

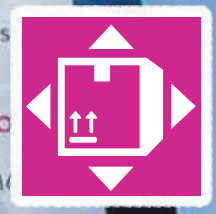


1-4 | 13 January 2017
www.transportjournal.com

ENGLISH EDITION
available in German
and French versions

English
French
German

always available in three language versions



Media kit 2019



The only trilingual and multimodal journal
for transport & logistics worldwide

www.transportjournal.com



1939 - 2019

At the speed of transport – from steamship to blockchain

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Editorial



No strong future without a strong past

The periodical ITJ is celebrating its 80th anniversary in 2019. The vision and foresight of our founder Franz Rittmann enables us to be grateful to our readers and customers today – many of whom have accompanied and supported us for decades in our analysis of the global transport and logistics industry.

From three to seven languages

The ITJ is published every fortnight in an identical and separate English, French and German edition. On top of this, we also publish Russian, Spanish, Portuguese and Italian versions, to mark important industry events throughout the year.

Expanded to every mode of transport

The role played by each individual mode of transport in the supply chain changes continuously. We report on developments in every mode of transport – maritime and inland shipping, aviation, forwarding & logistics, railway transport, road haulage and intermodal operations.

Spreading our wings worldwide

The ITJ's readers live in 152 countries on every continent of the earth, from Vatican City all the way Down Under. We increase the print run of the ITJ for our regional Specials – focusing on Russia, Latin America, the USA, Africa, the Middle and the Far East, amongst others – and then provide them to the participants of trade fairs and conferences worldwide.

Our digital presence

Our ITJ Daily newsletter (in English) has been sent out to our readers every working day for 15 years.

You can bank on the ITJ's tried and trusted international presence.

Zukunft braucht Herkunft

Im Jahr 2019 begeht das ITJ sein 80-Jahr-Jubiläum. Die Weitsicht unseres Gründers Franz Rittmann ermöglicht uns heute, unseren Lesern und Kunden dankbar zu sein, die uns in der globalen Analyse der Transport- und Logistikbranche vielfach seit Jahrzehnten begleiten – und unsere Entwicklung mitgetragen haben.

Von drei auf sieben Sprachen...

Das ITJ erscheint nicht nur 14-tägig jeweils in einer vollständigen und separaten englischen, französischen und deutschen Ausgabe, sondern bei wichtigen Anlässen im Jahr zusätzlich in russischen, spanischen, portugiesischen oder italienischen Versionen.

Auf alle Transportmodi ausgebaut.

Die einzelnen Verkehrsträger verändern laufend ihre Rolle innerhalb der Supply Chains. Wir berichten über die Entwicklung aller Transportmodi, der See- und Binnenschifffahrt, Luftverkehr, Logistik & Spedition, Bahn- und Strassentransport sowie kombinierte Verkehre.

Verbreitung weltweit ausgedehnt.

Das ITJ wird in 152 Ländern auf allen Kontinenten gelesen, von der Vatikanstadt bis Down Under. Bei regionalen Specials wie z.B. in Russland, Lateinamerika, den USA, dem Mittleren und dem Fernen Osten sowie Afrika liegt das ITJ mit Zusatz-Auflagen auf Messen und Konferenzen vor Ort auf...

Digital präsent.

Seit 16 Jahren geht unser ITJ-Daily-Newsletter in englischer Sprache werktätlich an unsere Leser hinaus.

Setzen Sie auf unsere bewährte internationale Präsenz.



We transport information

L'avenir a besoin de racines

En 2019, le Journal pour le Transport International (ITJ) célèbre son 80e anniversaire. La clairvoyance de notre fondateur Franz Rittmann nous permet aujourd'hui d'exprimer notre gratitude aux lecteurs et clients qui nous accompagnent, pour beaucoup depuis des décennies, dans l'analyse globale de la branche du transport et de la logistique et qui ont ainsi contribué à notre développement.

De trois à sept langues.

L'ITJ paraît non seulement deux fois par mois en trois versions identiques et distinctes en anglais, en allemand et en français, mais également lors d'événements importants au cours de l'année en russe, en espagnol, en portugais et en italien.

Elargi à tous les modes de transport.

Le rôle des différents modes de transport ne cesse de changer au sein de la supply chain. Nous nous penchons sur l'évolution de tous les modes de transport: la navigation maritime et fluviale, le trafic aérien, le transport routier et ferroviaire, le trafic combiné et bien évidemment sur la logistique et l'expédition.

Une diffusion devenue mondiale.

L'ITJ est lu dans 152 pays et sur tous les continents, depuis le Vatican jusqu'à Down Under. Des tirages supplémentaires des Spéciaux régionaux de l'ITJ, par exemple sur la Russie, l'Amérique latine, les Etats-Unis, le Moyen-Orient, l'Extrême-Orient et l'Afrique, sont distribués lors de foires et salons dans ces régions.

Présence numérique.

Depuis 15 ans, notre Newsletter ITJ-Daily en anglais est expédiée chaque jour ouvré à nos lecteurs.

Misez sur la présence internationale experte de l'ITJ.

Christian Doepgen

Editor-in-chief /
Publishing director








Facts & figures

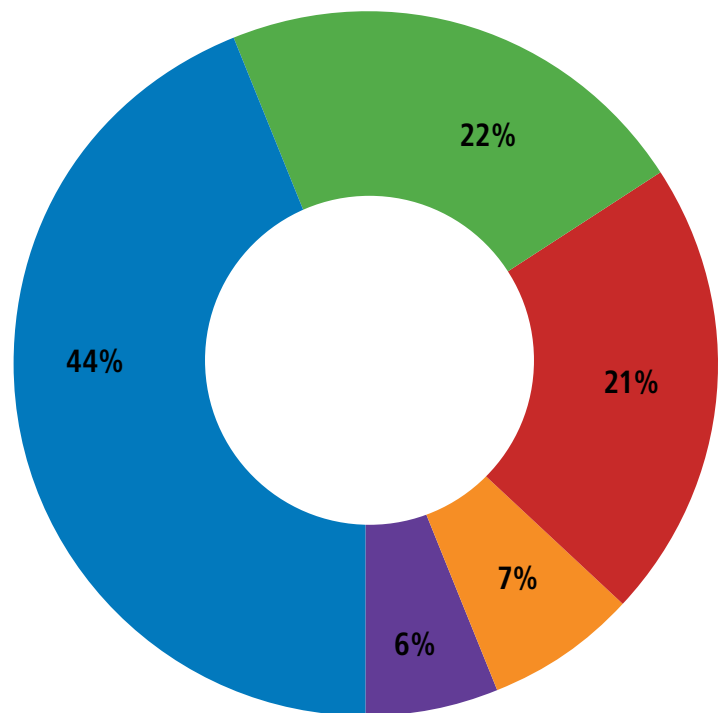


Distributed in
152 countries

Regional split

347,550 recipients
every month

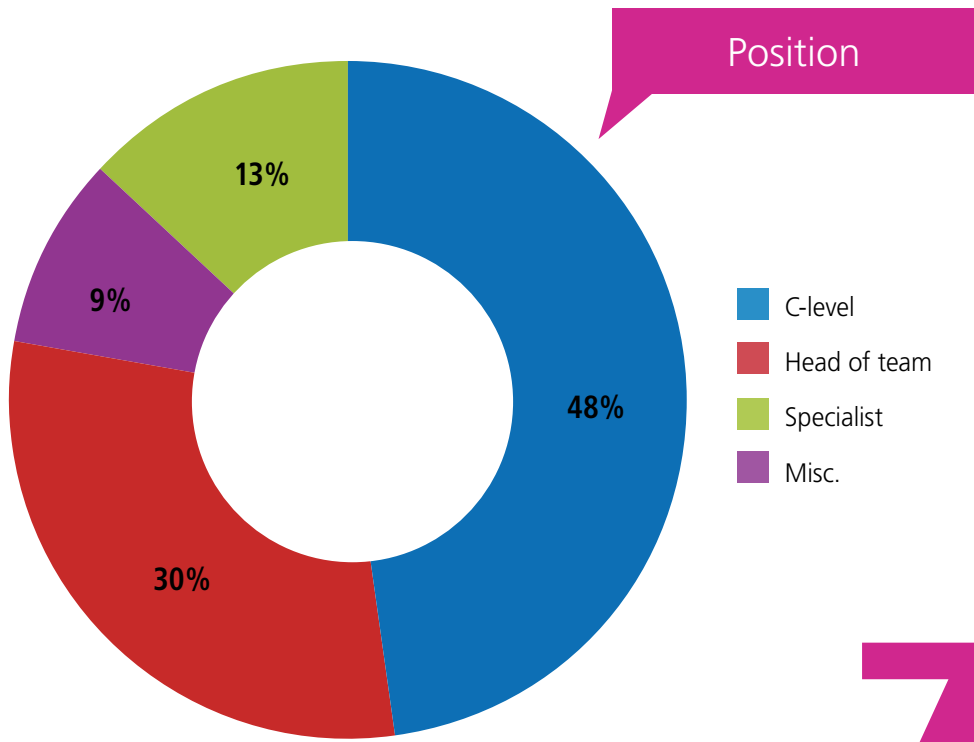
Europe 
Americas 
Asia / Pacific 
Middle East 
Africa 



89 industry
features per year

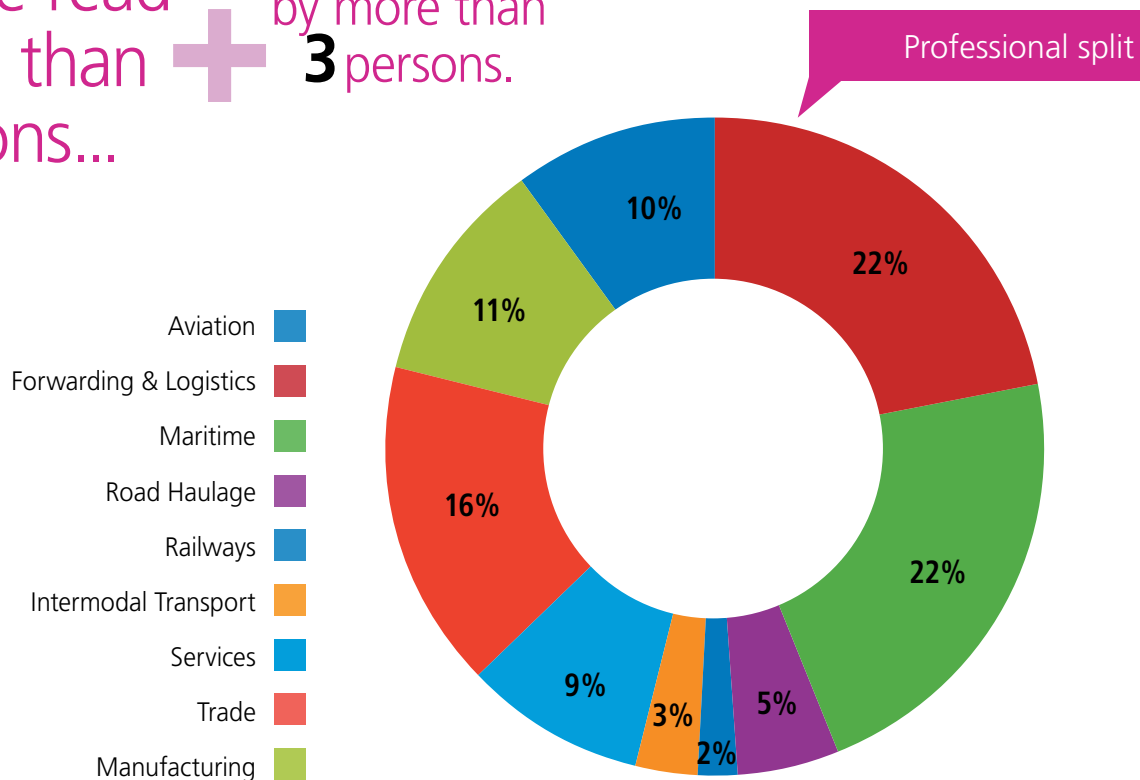
4,831,000
written characters per year

Reader profile



Published in **7** languages

29% of the copies are read by more than **5** persons... **+** ...**32%** of the copies are read by more than **3** persons. **= 61%**



The ITJ covers these regions on a regular basis:



Africa



Americas



Asia / Pacific

































































Europe



Middle East

Topics, international events & publication dates 2019

| Month | No. | Date of publication | Deadline for bookings | Deadline for printing data | Language editions | Main foci | Transport modes |
|-----------|-------|---------------------|-----------------------|----------------------------|--|---|---|
| January | 01-04 | 11.01.2019 | 14.12.2018 | 03.01.2019 | English, French, German | Middle East Austria / Switzerland |    |
| | 05-06 | 25.01.2019 | 04.01.2019 | 11.01.2019 | English, French, German | Break Bulk / Heavylift Italy Perishables |    |
| February | 07-08 | 08.02.2019 | 18.01.2019 | 25.01.2019 | English, French, German | Asia North America Air Cargo |    |
| | 09-10 | 22.02.2019 | 01.02.2019 | 08.02.2019 | English, French, German Spanish, Portuguese | Iberia / Latin America |    |
| March | 11-12 | 08.03.2019 | 15.02.2019 | 22.02.2019 | English, French, German | Break Bulk / Heavylift France Western Africa |    |
| | 13-14 | 22.03.2019 | 01.03.2019 | 08.03.2019 | English, French, German | Asia Suisse Romande |    |
| April | 15-16 | 05.04.2019 | 15.03.2019 | 22.03.2019 | English, French, German, Russian | Baltic & Nordic countries Central & Eastern Europe Central Asia |    |
| | 17-18 | 18.04.2019 | 29.03.2019 | 05.04.2019 | English, French, German, Italian | Break Bulk / Heavylift Italy |    |
| May | 19-20 | 03.05.2019 | 12.04.2019 | 19.04.2019 | English, French, German | Maghreb Med Sea |    |
| | 21-22 | 24.05.2019 | 03.05.2019 | 10.05.2019 | English, French, German | Far East transport logistic 2019 Iran / Central Asia |     |
| June | 23-26 | 14.06.2019 | 25.05.2019 | 03.06.2019 | English, French, German | UK / Ireland Iberia / Latin America |    |
| July | 27-30 | 12.07.2019 | 22.06.2019 | 29.06.2019 | English, French, German | 80th Anniversary of ITJ Austria / Switzerland Malta |     |
| August | 31-35 | 16.08.2019 | 20.07.2019 | 31.07.2019 | English, French, German | Turkey North America |    |
| September | 36-38 | 06.09.2019 | 16.08.2019 | 23.08.2019 | English, French, German | Break Bulk / Heavylift Inland navigation |    |
| | 39-40 | 20.09.2019 | 30.08.2019 | 06.09.2019 | English, French, German | Break Bulk / Heavylift FIATA Southern Africa |    |
| October | 41-42 | 04.10.2019 | 13.09.2019 | 20.09.2019 | English, French, German | Germany Central Europe Start-Ups in Logistics |    |
| | 43-44 | 18.10.2019 | 27.09.2019 | 04.10.2019 | English, French, German | Balkans / Greece Perishables |    |
| November | 45-46 | 01.11.2019 | 11.10.2019 | 18.10.2019 | English, French, German | Benelux Turkey Iran / Central Asia |    |
| | 47-48 | 15.11.2019 | 25.10.2019 | 01.11.2019 | English, French, German, Italian | Italy Med Sea |    |
| December | 49-52 | 06.12.2019 | 15.11.2019 | 22.11.2019 | English, French, German | Asia Break Bulk / Heavylift Season's Greetings |    |



Maritime: Shipping / Ports / Terminals



FL: Supply Chain / Forwarding / Logistics



BB / HL: Breakbulk / Heavylift / Projects



Aviation: Airlines / Airports / GSA



Intermodal: Rail / Inland Navigation / Road Haulage



CEP: Courier / Express / Parcel - E-Commerce

| | Features | Industry foci | Trade fairs & conferences |
|--|----------|--|--|
| | | Pharma Logistics / Chemicals Legal & insurance matters | Hazmat Training 17-19 Jan, Global Logistics Show, Hyderabad 29-31 Jan, Trans Middle East, Kuwait City |
| | | Cool Chain Fruit & Vegetables Oil & Gas | Packaging Project cargo / EPC Wind Energy / Offshore 31 Jan - 1 Feb, SSC-Luftfrachtseminar, Interlaken 11-12 Feb, Breakbulk Middle East, Abu Dhabi Feb, European Shipping Week, Brussels 6-8 Feb, Fruit Logistica, Berlin 19-21 Feb, Fruit Vegetables Logistics, Kiev |
| | | Blockchain Pharma / Chemicals | Valuables CEP / E-Commerce 10-12 Feb, WMX Americas, Miami 19-21 Feb, Logimat, Stuttgart 18-22 Feb, WCA Worldwide conference, Singapore 19-21 Feb, Air Cargo Africa, Johannesburg 15-17 Feb, WCA Annual conference, Bangkok 20-21 Feb, Philippine Ports and Shipping, Manila |
| | | Automotive Consumer goods | Electronics Port Technology 19-21 Mar, Intermodal Latin America, Sao Paulo 12-14 March, IATA World Cargo Symposium, Singapore |
| | | Packaging TMS / WMS Oil & Gas | IT / Logistics software Project cargo / EPC Wind Energy / Offshore 20-21 Mar, Breakbulk Asia, Shanghai 26-28 Mar, SITL, Paris 13-14 Mar, Multimodal West Africa, Lagos 20-21 Mar, Intermodal Africa, Mombasa |
| | | Valuables / Watches Logistics real estate Packaging | Pharma / Cool Chain Medical Services 28-30 Mar, FIATA HQ Session, Zurich 9-10 April, LogiPharma, Montreux 9-10 April, TIACA Flypharma, Hong Kong 9-10 April, TOC Asia, Singapore 10-11 April, Logistics & Distribution, Zurich |
| | | Forest products Automotive Consumer goods | HR / Recruitment Electronics 15-17 Apr, Transrussia, Moscow April, Nordic Air Cargo Symposium, Stockholm May, Black Sea Ports & Shipping, Varna 10-12 April, Eurasia, Istanbul |
| | | Packaging TMS / WMS Oil & Gas | Customs Clearance Project cargo / EPC Wind Energy / Offshore 7-9. May, Antwerp XL, Antwerp 15-19 May, Oil & Gas Uzbekistan, Tashkent 29-31 May, Caspian Oil & Gas, Baku 21-23 May, Break Bulk Europe, Bremen 18-20 May, GPLN AGM, Bremen |
| | | Textiles RoRo | Packaging Customs Clearance May, Logismed, Casablanca 16 May, Swiss Export Tag, Läderach 29-30 May, Medports, Casablanca 11-14 June, Sino-European F. F. Conf., Barcelona |
| | | Blockchain Textiles Automotive | Logistics real estate CEP / E-Commerce Packaging 22-24 May, Intermodal Asia, Shanghai 4-7 June, Air Cargo Europe, Munich 11-13 June, Trans Caspian, Baku 4-7 June, transport logistic, Munich 11-13 June, TOC Europe, Rotterdam 5-6 June, Deliver, Lisbon |
| | | RoRo Customs Clearance | Automotive IT / Logistics software 18-20 June, Multimodal , Birmingham 18-20 June, Expo Carga, Mexico June, Cool Chain Association, AGM & Perishables Conference 17-23 June, Paris Air Show, Le Bourget 26-28 June, SIL, Barcelona |
| | | Pharma Packaging Customs Clearance | Perishables / Cool Chain Valuables Legal & insurance matters Happy Birthday! |
| | | Textiles RoRo Pharma | Consumer goods Automotive Perishables / Cool Chain September, Cool Chain Association, Pharma & Bioscience Conference |
| | | IT / Logistics software Logistics real estate | Project cargo / EPC Wind Energy / Offshore 10-13 Sept, Wind Energy, Husum 10-12 Sept, Asean Ports and Shipping, Phnom Penh 9-13 Sept, London International Shipping Week, London |
| | | Mining TMS / WMS Oil & Gas | IT / Logistics software Project cargo / EPC Wind Energy / Offshore Oct, Break Bulk Americas, Houston 1-5 Oct, FIATA World Congress, Cape Town Sept., Baltic Sea Ports & Shipping, Riga 20-23 Oct, Oil & Gas, Kuwait Sept/Oct, Grimaldi 23rd Euromed Convention |
| | | CEP / E-Commerce IT / Logistics software Customs Clearance | Forest products TMS / WMS Oct, Deutscher Logistik-Kongress, Berlin 7-9 Oct, Transport a Logistika, Brno Nov, Trans Poland, Warsaw Oct, Top Transport Europe, Marseille Oct, Caspian Air Cargo Summit, Baku |
| | | HR / Recruitment Perishables / Cool Chain | Pharma Packaging 23-25 Oct, Fruit Attraction, Madrid 17-21 Nov, Dubai Air Show, Dubai Oct, Sino-International F. F. Conf., Shanghai 29-31 Oct, Air & Sea Americas, Miami 2-4 Nov, Supply chain & logistics, Athens |
| | | Textiles RoRo Oil & Gas | Consumer goods Automotive Wind Energy / Offshore 13-15 Nov, Logitrans, Istanbul Nov., Transbaltic, St Petersburg Nov., Intermodal Europe, Amsterdam 6-8 Nov, Transport Logistic, Rotterdam |
| | | Blockchain Textiles | Consumer goods Chemicals 14-17 Nov, Suisse Transport, Bern |
| | | Packaging Oil & Gas | Project cargo / EPC Wind Energy / Offshore Dec, TOC Middle East |

Advertising rates 2019

| 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.

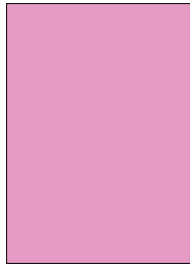
Rates apply to ads placed on left hand pages (except junior page ad). Ad placements on right hand pages are subject to 100% surcharge.

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

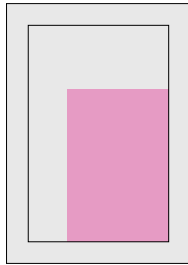
Bookings made through an agency will be subject to an agency commission of 15% maximum (excluding the price surcharge for a change of language in colour).

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

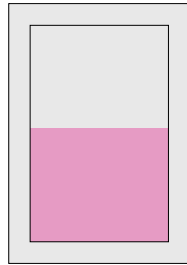
Type area – final formats (please supply without bleed)



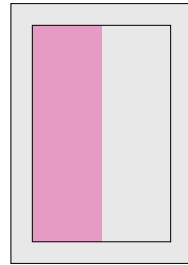
1/1 page bleed
215 x 300 mm + 3 mm each



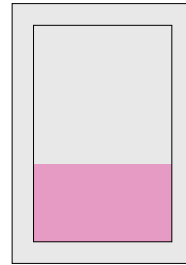
Junior page
121 x 168 mm



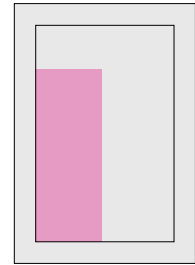
1/2 page horizontal
185 x 132 mm



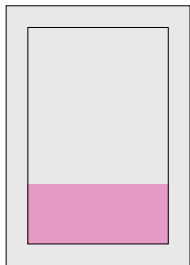
1/2 page vertical
90 x 268 mm



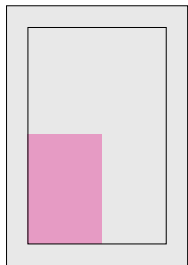
1/3 page horizontal
185 x 87 mm



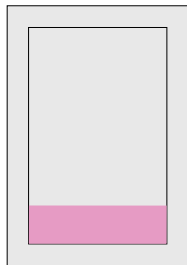
1/3 page vertical
90 x 178 mm



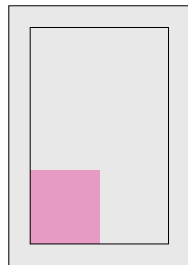
1/4 page horizontal
185 x 65 mm



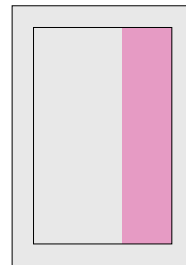
1/4 page vertical
90 x 132 mm



1/6 page horizontal
185 x 44 mm



1/6 page vertical
90 x 87 mm



Editorial page
58 x 268 mm

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.

Digital advertising 2019

ITJ Website

The screenshot shows the ITJ website interface with several advertising spots highlighted in pink boxes and callouts:

- Main top:** 620 x 90 pixels, 3 languages (EN, FR, GE), CHF 900 per month.
- Side (top/bottom):** 300 x 90 pixels, 3 languages (EN, FR, GE), CHF 450 per month.
- Middle (left/right):** 300 x 90 pixels, 3 languages (EN, FR, GE), CHF 550 per month.
- Main left:** Two spots, each 300 x 90 pixels, 3 languages (EN, FR, GE), CHF 550 per month.
- Main bottom:** 620 x 90 pixels, 3 languages (EN, FR, GE), CHF 650 per month.
- Skyscraper:** 300 x 600 pixels, 3 languages (EN, FR, GE), CHF 1,550 per month.
- Side bottom:** 300 x 90 pixels, 3 languages (EN, FR, GE), CHF 450 per month.

Banner prices on a **monthly** basis (minimum period).
The banners rotate on the Website. No rotation on the ITJ Daily.

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: 474,000
Unique visitors per year: 211,000

By language:

| | |
|----------|-----|
| German: | 33% |
| English: | 46% |
| French: | 21% |

By source of visitors:

| | |
|----------------|-----|
| Direct: | 77% |
| Search engine: | 18% |
| Other: | 5% |

ITJ Daily

Sent out in **English** on every working day.

More than **12200** recipients.

ITJ Daily for 15 August 2018

ITJ DAILY

«Curiosity of the day»
Chimpanzees make spears out of tree branches and use them to kill small animals. [more](#)

Full banner

Dear Mr. Doeppen,

Here's today's ITJ Daily in its new look, with the latest news from the logistics and transport world. Stay informed about what the industry needs to keep an eye on! You can also visit www.transportjournal.com for further information.

Yours,
Christian Doeppen
Editor-in-chief


[Issue 32-34/2018 - the latest International Transport Journal](#)

The ITJ is printed fortnightly in **English, French and German** editions.

Full banner

Kicker

XPO Logistics opens first last mile hub in Canada



XPO's first last mile hub in Canada is located in Toronto. Photo: XPO

XPO Logistics is opening its first hub in Canada for last mile distribution. The 4,650 sqm facility, located in Toronto, will have an around 70 strong workforce to serve customers throughout Ontario. Troy Cooper, president of XPO Logistics, said: "We're delighted to extend our last mile capabilities in Canada with the opening of our Toronto hub. Demand for our service is on the rise, as more people buy heavy goods online and retailers." [more](#)

Full banner

PEOPLE & COMPANIES

Air Partner chooses VP for US cargo division

Full banner
600 x 90 pixels
CHF 900 per month

1939 – 2019

Around the world for



Always in 3 language issues

ITJ Daily newsletter



Specials in 7 languages

6 Heavylift Specials a year

Read the e-paper yet?

20 issues a year



At home on every continent

At the speed of transport – from steamship to blockchain

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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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