

# Baltic Transport Journal

bimonthly-daily companion

## MEDIA PLAN: May-Dec. 2011

### PROFILE:

BTJ is an international bi-monthly printed magazine written in English and focused on transport-logistics in the Baltic Sea Region countries: **Poland, Germany, Denmark, Sweden, Finland, Russia, Estonia, Latvia & Lithuania**. We write about all transport aspects within the logistics chain: maritime, rail, road, aviation, inland shipping, project, logistics and warehousing. We deliver credible information and professional market analyses, enhance business among partners within the region and promote BSR companies across the world.

### MAIN TOPICS:

Every BTJ issue comes with a "yellow pages" **Special Report** and a separate smaller "blue pages" **Focus** section. As the only official media partner of **Baltic Ports Organization** since 2006, we publish BPO newsletter on BTJ "green pages" keeping you updated with news/projects in about 40 major seaports at the Baltic Sea coast. We are also official media partner of **TransBaltic** and **EWTC II** EU projects, aimed at developing sustainable transport solutions in the region.

### We are partners of:



### DISTRIBUTION:

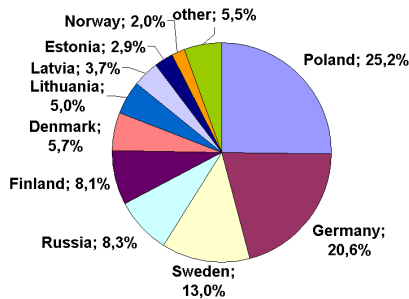
BTJ is distributed via subscription to the top management of major transport services providers in all 9 BSR countries and the rest of Europe, plus on key industry exhibitions and conferences, where we promote our advertising partners with some extra distribution. We also organize our own seminars linking groups of companies from different countries.

| BTJ issue                    | Closing Date | Supplement                          | Report                       | Focus               | Partnership Events (extra BTJ distribution)              |
|------------------------------|--------------|-------------------------------------|------------------------------|---------------------|--|
| <b>BTJ 3/2011 (May-June)</b> | 17.06.2011   | Baltic ro-ro & ferry map 2011       | Ro-ro/ferry market           | Transport & ecology | European Shortsea Congress 2011, Hamburg, DE             |
|                              |              |                                     |                              |                     | GreenPort Congress 2011, Hamburg, DE                     |
| <b>BTJ 4/2011 (July-Aug)</b> | 01.08.2011   | BPO XX years anniversary supplement | Baltic maritime ranking 2011 | Baltic shipyards    | Baltexpo 2011, Gdańsk, PL                                |
|                              |              |                                     |                              |                     | BPO Annual Conference 2011, Rostock, DE                  |
|                              |              |                                     |                              |                     | European Road Transport & Logistics Conf., Amsterdam, NL |
|                              |              |                                     |                              |                     | 8th HanseLog, Hamburg, DE                                |
|                              |              |                                     |                              |                     | Seatrade Europe 2011, Hamburg, DE                        |
| <b>BTJ 5/2011 (Sept-Oct)</b> | 26.09.2011   | Baltic container map 2011           | Baltic containerization      | Railway transport   | European Transport Conference, Glasgow, UK               |
|                              |              |                                     |                              |                     | TRAKO 2011, Gdańsk, PL                                   |
|                              |              |                                     |                              |                     | 28th International Supply Chain Conference, Berlin, DE   |
|                              |              |                                     |                              |                     | Baltic Development Forum 2011, Gdańsk, PL                |
|                              |              |                                     |                              |                     | Europort 2011, Rotterdam, NL                             |
| <b>BTJ 6/2011 (Nov-Dec)</b>  | 07.11.2011   | -                                   | Bulk transport               | Road traffic        | Intermodal Europe 2011, Hamburg, DE                      |

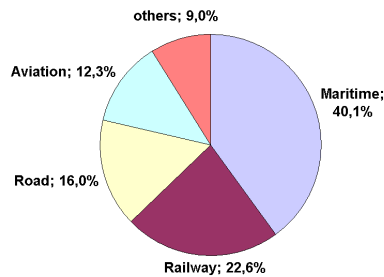
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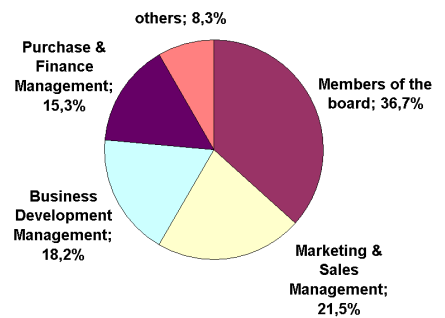
**By country:**



**By sector:**



**By job function:**



**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.

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**Circulation: 2500**

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