



always available in three language versions
English
French
German



Media kit 2018



The only trilingual and multimodal journal
for transport & logistics worldwide

www.transportjournal.com



More than
78 years.

ITJ International
Transport
Journal

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Our strengths – your benefit

Unsere Stärken – Ihr Nutzen

What are the characteristics of the ITJ which has been a key journal for the global transport and logistics industry and its clients for 79 years, now?

Welche Besonderheiten machen die Zeitschrift ITJ aus, die seit nunmehr 79 Jahren die globale Transport- und Logistikbranche und Ihre Kunden begleitet?

Three languages always – seven in our portfolio.

Immer drei Sprachen – sieben im Portfolio.

The ITJ is published every 14 days in a complete and separate English, French and German version. Over and above this, we also publish the ITJ in Russian, Spanish, Portuguese or Italian on the occasion of certain important events.

Das ITJ erscheint 14-tägig gleichzeitig in einer vollständigen und separaten englischen, französischen und deutschen Ausgabe. Zusätzlich veröffentlichen wir das ITJ bei wichtigen Anlässen in russischen, spanischen, portugiesischen oder italienischen Versionen.

Multimodal coverage.

Multimodal abgedeckt.

We report on every mode of transport: maritime and inland shipping, aviation, forwarding and logistics, intermodal services, rail and road transport.

Wir berichten über alle Verkehrsträger: Hochsee- und Binnenschifffahrt, Luftverkehr, Logistik & Spedition, Intermodal-, Bahn- und Strassentransport.

A global presence.

Global verbreitet.

The ITJ is read in 152 countries, from Vatican City all the way to Down Under. We disseminate additional copies to coincide with the industry's premier international events in target regions such as Russia, Latin America and the Far East.

Das ITJ wird in 152 Ländern gelesen, vom Vatikanstaat bis Down Under. Zu internationalen Schwerpunkten verbreiten wir in Zielregionen wie z.B. in Russland, Lateinamerika oder Fernost Zusatz-Auflagen.

Trade information every day.

Tagtägliche Informationen.

Every subscriber to the ITJ receives the ITJ Daily newsletter in English every working day.

Alle ITJ-Abonnenten erhalten zusätzlich unseren ITJ Daily-Newsletter in englischer Sprache – werktäglich.

The ITJ transports your message. Come on board!

Das ITJ transportiert Ihre Botschaft. Steigen Sie ein.

Nos points forts – vos bénéfices

We transport information

Quelles sont les caractéristiques de la publication ITJ, celle qui accompagne depuis 79 ans le secteur global du transport et de la logistique ainsi que ses clients?

Trois langues de base – sept au total.

L'ITJ, une publication bimensuelle, paraît simultanément en trois versions complètement identiques et distinctes, soit en allemand, en anglais et en français.

À l'occasion d'événements importants, l'ITJ est aussi publié en russe, en espagnol, en portugais ou en italien.

Couverture multimodale.

Nos informations portent sur tous les modes de transport: navigation hauturière et fluviale, trafic aérien, transports intermodaux, ferroviaires et routiers ainsi que sur le secteur expédition et logistique.

Diffusion globale.

L'ITJ est lu dans 152 pays, du Vatican à Down Under. Dans le cadre de nos Spéciaux régionaux, des numéros supplémentaires du journal sont en outre distribués dans des régions cibles telles que la Russie, l'Amérique latine ou l'Extrême-Orient.

Quotidiennement des informations professionnels.

Tous les abonnés à l'ITJ reçoivent notre ITJ Daily Newsletter en langue anglaise, et ce chaque jour ouvré.

L'ITJ transporte votre message. Montez à bord!

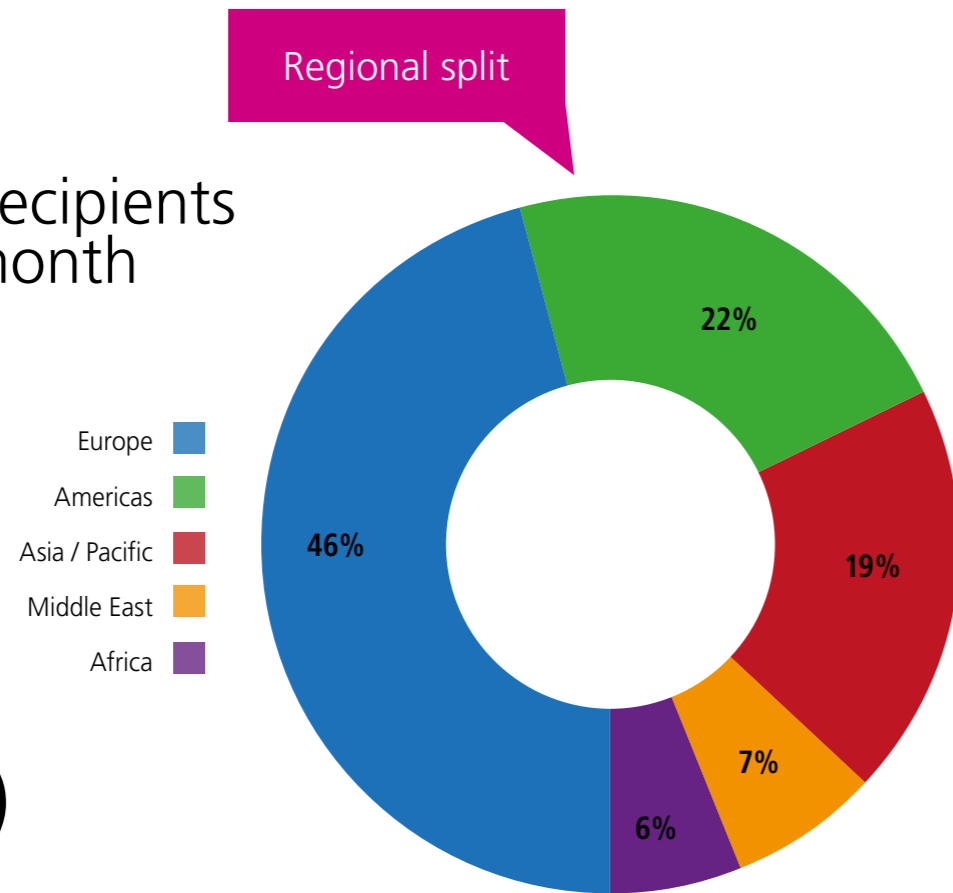
Christian Doeppen
Editor-in-chief / Publishing director



Facts & figures



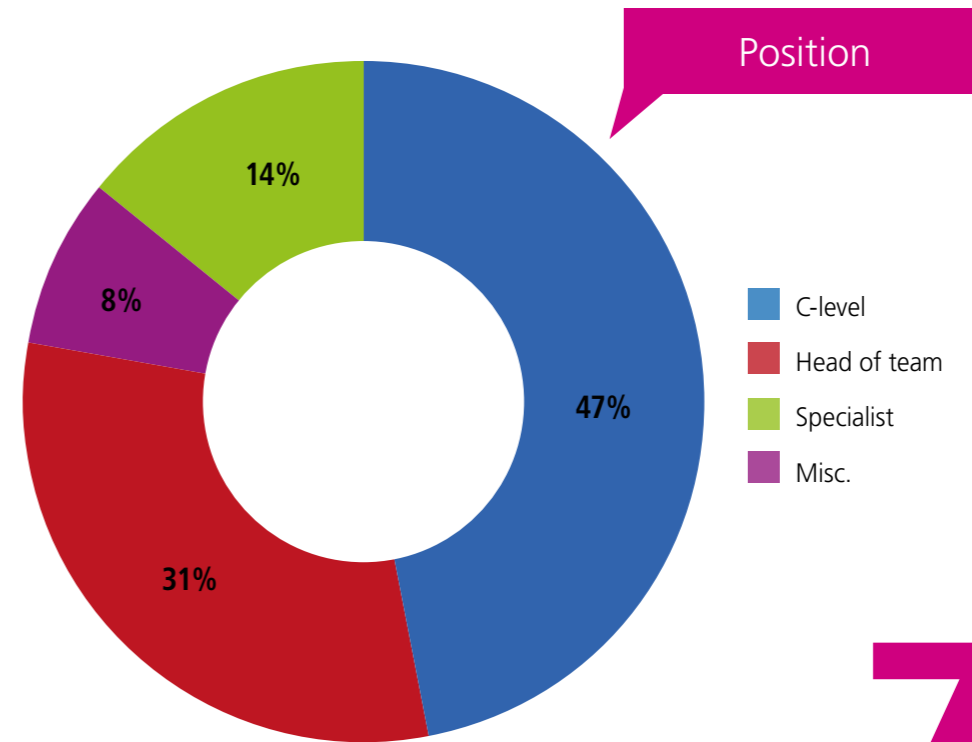
322,750 recipients every month



92 industry features per year

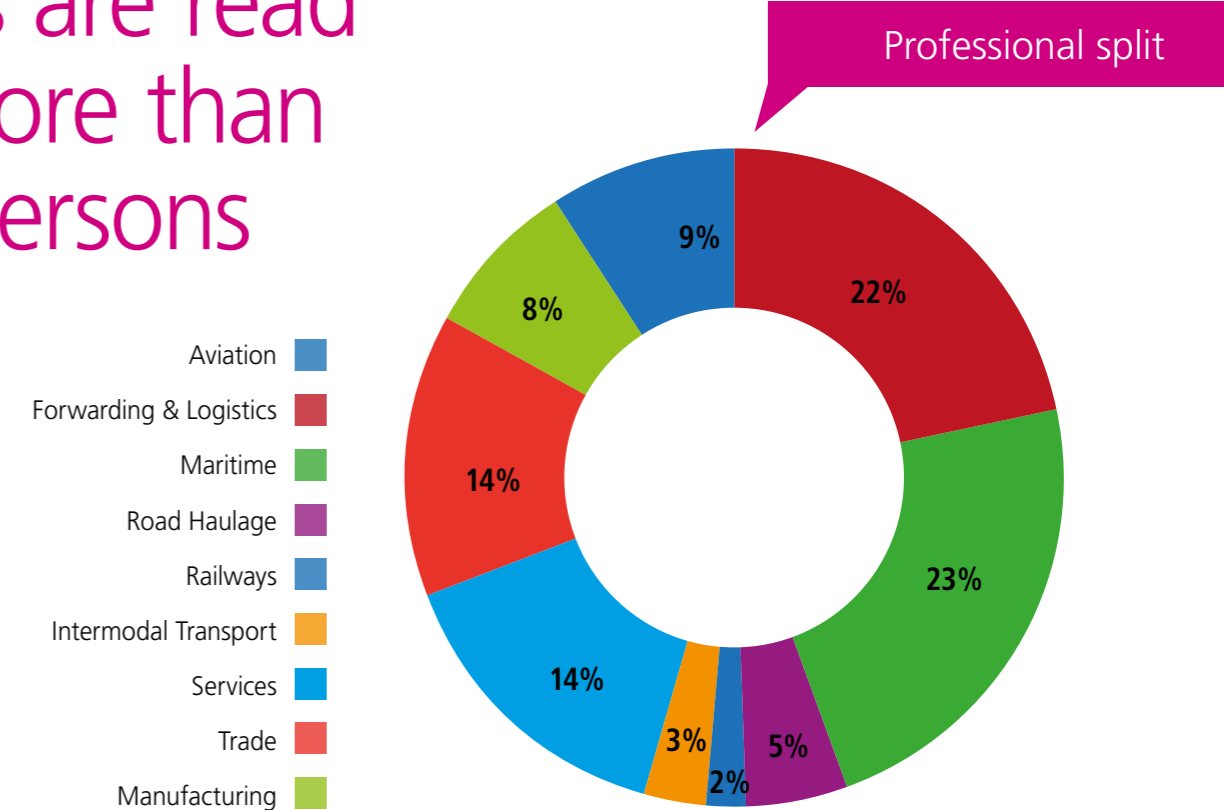
4,589,000 written characters per year

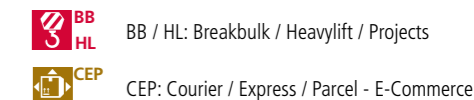
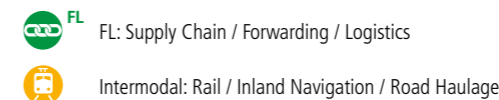
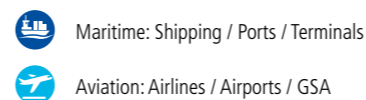
Reader profile



Published in **7** languages

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





Topics, international events & publication dates 2018

Month	No.	Date of publication	Deadline for bookings	Deadline for printing data	Language editions	Regional foci	Transport modes	Features	Industry foci	Trade fairs & conferences		
January	01-04	12.01.2018	15.12.2017	03.01.2018	English, French, German	West Africa Austria / Switzerland		FL	Pharma Logistics /Chemicals Legal & insurance matters	Hazmat Oil & Gas	23-24 Jan, Mega Cargo Show, Mumbai 1-2 Feb, SSC Seefrachtseminar, Interlaken	23-25 Jan, Multimodal West Africa, Lagos
	05-06	26.01.2018	05.01.2018	12.01.2018	English, French, German	Italy North America		FL	Perishables Cool Chain Wind Energy / Offshore	Fruit & vegetables Project cargo/ EPC Packaging	6-7 Feb, Breakbulk Middle East, Abu Dhabi 7-8 Feb, Cargo Logistics Canada, Vancouver 21-23 Feb, Fruit Vegetables Logistics, Kiev	7-9 Feb, Fruit Logistica, Berlin Feb, 1520 Regional Forum, Vienna
February	07-08	09.02.2018	19.01.2018	26.01.2018	English, French, German	Asia		FL	Pharma / Chemicals High-tech	CEP/E-Commerce Spare parts	20-22 Feb, Air Cargo India, Mumbai	
	09-10	23.02.2018	02.02.2018	09.02.2018	English, French, German Spanish, Portuguese	Iberia / Latin America		FL	Green Logistics Automotive Electronics	Consumer goods Training Port Technology	2-5 Mar, WCA Annual Conference, Singapore 5-6 Mar, Trans-Pacific Maritime Conference, Long Beach 13-15 Mar, Intermodal Latin America 2018, Sao Paulo	4-8 Mar, WCA Worldwide Conference, Singapore 7-9 Mar, Green logistics, Padova March 2018, The Cargo Show Mena, Dubai
March	11-12	09.03.2018	16.02.2018	23.02.2018	English, French, German,	France		FL	Project cargo/EPC IT / Logistics software Logistics real estate	Wind Energy / Offshore TMS / WMS Oil & Gas	20-23 Mar, SITL, Paris, 13-15 Mar, IATA World Cargo Symposium, Dallas 20-22 Mar, Intermodal Asia, Shanghai	13-15 Mar, Logimat, Stuttgart 15-17 Mar, Fiata HQ Session Zurich, 26-29 Mar, Breakbulk China, Shanghai
	13-14	23.03.2018	02.03.2018	09.03.2018	English, French, German	Asia North America		FL	Port Technology Perishables/ Cool chain	High-tech Medical devices	Apr, Med Ports, Livorno 11-12 Apr, Packaging Innovations, Zurich 24-25 Apr, TOC Asia, Singapore	9-12 Apr, Transportation & Logistics, Atlanta 11-12 Apr, Logistics & Distribution, Zurich
April	15-16	06.04.2018	16.03.2018	23.03.2018	English, French, German, Russian	Baltic & Nordic countries Eastern & Central Europe Central Asia		FL	Project cargo / EPC Oil & Gas Automotive	Wind Energy / Offshore Forest products Packaging	17-19 Apr, Transrussia, Moscow 25-27 Apr, Trans Caspian, Baku 17-18 May, Oil & Gas Uzbekistan, Tashkent	17-19 Apr, Breakbulk Russia, Moscow 1 May, Transbaltica, Vilnius
	17-18	20.04.2018	29.03.2018	06.04.2018	English, French, German, Italian	UK/Ireland Italy		FL	RoRo Textiles	Automotive Customs clearance	1-3 May, Multimodal, Birmingham	
May	19-20	04.05.2018	13.04.2018	20.04.2018	English, French, German	Iran Maghreb Far East & Central Asia		FL	Textiles Packaging	Automotive Consumer goods	9-11 May, Logismed, Marrakech 16-18 May, Air Cargo China, Shanghai 30-31 May, Black Sea Ports & Shipping 2017, Varna	9-11 May, Eurolog, Marrakech 16-18 May, Transport Logistic China, Shanghai
	21-22	18.05.2018	27.04.2018	04.05.2018	English, French, German	Iberia / Central America Romandie		FL	Project cargo/ EPC Pharma/ Perishables Port technology	Wind Energy / Offshore Packaging Valuables / Watches	23-25 May, WWPC AGM, Amsterdam 29-31 May, Breakbulk Europe, Bremen 4-8 June, Posidonia, Athens 26-28 June, Expo Carga, Mexico	26-28 May, GPLN AGM, Bremen 5-7 June, SIL, Barcelona 12-14 June, TOC Europe, Rotterdam
June	23-26	15.06.2018	25.05.2018	01.06.2018	English, French, German	Africa		FL	Consumer goods	Football World Cup (see page 15)	18-21 June, WCA India Regional Conference, Hyderabad 27-28 June, ASEAN Ports and Shipping, Malaysia	
July	27-30	13.07.2018	22.06.2018	29.06.2018	English, French, German	Austria / Switzerland Malta		FL	Pharma/ Cool chain Customs clearance IT / Logistics software	Utility vehicles Packaging TMS / WMS		
August	31-34	10.08.2018	20.07.2018	27.07.2018	English, French, German	Turkey		FL	Automotive Oil & Gas	Consumer goods Textiles		
	35-36	24.08.2018	03.08.2018	10.08.2018	English, French, German	Asia		FL	Project cargo/ EPC	Wind Energy / Offshore	Sep, Breakbulk South East Asia, Kuala Lumpur	Oct, Sino-International Freight Forwarders conference
September	37-38	07.09.2018	17.08.2018	24.08.2018	English, French, German	Benelux Nordic countries		FL	Finance	Real Estate	Sep, London International Shipping Week	18-21 Sep, Innotrans, Berlin
	39-40	21.09.2018	31.08.2018	07.09.2018	English, French, German	Balkans, Greece Fiata		FL	Project cargo/ EPC Automotive	Wind Energy / Offshore Food & Beverages	25-30 Sep, Fiata World Congress, Delhi Oct, Breakbulk Americas, Houston	26-27 Sep, Baltic Sea Ports & Shipping, Riga 4-6 Dec, Offshore South East Asia, Singapore
October	41-42	05.10.2018	14.09.2018	21.09.2018	English, French, German	Germany Poland USA & Canada		FL	CEP/ E-Commerce FMCG IT / Logistics software	Pharma Logistics Port Technology TMS / WMS	6-8 Oct, Deutscher Logistik Kongress, Berlin 16-18 Oct, Multimodal Americas, Toronto Oct, Top Transport Europe, Marseille	16-18 Oct, Air Cargo Forum, Toronto 6-8 Nov, Transpoland, Warsaw Oct, TOC Americas
	43-44	19.10.2018	28.09.2018	05.10.2018	English, French, German	Med Sea Middle East		FL	High-tech Cool Chain	Perishables RoRo	24-25 Oct, Trans Middle East, Aqaba Nov, Med Ports Forum	24-26 Oct, Fruit Attraction, Madrid Nov, Air & Sea Cargo Americas, Miami
November	45-46	02.11.2018	12.10.2018	19.10.2018	English, French, German	Iran, Central Asia Turkey		FL	Packaging Textiles	RoRo	Nov, Intermodal Europe Nov, Transbaltic, St. Petersburg	14-16 Nov, Logitrans, Istanbul
	47-48	16.11.2018	26.10.2018	02.11.2018	English, French, German, Italian	Italy Africa		FL	Consumer goods Chemicals	Textiles Valuables	20-22 Nov, Transport Logistic, Rotterdam	28-29 Nov, Intermodal Africa, Accra
December	49-52	07.12.2018	16.11.2018	23.11.2018	English, French, German	Asia ITJ Paramount		FL	IT/Logistics software Port Technology	TMS & WMS CEP/ E-Commerce	Dec, TOC Middle East	Special Seasons Greetings

Advertising rates 2018

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)	3,350
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

Frequency discounts:

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

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

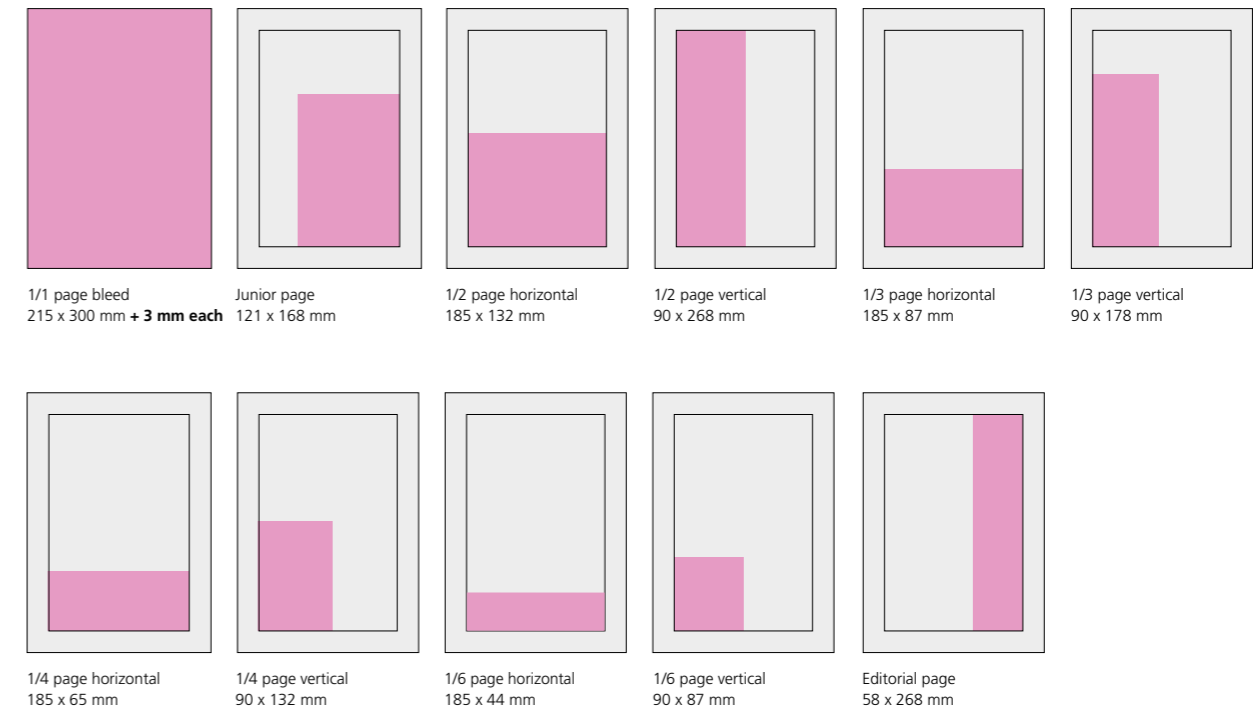
Rates apply to ads placed on left hand pages (except junior page ad). Ad placements on right hand pages are subject to 100% surcharge.

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/m²

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
D-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).

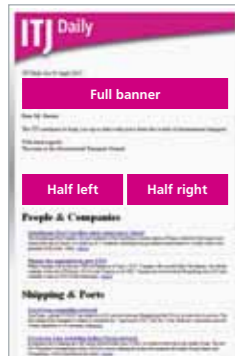
Insert format: Minimum size: 110 x 168 mm Maximum size: 210 x 295 mm.

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

Our English-language ITJ Daily newsletter is sent out every working day. **Banner prices** are on a **monthly** basis (minimum period). The banners in the ITJ Daily are offered for exclusive use (no rotation). All common **file formats** can be used

for banners (jpg, gif, png). **Text advert with a logo:** Price on application. (Telephone +41 58 958 95 12) No animation possible due to technical restrictions.

Augmented Reality:



Your ads can come alive – thanks to **Augmented Reality!**

Readers can scan your ad and be transferred straight to your video, online shop or services, for example. Or you can choose to offer readers a

3D animation, a virtual space or interactive elements, and thus reach them directly on their tablet or smartphone.

These digital experiences are impressively real. Talk to us!



ITJ Website:



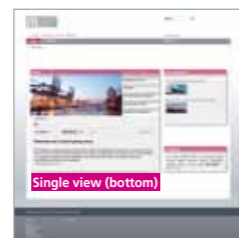
List view (top)
620 x 90 pixels

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: 441,100
Unique visitors per year: 195,000

By language: German: 37%
English: 44%
French: 19%

By source of visitors: Direct: 71%
Search engine: 23%
Other: 6%

Football Formats for 2018 World Cup!

Be part of the cup!

For all passionate football fans looking forward to following the 2018 World Cup – the ITJ will offer you a platform to show your devotion to your team and the sport.

In ITJ issue 23-26 in June, you have the chance to present your ad in the setting of your favourite sport. This exclusive format will make your approach to your clients even more personal.

There are three options available – the choice is yours.

Sizes and prices are equivalent to 1/2 or 1/3 page.

The add-on

If you place an extra booking in the ITJ's special football feature, you will receive – as an added inducement – 100 copies of our football planner 2018, with your logo, to share with your clients, partners and friends.

This customized means of promotion is regularly at 1200 EUR for 100 pieces – excluding the ad.

Come on – show your pride!



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IBAN: CH23 0483 5030 8286 3100 0 CHF

IBAN: CH75 0483 5030 8286 3200 4 EUR

Place of jurisdiction and applicable law:

Basel, Switzerland

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Austria, Germany, Iran, Ireland, Japan, North America,

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ernst.littig@transportjournal.com +41 58 958 95 14

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79th year ISSN 1420-5688

Published fortnightly/Subscription: CHF 220 + postage

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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