

Baltic Transport Journal

bimonthly-daily companion

MEDIA PLAN 2010-2011

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 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)
BTJ 6/2010 (Nov-Dec)	22.11.2010	Dredging and maritime construction	European logistics	BSR's railway freight transport system	BPO LNG Seminar, Gothenburg, SE
					Eurorail 2011, Berlin, DE
					GreenPort Logistics/Energy for GreenPorts, Venice, IT
					Port Centric Logistics Conference, Birmingham, UK
BTJ 1/2011 (Jan-Feb)	14.02.2011	-	Baltic energy market	IT solutions for transport	Transport Week 2011, Gda sk, PL
					RORO Shipping Conference 2011, Copenhagen, DK
					Europort Istanbul 2011, Istanbul, TR
					SITL 2011, Paris, FR
BTJ 2/2011 (Mar-Apr)	11.04.2011	-	Breakbulk & project cargo	Financing and insurance	TransRussia 2011, Moscow, RU
					Transport Logistic 2011, Munich, DE
					Nor-shipping 2011, Oslo, NO
					TOC Europe 2011, Antwerp, BE
BTJ 3/2011 (May-June)	05.06.2011	Baltic ro-ro & ferry map 2011	Ro-ro & ferry market	Transport and ecology	SIL Barcelona 2011, Barcelona, ES
					European Shortsea Congress 2011, Hamburg, DE
BTJ 4/2011 (July-Aug)	25.07.2011	-	Baltic maritime ranking 2011	Baltic shipyards	GreenPort Congress 2011, Hamburg, DE
					Baltexpo 2011, Gda sk, PL
					BPO Annual Conference 2011, Rostock, DE
BTJ 5/2011 (Sept-Oct)	26.09.2011	Baltic container map 2011	Baltic containerization	Railway transport	Seatrade Europe 2011, Hamburg, DE
					TRAKO 2011, Gda sk, PL
					Baltic Development Forum 2011, Gda sk, PL
BTJ 6/2011 (Nov-Dec)	14.11.2011	-	Bulk transport	Road traffic	Europort 2011, Rotterdam, NL
					Intermodal Europe 2011, Hamburg, DE

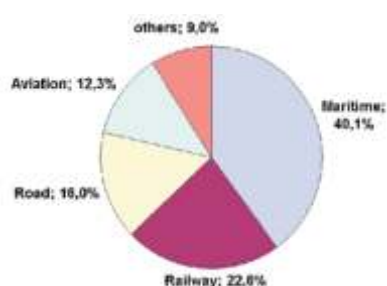
TARGET READERS: high management of the key market players from TSL industry, ports & terminals, ship-owners & shipping, ship-agents, logistics & forwarding, railway operators, railports, road transport companies, logistics-distribution centres, airports, airlines & aviation services, equipment manufacturers, 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.



ADVERTISING PRICES 2009-2010

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 €

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