

# tranzit



## Media Info 2015

## Tranzit magazine

Launched on the market in 2001, Tranzit addresses managers working in the following fields of activity: domestic and international transport of goods and passengers, distribution and logistics, construction, agriculture and wood exploitation, retailers, manufacturers that make their own distribution, service shops and manufacturers/distributors of spare parts etc.

In consequence, the structure of the magazine includes the following permanent columns:

- Tests - test-drives and consumption tests for vans, trucks, trailers, buses and coaches
- Innovations - security systems, fleet management systems, ecological engines etc.
- Bodies - according to the specific of the transported goods
- Enquiries - related to the goods and passengers transportation market
- After-market - presentations, efficient maintenance solutions for fleets (tire service, lubricants, parts and components)
- Legislation - explained and in comparison with the legal environment in other countries
- Market research - and previsions for the transport and logistics market

Every month, Tranzit includes the following supplements:

- **Passenger transportation** („Transport persoane”)
- **Construction equipments** („Utilaje”) - with presentations and analysis in construction, warehouse, agriculture etc.
- **„Second-hand”** -up-to-date offers of second-hand dealers in Germany, Holland, France acquired for Tranzit directly from the foreign, but also national markets.
- **Tires supplement** („Anvelope”) - every three months, presents legislation, news and commercial offers of this segment.

## Logistica magazine

Since 2006, Traffic Media publishes Logistica magazine, which is released on the market every two months. It addresses especially to retailers, logistics operators and those performing or renting distribution and warehousing activities.

Logistica is distributed through the same channels as Tranzit. In the months when Logistica is not published, the articles on this segment are included into the logistics



**Tranzit is the only Romanian magazine with international recognition, being member in the prestigious juries:**



## Number of copies

Tranzit is printed monthly in 10,000 copies. Approximately 4,800 of them are distributed directly by subscription, the rest being sold through a national distribution network including gas-stations and different general press distribution kiosks. Logistica magazine is printed also in 10,000 copies and it is distributed together with Tranzit magazine in the sales points. The subscribers are not exactly the same for the two magazines.

## Catalogues Transport Market/After-Market

Every year, Trafic Media publishes two specialized catalogues that include:

1. market analysis for distribution, transport (goods and passengers), logistics, real-estate sectors etc.
2. novelties in each field — technical, but also market novelties and launches/openings in the previous year etc.
3. Presentations of the companies operating on the market
4. Presentations of the products dedicated to these specific markets
5. Relevant statistics on each segment for the previous year and estimations for the year to come.

## TOP ROMANIAN LOGISTICS/TRANSPORT OPERATORS Catalogue

Every October, Trafic Media publishes a Catalogue that include the turnovers and financial indicators of the TOP 100 transport companies and TOP 100 logistics operators together with profit rates, the number of employees, total surface of warehousing capacity/total number of trucks in the transport fleet etc.

The Catalogue includes also analysis of the real-estate market with presentations of the logistics and industrial space available on the market, average rent/sqm, total space rented in different cities of the country etc.

The Catalogue is available in English and it is printed in 7,000 copies/year, distributed to Tranzit subscribers and different interested people at the internal and international events Tranzit is organizing or participate at as a media partner.



## General rate-cards Tranzit, Logistica and TOP ROMANIAN LOGISTICS/TRANSPORT OPERATORS

- 1/1 - 1.500 euro + VAT
- 1/2 - 900 euro + VAT
- 1/3 - 700 euro + VAT
- 1/4 - 500 euro + VAT
- spread 2 x A5 - 1.300 euro + VAT
- spread 2 x A4 - 2.200 euro + VAT
- Advertorial - 1000 euro + VAT
- insert flyer/leaflet - between 600 and 900 euro plus VAT  
(according to the number of pages, weight and dimensions)
- Back Cover — 2,500 euro plus VAT**
- 2nd Cover — 2,200 euro plus VAT**
- 3rd Cover - 1,800 euro plus VAT**

The rate-cards for Transport Market/After-Market Catalogues are 200 euro higher each and include free space for presenting the products and services of the advertising customers.



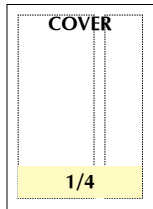
Every week, Tranzit sends one or two electronic newsletters to its data-base of more than 18,500 e-mail addresses (500 from Republic of Moldavia) with news exclusively written by Tranzit editors, not taken over from different agencies. There are also possibilities to advertise on the magazine website — [www.traficmedia.ro](http://www.traficmedia.ro) — or the electronic newsletter, both banners or announcements.

*For bleed ads, all vital advertising material (text and images) should be kept within the type area ... 5mm all around ... the physical size of the finished product after bleed has been removed during printing ... Bleed measurements are supplied for all four sides so that ads can be placed at either the top or the bottom of the page.*

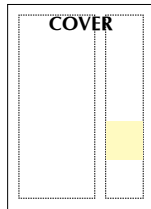
*Formats for models are: tiff, psd, .eps, .jpg, .pdf, .ai (Adobe Illustrator CS2 + fonts), .indd (Adobe Indesign CS2 + fonts and images used), .inx (fonts and images used), .qxp (QuarkXPress 9 + fonts and images used) or .crd (CorelDRAW 11)*

*It is VERY IMPORTANT when you open the advert that your color mode is CMYK and the resolution is 300ppi. All commercial, full-color printing uses CMYK.*

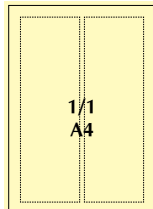
## Dimensions Tranzit



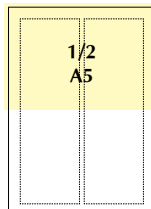
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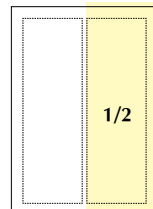
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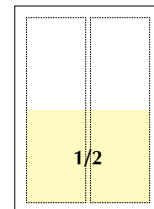
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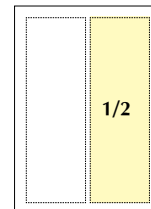
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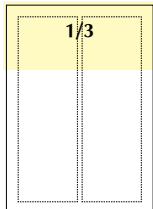
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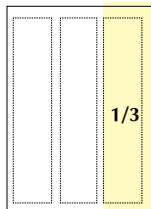
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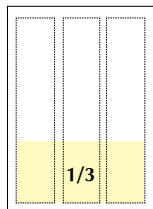
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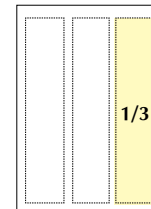
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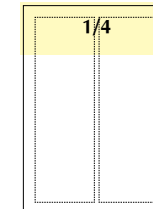
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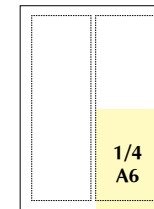
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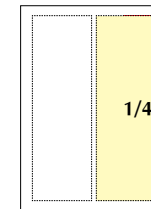
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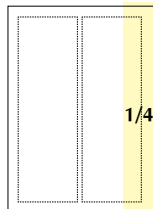
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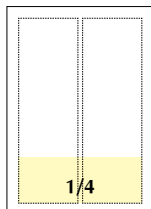
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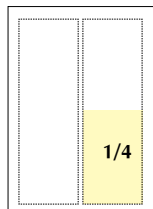
45/270,87 mm



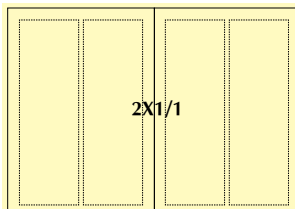
52/297 mm



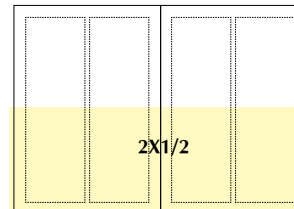
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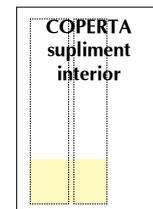
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420/297 mm

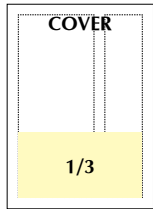


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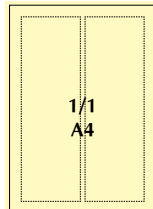


118/65 mm

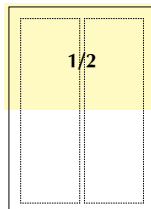
## Dimensions Logistica



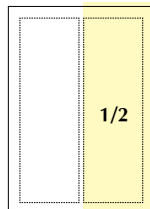
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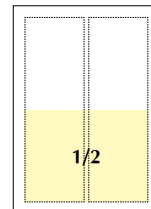
200/287 mm



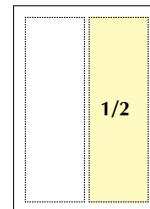
200/143,5 mm



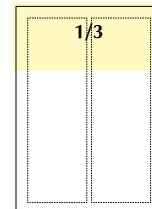
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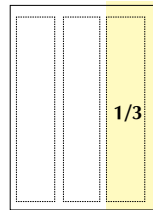
173/129,5 mm



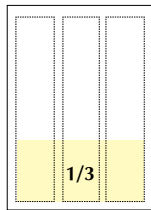
86,5/259 mm



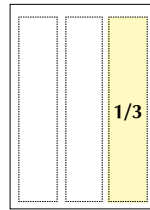
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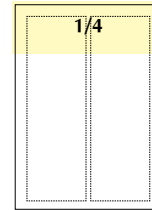
66,6/287 mm



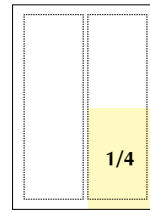
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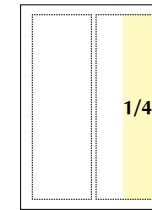
57,6/259 mm



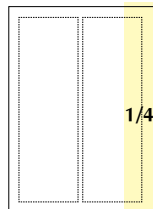
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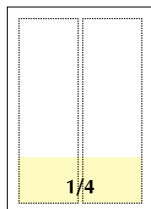
100/72 mm



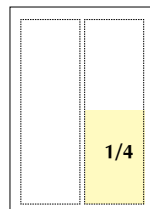
43/259 mm



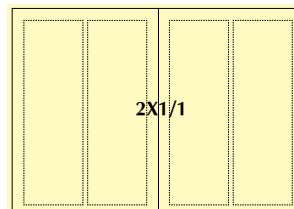
50/287 mm



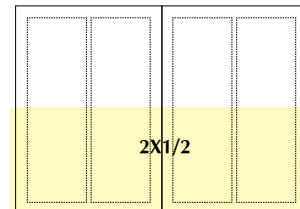
173/64,7 mm



86,5/129,5 mm

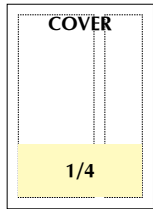


400/287 mm

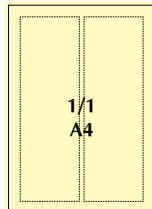


400/143,5 mm

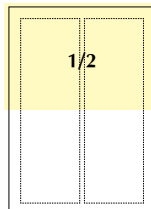
## CATALOG LOGISTICS OPERATORS



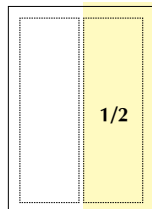
155/35,5 mm



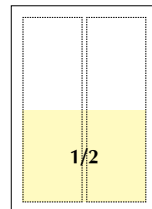
165/233 mm



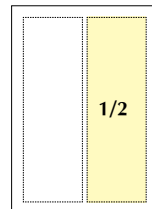
165/116,5 mm



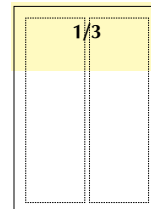
82,5/233 mm



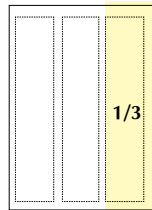
141/104,5 mm



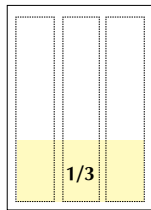
82,5/209 mm



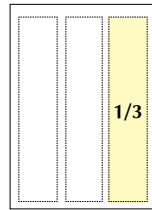
165/77,6 mm



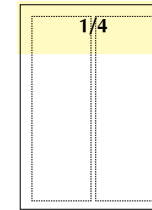
55/233 mm



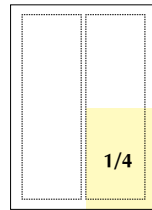
141/69,6 mm



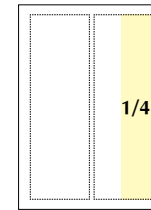
47/209 mm



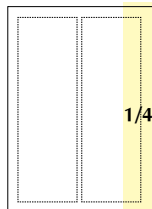
165/58 mm



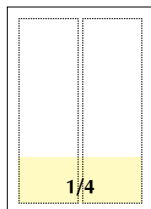
70,5/58 mm



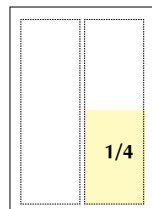
35/209 mm



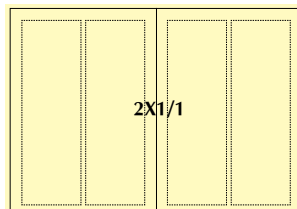
41/233 mm



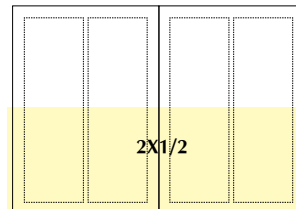
141/52 mm



35/52 mm



330/233 mm



330/116,5 mm

## Conferences/Events

Every year Trafic Media organizes at least 4-5 events a year (dedicated to trucks operators, forwarders, bus and coach operators and logistics operators and retailers). Each conference is two days long (24 hours events) and gather the most important companies in the sectors related to transport, logistics and distribution (around 400 professionals each time). The companies who sell trucks, semitrailers, vans, tires, lubricants, software systems, forklifts, warehousing spaces etc. have the possibility to support the events as GOLD, SILVER and BRONZE partners.

The conferences include an exhibition area and offer the opportunity to the operators to inform themselves about new legislation, the Best Practices in the field in Romania and in Europe and about all the new systems that could increase the efficiency.

A novelty that has just been introduced in 2011, with the occasion of our magazines' 10th anniversary, is the Tranzit Gala, an event created in order to recognize and award the most efficient companies and people in logistics and transport. Awarded for the first time as a result of a difficult decision making process based on complex criteria, the Tranzit Trophies were highly desired wanted by the companies on the Romanian market and are now valued by the winners.

We continue to improve ourselves as professionals and the results of our efforts can be seen with each new conference, catalogue, magazine, and with each new and fresh idea we implement.

**For more information about the rate-cards, special issues and program of the conferences and locations, please contact us at: +40 21 777 06 98/99 (+40 721 201 100) or e-mail: [office@traficmedia.ro](mailto:office@traficmedia.ro)**





## **Partnership Packages available for Tranzit events:**

### **1. Gold Sponsor - 5,000 EUR + VAT**

Receives:

- Logo on all promo materials of the event
- 1 page A4 advertising in Tranzit, in the specific issue where the event is related
- 3 participants allowed in the conference hall (2 rooms in the hotel — one double, one single) and all costs for dinner & lunch during the event
- 10 minutes presentation (not commercial, but analyzing the market)
- Banner in front — near the table with the speakers
- Desk at the entrance in the conference hall
- Possibility to insert in the event bag a company leaflet

### **2. Silver Sponsor - 3,200 EUR + VAT**

Receives:

- Logo on all promo materials of the event
- 1/2 of A4 advertising in Tranzit, in the specific issue where the event is related
- 2 participants allowed in the conference hall (2 single rooms in the hotel) and all costs for dinner & lunch during the event
- Banner in the first half of the conference hall
- Desk at the entrance in the conference hall
- Possibility to insert in the event bag a company leaflet

### **3. Bronze Sponsor - 2,000 EUR + VAT**

Receives:

- Logo on all promo materials of the event
- 2 participants allowed in the conference hall (1 double room overnight) and all costs for dinner & lunch during the event
- Banner in the second half of the conference hall
- Desk at the entrance in the conference hall
- Possibility to insert in the event bag a company leaflet