



Additional languages on special occasions

## Media kit 2014

The only trilingual and multimodal journal  
for transport & logistics worldwide

[www.transportjournal.com](http://www.transportjournal.com)



- 4 **Editorial**
- 6 **Topics, publication dates & international events 2014**
- 8 **Content structure**
- 9 **Advertising rates 2014**
- 10 **Advertising formats**
- 10 **Technical information**
- 11 **Special advertising forms**
- 11 **Supplements – Stickers – Inserts**
- 12 **Online advertising**  
ITJ Daily
- 13 **Online advertising**  
[www.transportjournal.com](http://www.transportjournal.com)
- 14 **Publisher contacts**
- 14 **Advertising terms and conditions**





# ITJ

Viele Sprachen – eine Stimme

Die Internationale Transport Zeitschrift ITJ ist die einzige Logistik-Fachzeitschrift, die in 21 Ausgaben im Jahr über alle Verkehrsträger weltweit berichtet und gleichzeitig in einer deutschen, französischen und englischen Ausgabe in 131 Ländern erscheint. Bei besonderen internationalen Anlässen und ausgesuchten Themen publizieren wir das ITJ auch in einer zusätzlichen russischen, spanischen oder portugiesischen Version und drucken die Ausgabe vor Ort, z.B. in Russland oder Brasilien. Zu Beginn seines Arbeitstags findet jeder ITJ-Abonnenten zusätzlich den ITJ-Daily – einen Newsletter in englischer Sprache – mit aktuellen Meldungen aus der globalen Transport- und Logistikbranche in seinem E-Mail-Account.

Nutzen Sie das ITJ als mediale Plattform für Ihre Anliegen.

# ITJ

Plusieurs langues – une seule voix

Le Journal pour le Transport International ITJ est le seul magazine professionnel du transport et de la logistique à paraître 21 fois par an simultanément en une édition allemande, anglaise et française, et ce dans 131 pays. Il collecte pour ses lecteurs de précieuses informations sur les différents modes de transport à l'échelle mondiale. Une version supplémentaire de l'ITJ en russe, en espagnol ou en portugais, imprimée à l'étranger, par exemple en Russie ou au Brésil, est en outre publiée à l'occasion d'événements internationaux particuliers ou pour approfondir des thèmes choisis. Au début de sa journée de travail, chaque abonné à l'ITJ reçoit de plus l'ITJ-Daily, une lettre d'information électronique en langue anglaise contenant les nouvelles les plus fraîches des secteurs transport et logistique.

Faites de l'ITJ votre partenaire média de prédilection!



Russian  
Special



Spanish  
Special

*We transport information*

# ITJ

Many languages – one voice

The International Transport Journal ITJ is the only logistics trade journal that offers its readers news from every corner of the world and every mode of transport in German, French and English. The 21 editions of the ITJ published a year are read in 131 countries. On the occasion of particularly important international events and meetings, or to shed light on other subjects at the top of the industry's agendas, the ITJ is regularly also published in locally-printed Russian, Spanish and Portuguese versions. Over and above this every subscriber to the ITJ receives the ITJ Daily – an English-language newsletter containing the latest news from the global transport and logistics industry – by e-mail at the beginning of every working day.

What more reason do you need to recruit the ITJ to your team of key media partners?


**Christian Doepgen**  
Editor-in-chief / Publishing director




## ITJ · Topics, publication dates &amp; international events 2014

Month	No.	Date of publication	Deadline for adverts	Deadline for printing data	Regional Specials and Special Topics / Supplements	Transport Mode Special
January	01-04	17.01.2014	16.12.2013	06.01.2014	Switzerland Africa	Seafreight / Ports / Container Terminals Intermodal
February	05-06	31.01.2014	10.01.2014	17.01.2014	Austria Asia / Middle East	Intermodal Airfreight
	07-08	14.02.2014	24.01.2014	31.01.2014	Balkan States Turkey	Intermodal
March	09-10	28.02.2014	07.02.2014	14.02.2014	Asia / Middle East Benelux Breakbulk / Heavylift	Seafreight / Ports / Container Terminals Intermodal
	11-12	14.03.2014	21.02.2014	28.02.2014	Iberia Latin America	Seafreight / Ports / Container Terminals Freight Forwarding & Logistics
	13-14	28.03.2014	07.03.2014	14.03.2014	France	Seafreight / Ports / Container Terminals Intermodal Airfreight
April	15-16	11.04.2014	21.03.2014	28.03.2014	Eastern Europe / Baltic States / Central Asia UK / Ireland Malta	Seafreight / Ports / Container Terminals Freight Forwarding & Logistics
	17-18	25.04.2014	03.04.2014	11.04.2014	Maghreb	Seafreight / Ports / Container Terminals Intermodal
May	19-20	09.05.2014	17.04.2014	25.04.2014	Italy Breakbulk / Heavylift	Seafreight / Ports / Container Terminals Intermodal
	21-22	23.05.2014	30.04.2014	09.05.2014	Asia Iberia	Airfreight Freight Forwarding & Logistics Intermodal
June	23-26	20.06.2014	28.05.2014	06.06.2014	Iran / Iraq	Intermodal Seafreight / Ports / Container Terminals
July	27-30	18.07.2014	27.06.2014	04.07.2014	Switzerland / Austria 75 <sup>th</sup> Anniversary of ITJ	Freight Forwarding & Logistics
August	31-34	15.08.2014	25.07.2014	31.07.2014	Latin America Breakbulk / Heavylift	Seafreight / Ports / Container Terminals Airfreight
	35-36	29.08.2014	08.08.2014	15.08.2014	Eastern Europe / Baltic States / Central Asia	Freight Forwarding & Logistics Intermodal
September	37-38	12.09.2014	22.08.2014	29.08.2014	Breakbulk / Heavylift Northern America	Seafreight / Ports / Container Terminals
	39-40	26.09.2014	05.09.2014	12.09.2014	Asia Greece / Turkey	Airfreight Seafreight / Ports / Container Terminals
October	41-42	10.10.2014	19.09.2014	26.09.2014	Germany	Freight Forwarding & Logistics
	43-44	24.10.2014	03.10.2014	10.10.2014	Israel	Seafreight / Ports / Container Terminals Airfreight
November	45-46	07.11.2014	17.10.2014	24.10.2014	Turkey Breakbulk / Heavylift	Intermodal Seafreight / Ports / Container Terminals
	47-48	21.11.2014	31.10.2014	07.11.2014	Asia Italy	Seafreight / Ports / Container Terminals Freight Forwarding & Logistics
December	49-52	12.12.2014	21.11.2014	28.11.2014	Breakbulk / Heavylift Africa	Seafreight / Ports / Container Terminals

**These regions are covered on a monthly basis:**

 Southern Europe, Southeastern Europe & Turkey, Middle East, Africa, Asia and the Pacific, North and Latin America

 Central Europe, Northern Europe & the Baltic States, Western Europe, Eastern Europe

Industry Focus & Special Focus	Language editions	Trade Fairs & Conferences
Pharma logistics / chemicals Perishables / Fruit & Vegetables / Cool Chain	German, English, French	22.–24.01., SSC Seefrachtseminar, Interlaken 05.–07.02., Fruit Logistica, Berlin 27.–30.01., Breakbulk Africa, Johannesburg
Green Logistics Legal & Insurance matters	German, English, French	04.–06.02., Air Cargo India, Mumbai
Automotive Training	German, English, French	05.–07.03., Transport & Logistic, Sofia 25.–27.02., Logimat, Stuttgart
High-tech Logistics Wind Energy / Offshore Logistics EPC Packaging	German, English, French	10.–13.03., BreakBulk China, Shanghai 12.–13.03., Transport & Logistics, Rotterdam 01.–03.04., Intermodal Asia, Shanghai 10.–12.04., Breakbulk, Heavylift & Project Forwarding (BHP), Mumbai
Cool Chain / Temperature-controlled Logistics	German, English, French Spanish Portuguese	01.–03.04., Intermodal South America, São Paulo
IT / Logistics Software / TMS & WMS Pharma Logistics / Life Sciences / Cool Chain Logistics Real Estate	German, English, French	01.–04.04., SITL Solutions Logistiques, Paris 09.–10.04., Air Cargo & Logistics, Abu Dhabi
Customs Clearance Packaging	German, English, French Russian	22.–25.04., TransRussia, Moscow 26.–27.04., Verpackung Schweiz, Bern 29.04.–01.05., Multimodal, Birmingham April, Transport and Logistics, Riga
Perishables Textiles	German, English, French	06.–08.05., Logismed, Casablanca
Training Wind energy Construction / mining / EPC	German, English, French	13.–15.05., BreakBulk Europe, Antwerp
IT / Logistics software / TMS & WMS Legal & Insurance matters Packaging	German, English, French Spanish	03.–05.06., S.I.L., Barcelona 10.–12.06., Expo Carga, Mexico City 16.–20.06., Eurosatory, Paris 17.–19.06., Transport Logistic China / Air Cargo China, Shanghai
Dangerous goods / Oil & Gas Textiles / Automotive	German, English, French	25.–27.06., TOC CSC Europe, London
Training	German, English, French	
Consumer goods Legal & Insurance matters	German, English, French	September, Breakbulk South America, São Paulo
Textiles Oil & Gas IT / Logistics Software / TMS & WMS	German, English, French	17.–19.09., TransKazakhstan, Almaty
Wind Energy Mining / EPC	German, English, French	October, BreakBulk Americas, Houston 28.–29.10., Offshore Energy Energy Exhibition & Conference, Amsterdam 30.09.–02.10., Fachpack, Nürnberg October, TOC Americas,
FMCG Packaging	German, English, French	07.–09.10., TIACA Air Cargo Forum, Seoul 13.–18.10., FIATA World Congress, Istanbul
Training IT / Logistics Software / TMS & WMS Green Logistics Iron & Steel	German, English, French	22.–24.10., Deutscher Logistik Kongress, Berlin 23.–24.10., Intermodal Africa, Durban
Consumer goods Perishables Security	German, English, French	
Legal & Insurance matters Oil & Gas Packaging	German, English, French	November, Logitrans, Istanbul November, BreakBulk Turkey, Istanbul 18.–20.11., Trans Uzbekistan, Tashkent
Retail Trade Packaging	German, English, French	29.11.–01.12., Intermodal Europe, Hamburg
High-tech Logistics Wind Energy Mining / EPC	German, English, French	January 2015, Breakbulk Africa, Cape Town

All changes to the editorial calendar will be published in the media information section on [www.transportjournal.com](http://www.transportjournal.com); Status: September 2013

All regions: Europe, Middle East, Africa,  
Asia and the Pacific, North and Latin America

## ITJ · Content structure



### Cover, table of contents and editorial

On its **cover** the ITJ always illustrates one of the Specials of the issue, or a primary focus in the journal. Several teasers in the detailed **table of contents** introduce readers to the main subjects addressed in the issue, as well as to the regional and logistics industry focal points. The **editorial** welcomes readers and launches them into the ITJ.



### The specialist categories

The specialist categories **forwarding & logistics, shipping & ports, aviation, intermodal, road haulage and people & companies** are the backbone of the ITJ. This is where we keep you up to date on the most important events in your trade or mode of transport and inform you of the latest developments and trends.



### Specials and services

Every issue contains in-depth Industry focus and specials of selected regions and specific logistics fields. Regular contributions on subjects pertaining to **politics & economics, legal & insurance matters, human resources management, finance, real estate, training & information technology** additionally illustrate industry trends and developments.



### Regional focus

Country-specific events with a regional aspect appear in their own section of the journal. With its worldwide network of correspondents, the ITJ ensures that news from every corner of the world reaches you, from the **North, South, East and West of Europe, the Middle East, Africa, Australia, Asia and North and South America.**



## ITJ · Advertising rates 2014

### Advertising rates colour (Euroskala)

Formats	Type area width x height (in mm)	Rates	Rates
		CHF	EUR
1/1 page	185 x 268 (type area) 215 x 300 (bleed)	6,450	4,970
1/2 page	185 x 132 (horizontal) 90 x 268 (vertical)	3,350	2,580
1/3 page	185 x 87 (horizontal) 90 x 178 (vertical)	2,300	1,780
1/4 page	185 x 65 (horizontal) 90 x 132 (vertical)	1,850	1,420
1/6 page	185 x 44 (horizontal) 90 x 87 (vertical)	1,250	970

See page 12 for more information.

Currency reference is the Swiss franc. Prices in euro may be subject to change.

### Special placements colour (Euroskala)

Formats	Type area width x height (in mm)	Rates	Rates
		CHF	EUR
Contents page	185 x 44 (horizontal)	2,300	1,780
Editorial page	58 x 268 (vertical)	3,350	2,580
	125 x 30 (horizontal)	1,250	970
Junior page	121 x 168 (vertical)	4,300	3,310
Inner front cover	215 x 300 (bleed)	7,500	5,780
Inner back cover	215 x 300 (bleed)	6,500	5,000
Back cover	215 x 300 (bleed)	14,000	10,780
incl. logo on front cover	16 cm <sup>2</sup>		
Inner front cover supplement	215 x 300 (bleed)	6,900	5,320
Inner back cover supplement	215 x 300 (bleed)	6,450	4,970
Back cover supplement	215 x 300 (bleed)	8,500	6,550
incl. logo on front cover	16 cm <sup>2</sup>		

Currency reference is the Swiss franc. Prices in euro may be subject to change.

#### Frequency discounts:

4 to 6 ads:	<b>10%</b>
7 to 12 ads:	<b>15%</b>
13 or more ads:	<b>20%</b>

**Ads appear simultaneously in the English, German, French and electronic editions of the ITJ.**

**Rates apply to ads placed on left hand pages (except junior page ad). Ad placements on right hand pages are subject to 100% surcharge.**

**Change of language in colour** (Changes of language in black and white are included in the price): CHF 750 / EUR 580 (no discount).

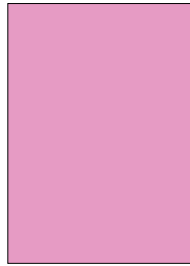
**Bookings made through an agency** will be subject to an agency commission of 15% maximum (excluding the price surcharge for a change of language in colour).

**Advertorial:** For a quote call +41 58 958 96 29 or send an e-mail to [simon.fezzo@s-p-m.ch](mailto:simon.fezzo@s-p-m.ch)

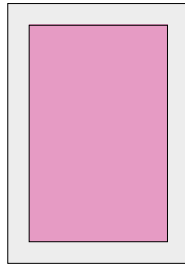
## ITJ · Advertising formats

### Advertising formats (width x height)

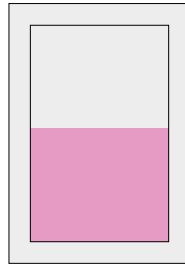
Type area – final formats (please supply without bleed)



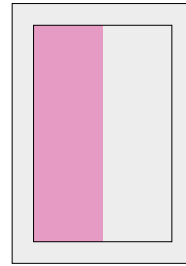
1/1 page bleed  
215 x 300 mm + 3 mm each



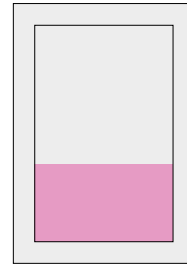
1/1 page  
185 x 268 mm



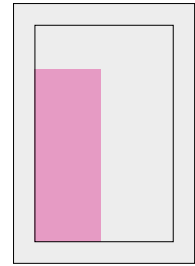
1/2 page horizontal  
185 x 132 mm



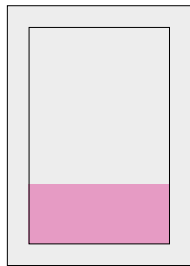
1/2 page vertical  
90 x 268 mm



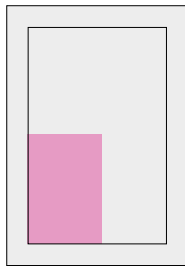
1/3 page horizontal  
185 x 87 mm



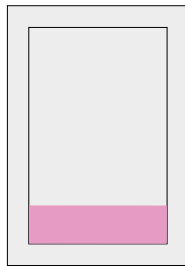
1/3 page vertical  
90 x 178 mm



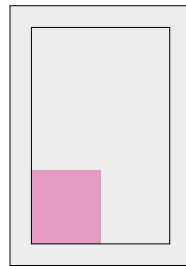
1/4 page horizontal  
185 x 65 mm



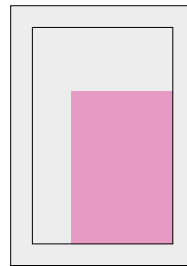
1/4 page vertical  
90 x 132 mm



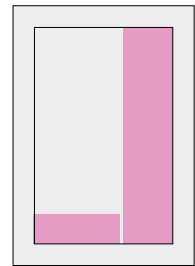
1/6 page horizontal  
185 x 44 mm



1/6 page vertical  
90 x 87 mm



Junior page  
121 x 168 mm



Editorial page  
125 x 30 / 58 x 268 mm

## ITJ · Technical information

<b>Total circulation:</b> (print and digital)	12'762 issues
<b>Magazine format:</b>	215 x 300 mm
<b>Type area:</b>	185 x 268 mm
<b>Column width:</b>	58.3 mm
<b>Number of columns:</b>	2 or 3 (section-wise)
<b>Printing process/grid:</b>	Rotary offset, area coverage max. 300% 54 grid (133 lines per inch)
<b>Colour printing:</b>	Euroscale (CMYK mode – no Pantone colours)
<b>Paper:</b>	white gloss, 100 g/m <sup>2</sup>

**Printing data:**

- High resolution composite PDFs
- All fonts must be embedded
- Image files in 300 dpi resolution
- No spot colours

### Delivery address for supplements of standard editions:

Printec Offset / Claudia Haase  
Ochshäuser Strasse 45  
DE– 34123 Kassel  
Germany

### Other addresses of printers on demand.

Please send your printing data to [artwork@transportjournal.com](mailto:artwork@transportjournal.com)  
or by post to: swissprofessionalmedia AG, Advertisements,  
Grosspeterstrasse 23, P.O.Box, CH-4002 Basel, Switzerland

## ITJ · Special advertising forms

Take advantage of sensational **special forms of advertising**. Unexpected formats surprise readers and grab their attention, highlighting your message.



### 1. Gate folder

The left flap is attached to the cover.

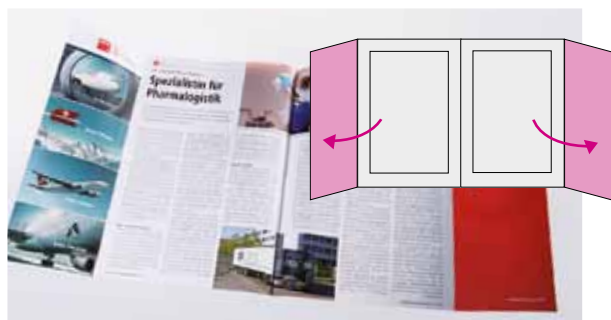
**Price:** CHF 15,000 / EUR 11,550  
(with or without change of languages)



### 2. Cover wrap (flap)

A half-page folded over the cover (135 g). Only the inner side can be printed.

**Price:** CHF 8,500 / EUR 6,550  
(with or without change of languages)



### 3. Altar fold stapled in the centre of the journal

Double page that can be opened on both sides (2 x ½ page) placed in the middle of the journal. (It provides an opportunity for three-side panorama advertising.)

**Price:** CHF 8,500 / EUR 6,550  
(with or without change of languages)



### 4. Banderole

A printable band running around the entire issue of the magazine, including inserts.

**Price:** CHF 10,500 / EUR 8,100  
(with or without change of languages)

## ITJ · Supplements – Stickers – Inserts

**Price** for up to 25 g: for 1,000 copies, or a part thereof: CHF 750.– / EUR 600.–  
Please enquire about the costs for higher weights. Postage is extra.

Supplements have to be forwarded DDP (incl. duty and tax) to our printers. Addresses on demand.

CHF 750.– / EUR 600.– is charged for splitting advertising material (the different language versions are the only splitting option).

**Insert format:** Minimum size: 110 x 168 mm Maximum size: 210 x 295 mm.

A 100% surcharge is charged for inserting supplements between prescribed pages.

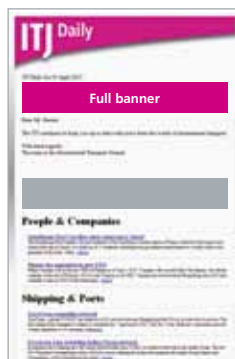
Please note that a sample of the advertising material is required three weeks before the publishing date, so we can check that the insert will fit into the production process.

**No discounts for supplements; no agency commission.**

Currency reference is the Swiss franc. Prices in euro may be subject to change.

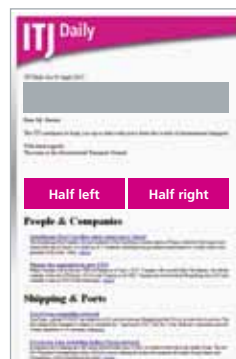


# Back to the online future!



**Full banner**  
600 x 90 pixels

Top: CHF 900  
EUR 690



**Half banner**  
300 x 90 pixels

CHF 450  
EUR 350

Our English-language ITJ Daily newsletter is sent out every working day.

**Banner prices** are on a **monthly** basis (minimum period).

The banners in the ITJ Daily are offered for exclusive use (no rotation).

All common **file formats** can be used for banners (jpg, gif, png).

**Text advert with a logo:** Price on application.  
(Telephone +41 58 958 95 12)

No animation recommended due to Outlook users.

Currency reference is the Swiss franc. Prices in euro may be subject to change.



**Main top**  
620 x 90 pixels

**3 languages (E, F, G)**  
Top: CHF 900  
EUR 690

**Middle (left/right)**  
300 x 90 pixels

**3 languages (E, F, G)**  
CHF 550  
EUR 420

**Main bottom**  
620 x 90 pixels

**3 languages (E, F, G)**  
CHF 650  
EUR 500

**Skyscraper**  
300 x 600 pixels

**3 languages (E, F, G)**  
CHF 1,550  
EUR 1,190

**Side (top/bottom)**  
300 x 90 pixels

**3 languages (E, F, G)**  
CHF 450  
EUR 350



**List view (top)**  
620 x 90 pixels

**3 languages (E, F, G)**  
CHF 650  
EUR 500

**List view (side)**  
300 x 90 pixels

**3 languages (E, F, G)**  
CHF 450  
EUR 350

**Single view (top)**  
620 x 90 pixels

**3 languages (E, F, G)**  
CHF 650  
EUR 500

**Single view (bottom)**  
620 x 90 pixels

**3 languages (E, F, G)**  
CHF 650  
EUR 500

**Single view (top/middle/bottom)**  
300 x 90 pixels

**3 languages (E, F, G)**  
CHF 450  
EUR 350

**Banner prices** on a **monthly** basis (minimum period). The banners will be rotated.

All common **file formats** can be used for banners (jpg, gif, swf, html, etc.).

No animation recommended due to Outlook users.

**Special formats** (such as expandable banners, etc.): price on application. (Telephone +41 58 958 95 12).

**Key figures:** Page impressions per year: 328,000  
Unique visitors per year: 173,000

**By language:** German: 38%  
English: 43%  
French: 24%

**By source of visitors:** Direct: 57%  
Search engine: 39%  
Other: 4%

Currency reference is the Swiss franc. Prices in euro may be subject to change.

## ITJ · Publisher contacts

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### Swisstrans, Swiss Shipping Guide, Propeller Club

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## ITJ · Advertising terms and conditions

- We reserve the right to change our rates. Such changes will also apply to existing agreements with immediate effect.
- Frequency discounts apply for a period of twelve months from the date of publication of the first advert. Frequency discounts merely represent a discount agreement until all adverts are definitely placed. If rate increases are passed in said twelve months, then they enter into effect immediately. If an agreement is terminated in advance or the planned adverts are not placed, then customers will be charged additionally in accordance with the discount scale. If the number of planned adverts is exceeded, then the customer has the right to receive a corresponding discount in accordance with the discount scale.
- Job vacancy and real estate adverts require a separate agreement to benefit from frequency discounts. The frequency discount is determined by the millimetre volume or by the number of times the advert appears in the frequency discount period.
- Requests for the specific placing of an advert will be taken into account as far as possible for booked adverts of at least ¼ of a page. Such wishes will only be accepted as a request (and not as a condition). Adverts will only be placed in a specific place if an additional specific placing charge is paid in accordance with the rates. If an advert cannot be placed in a place specified, then the additional specific placing charge will not be levied. No other claims are valid.
- The publisher only guarantees the perfect reproduction of adverts in print if the client provides the appropriate artwork. An additional charge of 5% per cropping or excess size can be levied both for adverts that have to be cropped or bleed off the page. Adverts that need to be cropped have to exceed the publication's format by 3 mm per cropped side. In case of misprints the publisher can only be held liable for compensation if the meaning of the text in the advert is absolutely distorted. Small errors in or the imperfect printing of an advert do not entitle customers to compensation. The maximum possible compensation amounts to the price of the advert concerned.
- Printing proofs are only drawn up if expressly asked for and only if the publisher was supplied with the artwork in good time. Adverts are published on the days specified, even if the printing proofs are still outstanding.
- The exclusion of the competition cannot be guaranteed.
- The publication of editorial contributions cannot be stipulated as a condition when placing an order for an advert. The existing form, spelling and language version of submitted texts and manuscripts are binding on us.
- Bills have to be paid net in 30 days, with effect from the date the invoice is issued.
- Complaints are only accepted within 30 days after billing.
- The client alone is responsible for the contents of an advert. The client will be held liable for any claims on the publisher arising from third parties for any legal reason (including unfair competition, infringement of copyright, brand or other proprietary laws, etc.), including all concomitant legal and court costs. The publisher reserves the right to reject adverts on account of their content, origin or technical form and to ask for changes to, or to terminate the publication of, adverts that are already running. All adverts can be marked as such by the publisher.
- All liability is rejected for data that has been supplied by clients (on data storage devices, by e-mail, etc.) that contains any errors or is incomplete. Furthermore, the publisher rejects all liability for cases where the data supplied cannot be processed or used in a standard way and which results in qualitative defects in the printed product. The additional effort arising therefrom will be charged in accordance with effective costs. The publisher's liability is limited to errors caused by the publisher which can be attributed to gross negligence. The cancellation or postponement of orders that have already been definitely placed can only be accepted until six weeks before publication even if there are compelling reasons.
- The publisher can withdraw from an agreement without being liable for compensation if a publication in which an advert has been placed ceases publication during the term of an agreement. The early termination of an agreement does not absolve an advertiser from payment for adverts that have already appeared. If the discount level that has been agreed upon has not been reached yet at the point when an agreement is terminated, then customers will not be billed additionally for discounts already given.
- The publisher's duty to keep the artwork ends a month after the publication of the last advert, as long as no other agreement has expressly been entered into. Artwork is not returned.
- All changes and additions have to be submitted in writing to be valid.
- If nothing else is agreed, then the regulations as laid down in SPM's general terms and conditions apply (they can be viewed at any time under www.swissprofessionalmedia.ch).
- The place of jurisdiction is Basel. These advertising terms and conditions replace all earlier versions and agreements.



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