

# **TSL** biznes

MIESIĘCZNIK PROFESJONALISTÓW BRANŻY TRANSPORT-SPEDYCJA-LOGISTYKA

## MEDIA-INFORMATION



**Most important  
business information  
– each month**

## ADVERTISING RATE CARD

**KMG**media

**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
- 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

*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.*

## Advertising rate card and sizes

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

### 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](http://www.tsl-biznes.pl)

### Banners (each price per month)

#### 1. Super Top Banner 1000×150 pix

- 1a)** rotational ratio (max 1:3), price **350 €**  
**1b)** exclusive ratio 1:1, price **650 €**



#### 2. Top banner

- 2a)** 750×100 pix rotational ratio (max 1:4), price **290 €**  
**2b)** 750×200 pix rotational ratio (max 1:4), price **400 €**



#### 3. Sideway rectangle banner 250×200 pix

- 3a)** first from the top, 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 €**



#### 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 **290 €**



**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 „Truck&Van recommends” (additionally emitted on the home page for at least two weeks), ..... price **200 €**



### NEWSLETTER (each price for one edition)

**Newsletter**, distributed to 9 000 customers, twice a month.

#### Advertorial

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

#### Banner w newsletterze

górný 650×200 pix ..... price **400 €**  
śródkowy 450×200 pix ..... price **250 €**  
boczny 200×200 pix ..... price **150 €**

#### Advertising mailing

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

## Dates and issue plan 2019

### 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
<b>1/2019</b>	10-01-2019	17-01-2019	logistics & transport in pharmaceutical industry IT in transport and logistics driver's working time, tachographs transport of dangerous goods
<b>2/2019</b>	04-02-2019	13-02-2019	logistics & transport in clothing industry logistics & transport in food industry maritime, rail and intermodal transport heavy forklifts and container loaders leasing and financing in transport sector
	Transportex, Logistics – Sosnowiec Conferences Spotkania Transportowe		
<b>3/2019</b>	04-03-2019	14-03-2019	logistics & transport in automotive industry warehouse market in Poland – annual report logistics and transport - Scandinavia warehouse technical equipment (forklifts, shelving, gates, devices)
	MT TSL – Warszawa Conferences Spotkania Transportowe		
<b>4/2019</b>	05-04-2019	15-04-2019	logistics & transport in construction sektor contract logistics warehouse technical equipment (forklifts, shelving, gates, devices)
	Autostrada, RoTra – Kielce		
<b>5/2019</b>	06-05-2019	16-05-2019	logistics & transport in cosmetics industry and FMCG maritime, rail and intermodal transport logistics and transport – Far East IT in transport and logistics
	ITM – Poznań		
<b>6/2019</b>	05-06-2019	14-06-2019	logistics in electronics & and high-tech sector IT in transport and logistics logistics and transport – Near East
	Master Truck – Opole		
<b>7-8/2019</b>	31-07-2019	12-08-2019	logistics & transport in chemical, fuel and industrial sektor heavy and oversized transport air transport logistics and transport – North and South America
<b>9/2019</b>	04-09-2019	11-09-2019	logistics & transport in food sector maritime, rail and intermodal transport warehouse market – half-year Summary pallets and package
	TRAKO – Gdańsk Forum Pollog – Warszawa Polagra – Poznań Conferences Spotkania Transportowe		
<b>10/2019</b>	04-10-2019	11-10-2019	logistics & transport in furniture and household industry IT in transport and logistics warehouse technical equipment (forklifts, shelving, gates, devices) refueling and service cards
	TransPoland / Translogistica – Warszawa Conferences Spotkania Transportowe		
<b>11/2019</b>	06-11-2019	13-11-2019	e-commerce logistics and courier service insurances in transport & logistics leasing and funding logistics and transport – Western Europe
<b>12/2019</b>	04-12-2019	11-12-2019	logistics & transport in retail networks contract logistics eco-logistics innovative solutions for transport & logistics warehouse technical equipment (forklifts, shelving, gates, devices)