



Additional languages on special occasions

Media kit 2015

The only trilingual and multimodal journal
for transport & logistics worldwide

www.transportjournal.com

- 4 **Editorial**
- 6 **Topics, publication dates
& international events 2015**
- 8 **Content structure**
- 9 **Advertising rates 2015**
- 10 **Advertising formats**
- 10 **Technical information**
- 11 **Special advertising forms**
- 11 **Supplements – Stickers – Inserts**
- 12 **Online advertising**
Newsletter: ITJ Daily
- 13 **Online advertising**
Website: transportjournal.com
- 14 **DTP-Maglify**
- 15 **Publisher contacts**
Advertising terms and conditions





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. Logistkdiensleistungskongress, 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 29.-30.10., Top Transport Europe, Marseille November, 10th European Conference on Inland Terminals 28.-30.10., Deutscher Logistik Kongress, Berlin 29.-30.10., Intermodal Africa, Lusaka
	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)

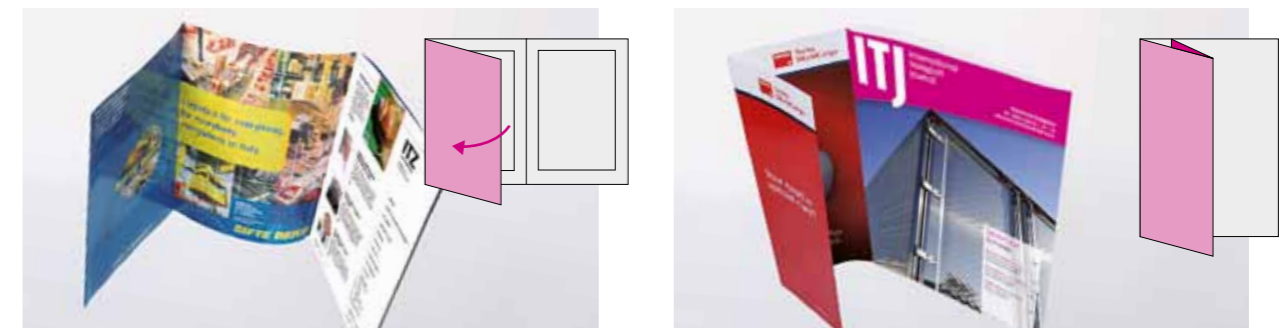
1/1 page bleed 215 x 300 mm + 3 mm each	Junior page 121 x 168 mm	1/2 page horizontal 185 x 132 mm	1/2 page vertical 90 x 268 mm	1/3 page horizontal 185 x 87 mm	1/3 page vertical 90 x 178 mm
1/4 page horizontal 185 x 65 mm	1/4 page vertical 90 x 132 mm	1/6 page horizontal 185 x 44 mm	1/6 page vertical 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.
Number of columns: 2 or 3 (section-wise)	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
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.

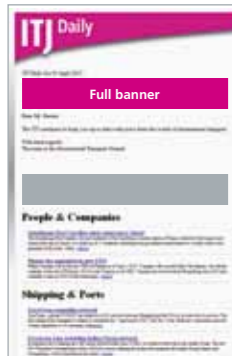
No discounts for supplements; no agency commission.

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

ITJ · Online advertising

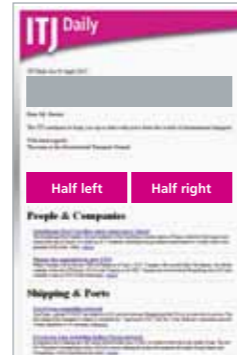


ITJ Daily:



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



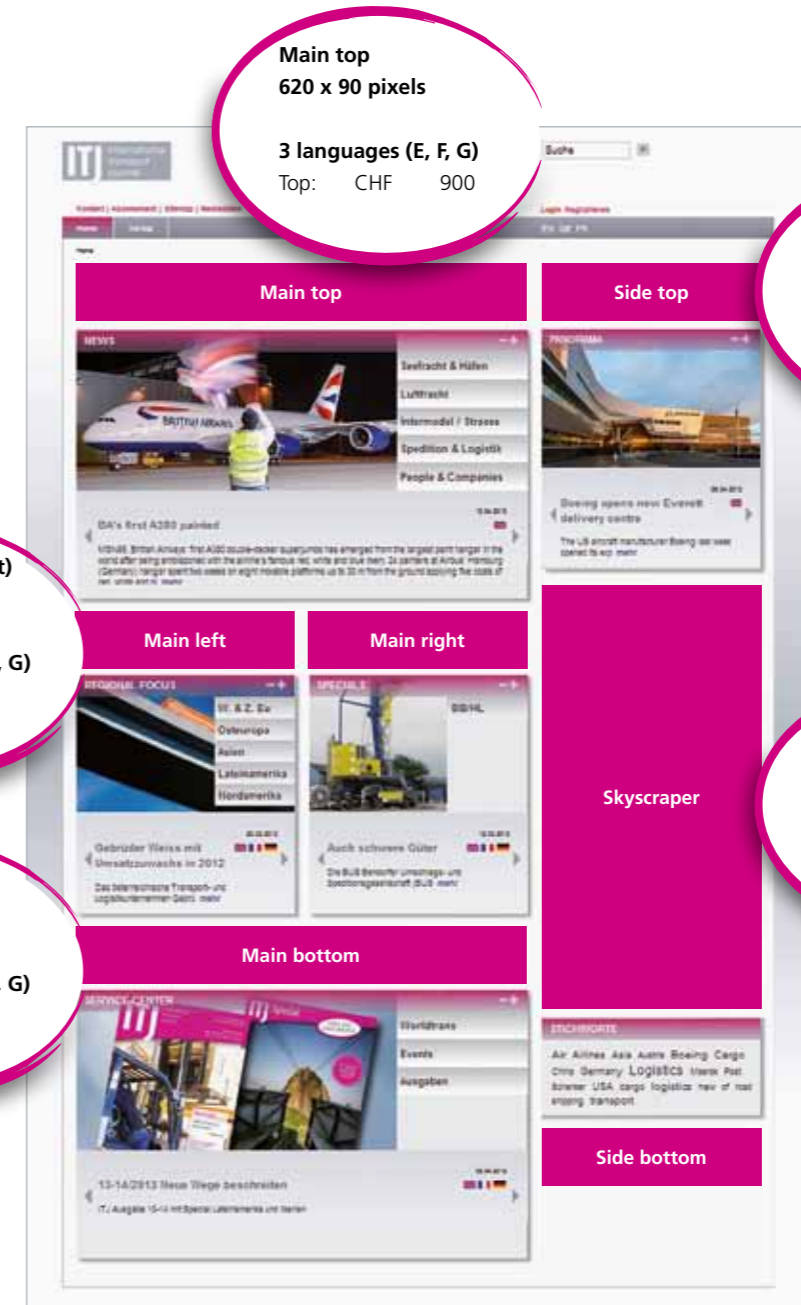
Single view (top/middle/bottom)
300 x 90 pixels

3 languages (E, F, G)
CHF 450

ITJ · Online advertising



ITJ Website:



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

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

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.

Swiss Professional Media WION GmbH

Grosspeterstrasse 23 · CH-4052 Basel, Switzerland
 Telefon: +41 58 958 96 55
 info@wion.ch · www.wion.ch
<http://maglify.wion.ch>



swissprofessionalmediaAG

A publication of
 swissprofessionalmedia AG
 Grosspeterstrasse 23, PO Box, CH-4002 Basel, Switzerland
 Tel: +41 58 958 95 00
 Fax: +41 58 958 95 90
Administration e-mail: info@transportjournal.com
Editorial office e-mail: transport@transportjournal.com
E-mail person: firstname.lastname@transportjournal.com

Web site: www.transportjournal.com

Managing director:
 Oliver Kramer

Editor-in-chief/Publishing director:
 christian.doepgen@transportjournal.com +41 58 958 95 10

Deputy editor-in-chief:
 antje.veregge@transportjournal.com +41 58 958 96 58

Editors:
 andreas.haug@transportjournal.com +41 58 958 95 22
 jutta.iten@transportjournal.com +41 79 776 51 30
 erica.gingerich@transportjournal.com +49 170 811 97 38
 claudia.benetti@transportjournal.com +41 58 958 95 00

Plus our worldwide network of contributors:

Johannes Angerer (Feldkirch)
 Eckhard-Herbert Arndt (Hamburg)
 Rüdiger Arndt (Ferrol)
 Dr André Ballin (Moscow)
 Sebastian Becker (Warsaw)
 Eckhard Boecker (Kisdorf)
 Lutz Ehrhardt (Hamburg)
 Joseph Richard Fonseca (Mumbai)
 Björn Helmke (Hamburg)
 Harald Jung (Milan)
 Beat Keiser (Lugnorre)
 Ralf Klingsieck (Paris)
 Dr. Robert Kluge (Leipzig)
 Torsten Kollande (Schwarmstedt)
 Dr Christine Kulke-Fiedler (Berlin)
 Stephanie Lützen (Berlin)
 Iris Martin (Hamburg)

Manik Mehta (New York)
 Josef Müller (Vienna)
 Barbara Odrich (Yokohama)
 Katja Ridderbusch (Atlanta)
 Dirk Ruppik (Surat Thani)
 Holger Schlote (Istanbul)
 Armin F. Schwolgin (Weil am Rhein)
 Angelo Scorza (Genoa)
 Heiner Siegmund (Hamburg)
 Frank Stier (Sofia)

Translators:
 andree.schwarz@transportjournal.com +41 58 958 95 23
 gyan.sharan@transportjournal.com +41 58 958 95 21
 judi.krattiger@bluewin.ch +41 58 958 95 21

Layout:
 olivier.kilchherr@transportjournal.com +41 58 958 95 11
 david.jentzen@transportjournal.com +41 58 958 95 17
 nicole.huebner@transportjournal.com +41 58 958 96 04

Subscriptions/Distribution:
 carolyne.kretzschmar@s-p-m.ch +41 58 958 96 49

Sales:

Germany, Netherlands, Belgium, Luxembourg, Nordic countries, UK, Ireland, Japan, South Korea, South Africa:
 siegfried.angeli@transportjournal.com +41 58 958 95 04
 Mobile: +41 78 688 87 90

United Arab Emirates, Turkey, Iran, United Kingdom (freight forwarding and aviation), German-speaking parts of Switzerland, Austria, Bavaria (postcodes 8 and 9), Job Market/Real Estate Market:
 roland.hofacker@transportjournal.com +41 58 958 95 07
 Mobile +41 79 305 48 40

Central and Eastern Europe, Central Asia, Greece, Cyprus:
 elina.marauska@transportjournal.com +41 58 958 95 27
 Mobile: +41 78 688 87 92

France, Italy, Spain, Portugal, Balkan States, Malta, North Africa, Israel:
 mirko.vasiljevic@transportjournal.com +41 58 958 96 88
 Mobile: +41 79 466 35 95

French and Italian-speaking parts of Switzerland, Swiss-trans, Swiss Shipping Guide, Propeller Club Directory:
 werner.kestenholz@transportjournal.com +41 58 958 95 16
 Mobile +41 79 674 29 52

Representative for Latin America:
 ernst.littig@transportjournal.com +41 58 958 95 14
 Mobile: +41 79 225 18 78

Advertising service:
 vreni.haab@s-p-m.ch +41 58 958 96 29

Marketing:
 caroline.johnson@transportjournal.com +41 58 958 96 54

Accounts:
 brigitta.meyer@s-p-m.ch +41 58 958 96 18
 fax: +41 61 564 37 00

Printing and dispatch:
 Printec Offset, DE 34123 Kassel

Bank details:
 Credit Suisse, Basel, Swift CRES CH ZZ 80A
 IBAN: CH23 0483 5030 8286 3100 0 CHF
 IBAN: CH75 0483 5030 8286 3200 4 EUR

Place of jurisdiction and applicable law: Basel, Switzerland
 The reproduction of articles or pictures, either as a whole or in part, is only allowed with the express permission of the publisher. No responsibility is accepted for unsolicited material.

76th year ISSN 1420-5688
 Published fortnightly/Subscription: CHF 220 + postage

Swissprofessionalmedia AG is an associated member of Fiata and Tiaca.



ITJ · 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.

swissprofessionalmedia AG

Grosspeterstrasse 23

P.O. Box

CH-4002 Basel

Switzerland

Telephone: +41 (0)58 958 96 00

Fax: +41 (0)58 958 96 90

E-mail: transport@transportjournal.com

www.transportjournal.com