

MEDIA KIT 2023

PRINT & DIGITAL

The only trilingual and multimodal journal
for transport and logistics worldwide



WE TRANSPORT INFORMATION



THE NEW NORMAL IS HIGH!

2023 is the year of delayed normalisation of the supply chain, which will place heavy demands on our industry to create a sustainable and prosperous business future. The fast-paced boom of the last years should provide the necessary impetus – with the ITJ at your side.

Always in three languages – seven in total

The ITJ is published fortnightly in English, French and German editions, as well as regularly in Spanish, Portuguese, Russian and Italian.

Comprehensively multimodal

Our reporting is based on our multimodal world view and covers maritime and inland shipping, aviation, forwarding and logistics, railway transport, road haulage as well as intermodal operations.

Our global reach

The ITJ is read in 152 countries on every continent, from Andorra to Zambia. We increase our print run for our regional Specials and distribute them at conferences worldwide.

Following the digital highway

Our ITJ Daily newsletter, with 16 articles a day (in English), has been sent to readers every working day of the week for more than 20 years.

The journal is also available as an e-paper.

Under our LinkedIn profile you'll also find further relevant information from the ITJ.

**Bank on the trilingual, multimodal and global ITJ.
It's proved its value for 84 years!**



Spanish

Portuguese

Russian

Italian

LE 'NEW NORMAL' EST PROCHE!

En 2023, l'année de la normalité différée au niveau des chaînes d'approvisionnement, notre secteur d'activité doit, lui aussi, préserver son propre avenir tant commercialement que durablement. Le boom rapide de ces dernières années devrait fournir l'élan nécessaire – et l'ITJ sera à vos côtés.

Toujours trois et au total 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 en espagnol, en portugais, en russe et en italien.

Complètement multimodal

Attachés à l'optique multimodale, nous nous penchons dans nos articles sur la navigation maritime et fluviale, le trafic aérien, la logistique et l'expédition, le transport ferroviaire et routier ainsi que le trafic combiné.

Sur des bureaux du monde entier

L'ITJ est lu dans 152 pays et sur tous les continents, d'Andorre à la Zambie. Des tirages supplémentaires des Spéciaux régionaux de l'ITJ sont distribués lors de foires et salons à l'échelle globale.

La voie numérique

Depuis plus de 20 ans, notre lettre d'information ITJ Daily contenant 16 nouvelles en langue anglaise est expédiée aux lecteurs.

L'ITJ existe évidemment également sous forme d'e-journal. Et sous LinkedIn vous trouverez des informations supplémentaires fournies par l'ITJ.

Misez sur l'ITJ trilingue, multimodal et global. Il fait ses preuves depuis 84 ans!



5x

per year

DAS NEUE NORMAL IST NAHE!

Im Jahr 2023 der zeitverzögerten Normalisierung der Lieferketten ist unsere Branche gefordert, die eigene Zukunft geschäftlich wie nachhaltig zu sichern. Der rasante Boom der letzten Jahre sollte den nötigen Schwung verleihen – und das ITJ steht an Ihrer Seite.

Immer drei und insgesamt sieben Sprachen

Das ITJ erscheint 14-tägig jeweils in einer englischen, französischen und deutschen Ausgabe und zusätzlich in spanischen, portugiesischen, russischen und italienischen Versionen.

Umfassend multimodal

Wir sehen bei unserer Berichterstattung durch die multimodale Brille und berücksichtigen Hochsee- und Binnenschifffahrt, Luftverkehr, Logistik & Spedition, Bahn- und Strassentransporte sowie Kombi-Verkehre.

Auf Schreibtischen weltweit

Das ITJ wird in 152 Ländern auf allen Kontinenten gelesen, von Andorra bis Zambia. Bei regionalen Specials liegt das ITJ mit Zusatz-Auflagen auf globalen Konferenzen auf.

Auf digitaler Schiene

Seit über 20 Jahren geht unser umfassender ITJ-Daily-Newsletter mit werktäglich 16 Artikeln in englischer Sprache an unsere Leser hinaus.

Die Zeitschrift ist auch als e-Paper verfügbar.

Auch unter der Präsenz auf unserem LinkedIn-Profil finden Sie weitergehende Informationen des ITJ.

Setzen Sie auf das seit 84 Jahren bewährte ITJ – dreisprachig, multimodal und global.



Christian Doepgen
Editor-in-chief /
Publishing director



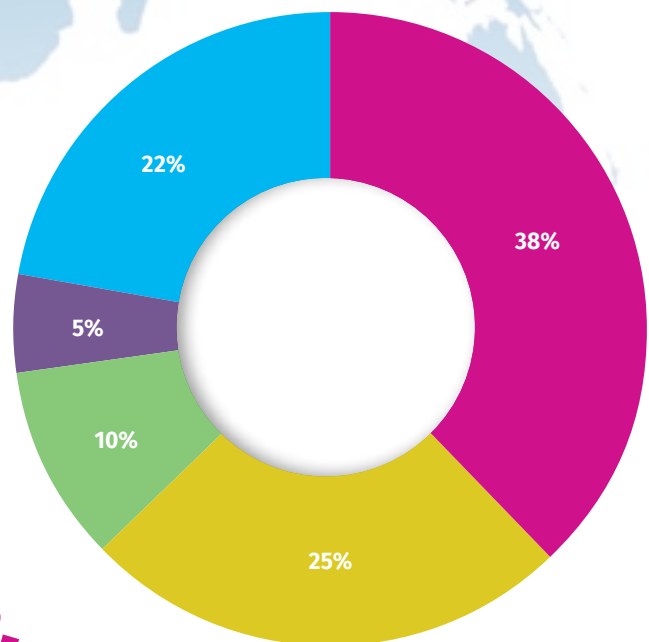
FACTS & FIGURES

Distributed in
152 COUNTRIES

363,152
RECIPIENTS
every month
via ITJ, ITJ Daily
and LinkedIn

Europe
Americas
Asia / Pacific
Middle East
Africa

Regional split



PRINT

45 SPECIALS &
102 INDUSTRY
FEATURES per year

MORE THAN
3,790 ARTICLES per year

16 SHORT NEWS
ITEMS A DAY

12,300 RECIPIENTS A DAY

ABOUT 220 NEWSLETTERS EVERY YEAR

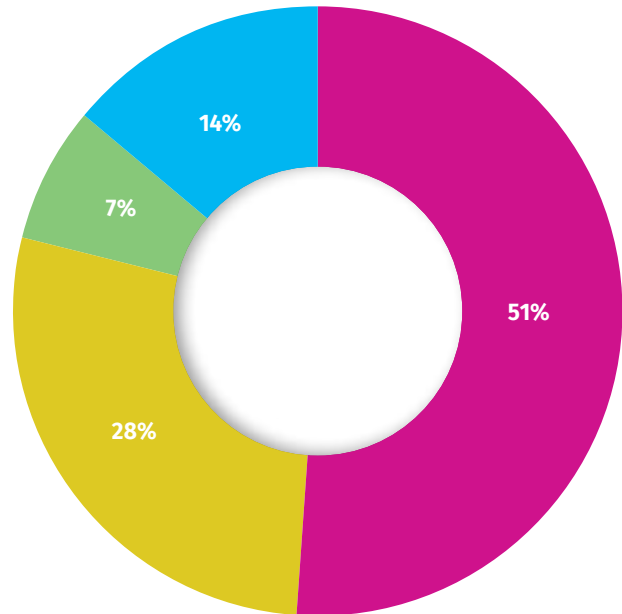
ITJ DAILY

OUR READERS

IN 7 LANGUAGES

ENGLISH
GERMAN
FRENCH
ITALIAN
SPANISH
PORTUGUESE
RUSSIAN

C-level
Head of team
Specialist
Miscellaneous



29%
of the copies
are read by
more than
5 people



33%
of the copies
are read by
more than
3 people

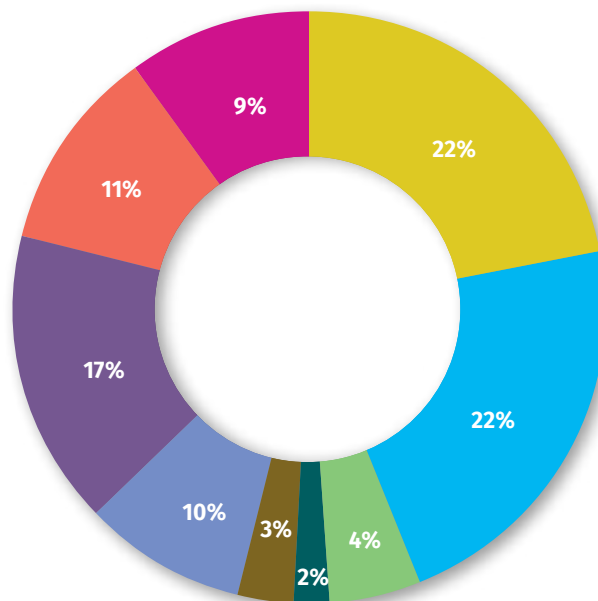


62%
of the
copies have
more than
3 readers



Professional split

Aviation
Forwarding & Logistics
Maritime
Road Haulage
Railways
Intermodal Transport
Services
Trade
Manufacturing



ADVERTISING RATES 2023 PRINT

CLASSIC ADVERTS colour (Euroscale)

| | | PRINT | | PRINT ⁺ p ⁺ |
|-------------|---|-------------------------------------|-------------|-----------------------------------|
| Formats | | Type area width × height (in mm) | rate CHF | VR/AR rate CHF |
| 1/1 page | ① | 215 × 300 (+3 mm bleed) | 6,450 | 700 |
| Junior page | ② | 121 × 168 (vertical) | 4,300 | 600 |
| 1/2 page | ③ | 185 × 132 (horizontal) | 3,350 | 600 |
| | ④ | 90 × 268 (vertical) | | |
| 1/3 page | ⑤ | 185 × 87 (horizontal) | 2,300 | 500 |
| | ⑥ | 90 × 178 (vertical) | | |
| 1/4 page | ⑦ | 185 × 65 (horizontal) | 1,850 | 450 |
| | ⑧ | 90 × 132 (vertical) | | |
| 1/6 page | ⑨ | 185 × 44 (horizontal) | 1,400 | 350 |
| | ⑩ | 90 × 87 (vertical) | | |

SPECIAL PLACEMENTS colour (Euroscale)

| | | PRINT | | PRINT ⁺ p ⁺ |
|--|---|--|-------------|-----------------------------------|
| Formats | | Type area width × height (in mm) | rate CHF | VR/AR rate CHF |
| Contents page | | 185 × 44 (horizontal) | 2,300 | 500 |
| Editorial page | ⑪ | 58 × 268 (vertical) | 3,350 | 600 |
| Inner front cover | | 215 × 300 (+3 mm bleed) | 7,500 | 750 |
| Inner back cover | | 215 × 300 (+3 mm bleed) | 5,500 | 700 |
| Back cover including logo on front cover | | 215 × 300 (+3 mm bleed) 16 cm ² (Logo) | 14,000 | 1,000 |
| Supplement | | | | |
| Inner front cover | | 215 × 300 (+3 mm bleed) | 6,900 | 700 |
| Supplement | | | | |
| Inner back cover | | 215 × 300 (+3 mm bleed) | 4,500 | 600 |
| Supplement | | | | |
| Back cover including logo on front cover | | 215 × 300 (+3 mm bleed) 16 cm ² (Logo) | 8,500 | 800 |

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 a 100% surcharge.

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

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 get in touch with us. Contact details on page 14.

High profile with Print⁺

Print⁺ allows you to bring pictures to life

Adverts can be made interactive through moving images and films, both in printed editions as well as in the e-paper. We can link your films, images or 3D models to your ads. When people scan the ad with their smartphone (Scanarius or AR App) it awakens to life and shows the digital content. Enrich your ad digitally on two platforms (Print⁺ and e-paper) – it won't cost you much!

Beware – validity periods vary, depending on the platform.

Print validity period: six months from the date of the publication in which you booked your ad.

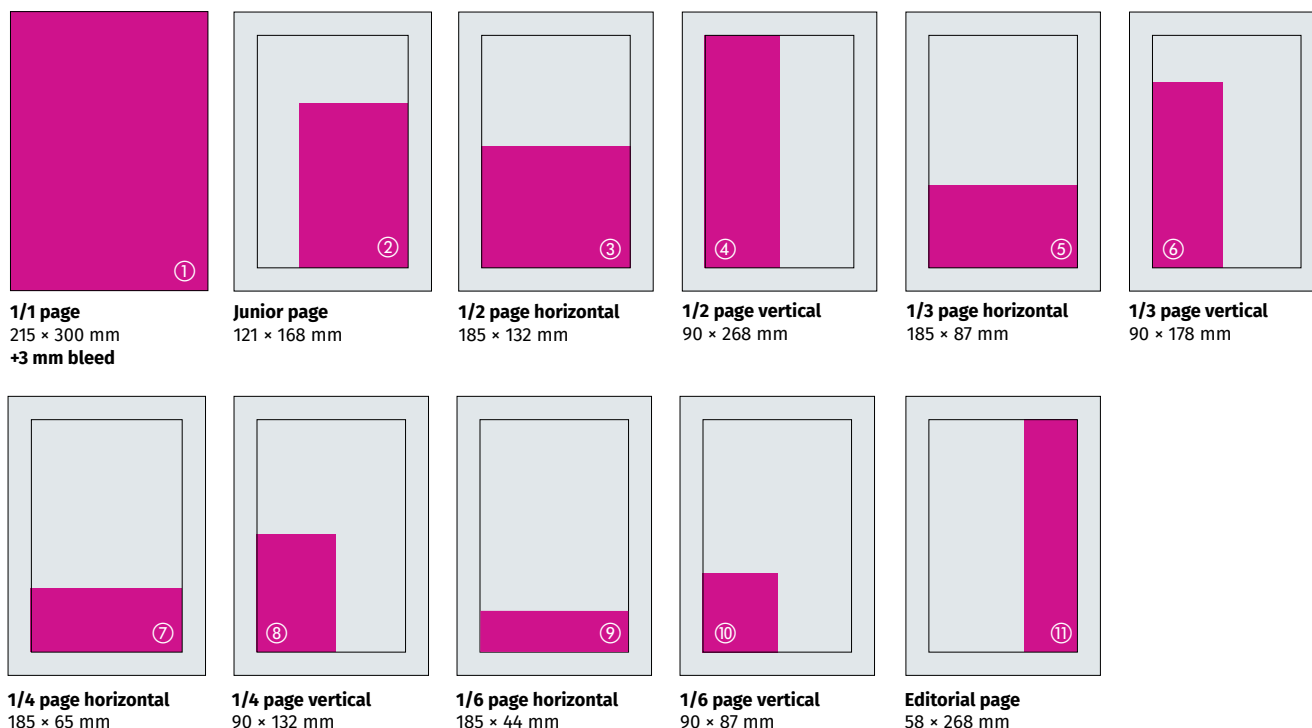
E-paper validity period: unlimited from the date of the publication in which you booked your ad.

Further digital formats can be placed in e-papers (price on application).

- Films (mp4 format, or a link to YouTube)
- Image, or image gallery
- Links to websites
- Links to downloads



TYPE AREA – FINAL FORMATS (please supply without bleed)



TECHNICAL INFORMATION

Magazine format 215 × 300 mm

Type area 185 × 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 in standard editions

Printec Offset / Michael Suckow
Ochshäuserstrasse 45
D-34123 Kassel
Germany

Please send your printing data to itj-artwork@medtrix.group
or by post to: MedTriX AG, ITJ-Advertisements,
Grosspeterstrasse 23, P.O.Box, CH-4002 Basel, Switzerland

SUPPLEMENTS, STICKERS AND 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 (including 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 × 168 mm Maximum size: 210 × 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.

TOPICS, INTERNATIONAL EVENTS AND PUBLICATION DATA

| Month | No. | Date of publication | Deadline for bookings | Deadline for printing data | Language editions | Main foci | Transport modes |
|-----------|-------|---------------------|-----------------------|----------------------------|--|---|--|
| January | 01-04 | 20.01.2023 | 23.12.2022 | 30.12.2022 | English, French, German | Austria / Switzerland Middle East/Asia |     FL |
| February | 05-08 | 03.02.2023 | 13.01.2023 | 20.01.2023 | English, French, German | Breakbulk / Heavylift Italy Africa/Air Cargo |     FL |
| | 09-10 | 17.02.2023 | 27.01.2023 | 03.02.2023 | English, French, German, Spanish, Portuguese | Iberia / Latin America North America |     FL |
| March | 11-12 | 03.03.2023 | 10.02.2023 | 17.02.2023 | English, French, German | Maghreb Africa |     FL |
| | 13-14 | 17.03.2023 | 24.02.2023 | 03.03.2023 | English, French, German | France Balkans/Greece |     FL |
| April | 15-16 | 31.03.2023 | 10.03.2023 | 17.03.2023 | English, French, German, Russian | Baltic States, Central & Eastern Europe Breakbulk/Heavylift |     FL |
| | 17-18 | 14.04.2023 | 24.03.2023 | 31.03.2023 | English, French, German, Italian | Italy Switzerland |     FL |
| | 19-20 | 28.04.2023 | 07.04.2023 | 14.04.2023 | English, French, German | Transport Logistic 2023 Air Cargo |     FL |
| May | 21-22 | 19.05.2023 | 28.04.2023 | 05.05.2023 | English, French, German | Iberia / Latin America Mediterranean Breakbulk / Heavylift |     FL |
| June | 23-26 | 09.06.2023 | 19.05.2023 | 26.05.2023 | English, French, German | UK / Ireland Maghreb Suisse Romande |     FL |
| July | 27-30 | 07.07.2023 | 16.06.2023 | 23.06.2023 | English, French, German | Austria / Switzerland Germany Malta |     FL |
| August | 31-35 | 18.08.2023 | 28.07.2023 | 04.08.2023 | English, French, German | Middle East |     FL |
| September | 36-38 | 01.09.2023 | 11.08.2023 | 18.08.2023 | English, French, German | Asia Benelux Air Cargo |     FL |
| | 39-40 | 15.09.2023 | 25.08.2023 | 01.09.2023 | English, French, German | North America Breakbulk / Heavylift Inland Navigation |     FL |
| October | 41-42 | 29.09.2023 | 08.09.2023 | 15.09.2023 | English, French, German | Germany France Cool Chain / Perishables |     FL |
| | 43-44 | 13.10.2023 | 22.09.2023 | 29.09.2023 | English, French, German | Nordic Countries Air Cargo |     FL |
| November | 45-46 | 03.11.2023 | 13.10.2023 | 20.10.2023 | English, French, German | Turkey Poland/Central Europe Iran/Central Asia |     FL |
| | 47-48 | 17.11.2023 | 27.10.2023 | 03.11.2023 | English, French, German, Italian | Italy Liechtenstein |     FL |
| December | 49-52 | 08.12.2023 | 17.11.2023 | 24.11.2023 | English, French, German | Asia Breakbulk/Heavylift |     FL |

The ITJ covers these regions on a rotating basis.



Africa



Americas



Asia / Pacific



Europe



Middle East

| Features | Industry foci | | Trade fairs & conferences | |
|--|--|--|---|---|
|  | Pharma / chemicals FMCG E-commerce | Packaging Valuables Fruit and vegetables | <ul style="list-style-type: none"> • 24–27 January, Trans Middle East, Dubai • 8–10 February, Fruit Logistica, Berlin | <ul style="list-style-type: none"> • 24–26 January, Empack, Zurich • 3–5 February, Signature Global Network, Ho Chi Minh City |
|  | Consumer goods Textiles Oil and gas | Packaging Project cargo / EPC Wind energy / offshore | <ul style="list-style-type: none"> • 13–14 February, Breakbulk Middle East, Dubai • 21–23 February, Air Cargo Africa, Johannesburg | <ul style="list-style-type: none"> • date tbc, Transpotec, Verona |
| | Automotive Consumer goods E-commerce | Hightech FMCG IT / logistics software | <ul style="list-style-type: none"> • 28 February–2 March, Intermodal South America, São Paulo • date tbc, IATA World Cargo Symposium | |
| | Packaging Automotive | Textiles Port technology | <ul style="list-style-type: none"> • 7–9 March, TOC Africa, Tangier • 28–30 March, Expo Logistics, Panama | <ul style="list-style-type: none"> • March, Fiata HQ Meeting, Geneva |
|  | Green logistics Forest products Packaging | TMS/WMS Logistics real estate Automotive | <ul style="list-style-type: none"> • 28–30 March, SITL 2023, Paris • 28–30 March, Mediterranean Ports and Shipping, Athens | |
|  | Forest products Automotive Wind energy / offshore Oil and gas | Consumer goods Project cargo / EPC Bulk Customs clearance | <ul style="list-style-type: none"> • 5–7 April, Logistics Congress 2023, Portorož, Slovenia • 17–19 April, TransRussia, Moscow • 25–27 April, IATA World Cargo Symposium, Istanbul | <ul style="list-style-type: none"> • 19–20 April, Empack and Logistics, Porto • 27–28 April, Breakbulk Russia, St Petersburg |
| | Packaging Machinery / industrial goods Pharma / cool chain | Textiles TMS/WMS | <ul style="list-style-type: none"> • 18–20 April, Intermodal Africa, Durban • 27–28 April, Swiss Shippers' Forum, Interlaken • 25–27 April, Logipharma, Lyon | <ul style="list-style-type: none"> • 20–22 April, Transport Scandinavia, Herning • 25–27 April, Logimat • 26–28 April, TransLogistica Caspian, Baku |
|  | Perishables Textiles Spare parts FMCG | E-commerce Pharma / cool chain General cargo | <ul style="list-style-type: none"> • 9–12 May, Transport Logistic, Munich • 9–12 May, Air Cargo Europe, Munich | |
|  | Project cargo / EPC Oil and gas Port technology Project cargo | Wind energy / offshore Warehousing Real estate | <ul style="list-style-type: none"> • 6–8 June, SIL, Barcelona • 6–8 June, Breakbulk Europe, Rotterdam • date tbc, Fiata HQ Session, Geneva • 24–25 May, Logistics & Distribution, Dortmund, Germany | |
| | Ro-ro / ferries Rail technology Customs clearance | Free zones Textiles Valuables | <ul style="list-style-type: none"> • 13–15 June, Multimodal, Birmingham • 13–15 June, TOC Europe, Rotterdam • date tbc, Logismed, Casablanca | <ul style="list-style-type: none"> • 14–15 June, Top Logistics Europe, Lille • date tbc, Posidonia, Athens • 4–6 July, Caspian Ports and Shipping, Aktau, Kazakhstan |
| | Pharma Packaging Green logistics Utility vehicles | Perishables / cool chain Valuables HR / recruitment Customs clearance | | |
| | Automotive Warehousing | Consumer goods Port technology | | |
| | IT / logistics software Logistics real estate | Legal & insurance Rail Technology | <ul style="list-style-type: none"> • date tbc, Fiata World Congress, Brussels • 13–15 September, Air Cargo Southeast Asia, Singapore | |
|  | Mining IT/logistics software Oil and gas Automotive | Port technology Project cargo / EPC TMS/WMS Wind Energy | <ul style="list-style-type: none"> • September, Grimaldi Euromed Convention • 26–28 September, Breakbulk Americas, Houston • date tbc, Antwerp XL, Antwerp | |
|  | CEP / e-commerce IT / logistics software Perishables | Green logistics TMS/WMS High-tech | <ul style="list-style-type: none"> • October, Deutscher Logistik Kongress, Berlin • date tbc, Fruit Attraction, Madrid | <ul style="list-style-type: none"> • date tbc, Top Transport Europe, Marseille • 14–16 October, Supply Chain Logistics, Miami |
| | Ro-ro / ferries Perishables Packaging | Cool chain Pharma | <ul style="list-style-type: none"> • October, TOC Americas • 31 October–2 November, Air Cargo Americas, Miami | |
| | Textiles Ro-ro / ferries Pharma / cool chain | Consumer goods Automotive | <ul style="list-style-type: none"> • November, Logitrans 2022, Istanbul • date tbc, Translogistika Poland, Warsaw | |
|  | Consumer goods Hazmat Logistics real estate | Chemicals Port technology Textiles | <ul style="list-style-type: none"> • November, TOC Asia | |
|  | Packaging Oil and gas E-commerce | Project cargo / EPC Wind energy / offshore | <ul style="list-style-type: none"> • Cordial season's greetings! | |

For updates, check our events page at
www.transportjournal.com



Maritime: Shipping / Ports / Terminals



Aviation: Airlines / Airports / GSAs



FL: Supply Chain / Forwarding / Logistics



Intermodal: Rail / Inland Navigation / Road Haulage



BB / HL: Breakbulk / Heavylift / Project Cargo



CEP: Courier / Express / Parcels / E-Commerce

YOUR DIGITAL OPTIONS

ITJ Daily (five times a week)

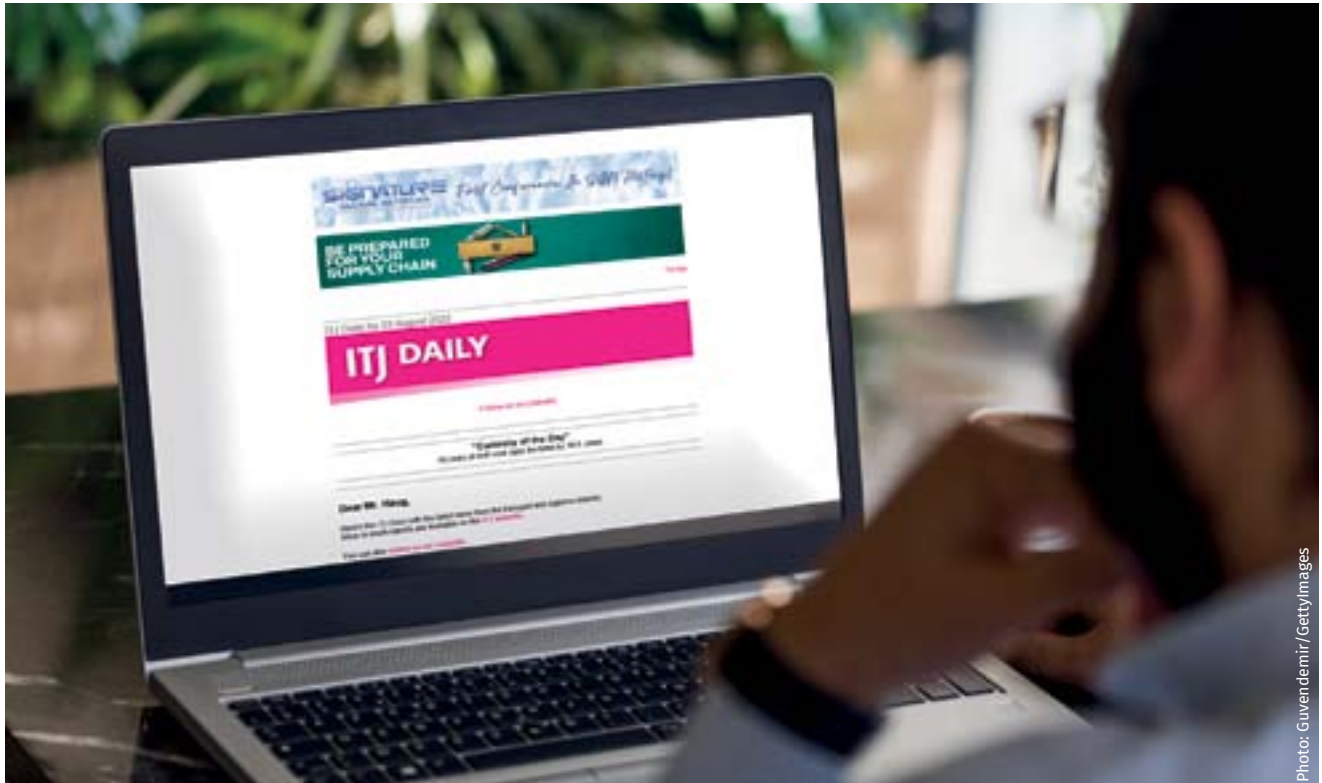
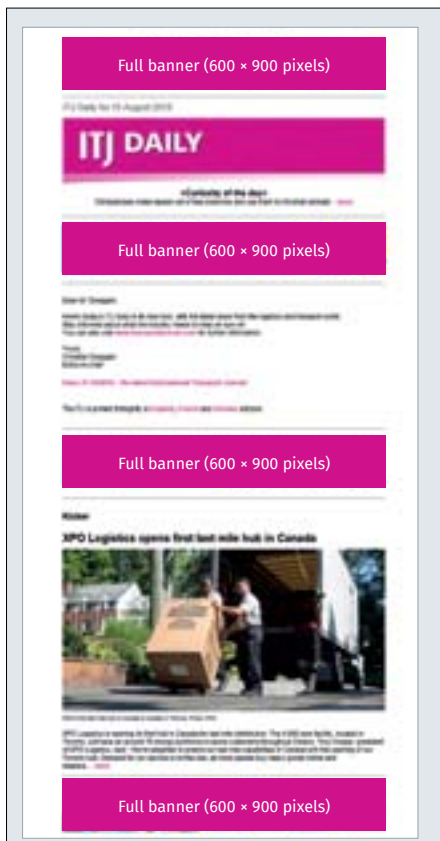


Photo: Guvendimir/Gettyimages



- Sent out every working day
- Published in English
- More than 12,300 recipients
- Opening rate of 20–30%
- Around 16 news items a day
- Multimodal content

| Position | Size Width × height (in pixel) | Price |
|-------------|--|-------------------|
| Banner | 600 × 90 | CHF 900 per month |
| Text advert | Image: 600 × 300 Title: 45 characters Text: 600 characters | CHF 750 per month |

Banner prices are per month.
The minimum period for a banner and for a text advert is one month.

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

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

The ITJ on LinkedIn



Photo: Igor Kuryaev/Getty Images

Our presence on social media

It's not just social, it can also be business.

Like many other publications, we consider our print and online media complementary to cover our entire industry market.

Nevertheless, LinkedIn has proved to be particularly useful to give the community a further platform.

At the ITJ we're happy to keep in touch with our readers worldwide as we visit industry events and meetings and report from the front line.

Get in touch with us to choose your options for more visibility.

E-Paper & Print+



Surf the digital wave

Every print issue of the ITJ is also available as an e-paper.

Scan your advert to life

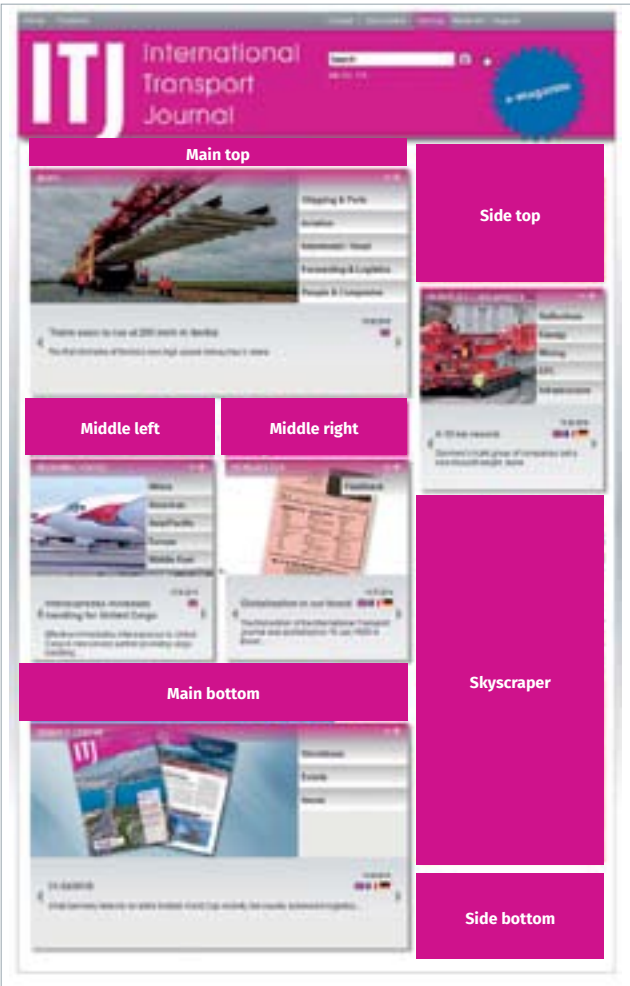
Adverts can be turned into interactive experiences through moving images and film, both in print and in the ITJ e-paper.

Adverts come to life. Scanning the Print+ symbol can take you to product information, a video, an audio presentation, an online shop or a special offer, for example. Whether it be a 3D animation, a 3D model, or interactive control elements – there is hardly any limit to creativity.

Please check the rates on page 6.



Photo: BartekSzewczyk / Gettyimages



Every advert appears in three languages.
Key figures:

- Page impressions per year: 583,000
- Visits: English 53%, German 25%, French 22%
- By source
Direct 81% of visitors, Search engine 16%, Other 3%

| Position | Size Width × height (ipixel) | Price |
|------------------------|---------------------------------|---------------------|
| Main top | 620 × 90 | CHF 900 per month |
| Main bottom | 620 × 90 | CHF 650 per month |
| Skyscraper | 620 × 600 | CHF 1,550 per month |
| Middle (left/right) | 300 × 90 | CHF 550 per month |
| Side (top/bottom) | 300 × 90 | CHF 450 per month |
| Main bottom | 620 × 90 | CHF 650 per month |

Banner prices on a monthly basis (minimum period).
The banners rotate on the website.
No rotation in 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.

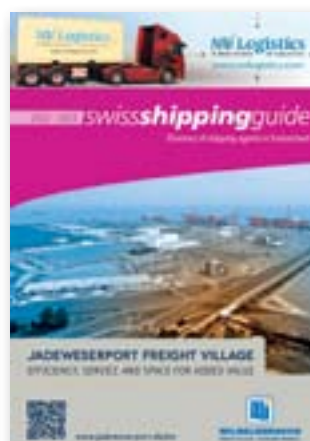
Do you read books?



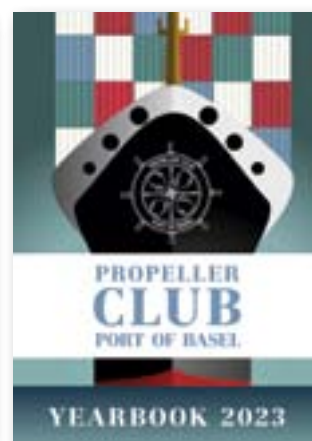
The **worldtrans** register is used by 21,000 companies worldwide. It contains a selection of correspondents, listed by location. They've paid to appear in worldtrans, thus proving their reliability. Contact details in the register are updated every four months in both the printed and online versions. You'll find further information inside, such as the current terms of international trade.



Swisstrans is the comprehensive directory of the transport industry in Switzerland and Liechtenstein. You'll find 7,400 addresses and contact details of every relevant company, authority and association active in the multimodal transport and logistics industry in the country. You can also search for a concrete solution you need in the categories 'Services', 'Products' and 'Destinations'.



The **Swiss Shipping Guide** gives you insights into the maritime business in and around Switzerland. Inside you'll find all the 21 shipping agencies in the Swiss market and their contact details, the 54 shipping lines they serve and the 25 routes they cover. Your guide also includes the addresses of 16 container depots, terminals, leasing companies and service providers in Switzerland.



The **Yearbook of the Propeller Club, Port of Basel**, is published annually. The Propeller Club celebrated its 40th anniversary in 2018. It has more than 330 active members today from every part of Switzerland. These leading executives, many of whom walk in the global transport system's corridors of power, represent the logistics sector and its service providers – key Swiss industries.

Get in touch with us to choose your options for more visibility.

Werner Kestenholz, Tel. +41 79 674 29 52, werner.kestenholz@medtrix.group

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 1/4 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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IBAN (EUR): CH75 0483 5030 8286 3200 4

Place of jurisdiction and applicable law
Basel, Switzerland

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84th year ISSN 1420-5688
Published fortnightly
Subscription CHF 235 + postage

MedTriX AG is an associated member of
Fiata and Tiaca.



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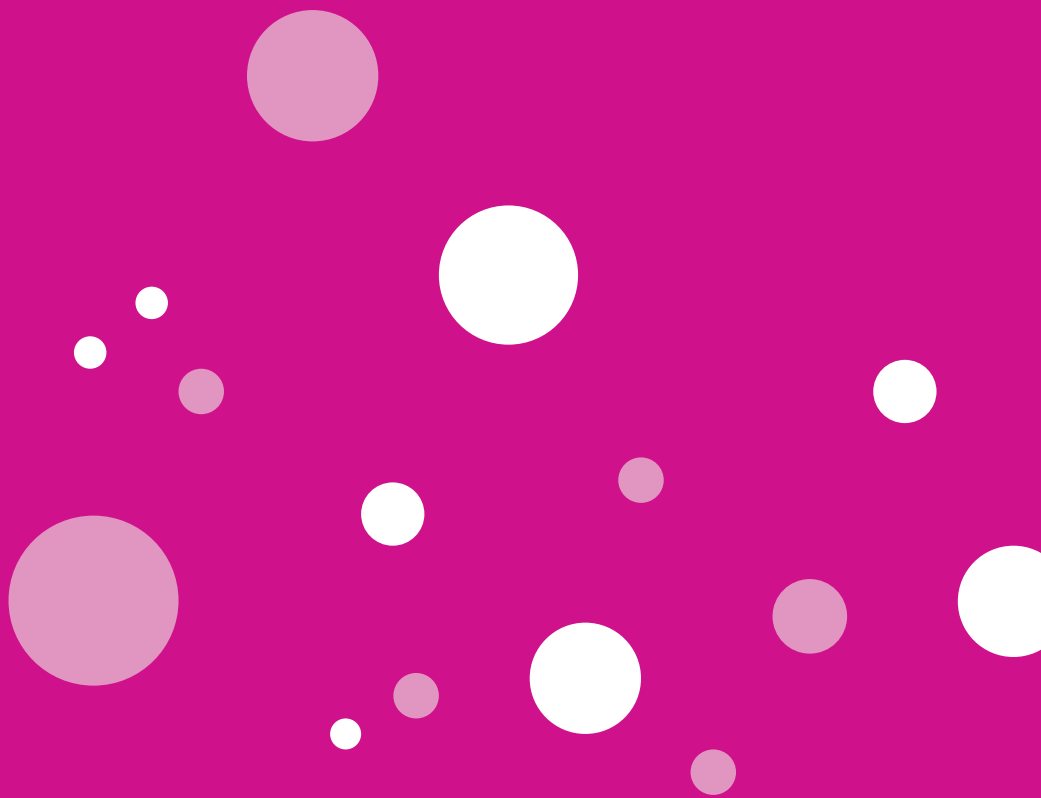
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