

Baltic Transport Journal

bimonthly-daily companion

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www.baltic-press.com

ONE MAGAZINE : 9 COUNTRIES

MEDIA PLAN 2010

(valid: may-december)

PROFILE: Baltic Transport Journal is an international printed magazine focusing on transport in the Baltic Sea Region (BSR) with its surrounding 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 - warehousing - distribution, etc. We deliver credible information and professional market analyses. We enhance business among partners within the region and promote the BSR companies throughout the world.

MAIN TOPICS: Every bi-monthly BTJ issue comes with a "yellow pages" **Special Report** and a separate smaller "blue pages" **Focus**. As the only official media partner of **Baltic Ports Organization** we create and publish a BPO newsletter section on BTJ "green pages", keeping you up-to-date with news and projects from about 50 major ports on the Baltic Sea. We are:

official media partner of:



member of the Chamber of Polish Press Publishers



official media partner of:



DISTRIBUTION: The English-language BTJ is distributed via subscription to the management of major transport services/products providers mainly in all 9 BSR countries and the rest of Europe. We are partnering a number of important exhibitions and conferences, where we promote our advertising partners by some extra distribution. We also organise our own seminars linking groups of companies from different countries.

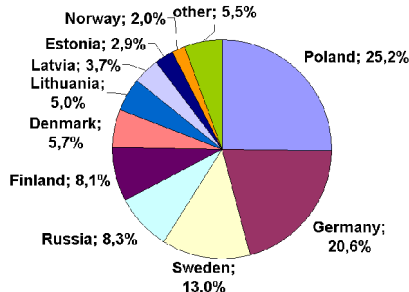
2010 PUBLISHING PLAN: As a bi-monthly magazine, we still have 4 publications to be published this year. Please find them in the chart below, together with their closing dates, main topics for each issue and the list of partnership events where we will additionally distribute our magazine:

BTJ Issue	Closing Date	Special Report	Focus	Partnership Events (extra BTJ distribution)
BTJ 3/2010 (May-June)	24.05.2010	Chinese cargo flows	Short sea shipping on the Baltic	Posidonia 2010 Expo, Athens, GR
				TOC Europe 2010 Expo & Conference, Valencia, ES
				Trans-Port & Energy Seminar, Gdańsk, PL
BTJ 4/2010 (July-Aug)	16.07.2010	Baltic maritime ranking	Aviation market	Annual Baltic Ports Conference 2010, Tallinn, EE
				Airports Conference 2010, Warsaw, PL
				Innotrans Expo 2010 Berlin, DE
BTJ 5/2010 (Sept-Oct)	04.10.2010	Breakbulk, project & heavylifts	Baltic shipyards	Port Finance International Conference, London, UK
				TLS Congress 2010, Prague, CZ
				Baltic Ro-ro & Ferry 2010, tba, tba
BTJ 6/2010 (Nov-Dec)	15.11.2010	Modern logistics	CEE railways	Intermodal Europe Expo & Conf. 2010, Amsterdam, NL
				AirFreight 2010 Conference, Warsaw, PL

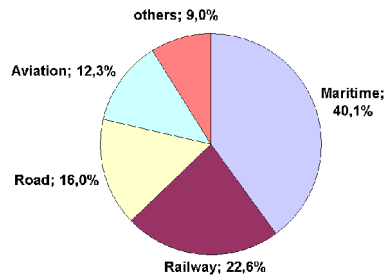
TARGET READERS: high management of the key market players from TSL industry, ports & terminals, ship-owners & shipping, ship-agents, logistics & forwarding, railway operators, railports, road transport companies, logistics-distribution centres, airports, airlines & aviation services, equipment manufacturers,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

READERS BREAKDOWN:

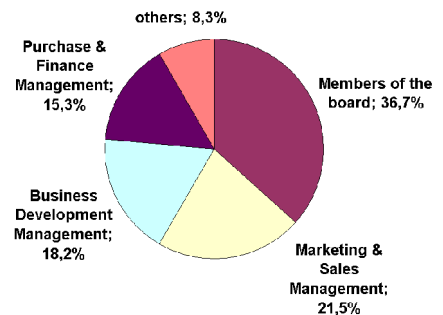
By country:



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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ADVERTISING PRICES 2010

Covers

IV outside back cover 1/1 full page	2600 €
II inside front cover 1/1 full page	2100 €
III inside back cover 1/1 full page	2100 €

Inside pages:

2/1 double page (facing pages)	2950 €
1/1 full page	1600 €
2/3 page	1250 €
1/2 page	950 €
1/3 page	650 €
1/4 page	525 €
1/6 page	375 €
1/12 page	200 €
other formats	negotiat.

Sailings * (preferred prices for usual advertising partners)

1/1 full page	450 €*
1/2 page	350 €*
1/4 page	250 €*

* There is no separate sailings section. Sailings are available only for usual advertising partners.

Inserts

ready leaflet insert - 2500 pcs	750 €
other formats / quantities	negotiat.

Online banners (2-months publication)

top page flash / gif / jpg banner (450 x 60p)	140 €
righthand column flash / jpg / gif button (165 x max. 200p)	120 €
official partner logo (147p x max. 200p)	120 €
other dimensions / formats / location	negotiat.

Annual subscription (EU countries 0% VAT, postage included):

1 copy (6 publications a year)	75 €
2 copies (6 publications a year)	120 €

Marketing & sales (advertising, exhibitions & conferences)

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