

ITJ

MEDIA KIT 2022



The only
trilingual and
multimodal journal
for transport
and logistics
worldwide

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

www.transportjournal.com



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Embrassons l’avenir!

L’année 2021 a été marquée par un boom, presque historique à certains égards, des secteurs transport et logistique. Dans le cadre de la nouvelle normalité, différée, l’orientation vers la durabilité et l’avenir est également exigée de notre secteur d’activité. Persuadés que ce redressement fulgurant s’inscrira dans la durée, nous accompagnons le développement global par le biais de notre activité éditoriale, comme nous le faisons d’ailleurs depuis déjà 83 années.

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

Complètement multimodal

Chaque mode de transport a sa place au sein de la chaîne d’approvisionnement. Attachés à l’optique multimodale, nous nous penchons dans nos articles sur la navigation 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, par exemple sur la Russie, l’Amérique latine, les États-Unis, le Moyen-Orient, l’Extrême-Orient ou l’Afrique, sont distribués lors de foires et salons dans ces régions. Nous vous tenons bien sûr au courant des dates de ces manifestations, ce qui est particulièrement important par les temps qui courent.

La voie numérique

Depuis plus de 20 ans, notre lettre d’information ITJ Daily contenant 16 nouvelles en langue anglaise est expédiée à nos lecteurs. L’ITJ existe évidemment également sous forme d’e-journal et sous LinkedIn vous trouverez des informations supplémentaires fournies par notre publication.

Misez sur l’ITJ trilingue, multimodal et global!



Let us embrace the future!

2021 brought the transport and logistics industry a boom that partially reached historic dimensions. In the course of the new but delayed normalisation our industry needs to focus on sustainability and the challenges of the future. We’re convinced that this rapid upswing wasn’t a one-year wonder, and will stay on the ball for all global developments in 2022 and beyond, as we’ve done for the past 83 years.

Always in three languages, with a total of seven on offer

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 in support of important industry events throughout the year.

Comprehensively multimodal

The role each mode of transport plays in the supply chain is constantly changing. We report on the latest developments in all of the modes – maritime and inland shipping, aviation, forwarding and logistics, railway transport, road haulage as well as intermodal operations.

Our global reach

The ITJ’s readers live in 152 countries on every continent, from Andorra to Zambia. We increase the print run of the ITJ for our regional Specials – focusing on Russia, Latin America, the USA, the Middle East, Africa and the Far East, amongst others – and distribute them at trade fairs and conferences worldwide. Especially in these uncertain times we’ll make sure you stay regularly updated on the dates of events being held this year.

A strong digital presence

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 find further relevant information from the ITJ.

Bank on the ITJ – trilingual, multimodal, global!



Nehmen wir die Zukunft an!

Das Jahr 2021 hat der Transport- und Logistikbranche einen Boom beschert, der teilweise historischen Charakter hatte. Im Zuge der neuen, zeitverzögerten Normalisierung ist die Nachhaltigkeit und Zukunftsorientierung auch unserer Branche gefragt. Mit der Überzeugung, dass dieser rasante Aufschwung keine Eintagsfliege war, begleiten wir die globale Entwicklung publizistisch ebenso wie im Lauf der vergangenen 83 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 russische, spanische, portugiesische und italienische Versionen.

Umfassend multimodal

Jeder einzelne Verkehrsträger hat seine Berechtigung innerhalb der Supply Chain. Wir sehen bei unserer Berichterstattung durch die multimodale Brille und berücksichtigen See- und Binnenschifffahrt, Luftverkehr, Logistik & Spedition, Bahn- und Strassentransport sowie Kombi-Verkehre.

Auf Schreibtischen weltweit

Das ITJ wird in 152 Ländern auf allen Kontinenten gelesen, von der Andorra bis Zambien. Bei regionalen Specials wie z.B. über Russland, Lateinamerika, den USA, dem Mittleren und dem Fernen Osten oder Afrika liegt das ITJ mit Zusatz-Auflagen auf Messen und Konferenzen vor Ort auf. Wir halten Sie über die Daten der Veranstaltungen besonders in diesen Tagen fortlaufend à jour.

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

Setzen Sie auf das ITJ – dreisprachig, multimodal und global.

We transport information

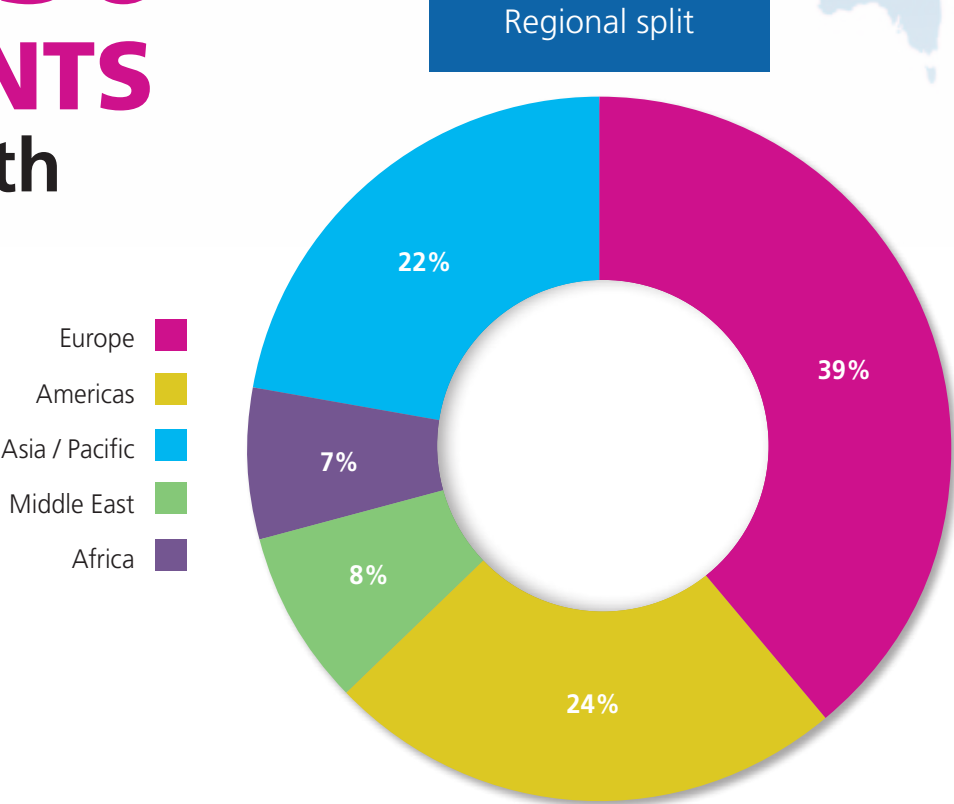


Christian Doeppen
Editor-in-chief / Publishing director

Facts and figures

Distributed in
152 COUNTRIES

356,956
RECIPIENTS
every month
via ITJ, ITJ Daily
and LinkedIn

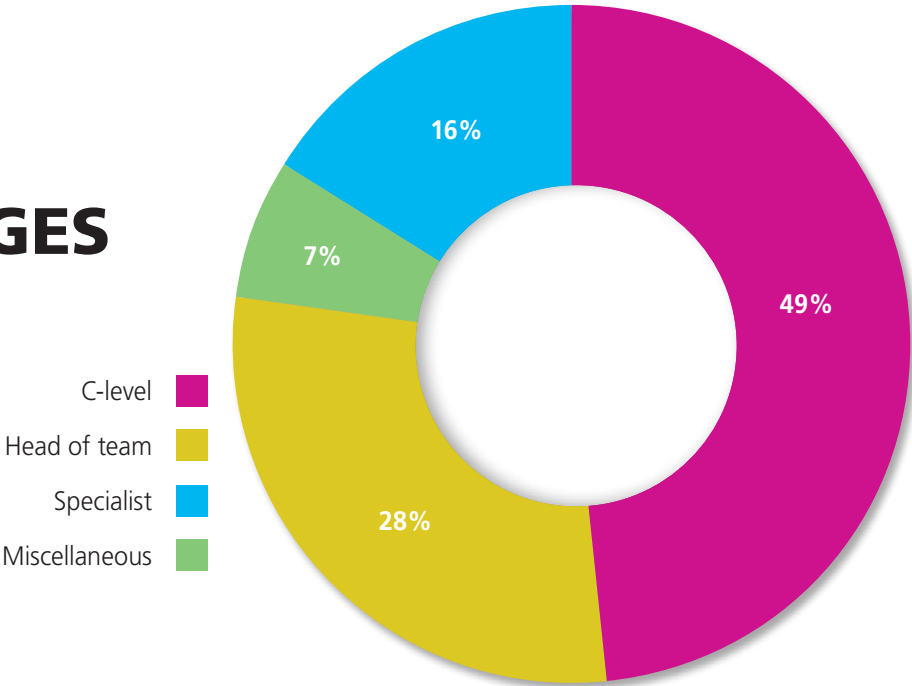


44 SPECIALS &
104 INDUSTRY
FEATURES per year

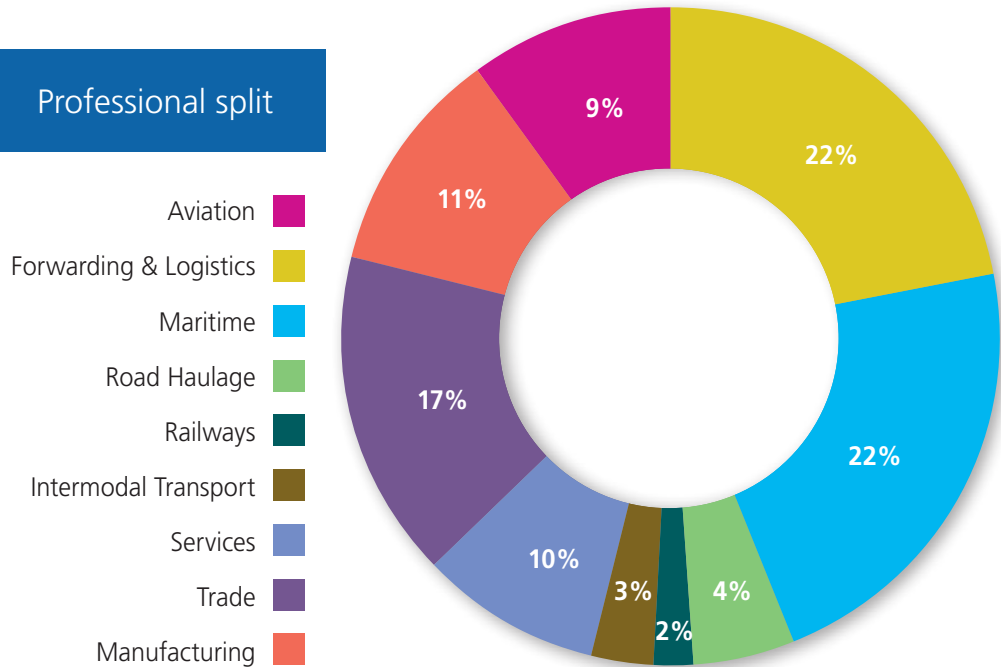
MORE THAN
3,790 ARTICLES per year

Our readers

IN 7 LANGUAGES
ENGLISH
GERMAN
FRENCH
ITALIAN
SPANISH
PORTUGUESE
RUSSIAN



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



Topics, international events and publication dates 2022

Month	No.	Date of publication	Deadline for bookings	Deadline for printing data	Language editions	Main foci	Transport modes	Features	Industry foci	Trade fairs & conferences
January	01–04	14.01.2022	24.12.2021	31.12.2021	English, French, German	Africa / Middle East Austria / Switzerland	    	Pharma / chemicals FMCG E-commerce	Packaging Valuables Hazmat	
	05–06	21.01.2022	31.12.2021	07.01.2022	English, French, German	Italy Breakbulk / Heavylift	    	Consumer goods Textiles Oil and gas	Packaging Project cargo / EPC Wind energy / offshore	1–2 February, Breakbulk Middle East, Dubai
February	07–08	04.02.2022	14.01.2022	21.01.2022	English, French, German	Asia Cool Chain / Perishables Air Cargo	   	Fruit and vegetables Legal and insurance matters Food and beverages	Cool chain Pharma	15–17 February, Fruit Vegetables Logistics, Kiev
	09–10	18.02.2022	28.01.2022	04.02.2022	English, French, German,	Asia Pacific Germany	    	Automotive Consumer goods E-commerce	Electronics Port technology IT / logistics software	16–18 March, Asia-Pacific Maritime, Singapore
March	11–12	04.03.2022	11.02.2022	18.02.2022	English, French, German, Spanish, Portuguese	Iberia / Latin America Northern America Air Cargo	   	Packaging TMS/WMS Port technology	IT / logistics software Pharma / cool chain	15–17 March, Intermodal South America, São Paulo 8–10 March, Air Cargo Americas, Miami
	13–14	18.03.2022	25.02.2022	04.03.2022	English, French, German	France Nordic Countries Air Cargo	   	Automotive Forest products Packaging	Pharma / cool chain Logistics real estate IT / logistics software	5 April, Nordic Air Cargo Symposium, Copenhagen 5–8 April, SITL 2022, Paris
April	15–16	01.04.2022	11.03.2022	18.03.2022	English, French, German, Russian	Baltic States, Central & Eastern Europe Balkans & Greece	   	Forest products Automotive Customs clearance	Consumer goods Bulk Pharma	12–14 April, TransRussia, Moscow 5–7 April, Logipharma, Nice
	17–18	14.04.2022	25.03.2022	01.04.2022	English, French, German, Italian	Italy	   	Packaging FMCG Pharma / cool chain	Textiles Machinery / industrial goods	27–28 April, Swiss Shippers' Forum, Interlaken
	19–20	29.04.2022	08.04.2022	14.04.2022	English, French, German	Transport Logistic Asia 2022 Air Cargo	    	Perishables Textiles	E-commerce Pharma / cool chain	15–17 June, Transport Logistic China, Shanghai 15–17 June, Air Cargo China, Shanghai
May	21–22	13.05.2022	22.04.2022	29.04.2022	English, French, German	Iberia / Latin America Mediterranean Maghreb Breakbulk / Heavylift	    	Project cargo / EPC Oil and gas Port technology	Wind energy / offshore Warehousing FMCG	31 May – 2 June, SIL, Barcelona 31 May – 2 June, Logimat, Stuttgart 24–26 May, Mediterranean Ports and Shipping, Portorož 31 May – 2 June, Air Cargo India, Mumbai 31 May – 2 June, Trans Middle East, Bahrain
June	23–26	10.06.2022	20.05.2022	27.05.2022	English, French, German	UK / Ireland Iran / Central Asia Suisse Romande	   	Ro-ro / ferries Rail technology Customs clearance	Free zones Textiles Valuables	14–16 June, Multimodal, Birmingham 14–16 June, TOC Europe, Rotterdam
July	27–30	08.07.2022	17.06.2022	24.06.2022	English, French, German	Austria / Switzerland Malta	   	Pharma Packaging Green logistics	Perishables / cool chain Valuables HR / recruitment	
August	31–35	19.08.2022	29.07.2022	05.08.2022	English, French, German	Asia Middle East	   	Automotive Warehousing	Consumer goods Port technology	
September	36–38	02.09.2022	12.08.2022	19.08.2022	English, French, German	Northern America Asia	   	IT / logistics software Logistics real estate	Legal insurance Rail Technology	13–16 September, Fiata World Congress, Busan 18–20 September, WCA annual conference, Wisconsin Dells WI (USA) 13–15 September, Caspian Ports and Shipping, Aktau
	39–40	16.09.2022	26.08.2022	02.09.2022	English, French, German	Baltic States Central Europe Breakbulk / Heavylift	    	Mining Automotive Oil and gas	Port technology Project cargo / EPC	October, Grimaldi Euromed Convention 27–29 September, Breakbulk Americas, Houston 5–7 October, Expotransporte, Mexico 27–29 September, Iata World Cargo Symposium, Hong Kong
October	41–42	30.09.2022	09.09.2022	16.09.2022	English, French, German	Germany Poland Cool Chain / Perishables	    	CEP / e-commerce IT / logistics software Perishables	Green logistics TMS/WMS High-tech	19–21 October, Deutscher Logistik Kongress, Berlin 4–6 October, Fruit Attraction, Madrid
	43–44	14.10.2022	23.09.2022	30.09.2022	English, French, German	Benelux Nordic Countries Inland Navigation	   	Ro-ro / ferries Perishables Packaging	Cool chain Pharma	25–27 October, Asean Ports and Shipping, Ho Chi Minh City 18–20 October, TOC Americas, Lima
November	45–46	04.11.2022	14.10.2022	21.10.2022	English, French, German	Turkey Air Cargo	   	Textiles Ro-ro / ferries Pharma / cool chain	Consumer goods Automotive	16–18 November, Logitrans 2022, Istanbul 8–10 November, Transport Logistic Americas, Miami
	47–48	18.11.2022	28.10.2022	04.11.2022	English, French, German, Italian	Italy Liechtenstein	   	Consumer goods Hazmat Logistics real estate	Chemicals Port technology Textiles	29–30 November, TOC Asia, Singapore
December	49–52	09.12.2022	18.11.2022	25.11.2022	English, French, German	Asia Breakbulk/Heavylift	     	Packaging Oil and gas E-commerce	Project cargo / EPC Wind energy / offshore	Season's greetings!

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

The ITJ covers these regions on a rotating basis.



 **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

Advertising rates 2022

Formats	Type area width x height (in mm)	Print	Print* (see below)
		rate CHF	VR/AR rate 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)		Print	Print* (see below)
Formats	Type area width x height (in mm)	rate CHF	VR/AR rate 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 including logo on front cover	215 x 300 (+3 mm bleed) 16 cm²	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 including logo on front cover	215 x 300 (+3 mm bleed) 16 cm²	8,500	800

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



High profile with 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 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!

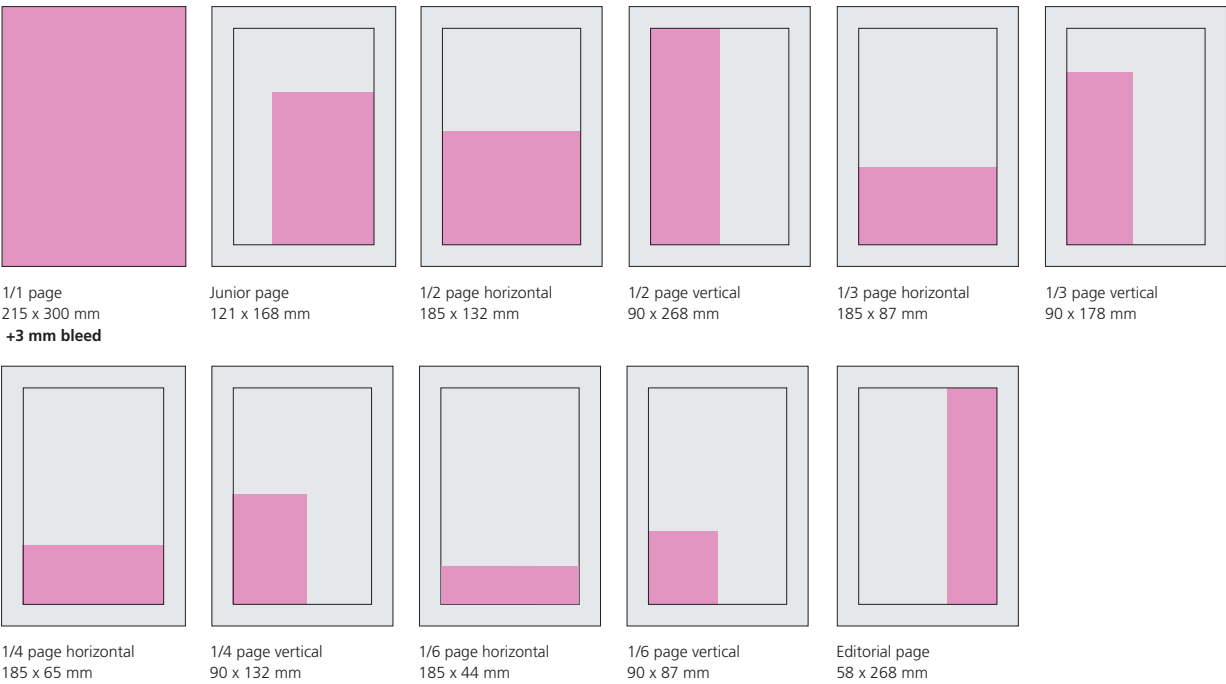
Beware – validity periods vary, depending on the platform.
Print validity period: six months from the date of the publication in which you booked your ad.
E-paper validity period: unlimited from the date of the publication in which you booked your ad.

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

p+

Type area – final formats (please supply without bleed)



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 in standard editions	Printec Offset / Michael Suckow Ochshäuserstrasse 45 D–34123 Kassel Germany
Column width	58.3 mm		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
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		

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 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.

ITJ website

Main top
620 x 90 pixels
CHF 900 per month

Every ad appears
in 3 language
versions (E, G, F)

Side (top / bottom)
300 x 90 pixels
CHF 450 per month

Middle (left/right)
300 x 90 pixels
CHF 550 per month

Main bottom
620 x 90 pixels
CHF 650 per month

Skyscraper
300 x 600 pixels
CHF 1,550 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.

Key figures	Page impressions per year:	583,014
	Visits:	358,130
	Unique visitors per year:	285,674

By language	English:	53%
	German:	25%
	French:	22%

By source of visitors	Direct:	81%
	Search engine:	16%
	Other:	3%

ITJ Daily

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

Full banner
600 x 90 pixels
CHF 900 per month

More than **12,900** recipients.

Opening rate of 20–30%

ITJ on LinkedIn

Follow us **across the world**

Join us on **LinkedIn**

A new family brand

swissprofessionalmediaAG

MedTriXGroup

we care for media solutions

A worldwide presence with a European umbrella at its heart.

At the beginning of 2022, Swiss Professional Media will join forces with publishing partners from Austria and Germany to form the united MedTriX Group.

Everything we do in our publishing group is geared towards finding the best solutions for you in this increasingly complex media world.

We rely on innovative technologies, actively involve target groups in new developments and are guided by our flexible response to a rapidly-changing framework.

[MTX]

www.medtrix.group

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Get in touch with us

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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.

Sales

Turkey, United Arab Emirates, Greece, Iran, Singapore, North America, Japan, Germany, Austria, German-speaking parts of Switzerland, Sweden, Norway, United Kingdom, Ireland, South Africa

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80 years

83rd year ISSN 1420-5688

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Swiss Professional Media is an associated member of Fiata and Tiaca.

FIATA

TIACA

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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