

# **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, 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.

## 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 Advertorial</b>  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 bleed</b> 210 × 100 mm (+3 mm bleed)	<b>1/4 horizontal</b> 170 × 70 mm (without bleed)	<b>1/4 vertical bleed</b> 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)

- Super Top Banner  
1000×150 pix  
1a) rotational ratio (max 1:3), price **350 €**  
1b) exclusive ratio 1:1, price **650 €**
- Top banner  
2a) 750×100 pix  
rotational ratio (max 1:4), price **290 €**  
2b) 750×200 pix  
rotational ratio (max 1:4), price **400 €**
- 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 €**



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



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



- 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 promotion.....price **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 2020

### 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
1/2020	07-01-2020	15-01-2020	logistics & transport in pharmaceutical industry IT in transport and logistics driver's working time, tachographs transport of dangerous goods
	Transportex, Logistics – Sosnowiec Conferences Transport Meetings		
2/2020	03-02-2020	13-02-2020	logistics & transport in clothing industry maritime, rail and intermodal transport heavy forklifts and container loaders financing in transport sector – summary of the year
	MT TSL – Warszawa Conferences Transport Meetings		
3/2020	03-03-2020	13-03-2020	logistics & transport in automotive warehouse market – summary of the year warehouse technical equipment – forklifts, shelving, gates, devices
	Autostrada, RoTra – Kielce		
4/2020	06-04-2020	16-04-2020	logistics & transport in construction sektor contract logistics IT in transport and logistics
	ITM – Poznań		
5/2020	04-05-2020	15-05-2020	logistics & transport in FMCG industry maritime, rail and intermodal transport logistics and transport – Far East warehouse technical equipment – forklifts, shelving, gates, devices
	Master Truck – Opole		
6/2020	05-06-2020	15-06-2020	logistics in electronics & and high-tech sector IT in transport and logistics logistics and transport – Middle East and Africa
	25-07-2020		
7-8/2020	04-09-2020	11-09-2020	logistics & transport in chemical, fuel and industrial sektor heavy and oversized transport air transport logistics and transport – North and South America
	Forum Pollog – Warszawa Conferences Transport Meetings		
9/2020	05-10-2020	12-10-2020	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 Transport Meetings		
10/2020	04-11-2020	13-11-2020	e-commerce logistics and courier service insurance offers for transport leasing and funding offers for transport logistics and transport – Western Europe
	04-12-2020		
11/2020	04-12-2020	11-12-2020	logistics & transport in retail networks contract logistics eco-logistics innovative solutions for transport & logistics warehouse technical equipment – forklifts, shelving, gates, devices