



# 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

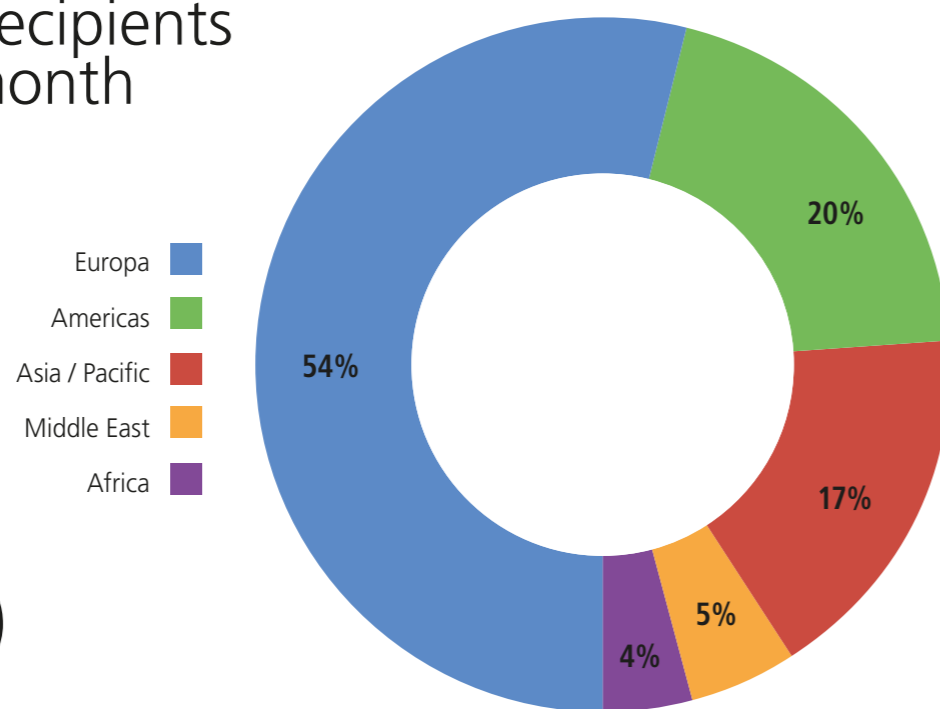


## Facts & figures



Regional split

315,200 recipients every month

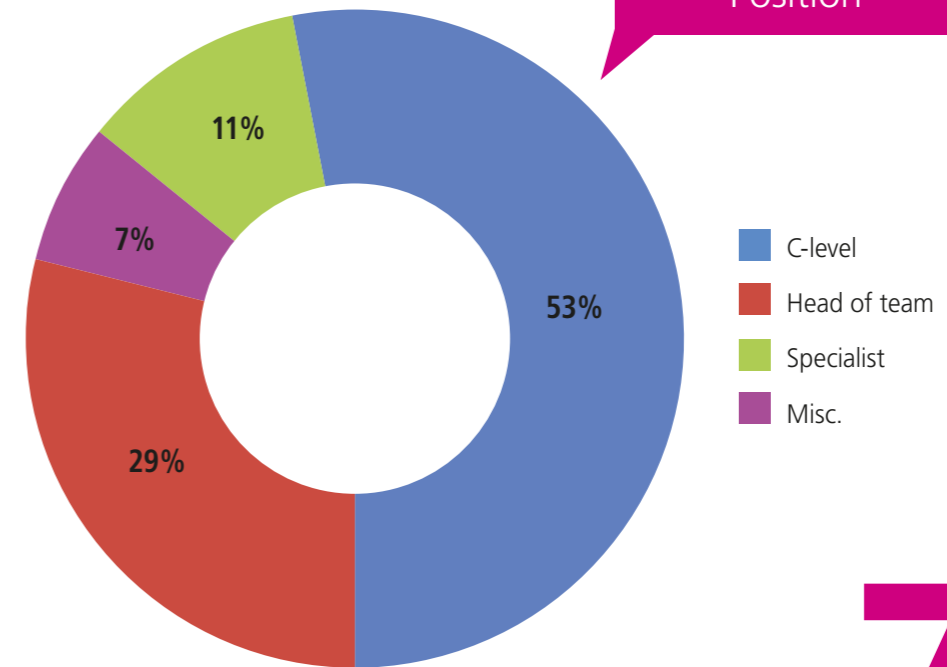


**82** industry features per year

**4,688,000** written characters per year

## Reader profile

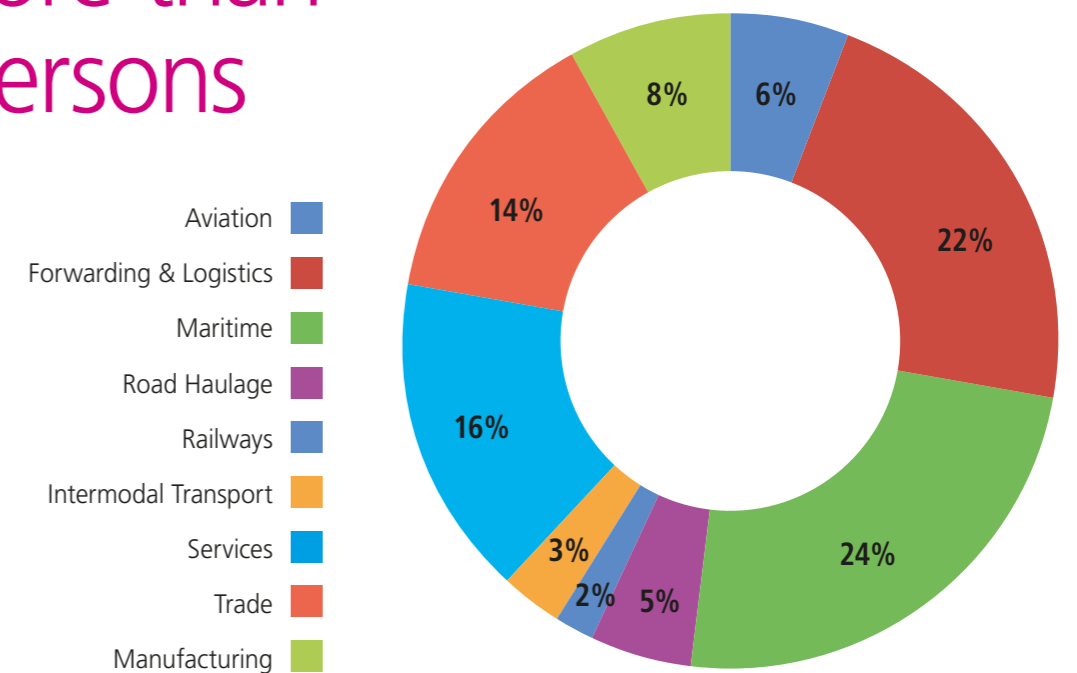
Position

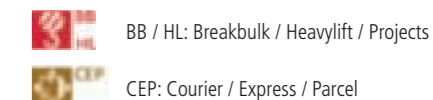
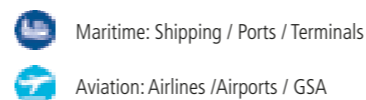


Published in **7** languages

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

Professional split





**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 Perishables / Fruit & Vegetables / Cool chain	21-22 Jan, SSC Seefrachtseminar, Interlaken 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
	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
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 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	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, Transrussia, 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
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
	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
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
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	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	26-29 Sep, Breakbulk Americas, Houston 20-23 Sep, Innotrans, Berlin Sep, Southern Asia Ports & Shipping, Colombo
	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
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
	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
November	45-46	04.11.2016	19.10.2016	21.10.2016	English, French, German	Iran / Central Asia Turkey Mediterranean Sea		Packaging Textiles	Bulk
	47-48	18.11.2016	02.11.2016	04.11.2016	English, French, German Italian	Africa Italy Middle East		Consumer goods Fashion	Chemicals Valuables
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

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 <sup>2</sup>	
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 <sup>2</sup>	

### Frequency discounts:

4 to 6 ads:	<b>10%</b>
7 to 12 ads:	<b>15%</b>
13 or more ads:	<b>20%</b>

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

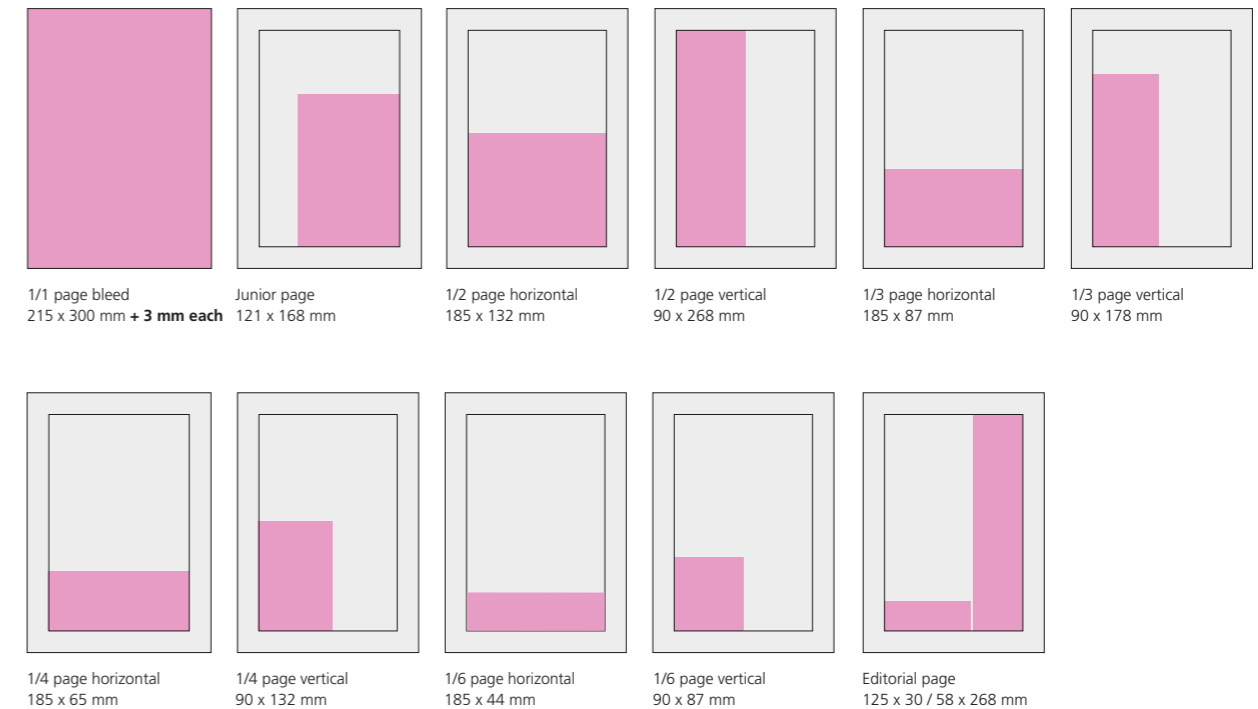
Rates apply to ads placed on left hand pages (except junior page ad). Ad placements on right hand pages are subject to 100% surcharge.

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

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

**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](mailto: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).

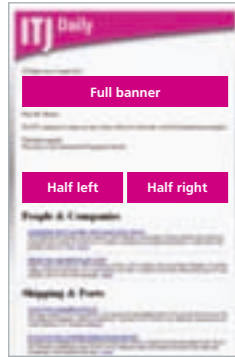
**Insert format:** Minimum size: 110 x 168 mm Maximum size: 210 x 295 mm.

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.**

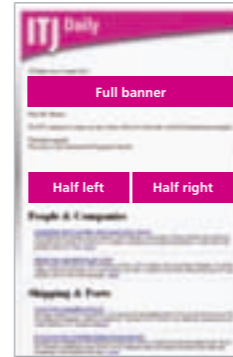
## Daily:



**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:



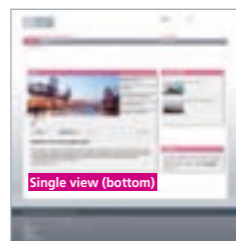
**List view (top)**  
620 x 90 pixels

**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:



**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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<http://maglify.wion.ch>

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 IBAN: CH75 0483 5030 8286 3200 4 EUR

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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](http://www.swissprofessionalmedia.ch)).
- The place of jurisdiction is Basel. These advertising terms and conditions replace all earlier versions and agreements.



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