

TSL **biznes**

MIESIĘCZNIK PROFESJONALISTÓW BRANŻY TRANSPORT-SPEDYCJA-LOGISTYKA

MEDIA-INFORMATION

Most important
business information – each month



ADVERTISING RATE CARD

KMGmedia

precise reach
highest efficiency

TSL Biznes is a Polish monthly magazine focusing on most important news in transport, forwarding and logistics. TSL sector includes among others all aspects of transportation, freight and warehousing together with a number of closely related fields such as technology, IT and law. That is why all the most essential problems are combined together under one title.

All kind of information on new products, services and solutions can be found here. The latest trends and tendencies are reviewed, useful and valuable tips, as well as opinions and advices

are given. The magazine is run by a team of experts well experienced in the TSL business. Specialists working in the sector are also welcomed to publish their articles and comments in the magazine.



Our readers

TSL Biznes is dedicated to professionals associated with TSL sector – both those offering and those using transport & logistics services. Our readers are the people permanently looking for new organizational as well as technical solutions, which can reduce costs and increase the quality in the TSL area.

Our readers are mainly

- Directors, executives, managers and specialists in transportation and logistics who work for production, distribution and trade companies.
- Owners and managers of freight carrier companies.
- Forwarding agents and employees.
- Logistics operators.
- Courier & post companies.
- Suppliers of equipment, services and solutions for TSL business.
- Students, scientists and professors.
- Anyone interested in or related to TSL sector.

Broad coverage – wide possibilities

- Magazine published monthly guarantees: always up-to-date information, fast introduction of novelties and frequent attainment.
- We know many logistics specialists and we understand their interest in getting best value for less money. Therefore we offer our magazine in attractive price and great quality.
- The magazine is sent monthly in both paper and electronic versions to 13 500 recipients. Our target readers are key companies and people from the transport and logistics sector as well as entrepreneurs using the services of this industry.
- We utilize numerous distribution channels to our readers. Besides subscription and retail we are reaching dedicated groups of recipients through distribution of free trial copies and cooperation with our partners.
- Our address database includes over 100,000 companies and entrepreneurs from the transport and logistics industry, including all licensed road transport companies. We reach these companies through free rotary and electronic mail. We constantly update our databases and expand them with new contacts.
- Unlimited lifetime of advertisements and articles thanks to free online access to archive editions and distribution of complimentary archive editions.
- We are present at the greatest events, fairs, conferences and forums, where we also offer copies and archives for yet better spreading of your marketing material.

We hope to be considered as valuable partners to cooperate with.

We are open to your expectations, needs and suggestions and different forms of individual cooperation.

Please, do not hesitate to contact us.

DISCOVER ALL OUR ACTIVITIES:

WATCH OUR CHANNELS:

Advertising rate card and sizes

| | | | | | | |
|--|--|--|--|--|---|---|
| Full Page 1/1 210 × 297 mm (+3 mm bleed) Special offer: Double Page 2550 € | Full Page 1/1 Advertorial Special offer: Advertorial Double Page 1800 € | 1/2 horizontal 210 × 150 mm (+3 mm bleed) | 1/2 horizontal 170 × 132 mm (without bleed) | Junior Page 128 × 180 mm scaled A4 (+3 mm bleed) | 1/2 vertical 105 × 297 mm (+3 mm bleed) | 1/2 vertical 90 × 245 mm (without bleed) |
| Price: 1750 € | Price: 1250 € | Price: 990 € | Price: 990 € | Price: 990 € | Price: 990 € | Price: 990 € |
| 1/3 vertical 65 × 245 mm (without bleed) | 1/3 horizontal 170 × 95 mm (without bleed) | 1/3 horizontal bleed 210 × 100 mm (+3 mm bleed) | 1/4 horizontal 170 × 70 mm (without bleed) | 1/4 vertical bleed 105 × 150 mm (+3 mm bleed) | 1/4 vertical 90 × 132 mm (without bleed) | Module 90 × 45 mm (without bleed) |
| Price: 750 € | Price: 750 € | Price: 750 € | Price: 590 € | Price: 590 € | Price: 590 € | Price: 150 € |

Special services:

insert (leaflets etc.): **1300 €**,
Glued insert (CD disk etc.): **1900 €**.

Additional magazine's mailing
to your partners and customers:
1€ per copy

Special pages:

II cover page: **2300 €**
III cover page: **2000 €**
IV cover page: **2550 €**

Discounts for full page advertisements:

2 pages – 10%
4 pages – 15%
6 pages – 20%
9 pages – 25%
11 pages – 30%

Discounts for all other advertisements sizes:

2 times – 5%
4 times – 10%
6 times – 15%
8 times – 20%
11 times – 25%

Technical Requirements:

- color palette: CMYK,
- resolution 300 dpi,
- bleed 4 mm (if required).

Formats:

- EPS (fonts converted to curves),
- TIFF (300 dpi, CMYK),
- PDF (Press Quality, fonts converted to curves),
- also JPG/GIF (300 dpi, CMYK).

Please send your materials no later than the 20th day of the previous month.

Magazine is published in the first week of the month.



Web portal www.tsl-biznes.pl

Banners (each price per month)

1. Super Top Banner
1000×150 pix:

- rotational ratio (max 1:3), price **400 €**,
- exclusive ratio 1:1, price **650 €**.



2. Top banner:

- 750×100 pix rotational ratio (max 1:4), price **290 €**,
- 750×200 pix rotational ratio (max 1:4), price **400 €**.



3. Sideway rectangle banner
250×200 pix:

- first from the top, price **400 €**,
- 2nd-3rd from the top, rotational ratio max. 1:3, price **200 €**,
- further positions, rotational ratio max. 1:3, price **150 €**.



4. Banner Footer
750×100 pix
rotational ratio max 1:4,
price **185 €**.



5. Slider 750×300 pix
only on the start page,
rotational ratio max 1:4,
additionally article
on the start page, price,
price **375 €**.



6. pop-up,
price from **300 €**.



- Advertorial (article) in the „News” section (no guarantee for publication time on the main page).....price **100 €**,
- Advertorial (article) in the „TSL Biznes recommends” section (The article is posted on the main page for minimum 2 weeks).....price **245 €**,
+ Post on Facebook with an additional promotionprice **95 €**.



NEWSLETTER (each price for one edition)

Newsletter, distributed to 10 000 readers, twice a month.

Advertorial

(lead and logo/photo in the newsletter
+ link to the full article
published on the website)
..... price **200 €**

Banners in the Newsletter:

top banner 650×200 pix price **400 €**
middle banner 450×200 pix price **250 €**
sideway banner 200×200 pix price **150 €**

Dates and issue plan 2021

Regular, monthly sections in TSL Biznes:

- > Logistics (various branches and sectors)
- > Road transport and logistics
- > Railway transport
- > Air transport
- > Sea transport
- > Warehousing
- > Courier and postal services
- > Logistics technologies and warehousing equipment
- > IT systems in transport and logistics
- > Technology of transport: trucks, trailers, tires, technical equipment
- > Legal advices, insurance
- > Financing, leasing
- > Transport infrastructure
- > Logistics education
- > HR and management
- > Who is Who – people in logistics industry
- > Events in transport & logistics

| Issue No. | Booking deadline | Publishing date | Editorial topics |
|-----------|------------------|-----------------|---|
| 1/2021 | 07-01-2021 | 15-01-2021 | Logistics for the pharmaceutical industry. IT in transport and logistics. Transport of dangerous goods. |
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| 2/2021 | 04-02-2021 | 12-02-2021 | Logistics for the clothing industry. Maritime, rail and intermodal transport. Financing in transport sector – summary of the year. |
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| 3/2021 | 04-03-2021 | 12-03-2021 | Logistics for the food industry and FMCG. Warehouse market – summary of the year. Warehouse technical equipment – forklifts, shelving, gates, devices. |
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| 4/2021 | 05-04-2021 | 15-04-2021 | Logistics for the automotive industry. Contract logistics. Sustainable development. |
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| 5/2021 | 04-05-2021 | 14-05-2021 | Logistics for the construction industry. Maritime, rail and intermodal transport. Logistics and transport to the Far East. Warehouse technical equipment – forklifts, shelving, gates, devices. |
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| 6/2021 | 04-06-2021 | 14-06-2021 | Logistics for the electronics and high-tech industries. E-commerce and courier logistics. IT in transport and logistics. Logistics and transport to the Middle East and Africa. |
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| 7-8/2021 | 23-07-2021 | 05-08-2021 | Logistics for the chemical, fuel and industrial sectors. Oversized and special transport. Air Transport. Logistics and transport to North and South America. |
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| 9/2021 | 03-09-2021 | 13-09-2021 | E-commerce and courier logistics. Insurance offers for transport. Leasing and funding offers for transport. Logistics and transport to Western Europe. |
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| 10/2021 | 05-10-2021 | 12-10-2021 | Logistics for the food industry. Maritime, rail and intermodal transport. Warehouse market – half-year Summary. Pallets and package. Warehouse technical equipment – forklifts, shelving, gates, devices. |
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| 11/2021 | 04-11-2021 | 12-11-2021 | Logistics for the furniture and household industry. IT in transport and logistics. Refueling and service cards. Leasing and funding offers for transport. |
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| 12/2021 | 03-12-2021 | 10-12-2021 | Logistics & transport in retail networks. Contract logistics. Eco-logistics. Innovative solutions for transport & logistics. Warehouse technical equipment – forklifts, shelving, gates, devices. |
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