

TSL biznes

MIESIĘCZNIK PROFESJONALISTÓW BRANŻY TRANSPORT-SPEDYCJA-LOGISTYKA

MEDIA-INFORMATION

Most important
business information – each month



ADVERTISING RATE CARD

KMGmedia

precise reach
highest efficiency

TSL Biznes is a Polish monthly magazine focusing on most important news in transport, forwarding and logistics. TSL sector includes among others all aspects of transportation, freight and warehousing together with a number of closely related fields such as technology, IT and law. That is why all the most essential problems are combined together under one title.

All kind of information on new products, services and solutions can be found here. The latest trends and tendencies are reviewed, useful and valuable tips, as well as opinions and advices

are given. The magazine is run by a team of experts well experienced in the TSL business. Specialists working in the sector are also welcomed to publish their articles and comments in the magazine.



Our readers

TSL Biznes is dedicated to professionals associated with TSL sector – both those offering and those using transport & logistics services. Our readers are the people permanently looking for new organizational as well as technical solutions, which can reduce costs and increase the quality in the TSL area.

Our readers are mainly

- Directors, executives, managers and specialists in transportation and logistics who work for production, distribution and trade companies.
- Owners and managers of freight carrier companies.
- Forwarding agents and employees.
- Logistics operators.
- Courier & post companies.
- Suppliers of equipment, services and solutions for TSL business.
- Students, scientists and professors.
- Anyone interested in or related to TSL sector.

Broad coverage – wide possibilities

- Magazine published monthly guarantees: always up-to-date information, fast introduction of novelties and frequent attainment.
- We know many logistics specialists and we understand their interest in getting best value for less money. Therefore we offer our magazine in attractive price and great quality.
- The magazine is sent monthly in both paper and electronic versions to 13 500 recipients. Our target readers are key companies and people from the transport and logistics sector as well as entrepreneurs using the services of this industry.
- We utilize numerous distribution channels to our readers. Besides subscription and retail we are reaching dedicated groups of recipients through distribution of free trial copies and cooperation with our partners.
- Our address database includes over 100,000 companies and entrepreneurs from the transport and logistics industry, including all licensed road transport companies. We reach these companies through free rotary and electronic mail. We constantly update our databases and expand them with new contacts.
- Unlimited lifetime of advertisements and articles thanks to free online access to archive editions and distribution of complimentary archive editions.
- We are present at the greatest events, fairs, conferences and forums, where we also offer copies and archives for yet better spreading of your marketing material.

We hope to be considered as valuable partners to cooperate with.

We are open to your expectations, needs and suggestions and different forms of individual cooperation.

Please, do not hesitate to contact us.

DISCOVER ALL OUR ACTIVITIES:

WATCH OUR CHANNELS:

Advertising rate card and sizes

Full Page 1/1 210 × 297 mm (+3 mm bleed) Special offer: Double Page 2750 €	Full Page 1/1 Advertorial Special offer: Advertorial Double Page 1950 €	1/2 horizontal 210 × 150 mm (+3 mm bleed)	1/2 horizontal 170 × 132 mm (without bleed)	Junior Page 128 × 180 mm scaled A4 (+3 mm bleed)	1/2 vertical 105 × 297 mm (+3 mm bleed)	1/2 vertical 90 × 245 mm (without bleed)
Price: 1880 €	Price: 1350 €	Price: 1050 €	Price: 1050 €	Price: 1050 €	Price: 1050 €	Price: 1050 €
1/3 vertical 65 × 245 mm (without bleed)	1/3 horizontal 170 × 95 mm (without bleed)	1/3 horizontal bleed 210 × 100 mm (+3 mm bleed)	1/4 horizontal 170 × 70 mm (without bleed)	1/4 vertical bleed 105 × 150 mm (+3 mm bleed)	1/4 vertical 90 × 132 mm (without bleed)	Module 90 × 45 mm (without bleed)
Price: 800 €	Price: 800 €	Price: 800 €	Price: 650 €	Price: 650 €	Price: 650 €	Price: 165 €



MEDIA OFFER

The individual offer of a comprehensive package (article in the magazine, short text on the website and short videos on Facebook and YouTube channel), thanks to various forms of communication, will allow you to reach a wide audience with information about the practical advantages of the product: both who value traditional printed media and short multimedia forms. This solution allows you to use the full message potential.

Other forms of presentation and promotion are also possible (eg advertising on envelopes, special "party" and fair inserts – we are always open to suggestions – we invite you to talk.



Special services:

insert (leaflets etc.): **1400 €**,
Glued insert (CD disk etc.): **2050 €**.

Additional magazine's mailing to your partners and customers: **1,2 €** per copy

Special pages:

II cover page: **2500 €**
III cover page: **2150 €**
IV cover page: **2750 €**

Discounts for full page advertisements:

2 pages – 10%
4 pages – 15%
6 pages – 20%
9 pages – 25%
11 pages – 30%

Discounts for all other advertisements sizes:

2 times – 5%
4 times – 10%
6 times – 15%
8 times – 20%
11 times – 25%

Technical Requirements:

- color palette: CMYK,
- resolution 300 dpi,
- bleed 4 mm (if required).

Formats:

- EPS (fonts converted to curves),
- TIFF (300 dpi, CMYK),
- PDF (Press Quality, fonts converted to curves),
- also JPG/GIF (300 dpi, CMYK).

Please send your materials no later than the 20th day of the previous month.

Magazine is published in the first week of the month.



Web portal www.tsl-biznes.pl

BANNERS

1. Billboard banner 1340×200 px

- 1a) rotational (max 1:2),
price € **135,-**/per week
price € **540,-**/per month
- 1b) exclusive,
price € **250,-**/per week
price € **1000,-**/per month

2. Top banner 1000×150 px

- 2a) rotational (max 1:3),
price € **110,-**/per week
price € **440,-**/per month
- 2b) exclusive,
price € **220,-**/per week
price € **880,-**/per month

3. Promo banner 480×260 px

- price € **80,-**/per week
price € **320,-**/per month

- Advertorial (article) in the „News” sectionprice € **110,-**
- Advertorial (article) in the „Recommended articles” sectionprice € **265,-**

4. Side banner section

- 4a) **Square banner** 300×300 px
price € **110,-**/per week
price € **440,-**/per month
- 4b) **Half banner** 300×150 px
price € **25,-**/per week
price € **100,-**/per month

5. Bottom banner 1000×150 px

- 5a) rotational (max 1:3),
price € **80,-**/per week
price € **320,-**/per month
- 5b) exclusive,
price € **160,-**/per week
price € **640,-**/per month

+ Promotion in our monthly newsletterprice € **200,-**

+ Post on Facebook with an additional promotionprice € **100,-**

+ Promotion in LinkedInprice € **90,-**



NEWSLETTER (price for one-time issue):

NEWSLETTER is mailed to over 11000 professional recipients 1 or 2 times a month.

Advertorial (lead and logo/photo in the newsletter

+ link to the full article published on the website)..... price € **245,-**

Banners in the Newsletter

top banner 660×150 pxprice € **400,-**

middle banner 660×120 pxprice € **245,-**

side banner 310×490 pxprice € **470,-**

bottom banner 700×120 pxprice € **245,-**

Dates and issue plan 2023

Regular, monthly sections in TSL Biznes:

- > Logistics (various branches and sectors)
- > Road transport and logistics
- > Railway transport
- > Air transport
- > Sea transport
- > Warehousing
- > Courier and postal services
- > Logistics technologies and warehousing equipment
- > IT systems in transport and logistics
- > Technology of transport: trucks, trailers, tires, technical equipment
- > Legal advices, insurance
- > Financing, leasing
- > Transport infrastructure
- > Logistics education
- > HR and management
- > Who is Who – people in logistics industry
- > Events in transport & logistics

Issue No.	Booking deadline	Publishing date	Editorial topics
1/2023	09-01-2023	16-01-2023	Logistics for the pharmaceutical industry. Logistics for the e-commerce and courier industry. Insurance in the TSL industry.
2/2023	06-02-2023	13-02-2023	Logistics for the clothing industry. Intermodal, sea and rail transport. Financing in the TFL industry. ESG.
3/2023	06-03-2023	15-03-2023	Logistics for the food industry and FMCG. Warehouse space. Telematics and information systems in transport. Intralogistics – systems, trolleys, racks, gates, devices.
4/2023	06-04-2023	14-04-2023	Logistics for the e-commerce and courier industry. Logistics in the automotive industry. Contract logistics.
5/2023	07-05-2023	15-05-2023	Logistics for the construction industry. ESG – protection of the environment. Logistics and transport – direction Far East. Intralogistics – systems, trolleys, racks, gates, devices.
6/2023	07-06-2023	16-06-2023	Intermodal, sea and rail transport. Logistics for the electronics and high-tech industries. Telematics and information systems in transport. Insurance in the TSL industry.
7-8/2023	27-07-2023	04-08-2023	Logistics for the e-commerce and courier industry. Oversized and special transport. Air transport. Logistics and transport – direction North and South America.
9/2023	07-09-2023	15-09-2023	Warehouse space. Logistics for the chemical, fuel and industrial sectors. Financing in the TFL industry. ESG – social responsibility.
10/2023	06-10-2023	16-10-2023	Logistics for the household appliances and furniture industries. Intermodal, sea and rail transport. Intralogistics – systems, trolleys, racks, gates, devices.
11/2023	08-11-2023	16-11-2023	Logistics for the e-commerce and courier industry. Logistics for the food industry. Pallets and packaging. Telematics and information systems in transport.
12/2023	06-12-2023	13-12-2023	Logistics of retail chains. Contract logistics. ESG – protection of the environment and social responsibility. Intralogistics – systems, trolleys, racks, gates, devices.