

ITJ

MEDIA KIT 2021

The only
**trilingual and
multimodal journal**
for transport
and logistics
worldwide



Always
available in three
language versions:
**English, French
and German**

www.transportjournal.com



Since 1939

At the speed of transport
from steamship to blockchain

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Editorial

Normal... avant et après

Selon les pronostics, les circuits économiques devraient retrouver leur force habituelle en 2021. Le secteur du transport et de la logistique aura donc de bonnes chances de rattraper les retards et de redresser la barre. Nous accompagnerons son évolution par le biais de notre journal, comme nous le faisons depuis déjà 82 ans.

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 lors d'événements importants au cours de l'année en russe, en espagnol, en portugais et en italien.

Zoom sur tous les modes de transport

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.

Diffusion mondiale

L'ITJ est lu dans 152 pays et sur tous les continents. Des tirages supplémentaires des Spéciaux régionaux de l'ITJ sont distribués lors de foires et salons dans ces régions. Nous vous tenons bien sûr au courant des dates de ces manifestations.

Présence numérique

Depuis presque 20 ans, notre lettre d'information ITJ Daily, en langue anglaise, est expédiée chaque jour ouvré à nos lecteurs. Grâce à nos ITJ Video News hebdomadaires sur YouTube et à notre présence sur LinkedIn, vous nous trouverez aussi sur des canaux numériques.

Misez sur la présence de l'ITJ à tous les niveaux !

The old and the new normal

There are promising prospects that the world's economies will return to their old strengths again in 2021. The transport and logistics industry will thus have opportunities to recover and catch up again. We'll be there at your side, accompanying your development media-wise, as we have already done for the past 82 years.

Always in three languages; seven on offer in total

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

Every mode of transport at a glance

We report on developments in every mode – maritime and inland shipping, aviation, forwarding and logistics, railway transport, road haulage as well as intermodal operations.

A global reach

The ITJ's readers live in 152 countries on every continent, from Vatican City all the way Down Under. We increase the print run of the ITJ for our regional Specials and distribute them at trade fairs worldwide. We'll keep you informed of the dates of events being held this year.

A strong digital presence

Our ITJ Daily newsletter has been sent out to our readers on every working day of the week for almost 20 years. Our weekly ITJ Video News on YouTube and our presence on LinkedIn means you also find us in the relevant digital business channels.

You can bank on the ITJ's presence at every level.





We transport information

Zurück zur Normalität

Für das Jahr 2021 besteht die Aussicht, dass die Wirtschaft wieder Trübsal fasst. Die Transport- und Logistikbranche hat damit die Chance zur Auf- und Erholung. Wir begleiten ihre Entwicklung publizistisch ebenso wie im Lauf der vergangenen 82 Jahre.

Immer drei und insgesamt 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.

Alle Transportmodi im Blick.

Wir berichten über die Entwicklung aller Transportmodi, d.h. der See- und Binnenschifffahrt, Luftverkehr, Logistik & Spedition, Bahn- und Strassentransport sowie kombinierte Verkehre.

Verbreitung weltweit.

Das ITJ wird in 152 Ländern auf allen Kontinenten gelesen, von der Vatikanstadt bis Down Under. Bei regionalen Specials liegt das ITJ mit Zusatz-Auflagen auf Messen und Konferenzen vor Ort auf. Wir halten Sie über die Daten der Veranstaltungen auf dem laufenden.

Digital präsent.

Seit fast 20 Jahren geht unser ITJ-Daily-Newsletter in englischer Sprache werktäglich an unsere Leser hinaus. Mit unseren wöchentlichen ITJ Video News auf YouTube und der Präsenz auf LinkedIn finden Sie uns auf den wirtschaftsrelevanten digitalen Kanälen.

Setzen Sie auf die Präsenz des ITJ auf allen Ebenen.



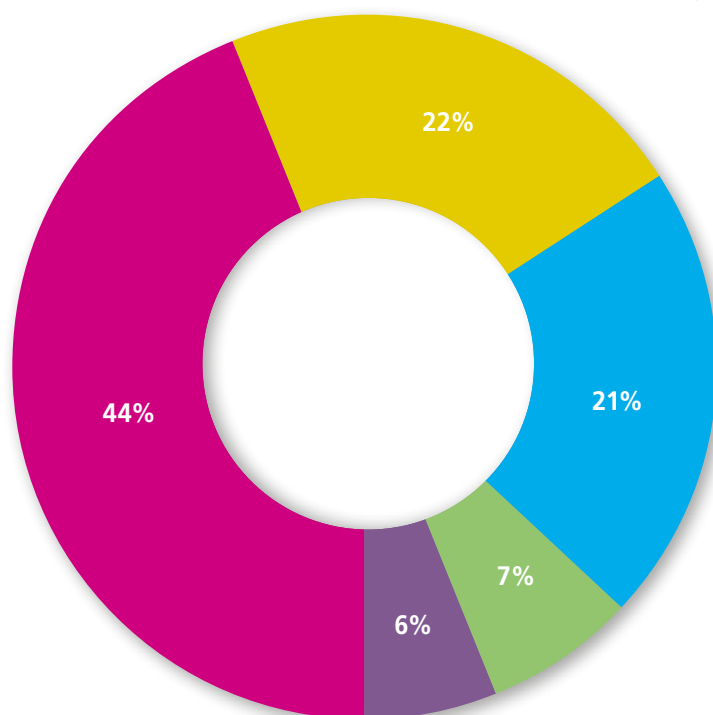
Christian Doeppen
Editor-in-chief / Publishing director

Facts & figures

Distributed in
152 COUNTRIES

349,400
RECIPIENTS
every month

Regional split



104
INDUSTRY
FEATURES per year

MORE THAN
3,790 ARTICLES per year

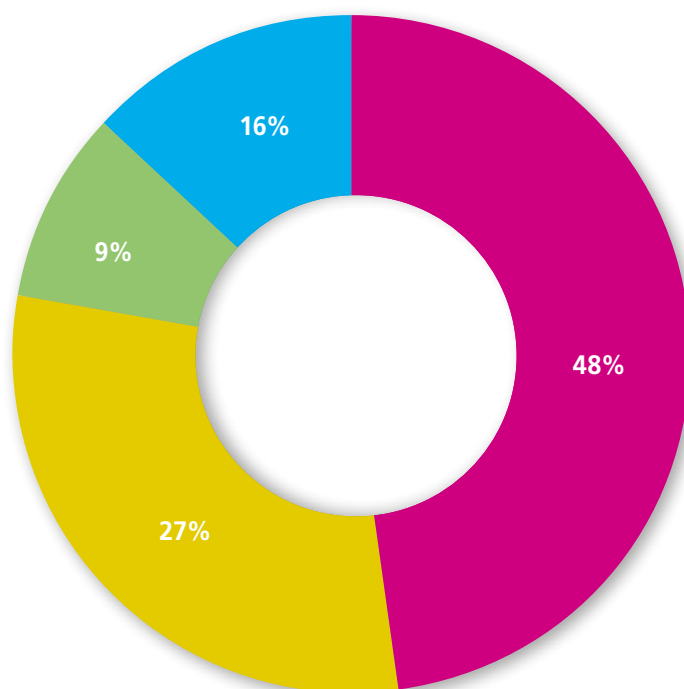
Our readers

7
IN 7 LANGUAGES

ENGLISH
GERMAN
FRENCH
ITALIAN
SPANISH
PORTUGUESE
RUSSIAN

C-level
Head of team
Specialist
Miscellaneous

Position



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



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

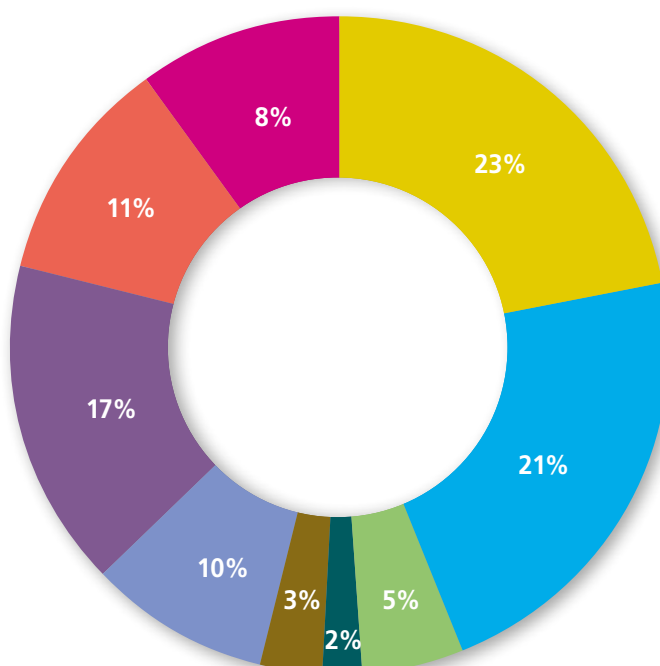


62%
of the copies have
more than
3 readers



Professional split

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



Topics, international events & publication dates 2021

Month	No.	Date of publication	Deadline for bookings	Deadline for printing data	Language editions	Main foci	Transport modes
January	01-04	15.01.2021	20.12.2020	04.01.2021	English, French, German	Africa / Middle East Austria / Switzerland Breakbulk / Heavylift	    FL
	05-06	22.01.2021	04.01.2021	08.01.2021	English, French, German	Italy Perishables / Air Cargo	    FL
February	07-08	05.02.2021	15.01.2021	22.01.2021	English, French, German	Asia North America	    FL
	09-10	19.02.2021	31.01.2021	07.02.2021	English, French, German, Spanish, Portuguese	Africa Iberia / Latin America Air Cargo	    FL
March	11-12	05.03.2021	12.02.2021	19.02.2021	English, French, German	Breakbulk / Heavylift Asia Air Cargo	    FL
	13-14	19.03.2021	26.02.2021	05.03.2020	English, French, German	UK / Ireland Middle East	    FL
April	15-16	01.04.2021	12.03.2021	19.03.2021	English, French, German, Russian	Baltic States, Central & Eastern Europe France Maghreb	    FL
	17-18	16.04.2021	26.03.2021	02.04.2021	English, French, German, Italian	Breakbulk / Heavylift Italy Pharmaceuticals	    FL
	19-20	30.04.2021	09.04.2021	16.04.2021	English, French, German	transport logistic 2021 Air Cargo	    FL
May	21-22	20.05.2021	30.04.2021	07.05.2021	English, French, German	Suisse Romande Iberia / Latin America	    FL
June	23-26	11.06.2021	21.05.2021	28.05.2021	English, French, German	Iran / Central Asia	    FL
July	27-30	09.07.2021	18.06.2021	25.06.2021	English, French, German	Austria / Germany / Switzerland Malta	    FL
August	31-35	13.08.2021	23.07.2021	30.07.2021	English, French, German	Asia	    FL
September	36-38	03.09.2021	13.08.2021	20.08.2021	English, French, German	Baltic States & Eastern Europe	    FL
	39-40	17.09.2021	27.08.2021	03.09.2021	English, French, German	Breakbulk / Heavylift Balkans / Greece	    FL
October	41-42	01.10.2021	10.09.2021	17.09.2021	English, French, German	Germany North America	    FL
	43-44	15.10.2021	24.09.2021	02.10.2021	English, French, German	Fiata World Congress Benelux Perishables	    FL
November	45-46	05.11.2021	15.10.2021	22.10.2021	English, French, German	Turkey	    FL
	47-48	19.11.2021	30.10.2021	06.11.2021	English, French, German, Italian	Italy Liechtenstein Nordic Countries	    FL
December	49-52	10.12.2021	19.11.2021	26.11.2021	English, French, German	Asia	    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 Logistics Oil & Gas/ Offshore	Project Cargo / EPC Bulk	27–28 Jan, SSC Swiss Shippers Forum, Interlaken 26–28 Jan, Trans Middle East, Bahrain	9–10 Feb, Breakbulk Middle East, Dubai
	Cool Chain Fruit & Vegetables Blockchain	Packaging Valuables IT / Logistics Software	2–5 Feb, Fruit Logistica, Berlin 9–11 Feb, Air Cargo Africa, Johannesburg	2–3 Feb, Cargo Logistics Canada, Vancouver
	CEP / E-Commerce Legal & Insurance Matters	Hazmat Start-ups	21–23 Feb, WMX World Mail & Express, Miami 22–23 Feb, WCA Worldwide Conference, Macau	22–23 Feb, WCA Annual Conference, Macau 22–23 Feb, Supply Chain and Logistics Expo, London
	Automotive Consumer Goods E-Commerce	Electronics Port Technology Perishables	2–4 March, Intermodal Latin America, São Paulo 21–22 April, Logistics Summit & Expo, Mexico	18–20 March, Asia Pacific Maritime, Singapore 26–28 March, Expotransporte Logistics, Porto
	Packaging TMS / WMS Oil & Gas	IT / Logistics Software Project Cargo / EPC Wind Energy / Offshore	9–11 March, Iata World Cargo Symposium, Istanbul 10–12 March, Antwerp XL, Antwerp 17–19 March, Black Sea Ports & Shipping, Istanbul	9–11 March, Logimat, Stuttgart 16–18 March, Intermodal Asia, Shanghai 3 April, Breakbulk Russia, St Petersburg
	Automotive Textiles Packaging	Pharma / Cool Chain Consumer Goods Port Technology	23–25 March, Multimodal, Birmingham 23–25 March, Asean Ports & Shipping, Kuala Lumpur	March, Fiata HQ Session, Geneva
	Forest Products Automotive IT / Logistics software	Consumer goods Bulk Port Technology	13–15 April, TransRussia, Moscow 13–15 April, SITL & Intralogistics Europe, Paris Villepinte April, Logismed, Casablanca	21–22 April, Logistex, Katowice 28–30 April, Caspian Ports & Shipping, Aktau
	Pharma Logistics / Chemicals TMS / WMS Oil & Gas	Customs Clearance Project Cargo / EPC Wind Energy / Offshore	19–22 April, LogiPharma, Nice 27–30 April, Inntrans, Berlin 15–17 May, GPLN AGM, Bremen	20–21 April, TOC Asia, Singapore 26–27 April, National Maritime Conference, Rostock 18–20 May, Breakbulk Europe, Bremen
	CEP / E-Commerce Ro-ro	Packaging Perishables	04–07 May, transport logistic 2021, Munich 25–26 May, TransBaltica, Riga	04–07 May, Air Cargo Europe, Munich
	Valuables / Watches FMCG Port Technology	Logistics Real Estate Warehousing	1–3 June, SIL, Barcelona 8–6 June, TOC Europe, Rotterdam June, Expo Carga, Mexico	1–3 June, Caspian Oil & Gas, Baku 9–11 June, Trans Caspian 2021, Baku
	Ro-ro / Ferry Lanes Customs Clearance	Cross Trades Rail Technology		
	Pharma Packaging Customs Clearance	Perishables / Cool Chain Valuables Legal & Insurance Matters		
	FMCG Warehousing	Consumer Goods CEP / E-commerce		
	IT / Logistics Software Logistics Real Estate	Inland navigation Rail Technology	7–9 Sept, Baltic Ports & Shipping, Gdynia	
	Mining Automotive Oil & Gas	Port Technology Project Cargo / EPC Wind Energy / Offshore	Oct, Breakbulk Americas, Houston Sept/Oct, 24th Grimaldi Euromed Convention	
	CEP / E-Commerce IT / Logistics Software Customs Clearance	Automotive High-tech Logistics Real Estate	Oct, TOC Americas Oct, Deutscher Logistik-Kongress, Berlin Oct, Top Transport Europe, Marseille	
	Inland Navigation Packaging	Perishables / Cool Chain Valuables	26–29 Oct, FIATA World Congress 2021, Brussels Oct, Fruit Attraction, Madrid	
	Textiles Ro-ro Pharmaceuticals	Forest Products Automotive Warehousing	Nov, Logitrans, Istanbul	
	Consumer Goods Hazmat Wind Energy	Cross Trades Port Technology Oil & Gas		
 	Packaging Oil & Gas CEP / E-commerce	Project Cargo / EPC Wind Energy / Offshore	Creativity Contest & Season's Greetings!	

For updates,
have a look on
our website.

www.transportjournal.com



Maritime: Shipping / Ports / Terminals



FL: Supply Chain / Forwarding / Logistics



Aviation: Airlines / Airports / GSAs



Intermodal: Rail / Inland Navigation / Road Haulage



BB / HL: Breakbulk / Heavylift / Projects



CEP: Courier / Express / Parcel / E-Commerce

Advertising rates 2021

Formats	Type area width x height (in mm)	Print	Print* (see below)
		Rates CHF	VR/AR Rates CHF
1/1 page	215 x 300 (+3 mm bleed)	6,450	700
1/2 page	185 x 132 (horizontal) 90 x 268 (vertical)	3,350	600
1/3 page	185 x 87 (horizontal) 90 x 178 (vertical)	2,300	500
1/4 page	185 x 65 (horizontal) 90 x 132 (vertical)	1,850	450
1/6 page	185 x 44 (horizontal) 90 x 87 (vertical)	1,400	350

Special placements colour (Euroscale)

Formats	Type area width x height (in mm)	Print	Print* (see below)
		Rates CHF	VR/AR Rates CHF
Contents page	185 x 44 (horizontal)	2,300	500
Editorial page	58 x 268 (vertical)	3,350	600
Junior page	121 x 168 (vertical)	4,300	600
Inner front cover	215 x 300 (+3 mm bleed)	7,500	750
Inner back cover	215 x 300 (+3 mm bleed)	5,500	700
Back cover incl. logo on front cover	215 x 300 (+3 mm bleed) 16 cm ²	14,000	1,000
Supplement Inner front cover	215 x 300 (+3 mm bleed)	6,900	700
Supplement Inner back cover	215 x 300 (+3 mm bleed)	4,500	600
Supplement Back cover incl. logo on front cover	215 x 300 (+3 mm bleed) 16 cm ²	8,500	800

Frequency discounts:

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



New service: **Print+**

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 15.

Print+ allows you to bring pictures to life

Adverts can be made interactive through moving images and films, both in your printed editions as well as in your e-papers. 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.

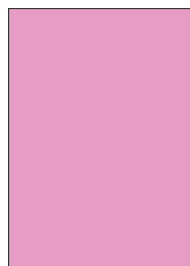
E-paper validity period: unlimited from the date of the publication in which you booked your ad.

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

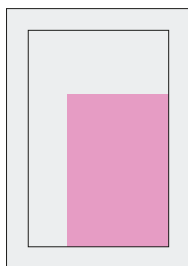
- Films (mp4 format, or a link to YouTube)
- Image, or image gallery
- Links to websites
- Links to downloads



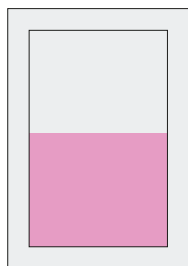
Type area – final formats (please supply without bleed)



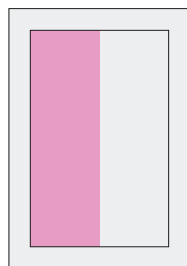
1/1 page
215 x 300 mm
+3 mm bleed



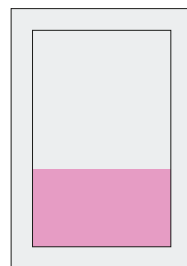
Junior page
121 x 168 mm



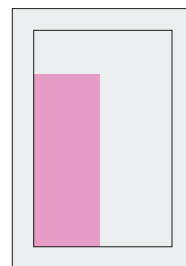
1/2 page horizontal
185 x 132 mm



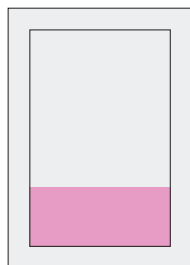
1/2 page vertical
90 x 268 mm



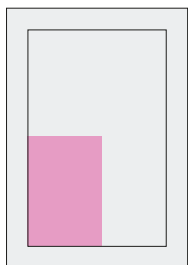
1/3 page horizontal
185 x 87 mm



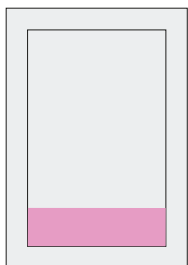
1/3 page vertical
90 x 178 mm



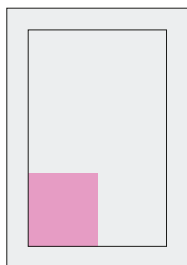
1/4 page horizontal
185 x 65 mm



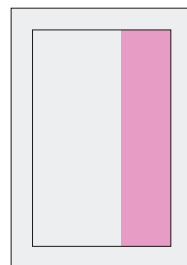
1/4 page vertical
90 x 132 mm



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/m ²

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 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 2021

ITJ website



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.

Key figures: Page impressions per year: 555,000
Visits: 373,000
Unique visitors per year: 271,500

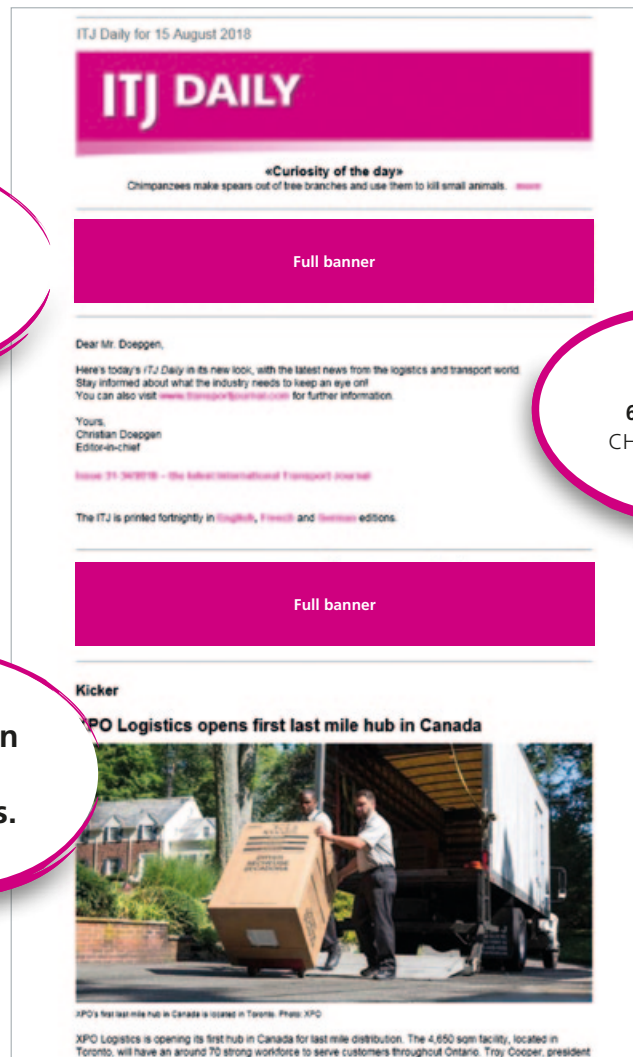
By language: German: 23%
English: 55%
French: 22%

By source of visitors: Direct: 84%
Search engine: 13%
Other: 3%

ITJ Daily

Sent out in
English on every
working day.

More than
12,600
recipients.



Full banner
600 x 90 pixels
CHF 900 per month

ITJ Video News

Subscribe
to our
YouTube channel



Every week –
the top news
of the week



Open the
ScanARius app
and scan the
picture.



BRING
PRODUCTS
TO LIFE.

Photo: Adobe Stock/Tosca

PRINTED PRODUCTS THAT CATCH YOUR EYE

ScanARius – the perfect platform through which to enrich your classic printed products with multimedia content!

ScanARius enables you to augment your printed products with videos, picture galleries and interactive elements. On request the ScanARius Plus app can depict complete, interactive 3D objects. Simply scan the printed product with the app to see the multimedia information appear. ScanARius can also be integrated into existing apps and can be branded with your corporate identity.

The fields of deployment are unlimited:

- Product advertising
- Instruction manuals
- Explanatory videos and tutorials
- Posters
- Packaging
- Business cards and flyers

ScanARius projects objects virtually into reality. Your content can be accessed both online as well as offline, and statistics/reports can also be accessed at any time and from any place. On top of this the user, group and campaign management tools make many work processes easier.



1. Download the ScanARius app for iOS or Android free of charge.
2. Open the app with your smart phone/tablet.
3. Scan the article with the integrated AR scanner.



Get in touch with us

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Published fortnightly/Subscription CHF 220 + postage

Swiss Professional Media 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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