



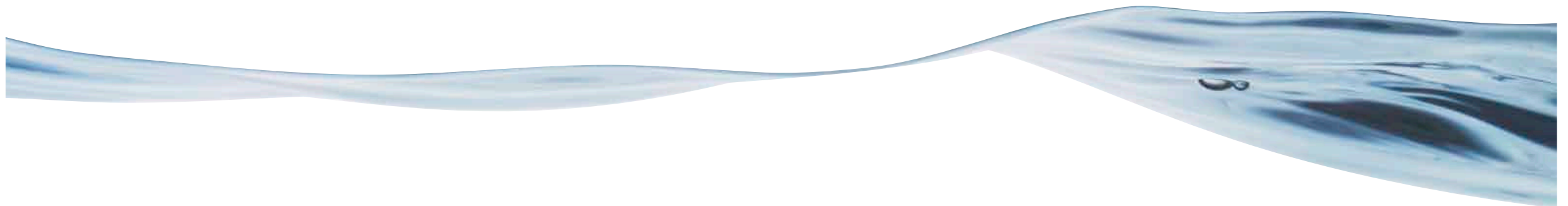
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bimonthly-daily companion  
**Baltic Transport**  
Journal

## MEDIA PLAN 2017

### ONE MAGAZINE – NINE COUNTRIES

- **6** issues in 5 printed editions
- **4-in-1** yearbook
- **4** map posters
- **2** internet portals: [www.baltictransportjournal.com](http://www.baltictransportjournal.com) & [www.baltictransportmaps.com](http://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 4,500 e-mail subscribers.

### [www.baltictransportjournal.com](http://www.baltictransportjournal.com)

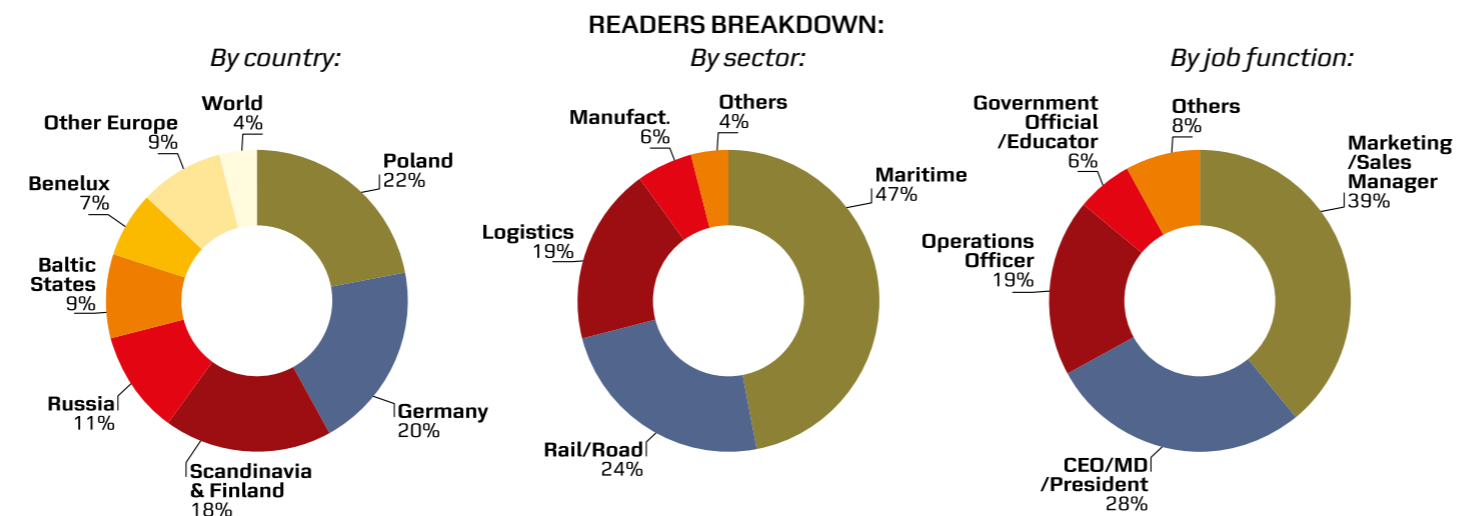
The portal provides selection of transport/logistics news referring to the Baltic Sea region countries.

### [www.baltictransportmaps.com](http://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

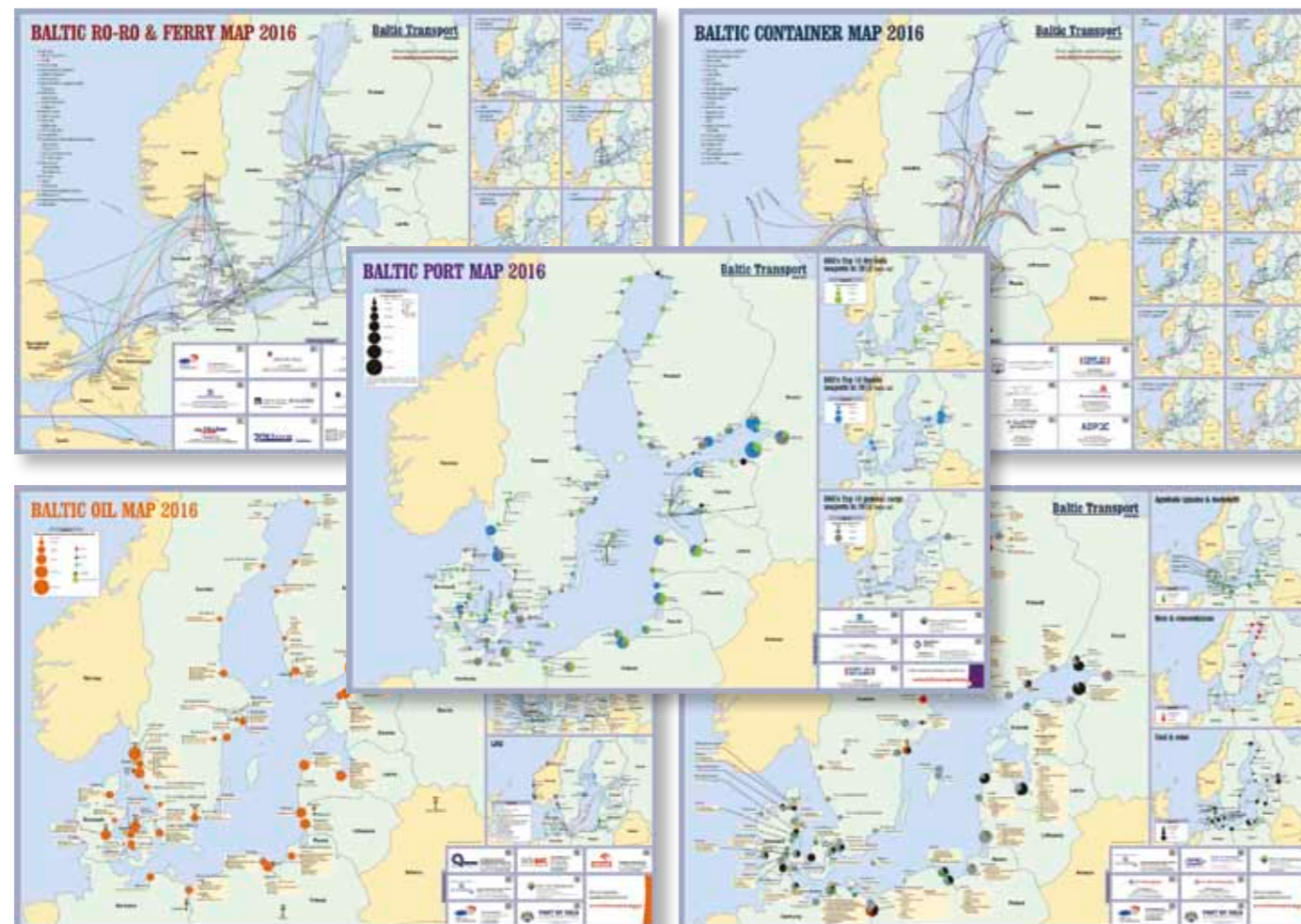
Selected BTJ editions feature supplementary unique map posters (100 x 70 cm) showing the full picture of the market - be it ports, ro-ro & ferry, container, or bulk - delivering an overall review and listings of shipping and rail operators, their offered networks and fleet, regional ports and terminals.

Ro-ro & ferry and container printed maps go hand-in-hand with the regularly updated interactive network maps at [www.baltictransportmaps.com](http://www.baltictransportmaps.com), where users can display services in even more details.

All poster maps supplements are free add-ons to the regular printed BTJ edition annual subscription. Baltic Yearbook (2017 edition) is sold separately as well as part of extend subscription (more details at page 6). Meanwhile, the projects are open for sponsorship in terms of advertising space inside the yearbook, logo/contact modules on the posters and promo packages in the internet maps portal (if applicable).

### BTJ's 2017 publishing plan involves:

- BTJ 2/2017 (Apr./ May) + supplement: Baltic port market map poster
- BTJ 3-4/2017 (June/ Sept.) + supplements: Baltic ro-ro & ferry market map poster + Baltic container market map poster
- BTJ 5/2017 (Oct./ Nov.) + supplement: Baltic bulk market map poster
- BALTIC YEARBOOK (Sept. 2017): the 4-in-1 Baltic Yearbook, combining in one place our previous port, ro-ro & ferry, container, and bulk projects

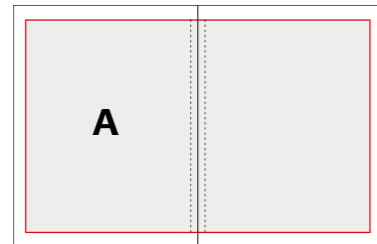


## PUBLISHING PLAN 2017

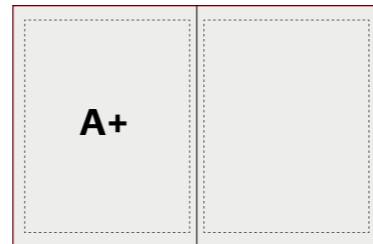
BTJ issue	Report	Focus	Issue distributed at (partnership events)
BTJ 1/2017 (Feb./ Mar.) closing date 23.02.2017	<b>Baltic transport highlights 2016</b> <i>Overview of last year's most important facts and business decisions in Baltic Sea region's transport sector</i> <b>■ Supplement:</b> Transport Week 2017 Introduction	LNG	Transport Week, 7-9 March 2017 • PL/Sopot Green Ship Technology Conference 2017, 21-24 March 2017 • DK/Copenhagen TransRussia, 18-20 April 2017 • RU/Moscow Breakbulk Europe 2017, 24-26 April 2017 • BE/Antwerp transport logistic, 9-12 May 2017 • DE/Munich
BTJ 2/2017 (Apr.-May) closing date 13.04.2017	<b>Baltic port market</b> <b>■ Supplement:</b> Baltic port map poster	Cruise industry in the Baltic	ESPO Conference 2017, 1-2 June 2017 • ES/Barcelona TRANSBALTICA 2017, 8-9 June 2017 • LV/Riga TOC EUROPE, 27-29 June 2017 • DE/Hamburg
BTJ 3-4/2017 (June-Sep.) closing date 17.08.2017	<b>Baltic ro-ro &amp; ferry market</b> <b>Baltic container market</b> <b>■ Supplements:</b> Baltic ro-ro & ferry map poster, Baltic container map poster,	European rail & road developments	BPO Annual Conference 2017, 7-8 September 2017 • SE/Trelleborg
September 2017 closing date 17.08.2017	<b>■ Baltic Yearbook 2015/16</b> <i>4-in-1 publication with market analysis, statistics, networks and maps on the Baltic port, ro-ro &amp; ferry, container and bulk markets</i>		
BTJ 5/2017 (Oct.-Nov.) closing date 19.10.2017	<b>Baltic bulk market</b> <b>■ Supplement:</b> Baltic dry bulk & oil poster maps	Baltic + European shipyards	
BTJ 6/2017 (Dec.-Jan.) closing date 7.12.2017	Environment	Scenarios for the future of transport	

## PRINTED BTJ & YEARBOOKS – ADVERTISING FORMATS

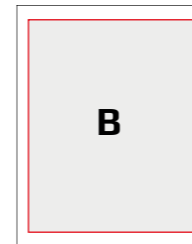
Type area – final formats (width x height)



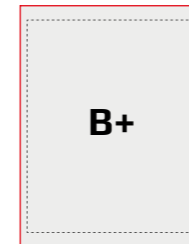
**2/1 double page (A):**  
384 x 237 mm



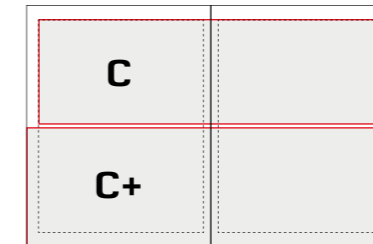
**2/1 double page (A+):**  
410 x 270 mm + 3 mm each bleed



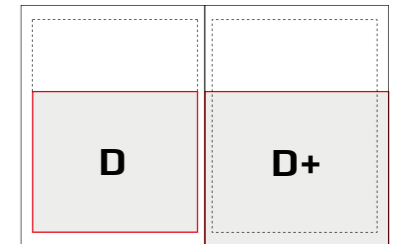
**1/1 full page (B):**  
184 x 237 mm



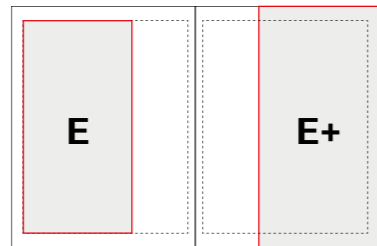
**1/1 full page (B+):**  
205 x 270 mm  
+ 3 mm each bleed



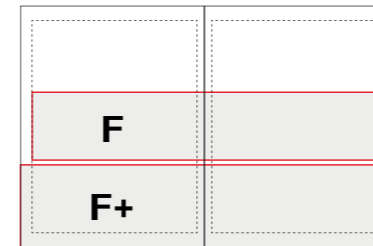
**1/1 full page horizontal (C):**  
384 x 116.6 mm  
**1/1 full page horizontal (C+):**  
410 x 133.5 mm + 3 mm each bleed



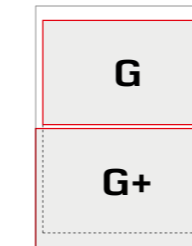
**2/3 page horizontal (D):**  
157 x 184 mm  
**2/3 page horizontal (D+):**  
174 x 205 mm + 3 mm each bleed



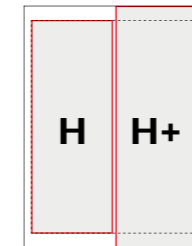
**2/3 page vertical (E):**  
121.5 x 237 mm  
**2/3 page vertical (E+):**  
134.5 x 270 mm + 3 mm each bleed



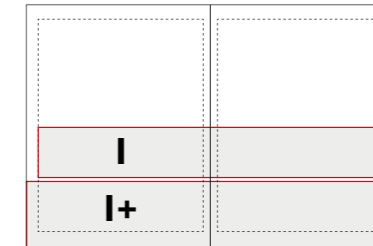
**2/3 page horizontal (F):**  
384 x 76 mm  
**2/3 page horizontal (F+):**  
410 x 93 mm + 3 mm each bleed



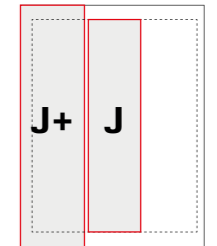
**1/2 page horizontal (G):**  
184 x 116.6 mm  
**1/2 page horizontal (G+):**  
205 x 133.5 mm + 3 mm each bleed



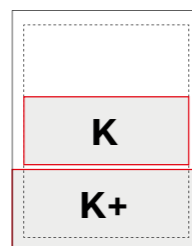
**1/2 page vertical (H):**  
90 x 237 mm  
**1/2 page vertical (H+):**  
103 x 270 mm + 3 mm each bleed



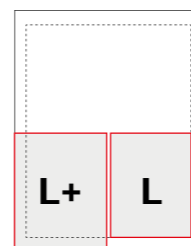
**1/2 page horizontal (I):**  
384 x 56 mm  
**1/2 page horizontal (I+):**  
410 x 73 mm + 3 mm each bleed



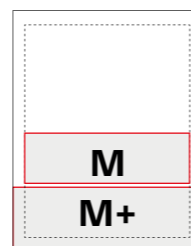
**1/3 page vertical (J):**  
58.5 x 237 mm  
**1/3 page vertical (J+):**  
71.5 x 270 mm + 3 mm each bleed



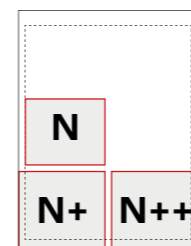
**1/3 page horizontal (K):**  
184 x 76 mm  
**1/3 page horizontal (K+):**  
205 x 93 mm + 3 mm each bleed



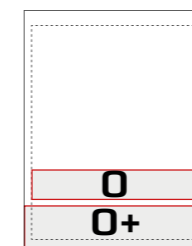
**1/4 page vertical (L):**  
90 x 116.5 mm  
**1/4 page vertical (L+):**  
103 x 133.5 mm + 3 mm each bleed



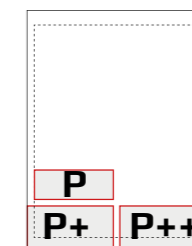
**1/4 page horizontal (M):**  
184 x 56 mm  
**1/4 page horizontal (M+):**  
205 x 73 mm + 3 mm each bleed



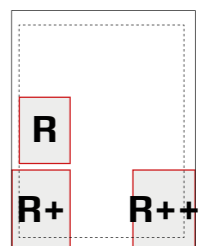
**1/6 page horizontal (N):**  
90 x 77 mm  
**1/6 page horizontal (N+):**  
98 x 93 mm + 3 mm each bleed  
**1/6 page horizontal (N++):**  
103 x 93 mm + 3 mm each bleed



**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/m<sup>2</sup> offset CORE Uncoated (ZING)  
Cover – 170 g/m<sup>2</sup> 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 €

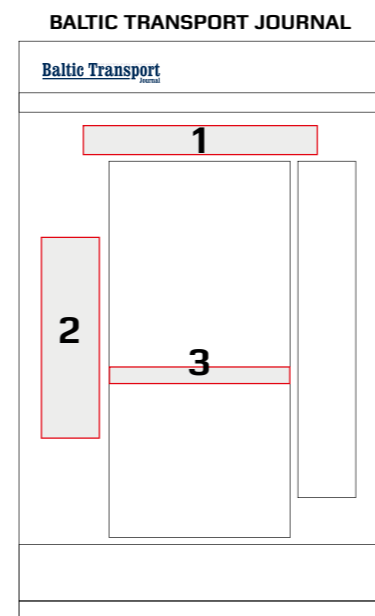
## PRINTED BTJ SUBSCRIPTION

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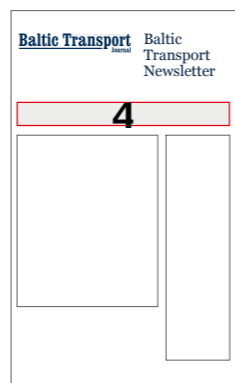
ANNUAL SUBSCRIPTION	
PRINTED (5% VAT + POSTAGE COSTS INCLUDED)	
1 set (6 BTJ issues in 5 printed editions + 4 maps)	179 €
Baltic Yearbook 2017	199 €
1 set (6 BTJ issues in 5 printed editions + 4 maps) + Baltic Yearbook 2017	299 €
DIGITAL	
1 set (6 BTJ issues in 5 printed editions + 4 maps)	149 €
Baltic Yearbook 2017	169 €
1 set (6 BTJ issues in 5 printed editions + 4 maps) + Baltic Yearbook 2017	249 €
PRINTED + DIGITAL (5% VAT + POSTAGE COSTS INCLUDED)	
<b>1 set (6 BTJ issues in 5 printed editions + 4 maps) + Baltic Yearbook 2017</b>	<b>399 €</b>

## INTERNET PORTALS ADVERTS PRICES



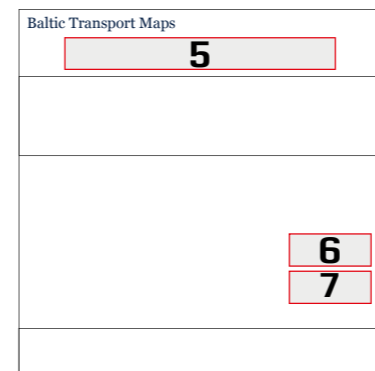
**banner 1:** 728 x 90 px  
**banner 2:** 182 x 600 px  
**banner 3:** 560 x 60 px

### 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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