

2018



TSLbiznes

MONTHLY MAGAZINE FOR TRANSPORT, FORWARDING AND LOGISTICS

**Most important
business information
- each month**

**MEDIA-INFORMATION
ADVERTISING RATE CARD**

valid from 1st January 2017

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.
- **circulation** 11 000 copies.
- 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.
- there is over **35 000 transport & logistics companies** as well as entrepreneurs in our contact database.
- 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**, faires, conferences and forums, where we also offer copies and archives for yet better spreading of your marketing material

Advertising 2018 rate card and sizes

| | | | | | | |
|--|--|--|--|--|---|---|
| Full Page 1/1 210 x 297 mm (+4 mm bleed) Special offer: Double Page 2550 € | Full Page 1/1 Advertorial Special offer: Advertorial Double Page 1800 € | 1/2 horizontal 210 x 150 mm (+4 mm bleed) | 1/2 horizontal 170 x 132 mm (without bleed) | Junior Page 128 x 180 mm scaled A4 (+4 mm bleed) | 1/2 vertical 105 x 297 mm (+4 mm bleed) | 1/2 vertical 90 x 245 mm (without bleed) |
| Price: 1750 € | Price: 1250 € | Price: 990 € | Price: 990 € | Price: 990 € | Price: 990 € | Price: 990 € |
| 1/3 vertical 65 x 245 mm (without bleed) | 1/3 horizontal 170 x 95 mm (without bleed) | 1/3 horizontal bleed 210 x 100 mm (+4 mm bleed) | 1/4 horizontal 170 x 70 mm (without bleed) | 1/4 vertical bleed 105 x 150 mm (+4 mm bleed) | 1/4 vertical 90 x 132 mm (without bleed) | Module 90 x 50 mm (without bleed) |
| Price: 750 € | Price: 750 € | Price: 750 € | Price: 590 € | Price: 590 € | Price: 590 € | Price: 150 € |

Net prices

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%

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 €

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 **1000x150** pix
1a) rotational ratio max 1:3, price 350 €
1b) exclusive ratio 1:1, price 650 €



4. Banner Footer **750x100** pix, rotational ratio max 1:4, price 185 €



2. Top banner **750x100** pix rotational ratio (max 1:4), price 290 €



5. Slider **750x300** pix, only on the start page, rotational ratio max 1:4, additionally article on the start page, price 290 €



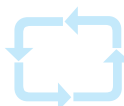
3. Sideway rectangle banner **250x200** pix
3a) first from the top, exclusive ratio 1:1, price 400 €
3b) 2nd-3rd from the top, rotational ratio max. 1:3, price 200 €
3c) further positions, rotational ratio max. 1:3, price 150 €



6. pop-up, price from 300 €



- **Advertorial (article)** in the news section (additionally emitted on the home page for at least a week), price 100 €
- **Advertorial (article)** in the section „TSL Biznes recommends” (additionally emitted on the home page for at least two weeks), price 200 €



NEWSLETTER (each price for one edition)

Newsletter, distributed to 10 000 customers, 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 650x200 pix, price 400 €
- middle 450x200 pix, price 250 €
- sideway 200x200 pix, price 150 €

Advertising mailing (special newsletter), price 650 euro (incl. encoding HTML)

Dates and issue plan 2018

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 |
|-----------|------------------|-----------------|--|
| 1/2018 | 5-01-2018 | 15-01-2018 | logistics & transport in pharmaceutical industry IT in transport and logistics driver's working time, tachographs ADR transport of dangerous goods |
| 2/2018 | 02-02-2018 | 14-02-2018 | logistics & transport in clothing industry maritime, rail and intermodal transport heavy forklifts and container loaders leasing and financing in transport sector |
| 3/2018 | 02-03-2018 | 14-03-2018 | logistics & transport in food sector industry warehouse market in Poland - annual report warehouse technical equipment (forklifts, shelving, gates, devices) IT in transport and logistics logistics and transport - Scandinavia |
| 4/2018 | 06-04-2018 | 16-04-2018 | logistics & transport in construction sektor contract logistics education in transport & logistics logistics and transport – Eastern Europe |
| 5/2018 | 08-05-2018 | 18-05-2018 | logistics & transport in cosmetics industry and FMCG maritime, rail and intermodal transport warehouse technical equipment (forklifts, shelving, gates, devices) logistics and transport – Far East |
| 6/2018 | 06-06-2018 | 15-06-2018 | logistics in electronics & high-tech sector IT in transport and logistics logistics and transport – Near East |
| 7-8/2018 | 03-08-2018 | 19-08-2018 | logistics & transport in chemical, fuel and industrial sektor heavy and oversized transport air transport logistics and transport – North and South America |
| 9/2018 | 05-09-2018 | 12-09-2018 | logistics & transport in furniture and household industry warehouse market – half-year Summary warehouse technical equipment (forklifts, shelving, gates, devices) pallets and package |
| 10/2018 | 05-10-2018 | 12-10-2018 | logistics & transport in automotive maritime, rail and intermodal transport IT in transport and logistics refueling and service cards |
| 11/2018 | 07-11-2018 | 14-11-2018 | e-commerce logistics and courier service insurances in transport & logistics leasing and funding logistics and transport – Western Europe |
| 12/2018 | 05-12-2018 | 12-12-2018 | logistics & transport in retail networks contract logistics eco-logistics warehouse technical equipment (forklifts, shelving, gates, devices) innovative solutions for transport & logistics |