termination of an agreement does not absolve an advertiser from payment for adverts that have already appeared. If the discount level that has been agreed upon has not been reached yet at the point when an agreement is terminated, then customers will not be billed additionally for discounts already given.
14. The publisher's duty to keep the artwork ends a month after the publication of the last advert, as long as no other agreement has expressly been entered into. Artwork is not returned.
15. All changes and additions have to be submitted in writing to be valid.
16. If nothing else is agreed, then the regulations as laid down in SPM's general terms and conditions apply (they can be viewed at any time under www.swissprofessionalmedia.ch).
17. The place of jurisdiction is Basel. These advertising terms and conditions replace all earlier versions and agreements.

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www.transportjournal.com



Media kit 2016

The only trilingual and multimodal journal
for transport & logistics worldwide



More than
75 years.

ITJ International
Transport
Journal

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Viele Sprachen – ein globales Magazin

Das ITJ ist seit mehr als 75 Jahren die einzige Zeitschrift für die Transport- und Logistikbranche, die 14-tägig gleichzeitig in einer deutschen, französischen und englischen Ausgabe erscheint.

Mehr Sprachen und Regionen.

Zu besonderen internationalen Anlässen, z.B. in Russland oder Brasilien, veröffentlichen wir das ITJ zusätzlich in einer russischen, spanischen, portugiesischen oder italienischen Version und verbreiten in den Zielländern eine Extra-Auflage.

Angesichts der aktuellen Entwicklungen und der Belebung der Geschäfte im Iran befindet sich darüber hinaus eine zusätzliche Ausgabe in Farsi in Vorbereitung.

Tagtägliche Informationen.

Sie erhalten unseren Newsletter noch nicht? Alle ITJ-Abonnenten finden unseren ITJ Daily – mit den aktuellen Meldungen aus der globalen Transport- und Logistikwelt in englischer Sprache – werktäglich in ihrer Inbox.

Machen Sie aus dem ITJ Ihre Plattform. Wir sind bereit.

Plusieurs langues – une publication à portée mondiale

Depuis plus de 75 ans, l'ITJ est le seul journal bimensuel pour les secteurs transport et logistique paraissant en trois versions identiques, allemande, française et anglaise.

Davantage de langues et de régions

A l'occasion d'événements internationaux particuliers, par exemple en Russie ou au Brésil, nous publions également des versions de l'ITJ en russe, espagnol, portugais ou italien diffusées dans les pays cibles.

Un spécial en persan verra en outre le jour en 2016, eu égard aux développements en cours et à la reprise des affaires en Iran.

Des informations quotidiennes

Vous ne recevez pas encore notre newsletter ITJ Daily? Contactez-nous! Chaque jour ouvrable notre lettre électronique en langue anglaise fournit aux abonnés à l'ITJ les nouvelles les plus fraîches du monde des transports et de la logistique.

Optez pour l'outil ITJ! Nous sommes prêts.

Many languages – one global magazine

For more than 75 years, the ITJ has been the only transport and logistics trade journal that appears in English, French and German simultaneously every fortnight.

More languages and regions

On special international occasions, for example in Russia or Brazil, we additionally publish the ITJ in Russian, Spanish, Portuguese or Italian, and distribute these special print runs in the respective target countries.

In the light of current developments and reinvigorated business in Iran, a Farsi edition is also being prepared.

Daily information

Do you get our newsletter? Subscribers to the ITJ also receive our ITJ Daily e-mail, the latest reports from the global transport and logistics industry in English, every working day in their inboxes.

Make the ITJ your platform. We're ready.

We transport information

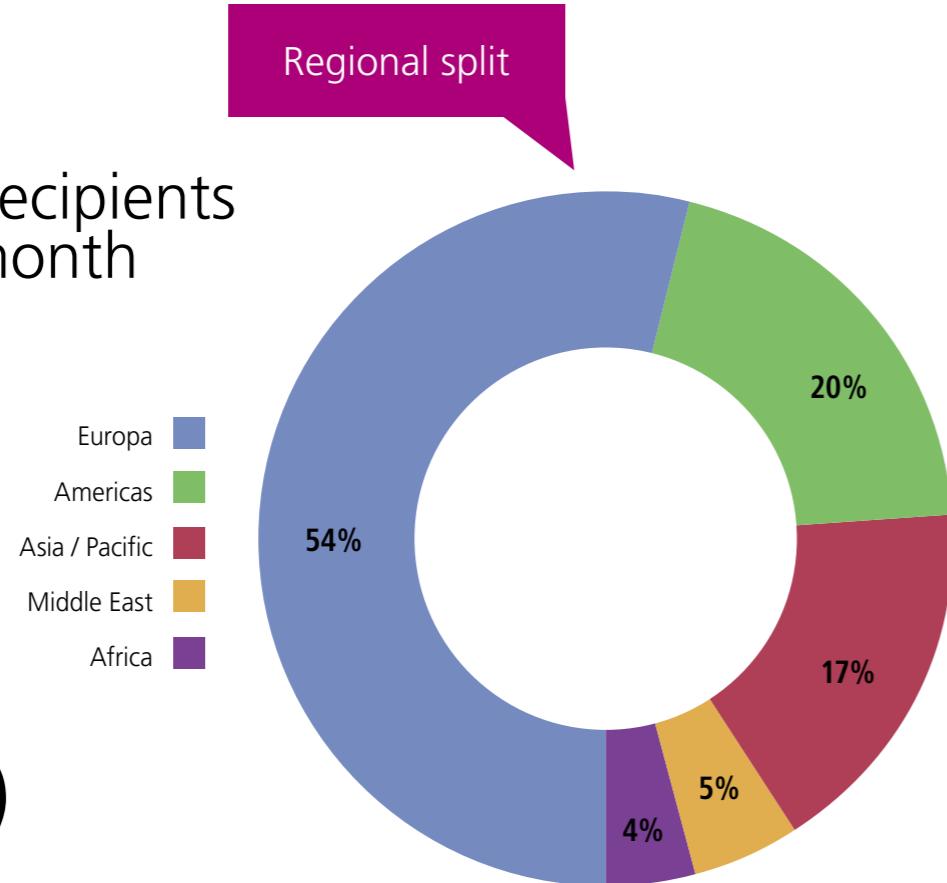
Christian Doeppen
Editor-in-chief /
Publishing director



Facts & figures



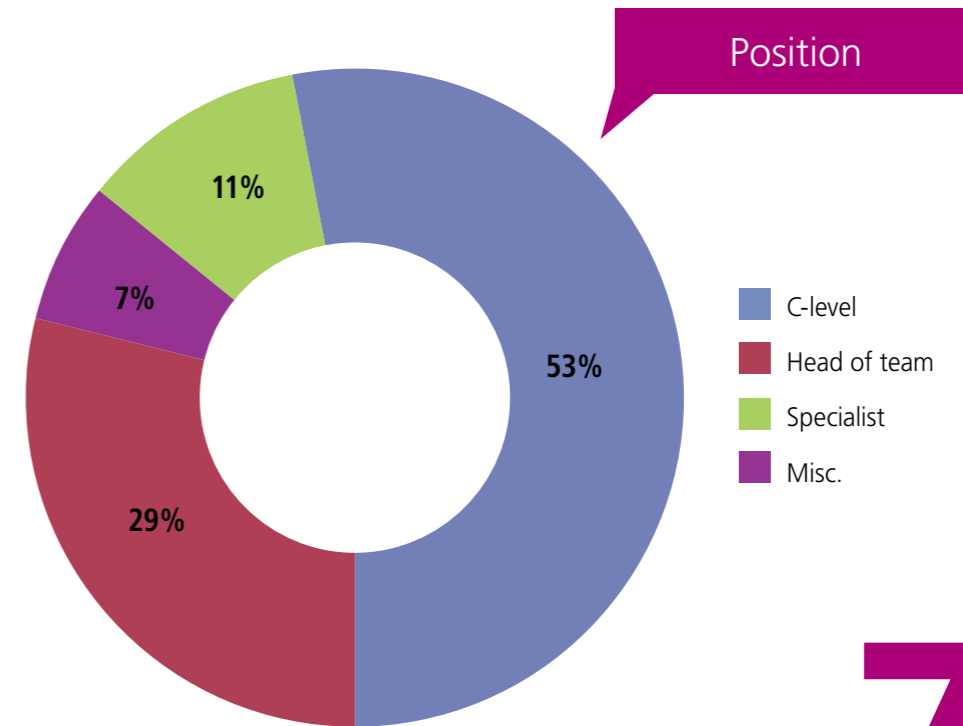
315,200 recipients every month



82 industry features per year

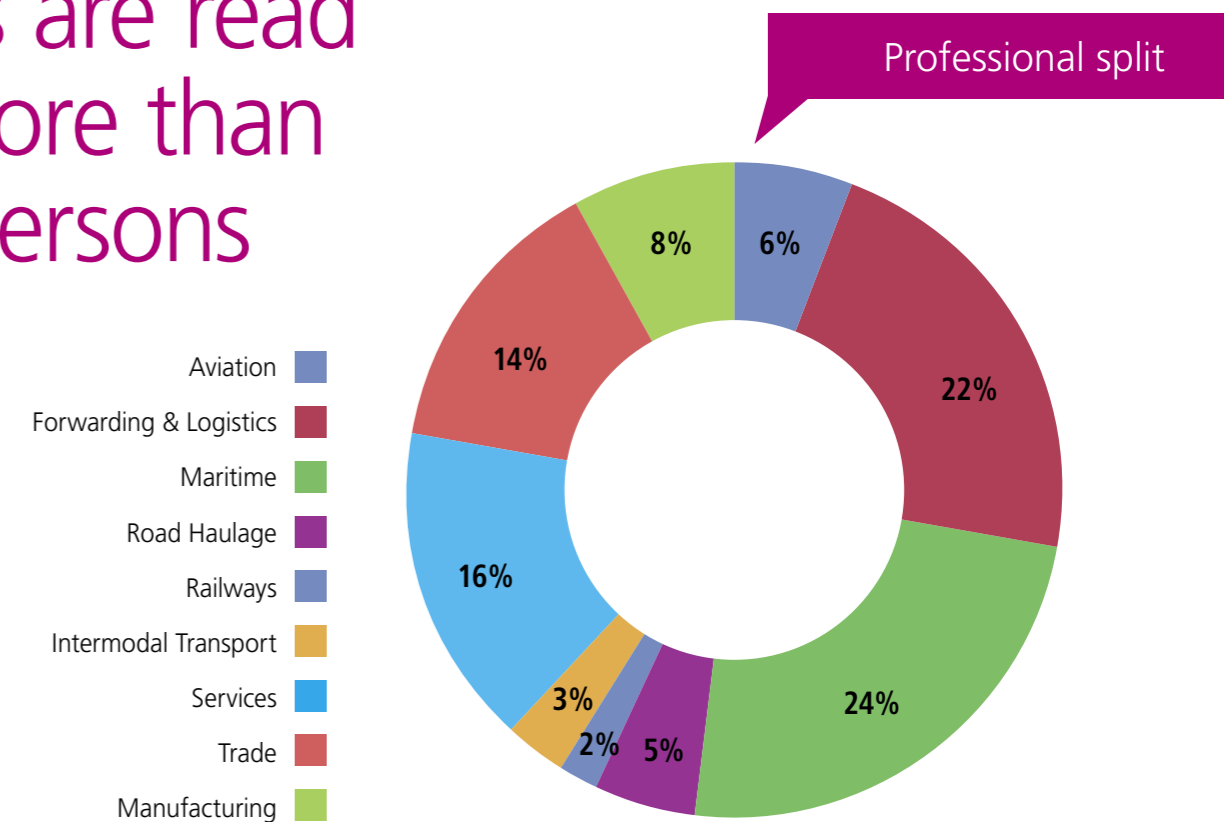
4,688,000 written characters per year

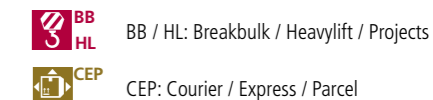
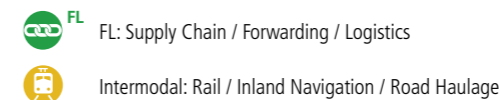
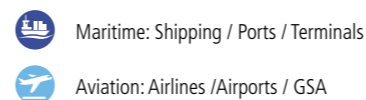
Reader profile



Published in **7** languages

61% of the copies are read by more than **3** persons





Topics, international events & publication dates 2016

Month	No.	Date of publication	Deadline for bookings	Deadline for printing data	Language editions	Regional focus	Transport modes / features	Industry focus	Trade fairs & conferences
January	01-04	15.01.2016	18.12.2015	04.01.2016	English, French, German	Austria Switzerland Italy		Pharma / Chemicals / Hazmat Packaging Perishables / Fruit & Vegetables / Cool chain	21-22 Jan, SSC Seefrachtseminar, Interlaken 3-5 Feb, Fruit Logistica, Berlin 28-29 Jan, Indian Ocean Ports & Logistics, Saint-Denis de la Reunion
	05-06	29.01.2016	13.01.2016	15.01.2016	English, French, German	Asia		Pharma / Chemicals Legal & Insurance matters	23-25 Feb, Air Cargo India, Mumbai 25-26 Feb, Intermodal Asia, Melbourne
February	07-08	12.02.2016	27.01.2016	29.01.2016	English, French, German	North America		Project cargo / EPC Wind energy / Offshore Consumer goods	14-17 Mar, Breakbulk China, Shanghai 8-9 Mar, The Cargo Show Mena, Dubai 15-17 Mar, Trans Baltic, St. Petersburg 16-19 Feb, Breakbulk Turkey, Istanbul 3-5 Mar, Eurasia Rail, Istanbul
	09-10	26.02.2016	10.02.2016	12.02.2016	English, French, German	Asia South Africa		High-tech Bulk Port technology	18-20 Mar, Fiata Headquarters Session, Zurich 22-24 Mar, Intermodal Asia, Shanghai 8-10 Mar, Logimat, Stuttgart
March	11-12	11.03.2016	24.02.2016	26.02.2016	English, French, German	France Switzerland		Pharma / Chemicals IT / Logistics software / TMS & WMS Logistics real estate	15-17 Mar, Iata World Cargo Symposium, Berlin 22-25 Mar, SITL, Paris 12-12 April, CNS Partnership Conference, Nashville
	13-14	24.03.2016	09.03.2016	11.03.2016	English, French, German Spanish, Portuguese	Iberia / Latin America Western Africa		Project cargo / EPC Perishables / Cool chain Wind energy / Oil & Gas	4-7 Apr, Breakbulk Africa, Johannesburg 5-8 Apr, Intermodal Latin America, Sao Paulo 6-7 Apr, Easyfairs Verpackung, Zurich April, East African Transport Show, Tanzania 7-8 Apr, Intermodal Africa, Accra 5-8 Apr, Intertraffic, Amsterdam
April	15-16	08.04.2016	23.03.2016	24.03.2016	English, French, German Russian	Baltic and Nordic Countries Eastern & Central Europe South East Asia		Automotive Customs clearance Offshore / Oil & Gas	19-22 Apr, Transrusssia, Moscow 20-21 Apr, TOC Asia, Singapore
	17-18	22.04.2016	06.04.2016	08.04.2016	English, French, German	Maghreb Mediterranean Sea UK / Ireland		Automotive Legal & Insurance matters Perishables / Cool chain	27-28 Apr, Med Ports, Tanger 10-12 May, Logismed, Casablanca 10-12 May, Multimodal, Birmingham
May	19-20	06.05.2016	20.04.2016	22.04.2016	English, French, German Italian	Italy		Project cargo / EPC Mining Wind energy	23-26 May, Breakbulk Europe, Antwerp 26-27 May, Maritime Days, Odessa 26-27 May, Black Sea Ports & Shipping, Constanta May, Transport Logistic, Gothenburg
	21-22	20.05.2016	04.05.2016	06.05.2016	English, French, German	Asia Iberia / Latin America		High-tech IT / Logistics software / TMS & WMS Pharma / Cool chain	7-9 Jun, SIL, Barcelona 14-16 Jun, TOC Europe, Rotterdam 14-16 Jun, Air Cargo China, Shanghai 8-10 Jun, Air Cargo 2016 Conference, Phoenix 14-16 Jun, Transportlogistic, China, Shanghai 14-15 Jul, Asean Ports & Shipping, Bangkok
June	23-26	17.06.2016	01.06.2016	03.06.2016	English, French, German	Africa Malta		Consumer goods Pharma	6-10 Jun, Posidonia, Athens Jun, Inter Transport, Odessa Jun, International Rail Russian Forum, Sochi
July	27-30	15.07.2016	29.06.2016	01.07.2016	English, French, German	Austria / Switzerland		Pharma / Cool chain Green logistics	Packaging Perishables
August	31-34	12.08.2016	27.07.2016	29.07.2016	English, French, German	Iran / Iraq (10th anniversary) Turkey		Automotive Consumer goods	Oil & Gas Textiles
	35-36	26.08.2016	10.08.2016	12.08.2016	English, French, German Russian	Central and East Asia Eastern Europe / Baltic States		Bulk Oil & Gas Manufacturing	Finance Textiles Sep, Fruit Logistica Asia, Hong Kong Sep, Transit Kazakhstan 2015, Almaty
September	37-38	09.09.2016	24.08.2016	26.08.2016	English, French, German	Americas Middle East		Project cargo / EPC Aerospace industry Wind energy	Chemicals Oil & Gas Mining 26-29 Sep, Breakbulk Americas, Houston 20-23 Sep, Innotrans, Berlin Sep, Southern Asia Ports & Shipping, Colombo 18-20 Sep, IANA Expo, Houston Sep, St. Galler Logistikdienstleistungskongress, Basel
	39-40	23.09.2016	07.09.2016	09.09.2016	English, French, German	Balkans / Greece UK / Ireland Fiata		Legal & Insurance matters Perishables / Cool chain Power industry	FMCG Training Packaging 3-8 Oct, Fiata World Congress, Dublin
October	41-42	07.10.2016	21.09.2016	23.09.2016	English, French, German	Germany Poland Turkey		Project cargo / EPC Wind energy / Oil & Gas Spare parts	Automotive Mining Oct, Deutscher Logistik Kongress, Berlin Nov, 11th European Conference on Inland Terminals Oct, Breakbulk Middle East, Dubai
	43-44	21.10.2016	05.09.2016	07.10.2016	English, French, German	Americas Israel		IT / Logistics software / TMS & WMS Perishables / Cool chain	Security Military goods Nov, Intermodal Europe, Hamburg
November	45-46	04.11.2016	19.10.2016	21.10.2016	English, French, German	Iran / Central Asia Turkey Mediterranean Sea		Packaging Textiles	Bulk 26-28 Oct TIACA Air Cargo Forum, Paris Nov, Logitrans, Istanbul Nov, Power Logistics Asia, Singapore 26-27 Oct, Trans Middle East, Jeddah
	47-48	18.11.2016	02.11.2016	04.11.2016	English, French, German Italian	Africa Italy Middle East		Consumer goods Fashion	Chemicals Valuables Nov, Transpoland, Warsaw 24-25 Nov, Intermodal Africa, Mombasa Nov, Easy Fairs Logistics, Madrid
December	49-52	09.12.2016	23.11.2016	25.11.2016	English, French, German	Asia		Project cargo / EPC High-tech Wind energy / Oil & Gas	Mining Dec, Breakbulk South America, Sao Paulo Dec, TOC Middle East, Dubai

Formats	Type area width x height (in mm)	Rates CHF
1/1 page	215 x 300 (bleed)	6,450
1/2 page	185 x 132 (horizontal) 90 x 268 (vertical)	3,350
1/3 page	185 x 87 (horizontal) 90 x 178 (vertical)	2,300
1/4 page	185 x 65 (horizontal) 90 x 132 (vertical)	1,850
1/6 page	185 x 44 (horizontal) 90 x 87 (vertical)	1,250

Special placements colour (Euroskala)

Formats	Type area width x height (in mm)	Rates CHF
Contents page	185 x 44 (horizontal)	2,300
Editorial page	58 x 268 (vertical) 125 x 30 (horizontal)	3,350 1,250
Junior page	121 x 168 (vertical)	4,300
Inner front cover	215 x 300 (bleed)	7,500
Inner back cover	215 x 300 (bleed)	6,500
Back cover	215 x 300 (bleed)	14,000
incl. logo on front cover	16 cm ²	
Inner front cover supplement	215 x 300 (bleed)	6,900
Inner back cover supplement	215 x 300 (bleed)	6,450
Back cover supplement	215 x 300 (bleed)	8,500
incl. logo on front cover	16 cm ²	

Frequency discounts:

4 to 6 ads:	10%
7 to 12 ads:	15%
13 or more ads:	20%

Ads appear simultaneously in the English, French and German and electronic editions of the ITJ.

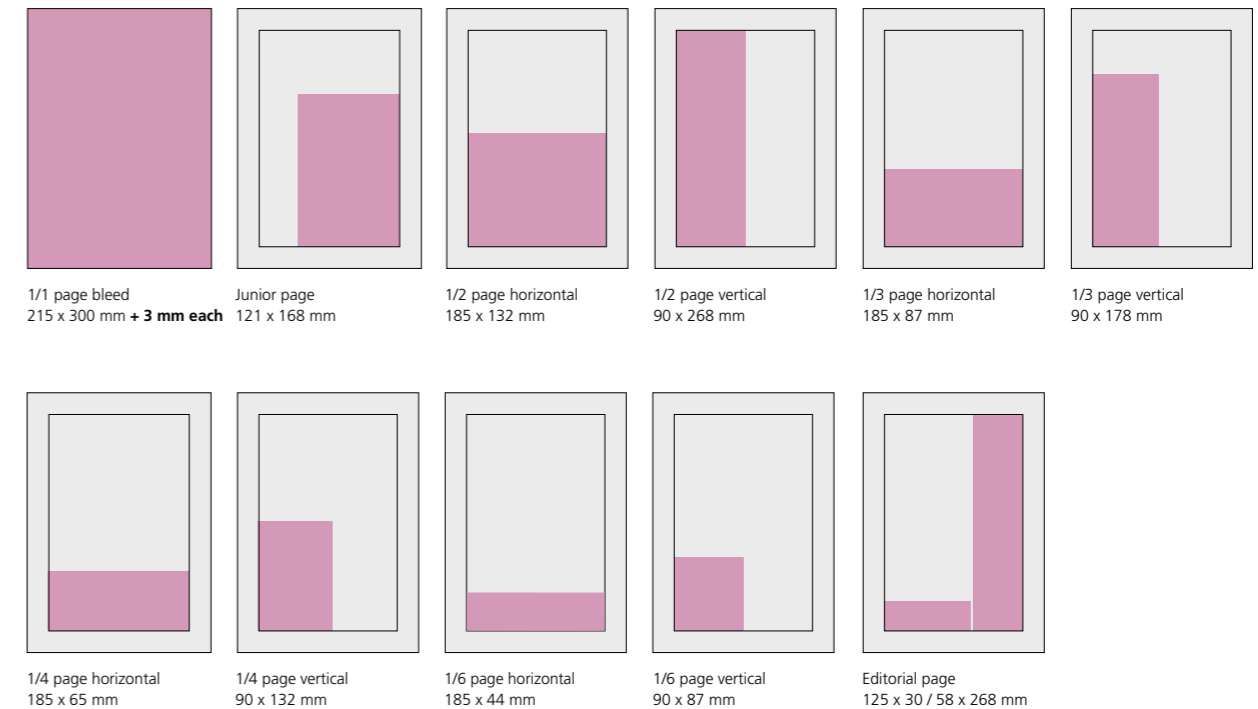
Rates apply to ads placed on left hand pages (except junior page ad). Ad placements on right hand pages are subject to 100% surcharge.

Change of language in colour (Changes of language in black and white are included in the price): CHF 750 (no discount).

Bookings made through an agency will be subject to an agency commission of 15% maximum (excluding the price surcharge for a change of language in colour).

Advertorial: For a quote please check the contact details on page 15.

Type area – final formats (please supply without bleed)



Technical information

Magazine format:	215 x 300 mm
Type area:	185 x 268 mm
Column width:	58.3 mm
Number of columns:	2 or 3 (section-wise)
Printing process/grid:	Rotary offset, area coverage max. 300% 54 grid (133 lines per inch)
Colour printing:	Euroscale (CMYK mode – no Pantone colours)
Paper:	white gloss, 100 g/m ²

Printing data: – High resolution composite PDFs
– All fonts must be embedded
– Image files in 300 dpi resolution
– No spot colours

Delivery address for supplements of standard editions:

Printec Offset / Michael Suckow
Ochshäuser Strasse 45
DE-34123 Kassel
Germany

Other addresses of printers on demand.

Please send your printing data to artwork@transportjournal.com
or by post to: swissprofessionalmedia AG, Advertisements,
Grosspeterstrasse 23, P.O.Box, CH-4002 Basel, Switzerland

Supplements – Stickers – Inserts

Price for up to 25 g: for 1,000 copies. or a part thereof: CHF 750.–
Please enquire about the costs for higher weights. Postage is extra.

Supplements have to be forwarded DDP (incl. duty and tax) to our printers. Addresses on demand.

CHF 750.– is charged for splitting advertising material (the different language versions are the only splitting option).

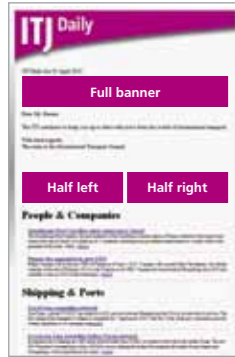
Insert format: Minimum size: 110 x 168 mm Maximum size: 210 x 295 mm.

A 100% surcharge is charged for inserting supplements between prescribed pages.

Please note that a sample of the advertising material is required three weeks before the publishing date, so we can check that the insert will fit into the production process.

No discounts for supplements; no agency commission.

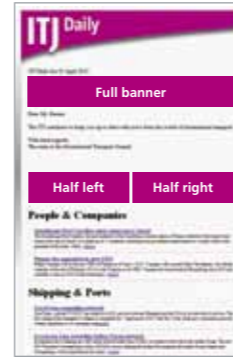
Daily:



Full banner
600 x 90 pixels Top: CHF 900

Half banner
300 x 90 pixels CHF 450

Heavyletter:



Our English-language ITJ Daily newsletter is sent out every working day.

All common **file formats** can be used for banners (jpg, gif, png).

Banner prices are on a **monthly** basis (minimum period).

Text advert with a logo: Price on application.
(Telephone +41 58 958 95 12)

The banners in the ITJ Daily are offered for exclusive use (no rotation).

No animation possible due to technical restrictions.



ITJ Website:



List view (top)
620 x 90 pixels

3 languages (E, F, G)
CHF 650



List view (side)
300 x 90 pixels

3 languages (E, F, G)
CHF 450



Single view (top/bottom)
620 x 90 pixels

3 languages (E, F, G)
CHF 650



Single view (top/middle/bottom)
300 x 90 pixels

3 languages (E, F, G)
CHF 450

Website:

Main top
620 x 90 pixels
3 languages (EN, FR, GE)
Top: CHF 900

Side (top / bottom)
300 x 90 pixels
3 languages (EN, FR, GE)
CHF 450

Middle (left/right)
300 x 90 pixels
3 languages (EN, FR, GE)
CHF 550

Main left

Main bottom
620 x 90 pixels
3 languages (EN, FR, GE)
CHF 650

Skyscraper
300 x 600 pixels
3 languages (EN, FR, GE)
CHF 1,550

Side bottom

Banner prices on a **monthly** basis (minimum period). The banners rotate.

All common **file formats** can be used for banners (jpg, gif, swf, html, etc.).

Special formats (such as expandable banners, etc.): price on application.

Key figures: Page impressions per year: 361,300
Unique visitors per year: 178,400

By language: German: 39%
English: 45%
French: 16%

By source of visitors: Direct: 61%
Search engine: 28%
Other: 11%

On all platforms

ITJ on desktop computers, tablets & smartphones

Receive the content of the ITJ easily and with just a couple of clicks on any digital platform of your choice (be it online or offline).

With these e-publishing solutions for the ITJ, you also have the option to access digital content regardless of an internet connection.

In the world of publishing, Maglify provides the logistical tool to get content to readers and customers in a simple, efficient and cost-effective manner. A subsidiary of SPM developed Maglify.

The benefits of Maglify

- Simple and quick publication and marketing of content on various platforms
- Native app reader (also branded) for iOS, Android, Windows8.1, WindowsPhone8
- Amazon Kindle
- Web reader for viewing content on a PC or Mac
- Customer web frontend with shop functions
- No service provider – your data are entirely in your control
- No publication limits - no monthly costs
- Find out more about Maglify at the websites stated or call us on +41 58 958 96 55
- Try out our demo version free of charge

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Mobile: +41 78 688 87 90

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Mobile: +41 79 225 18 78

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Swissprofessionalmedia AG is an associated member of Fiata and Tiaca.



Advertising terms and conditions

- We reserve the right to change our rates. Such changes will also apply to existing agreements with immediate effect.
- Frequency discounts apply for a period of twelve months from the date of publication of the first advert. Frequency discounts merely represent a discount agreement until all adverts are definitely placed. If rate increases are passed in said twelve months, then they enter into effect immediately. If an agreement is terminated in advance or the planned adverts are not placed, then customers will be charged additionally in accordance with the discount scale. If the number of planned adverts is exceeded, then the customer has the right to receive a corresponding discount in accordance with the discount scale.
- Job vacancy and real estate adverts require a separate agreement to benefit from frequency discounts. The frequency discount is determined by the millimetre volume or by the number of times the advert appears in the frequency discount period.
- Requests for the specific placing of an advert will be taken into account as far as possible for booked adverts of at least ¼ of a page. Such wishes will only be accepted as a request (and not as a condition). Adverts will only be placed in a specific place if an additional specific placing charge is paid in accordance with the rates. If an advert cannot be placed in a place specified, then the additional specific placing charge will not be levied. No other claims are valid.
- The publisher only guarantees the perfect reproduction of adverts in print if the client provides the appropriate artwork. An additional charge of 5% per cropping or excess size can be levied both for adverts that have to be cropped or bleed off the page. Adverts that need to be cropped have to exceed the publication's format by 3 mm per cropped side. In case of misprints the publisher can only be held liable for compensation if the meaning of the text in the advert is absolutely distorted. Small errors in or the imperfect printing of an advert do not entitle customers to compensation. The maximum possible compensation amounts to the price of the advert concerned.
- Printing proofs are only drawn up if expressly asked for and only if the publisher was supplied with the artwork in good time. Adverts are published on the days specified, even if the printing proofs are still outstanding.
- The exclusion of the competition cannot be guaranteed.
- The publication of editorial contributions cannot be stipulated as a condition when placing an order for an advert. The existing form, spelling and language version of submitted texts and manuscripts are binding on us.
- Bills have to be paid net in 30 days, with effect from the date the invoice is issued.
- Complaints are only accepted within 30 days after billing.
- The client alone is responsible for the contents of an advert. The client will be held liable for any claims on the publisher arising from third parties for any legal reason (including unfair competition, infringement of copyright, brand or other proprietary laws, etc.), including all concomitant legal and court costs. The publisher reserves the right to reject adverts on account of their content, origin or technical form and to ask for changes to, or to terminate the publication of, adverts that are already running. All adverts can be marked as such by the publisher.
- All liability is rejected for data that has been supplied by clients (on data storage devices, by e-mail, etc.) that contains any errors or is incomplete. Furthermore, the publisher rejects all liability for cases where the data supplied cannot be processed or used in a standard way and which results in qualitative defects in the printed product. The additional effort arising therefrom will be charged in accordance with effective costs. The publisher's liability is limited to errors caused by the publisher which can be attributed to gross negligence. The cancellation or postponement of orders that have already been definitely placed can only be accepted until six weeks before publication even if there are compelling reasons.
- The publisher can withdraw from an agreement without being liable for compensation if a publication in which an advert has been placed ceases publication during the term of an agreement. The early termination of an agreement does not absolve an advertiser from payment for adverts that have already appeared. If the discount level that has been agreed upon has not been reached yet at the point when an agreement is terminated, then customers will not be billed additionally for discounts already given.
- The publisher's duty to keep the artwork ends a month after the publication of the last advert, as long as no other agreement has expressly been entered into. Artwork is not returned.
- All changes and additions have to be submitted in writing to be valid.
- If nothing else is agreed, then the regulations as laid down in SPM's general terms and conditions apply (they can be viewed at any time under www.swissprofessionalmedia.ch).
- The place of jurisdiction is Basel. These advertising terms and conditions replace all earlier versions and agreements.

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