

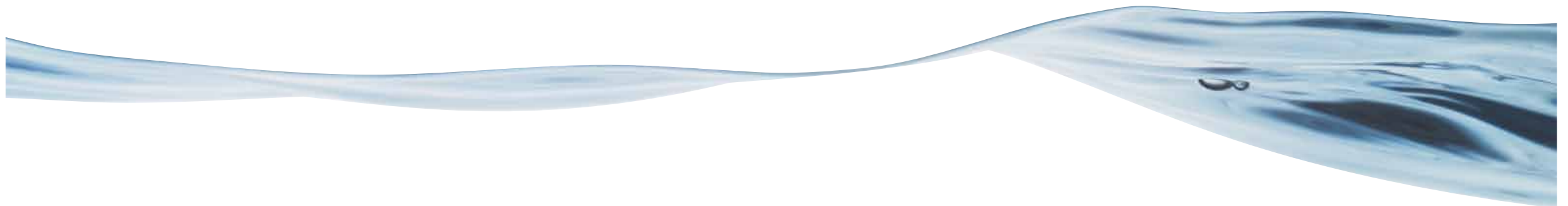


bimonthly-daily companion
Baltic Transport
Journal

MEDIA PLAN 2015

ONE MAGAZINE – NINE COUNTRIES

- **6** printed bi-monthly editions
- **3** sectorial yearbooks
- **4** map posters
- **2** internet portals: www.baltictransportjournal.com & www.baltictransportmaps.com
- **52** weekly e-newsletters



ABOUT US

Baltic Transport Journal is an international English-language printed magazine about all parts of supply chain in the Baltic Sea region countries: Germany, Poland, Sweden, Denmark, Finland, Russia, Latvia, Estonia and Lithuania.

Published by Baltic Press Sp. z o.o. since 2004, BTJ delivers credible information and professional market analysis. We enhance business among partners within the region and promote the BSR companies throughout the world. BTJ is printed in 2,500 copies and distributed via a subscription to the top management of major transport services providers in all Europe, plus on key industry exhibitions and conferences.

Every BTJ printed edition comes with a one-topic REPORT and a FOCUS sections. Some editions feature also special SUPPLEMENTS in the form of a separately published thematical booklets. As the only official media partner of the Baltic Ports Organization since 2006, we regularly publish BPO newsletter keeping you updated with info on more than 40 major sea ports at the Baltic Sea coast.

The company runs also two internet portals and sends out a free weekly e-newsletter to over 4,150 e-mail subscribers.

www.baltictransportjournal.com

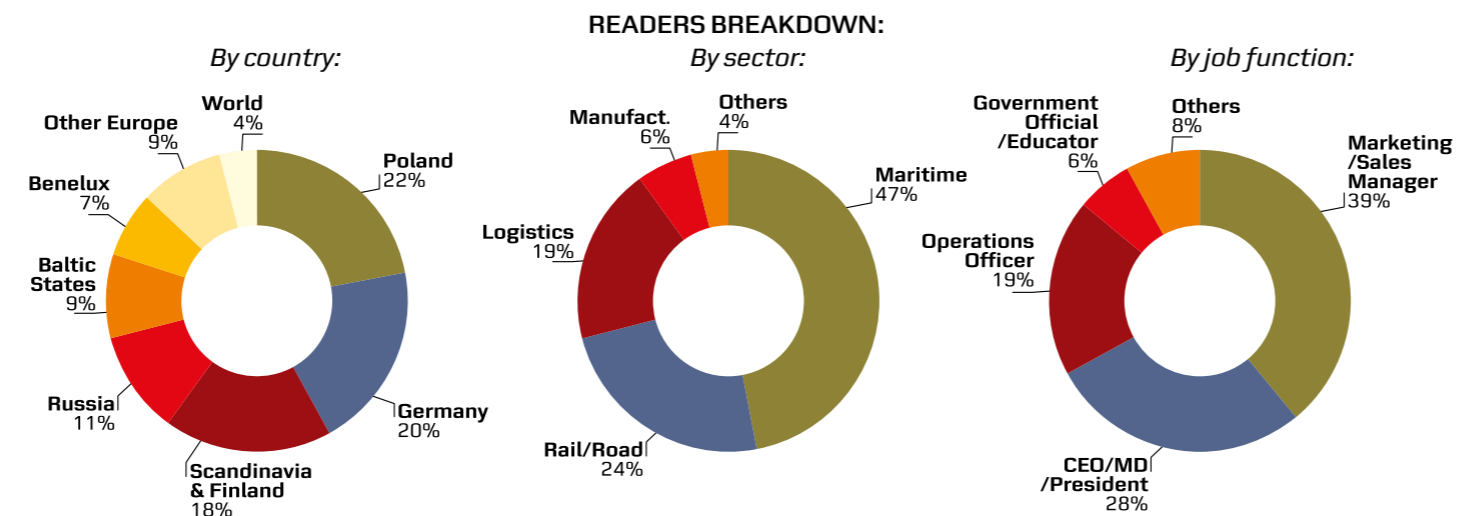
The portal provides selection of transport/logistics news referring to the Baltic Sea region countries.

www.baltictransportmaps.com

An interactive map platform shows regularly updated networks of all liner (ro-ro/ferry and container) shipping operators and intermodal trains running in the area.

Baltic Press offers its shipping/rail maps also in printed form, available as a handy poster (100 x 70 cm) in regular BTJ printed edition subscription, as well as an XL wall map format (150 x 100 cm) to hang on the wall in your office.

TARGET READERS: high management of the key market players from TFL industry, ports & terminals, ship-owners & shipping, ship-agents, logistics & forwarding, railway operators, railports, road transport companies, logistics-distribution centres, logistics departments of manufacturing companies, transport equipment manufacturers and services providers, newbuilding and repair shipyards, cruising lines and services, transport associations, governments & regional authorities, consulting agencies, classification societies, financial institutions, research/education institutions, universities.



ADVERTISING PARTNERS:
Please take a look at any BTJ magazine and see how many companies/institutions have already trusted us in their promotion activities. There is no better recommendation.

see prices on page 06

PRINTED BTJ – SUPPLEMENTS

Selected BTJ editions feature supplementary publications with detailed year-on-year analyses of market sectors, i.e. delivering an overall review and listings of shipping and rail operators, their offered networks and fleet, regional ports and terminals, all backed up with statistics, tables and maps.

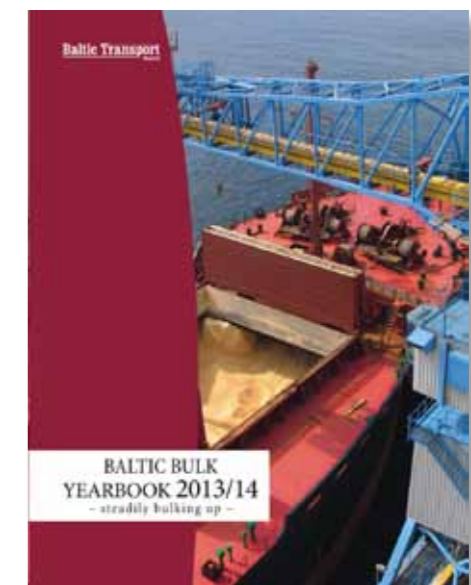
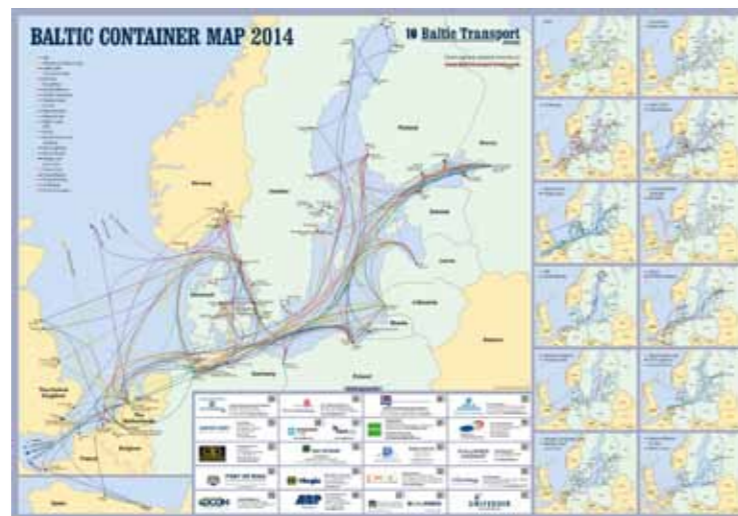
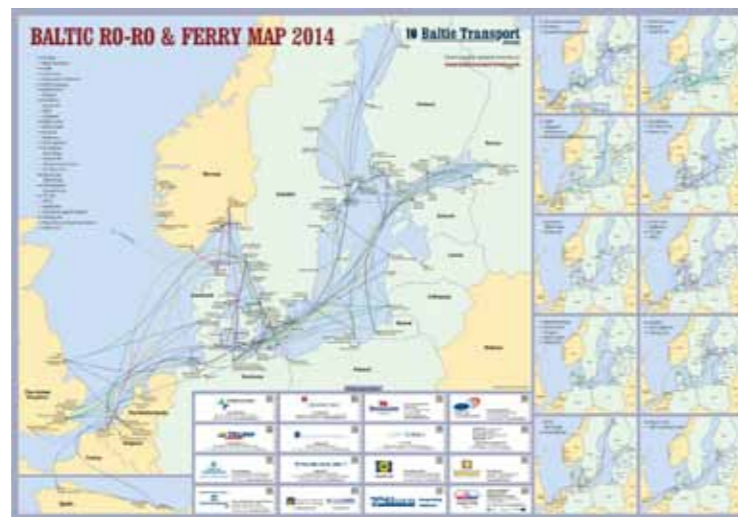
The yearbooks come together with unique map posters (100 x 70 cm) showing the full picture of the market.

Ro-ro/ferry and container yearbooks go hand-in-hand with the regularly updated interactive network maps at www.baltictransportmaps.com, where users can display services in even more details.

All supplements are free add-ons to the regular printed BTJ edition annual subscription and are not sold separately. Meanwhile, the projects are open for sponsorship in terms of advertising space inside the yearbooks, logo/contact modules on the posters and promo packages in the internet maps portal (if applicable).

BTJ's 2015 publishing plan involves 3 different yearbook projects, each dedicated to a different sector:

- **BTJ 2/2015 (Mar./Apr.) + supplement: BALTIC RO-RO & FERRY YEARBOOK**
(printed book & poster/interactive maps portal),
- **BTJ 3/2015 (Sept./Oct.) + supplement: BALTIC PORT YEARBOOK**
(printed book & poster).
- **BTJ 4/2015 (May/June) + supplement: BALTIC CONTAINER YEARBOOK**
(printed book & poster/interactive maps portal),

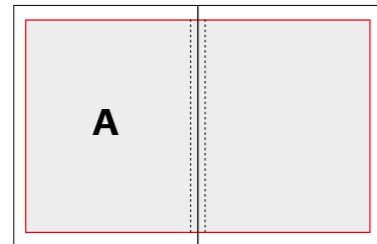


PUBLISHING PLAN 2015

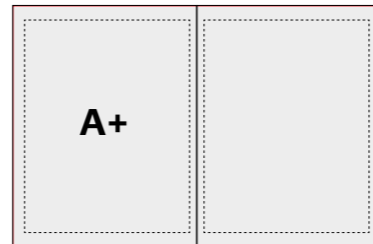
BTJ issue	Report	Focus	Special	Issue distributed at (partnership events)
BTJ 1/2015 (Jan-Feb) <i>closing date</i> 23.2.2015	Baltic transport highlights 2014 <i>Overview of last year's most important facts and business decisions in Baltic Sea region's transport sector.</i>	Technology innovation for transportation	-	European Shipping Week, 2-6 March 2015, BE/Brussels LNG Congress Russia, 12-13 March 2015 RU/Moscow Transport Week, 17-19 March 2015 PL/Gdańsk TransRussia, 21-24 April 2015 RU/Moscow
BTJ 2/2015 (Mar-Apr) <i>closing date</i> 13.4.2015	Baltic ro-ro & ferry market ■ Supplement: Baltic Ro-ro/ferry Yearbook 2014/15 (feat. network map poster) <i>80-90 page publication with market analysis, statistics, networks and maps.</i>	TEN-T policy	Break-bulk & project cargo	Transport Logistic, 5-8 May 2015, DE/Munich Breakbulk Europe 2015, 18-21 May 2015, BE/Antwerp ESPO Conference, 21-22 May 2015, GR/Piraeus 29 th IAPH World Ports Conference, 1-5 June 2015, DE/Hamburg Nor-Shipping 2015, 2-5 June 2015, NO/Oslo SIL Barcelona, 9-11 June 2015, ES/Barcelona TOC Europe, 9-11 June 2015, NL/ Rotterdam
BTJ 3/2015 (May-June) <i>closing date</i> 15.6.2015	Baltic port market ■ Supplement: Baltic Port Yearbook 2014/15 (feat. network map poster) <i>80-90 page publication with market analysis, statistics and maps.</i>	European shipyards	The human factor	BPO Conference, 3-4 September 2015, Riga BALTEXPO, 7-9 September 2015, PL/Gdańsk Seatrade Europe Cruise & River Cruise Convention, 9-11 September 2015, DE/Hamburg
BTJ 4/2015 (July-Aug) <i>closing date</i> 17.8.2015	Baltic container market ■ Supplement: Baltic Container Yearbook 2014/15 (feat. network map poster) <i>80-90 page publication with market analysis, statistics, networks and maps.</i>	Container handling equipment	Transport & environment	TRAKO, 22-25 September 2015, PL/Gdańsk Greenport Cruise & 9th Greenport Congress, 14-17 October 2015, ES/Barcelona
BTJ 5/2015 (Sept-Oct) <i>closing date</i> 19.10.2015	Baltic bulk market ■ Supplement: Baltic Oil/Dry Bulk map 2014/15 (feat. map poster)	European rail & road freight	Future alternatives for logistics	Europort, 3-6 November 2015, NL/Rotterdam Trans Poland, 4-6 November 2015, PL/Warsaw
BTJ 6/2015 (Nov-Dec) <i>closing date</i> 7.12.2015	OWE and offshore specialized ports' development	The year in SECA	Transport's local face	

PRINTED BTJ & YEARBOOKS – ADVERTISING FORMATS

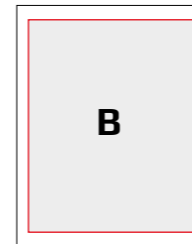
Type area – final formats (width x height)



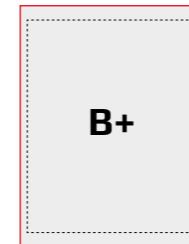
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384 x 237 mm



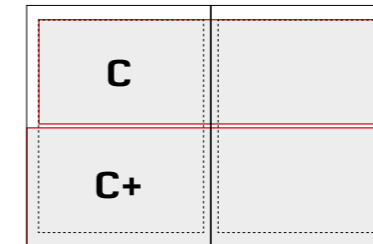
2/1 double page (A+):
410 x 270 mm + 3 mm each bleed



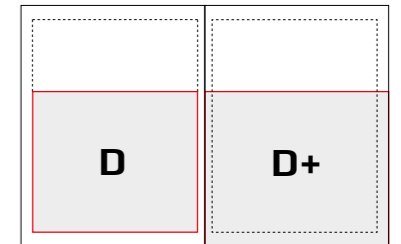
1/1 full page (B):
184 x 237 mm



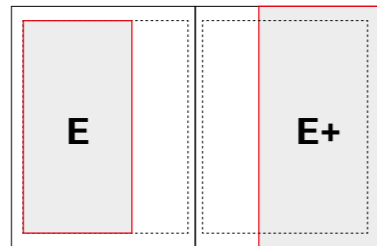
1/1 full page (B+):
205 x 270 mm + 3 mm each bleed



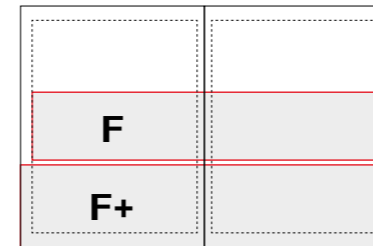
1/1 full page horizontal (C):
384 x 116.6 mm
1/1 full page horizontal (C+):
410 x 133.5 mm + 3 mm each bleed



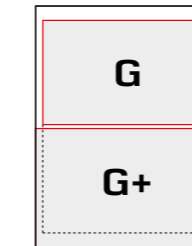
2/3 page horizontal (D):
157 x 184 mm
2/3 page horizontal (D+):
174 x 205 mm + 3 mm each bleed



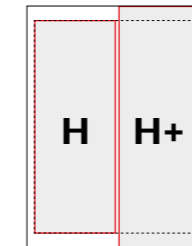
2/3 page vertical (E):
121.5 x 237 mm
2/3 page vertical (E+):
134.5 x 270 mm + 3 mm each bleed



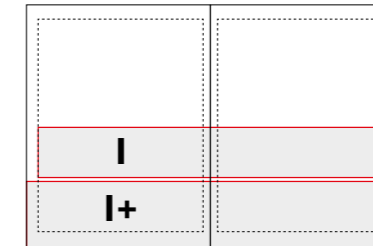
2/3 page horizontal (F):
384 x 76 mm
2/3 page horizontal (F+):
410 x 93 mm + 3 mm each bleed



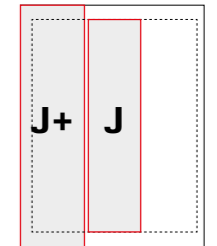
1/2 page horizontal (G):
184 x 116.6 mm
1/2 page horizontal (G+):
205 x 133.5 mm + 3 mm each bleed



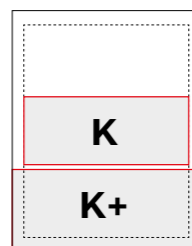
1/2 page vertical (H):
90 x 237 mm
1/2 page vertical (H+):
103 x 270 mm + 3 mm each bleed



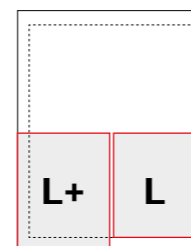
1/2 page horizontal (I):
384 x 56 mm
1/2 page horizontal (I+):
410 x 73 mm + 3 mm each bleed



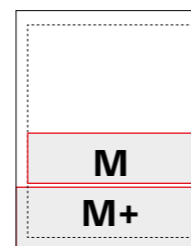
1/3 page vertical (J):
58.5 x 237 mm
1/3 page vertical (J+):
71.5 x 270 mm + 3 mm each bleed



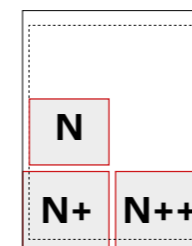
1/3 page horizontal (K):
184 x 76 mm
1/3 page horizontal (K+):
205 x 93 mm + 3 mm each bleed



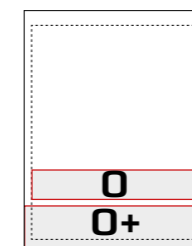
1/4 page vertical (L):
90 x 116.5 mm
1/4 page vertical (L+):
103 x 133.5 mm + 3 mm each bleed



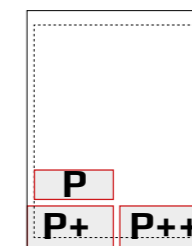
1/4 page horizontal (M):
184 x 56 mm
1/4 page horizontal (M+):
205 x 73 mm + 3 mm each bleed



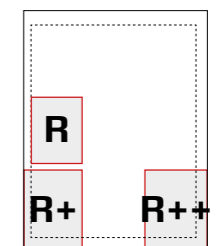
1/6 page horizontal (N):
90 x 77 mm
1/6 page horizontal (N+):
98 x 93 mm + 3 mm each bleed
1/6 page horizontal (N++):
103 x 93 mm + 3 mm each bleed



1/6 page vertical (O):
184 x 36 mm
1/6 page vertical (O+):
205 x 53.5 mm + 3 mm each bleed



1/12 page horizontal (P):
90 x 36 mm
1/12 page horizontal (P+):
98 x 53 mm + 3 mm each bleed
1/12 page horizontal (P++):
103 x 53 mm + 3 mm each bleed



1/12 page vertical (R):
58.5 x 77 mm
1/12 page vertical (R+):
66.5 x 93.5 mm + 3 mm each bleed
1/12 page vertical (R++):
71.5 x 93 mm + 3 mm each bleed

TECHNICAL INFORMATION

Published copies: 2 500
Magazine format: 205 x 270 mm
Type area: 184 x 237 mm
Column width: 58.7 mm
Number of columns: 3

Colour printing:
Paper:

Printing data:

Euroscale (CMYK mode – no Pantone colours)
Inside – 100 g/m² offset CORE Uncoated (ZING)
Cover – 170 g/m² offset CORE Uncoated (ZING)
– High resolution composite PDFs
– All fonts must be embedded
– Image files in 300 dpi resolution (CMYK)
– No spot colours

PRINTED ADVERTS PRICES

Covers (BTJ)	
IV outside back cover 1/1 full page	2 690 €
II inside front cover 1/1 full page	2 190 €
III inside back cover 1/1 full page	2 190 €
Inside pages (BTJ + yearbooks)	
2/1 double page (facing pages) – type: A (+)	2 990 €
1/1 full page – type: B (+), C (+)	1 690 €
2/3 page – type: D (+), E (+), F (+)	1 290 €
1/2 page – type: G (+), H (+), I (+)	990 €
1/3 page – type: J (+), K (+)	690 €
1/4 page – type: L (+), M (+)	570 €
1/6 page – type: N (+, ++), O (+)	400 €
1/12 page – type: P (+, ++), R (+, ++)	220 €
other formats	negotiat.
Inserts (BTJ + yearbooks)	
ready leaflet insert – 2500 pcs	990 €
other formats/quantities	negotiat.
Logo/contact module on map poster	1 225 €

PRINTED BTJ SUBSCRIPTION

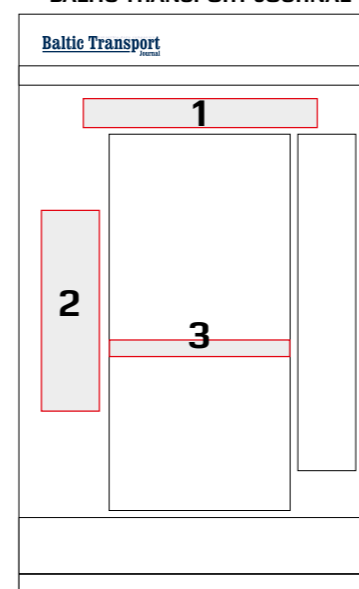
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Annual subscription (5% VAT + 40€ postage costs)	
1 set (6 BTJ issues + 3 yearbooks + 4 maps)	159 €

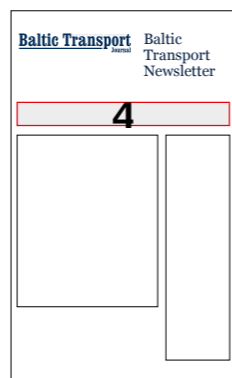
INTERNET PORTALS ADVERTS PRICES

BALTIC TRANSPORT JOURNAL



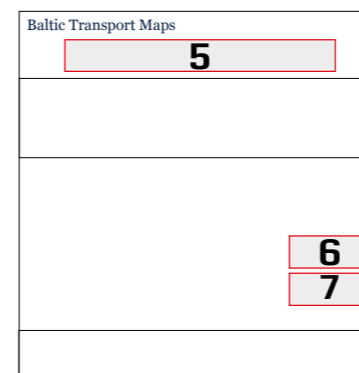
banner 1: 728 x 90 px
banner 2: 182 x 600 px
banner 3: 560 x 60 px

E-MAIL NEWSLETTER



banner 4: 610 x 75px

BALTIC TRANSPORT MAPS



banner 5: 728 x 90 px
banner 6 & 7: 225 x 90 px

www.baltictransportjournal.com		
Advertising banner:	monthly	full year
top page banner – type: 1	165 €	990 €
lefthand column banner – type: 2	155 €	930 €
middle page banner – type: 3	130 €	780 €
other dimensions/file formats/location	negotiat.	negotiat.

E-mail newsletter (one e-mail shot)	
top gif/jpg banner – type: 4	250 €
other dimensions/file formats/location	negotiat.
dedicated newsletter	990 €

www.baltictransportmaps.com	
Baltic transport maps portal offers your company two basic forms of promotion activities, performed on one or both sections of the site (ro-ro/ferry and container sections).	

Project partnership

Recommended to: companies with their networks presented in the interactive maps: shipping lines, sea ports and terminals, rail operators and intermodal terminals.

Project partnership package includes:

- logo in the project partners section,
- rotating banner in the interactive map linked to company description,
- company description with logo/contact and links to your company website,
- direct hyperlinks under company description to detailed network in the interactive map.

Traditional web-banner advertising campaign

Recommended to: suppliers of products and services to transportation sector, as well as to transport market players themselves who wish to extend their project partnership by an extra banner coverage.

Project partnership:	monthly	full year
One market section (ro-ro or container map)	165 €	990 €
Both market sections (ro-ro and containers)	290 €	1 740 €
Advertising banner:		
Advertising banner:	monthly	full year
Top banner: start page + one market section – type: 5	165 €	990 €
Top banner: start page + both market sections – type: 5	290 €	1 740 €
Right-hand column button: one market section – type: 6 or 7	95 €	570 €
Right-hand column button: both market sections – type: 6 or 7	165 €	990 €

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