



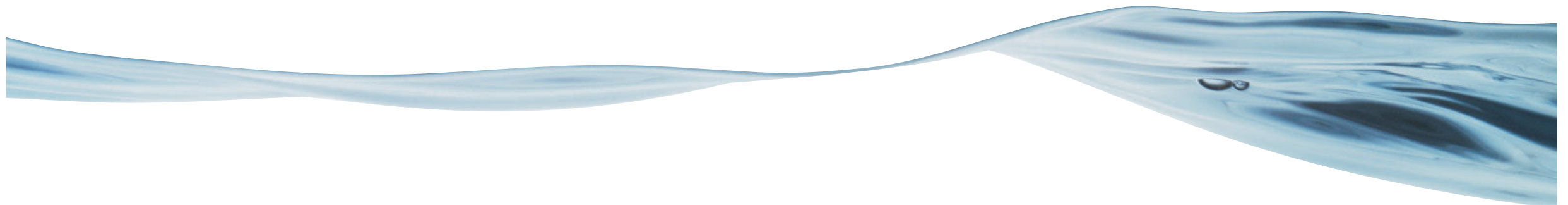
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# **Baltic Transport**bimonthly-daily companion Journal

## MEDIA PLAN 2024

ONE MAGAZINE – BALTIC + EUROPE

- **6** issues in **5** digital editions
- **1** printed BTJ annual booklet
- **1** yearbook (printed and digital)
- **8** poster maps (digital and printed)
- latest news on [www.baltictransportjournal.com](http://www.baltictransportjournal.com)
- weekly e-newsletters



## ABOUT US

**Baltic Transport Journal is an international English-language magazine about all aspects of transport & logistics in the Baltic Sea region as well as across Europe.**

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 distributed to the top management of major transport services providers in all Europe, plus on key industry exhibitions and conferences.

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 seaports at the Baltic Sea coast.

The company runs also two Internet portals and sends out a free weekly e-newsletter to 10,000+ subscribers.

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

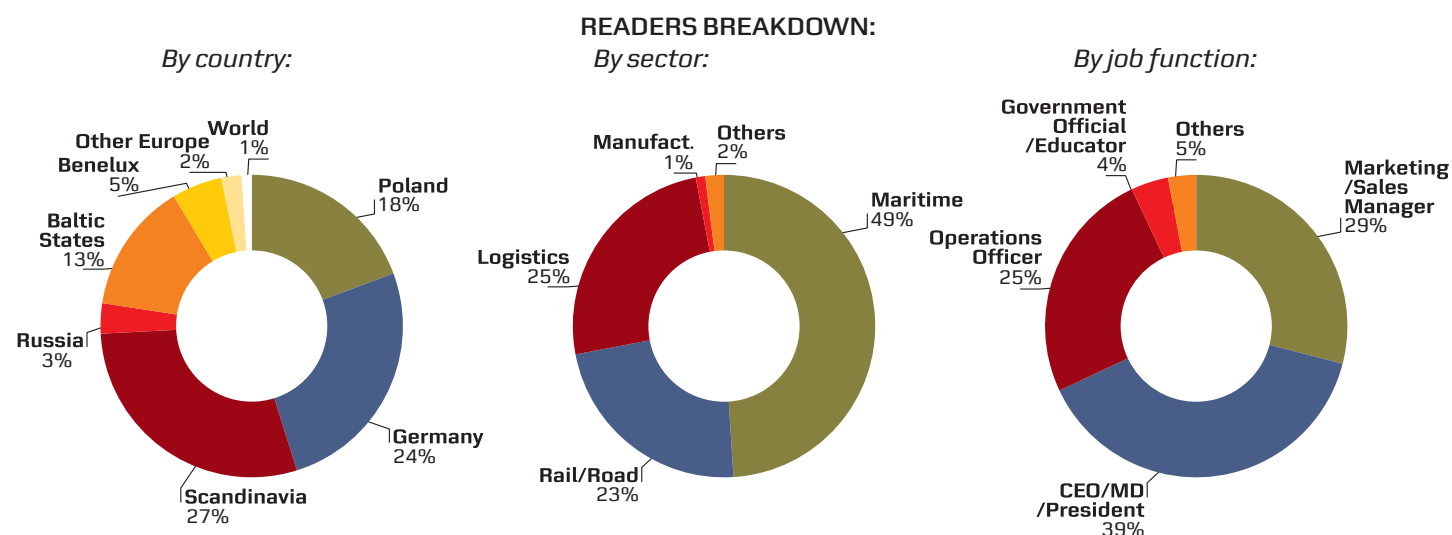
The portal provides a top selection of the latest news on transport & logistics in the Baltic Sea region as well as Europe-wide.

Baltic Press offers its shipping/rail maps also in printed form, available as a handy poster (100 x 70 cm) in BTJ annual booklet, 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.

**TOPICS IN 2024 BTJ ISSUES:** covid, eu green deal, automation, artificial intelligence, autonomous ships & vehicles, new silk road, belt and road initiative, decarbonization, energy transition, alternative fuels, digitalization, internet of things, eu projects, freight- tech start-ups, cruise, onshore power supply, core & comprehensive ten-t, 3d printing, marine- rail-road innovation, cloud, terminal operating systems, regulations, shipbuilding, trade outlooks, port & terminal investments, dry & liquid bulk, general cargo.

**DEADLINES:** 1/24 (end-January), 2/24 (end-March), 3-4/24 (end-July), 5/24 (end-September), 6/24 (end-December)



### 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 05

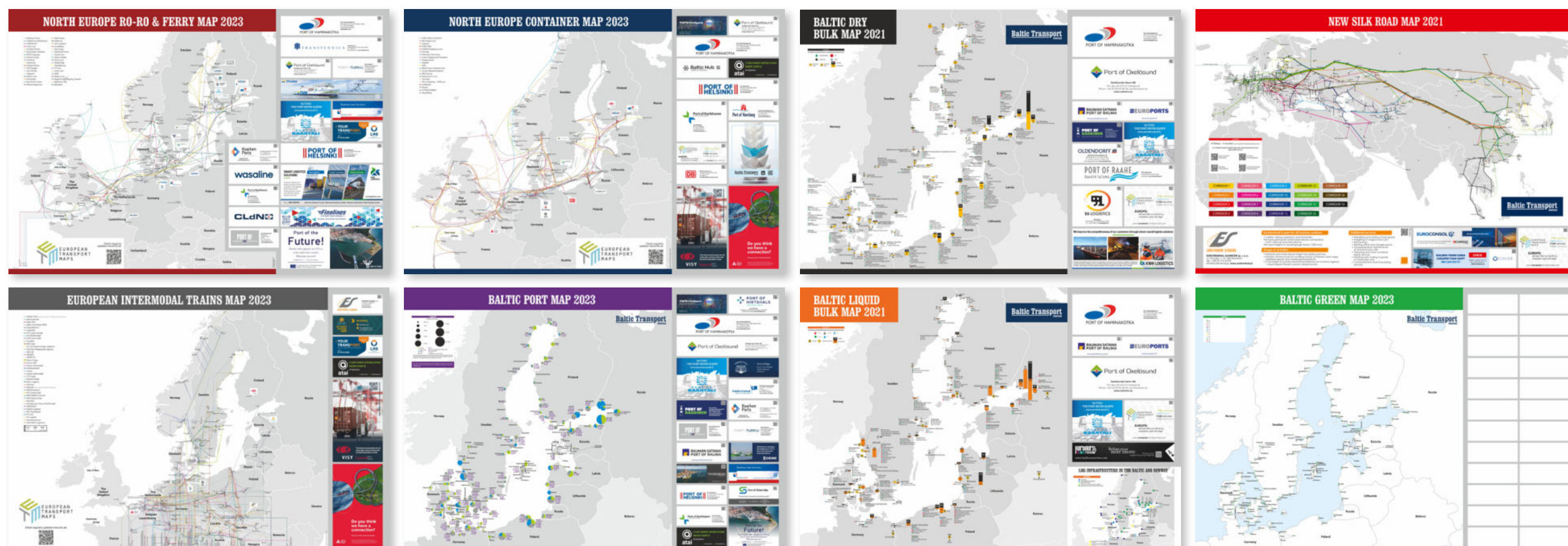


## BTJ – SUPPLEMENTS

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, bulk, or New Silk Road – 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.europeantransportmaps.com](http://www.europeantransportmaps.com), where users can display services in even more details.

All poster maps supplements are free add-ons printed BTJ annual booklet. Baltic Yearbook is sold separately as well as part of extend subscription (more details at page 5). 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).

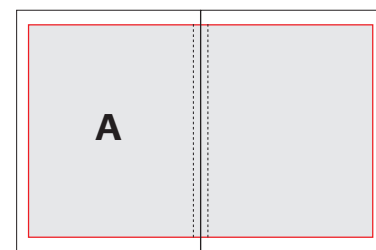


## PUBLISHING PLAN:

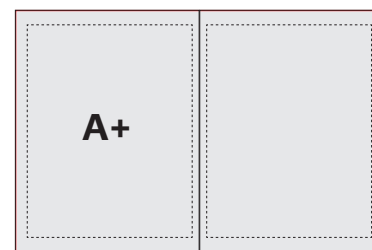
- **Digital BTJ 1/2024** (January/February) – closing date: 17.02.2024
- **Digital BTJ 2/2024** (March/April) with supplement: **Baltic port map** (digital) – closing date: 14.04.2024
- **Baltic Yearbook 2022/24** (May) statistics (digital issue) – closing date: 30.05.2024
- **Digital BTJ 3-4/2024** (May/September) with supplements: **North Europe ro-ro & ferry map** (digital), **North Europe container map** (digital), and **European intermodal trains map** (digital) – closing date: 11.08.2024
- **Baltic Yearbook 2022/24** (September) statistics + networks (digital and printed issue) – closing date: 30.08.2024
- **Digital BTJ 5/2024** (September/October) with supplement: **Baltic dry bulk & liquid map** (digital) – closing date: 13.10.2024
- **Printed BTJ annual booklet** (November) with printed supplement: **Baltic port map**, **North Europe ro-ro & ferry map**, **North Europe container map**, and **European intermodal trains map**, **Baltic dry bulk & liquid map** – closing date: 30.10.2024
- **Digital BTJ 6/2024** (November/December) with supplement: **New Silk Road map** (digital) – closing date: 29.11.2024

## BTJ & YEARBOOKS – ADVERTISING FORMATS

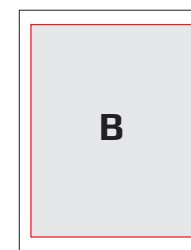
Type area – final formats (width x height)



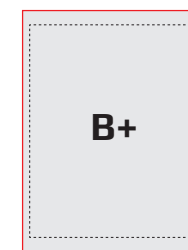
**2/1 double page (A):**  
384 x 247 mm



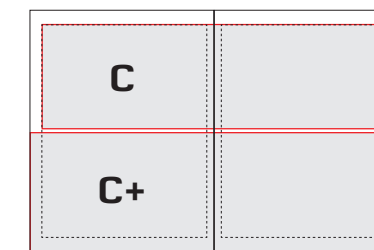
**2/1 double page (A+):**  
410 x 270 mm + 3 mm each bleed



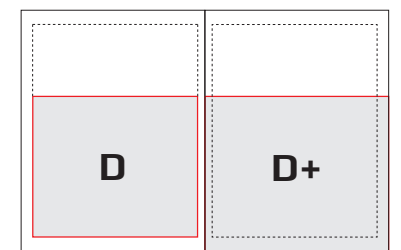
**1/1 full page (B):**  
184 x 247 mm



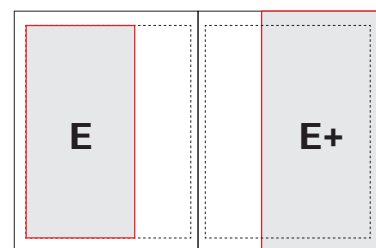
**1/1 full page (B+):**  
205 x 270 mm  
+ 3 mm each bleed



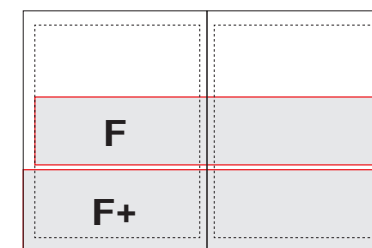
**1/1 full page horizontal (C):**  
384 x 116.6 mm  
**1/1 full page horizontal (C+):**  
410 x 133.5 mm + 3 mm each bleed



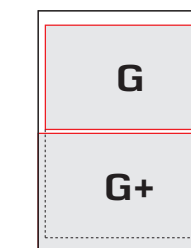
**2/3 page horizontal (D):**  
157 x 184 mm  
**2/3 page horizontal (D+):**  
174 x 205 mm + 3 mm each bleed



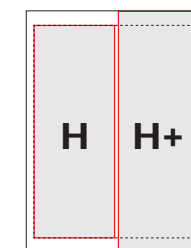
**2/3 page vertical (E):**  
121.5 x 247 mm  
**2/3 page vertical (E+):**  
134.5 x 270 mm + 3 mm each bleed



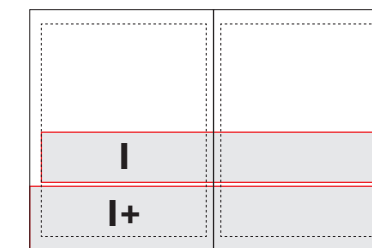
**2/3 page horizontal (F):**  
384 x 76 mm  
**2/3 page horizontal (F+):**  
410 x 93 mm + 3 mm each bleed



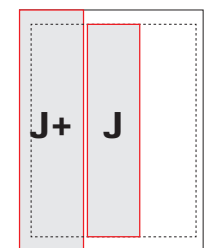
**1/2 page horizontal (G):**  
184 x 116.6 mm  
**1/2 page horizontal (G+):**  
205 x 133.5 mm + 3 mm each bleed



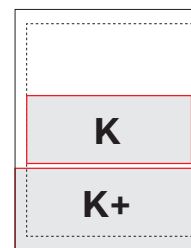
**1/2 page vertical (H):**  
90 x 247 mm  
**1/2 page vertical (H+):**  
103 x 270 mm + 3 mm each bleed



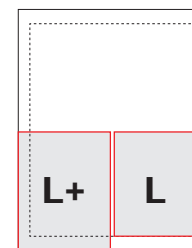
**1/2 page horizontal (I):**  
384 x 56 mm  
**1/2 page horizontal (I+):**  
410 x 73 mm + 3 mm each bleed



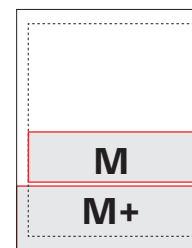
**1/3 page vertical (J):**  
58.5 x 247 mm  
**1/3 page vertical (J+):**  
71.5 x 270 mm + 3 mm each bleed



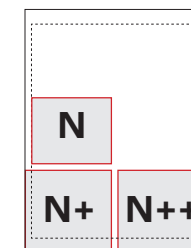
**1/3 page horizontal (K):**  
184 x 76 mm  
**1/3 page horizontal (K+):**  
205 x 93 mm + 3 mm each bleed



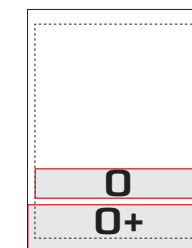
**1/4 page vertical (L):**  
90 x 116.5 mm  
**1/4 page vertical (L+):**  
103 x 133.5 mm + 3 mm each bleed



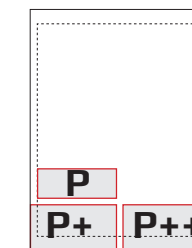
**1/4 page horizontal (M):**  
184 x 56 mm  
**1/4 page horizontal (M+):**  
205 x 73 mm + 3 mm each bleed



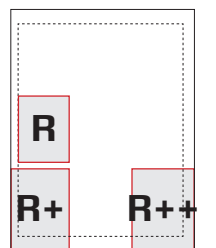
**1/6 page horizontal (N):**  
90 x 77 mm  
**1/6 page horizontal (N+):**  
98 x 93 mm + 3 mm each bleed  
**1/6 page horizontal (N++):**  
103 x 93 mm + 3 mm each bleed



**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

Magazine format: 205 x 270 mm  
Type area: 184 x 247 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

## 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	€990
other formats/quantities	negotiat.

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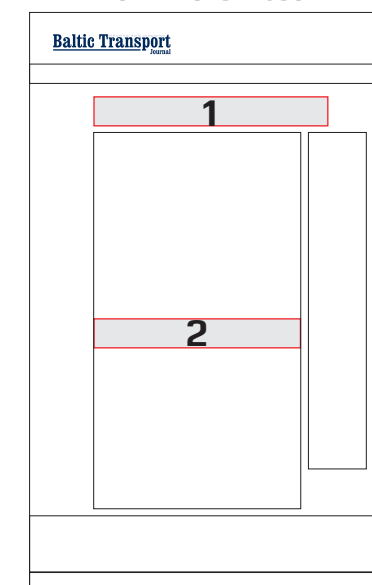
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1 set (BTJ annual booklet + 8 printed maps)	€199
Baltic Yearbook 2023/24	€199
1 set (BTJ annual booklet + 8 printed maps) + Baltic Yearbook 2023/24	€345
DIGITAL	
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Baltic Yearbook 2023/24	€169
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PRINTED + DIGITAL (5% VAT + POSTAGE COSTS INCLUDED)	
1 set (BTJ annual booklet + 6 printed maps) + Baltic Yearbook 2023/24	€450

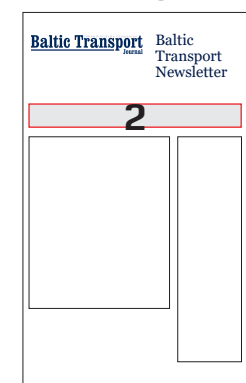
## INTERNET PORTALS ADVERTS PRICES

www.baltictransportjournal.com		
Advertising banner:	monthly	full year
top page banner – type: 1	€290	€2,990
middle page banner – type: 2	€190	€1,990
other dimensions/file formats/location	negotiat.	negotiat.
E-mail newsletter (one e-mail shot)		
top gif/jpg banner – type: 2	€390	
other dimensions/file formats/location	negotiat.	
dedicated newsletter	€1,490	

BALTIC TRANSPORT JOURNAL



E-MAIL NEWSLETTER



banner 1: 728 x 90 px  
banner 2: 610 x 75px

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