

# MEDIA KIT 2024

## PRINT & DIGITAL

The only trilingual and multimodal journal  
for transport and logistics worldwide



# WE TRANSPORT INFORMATION



## 85 YEARS YOUNG!

2024 sees the 85th anniversary of the beginning of our work for the transport and logistics industry as the ITJ. All this time we've been at your side, through all the innovations, periods of boom and bust, and key turning points of this international sector. We remain hot on the heels of all global developments – as has been the case since the year the ITJ's activities were established in 1939.

### Always in three languages – six in total

The ITJ is published fortnightly in English, French and German editions. On top of this we also publish Spanish, Portuguese and Italian versions in support of important regional industry events throughout the year.

### Comprehensively multimodal

We think multimodally for business as well as for ecological reasons, and report on the latest developments in maritime and inland shipping, aviation, forwarding, logistics, railway transport, road haulage as well as intermodal operations.

### Our global reach

The ITJ is read in 152 countries on every continent, from Andorra to Zambia. We increase the print run of the ITJ for our regional Specials – e.g. on Latin or North America, the Middle East, Africa or the Far East, amongst others – and distribute them at trade fairs and conferences worldwide. We follow up on events to make sure you stay up to date.

### A strong digital presence

Our ITJ Daily newsletter, with 16 articles a day (in English), has been sent to readers every working day of the week for more than 20 years. The journal is also available as an e-paper. Under our LinkedIn profile you'll also find further relevant information from the ITJ.



Spanish

Portuguese

Italian

(Russian)

## 85 ANS ET EN PLEINE FORME!

En 2024, l'ITJ célèbrera ses 85 ans au service des secteurs transport et logistique. Nous avons suivi de près toutes les innovations de cette importante branche d'activité. Promis-juré: nous continuerons d'accompagner le développement global par le biais de notre activité éditoriale, comme nous le faisons depuis l'année de notre création, en 1939.

### Toujours trois et au total six langues

L'ITJ paraît deux fois par mois en trois versions identiques et distinctes en anglais, en allemand et en français, et également en espagnol, en portugais et en italien.

### Complètement multimodal

Chaque mode de transport a sa place au sein de la chaîne d'approvisionnement. Attachés à l'optique multimodale pour des raisons commerciales et écologiques, nous nous penchons dans nos articles sur la navigation maritime et fluviale, le trafic aérien, la logistique et l'expédition, le transport ferroviaire et routier ainsi que le trafic combiné.

### Partout dans le monde

L'ITJ est lu dans 152 pays et sur tous les continents, d'Andorre à la Zambie. Des tirages supplémentaires des Spéciaux régionaux, par exemple sur l'Amérique latine, les États-Unis, le Moyen- ou l'Extrême-Orient ou l'Afrique, sont distribués lors de salons dans ces régions. Nous vous tenons au courant des dates de ces manifestations.

### La voie numérique

Depuis 22 ans, notre lettre d'information ITJ Daily contenant 16 nouvelles en langue anglaise est expédiée chaque jour ouvrable à des dizaines de milliers de lecteurs. L'ITJ existe évidemment également sous forme d'e-journal. Et sous LinkedIn vous trouverez des informations supplémentaires fournies par l'ITJ.



4x

per year

## 85 JAHRE JUNG!

Im Jahr 2024 jährt sich zum 85. Mal der Beginn unserer Arbeit als ITJ für die Transport- und Logistikbranche. Wir haben alle Innovationen, Boom- und Krisenzeiten sowie Zäsuren dieser wichtigen Industrie begleitet. Wir bleiben den globalen Entwicklungen publizistisch auf den Fersen wie seit unserem Gründungsjahr 1939.

### Immer drei und insgesamt sechs Sprachen

Das ITJ erscheint nicht nur 14-tägig jeweils in einer vollständigen separaten englischen, französischen und deutschen Ausgabe, sondern bei wichtigen Anlässen im Jahr zusätzlich in italienischen, spanischen und portugiesischen Versionen.

### Umfassend multimodal

Jeder einzelne Verkehrsträger hat seine Berechtigung in der Supply Chain. Wir denken aus geschäftlichem und ökologischem Blickwinkel heraus multimodal und berücksichtigen See- und Binnenschifffahrt, Luftverkehr, Logistik & Spedition, Bahn- und Strassen-transport sowie Kombi-Verkehre.

### Weltweit auf Tour

Das ITJ wird in 152 Ländern auf allen Kontinenten gelesen, von Andorra bis Zambien. Regionale Specials z.B. zu Latein- oder Nordamerika, dem Mittleren und Fernen Osten sowie Afrika werden als Zusatz-Auflagen auf Messen vor Ort aufgelegt. Wir halten die Termine weltweit bedeutender Veranstaltungen für Sie nach.

### Auf digitaler Schiene

Seit 22 Jahren geht unser umfassender ITJ-Daily-Newsletter werktäglich mit 16 Artikeln an Zehntausende Leser hinaus. Die Zeitschrift ist auch als e-Paper verfügbar. Und unter unserem LinkedIn-Profil finden Sie auch neueste Informationen des ITJ.

*Ch. Doepgen*

**Christian Doepgen**  
Editor-in-chief /  
Publishing director

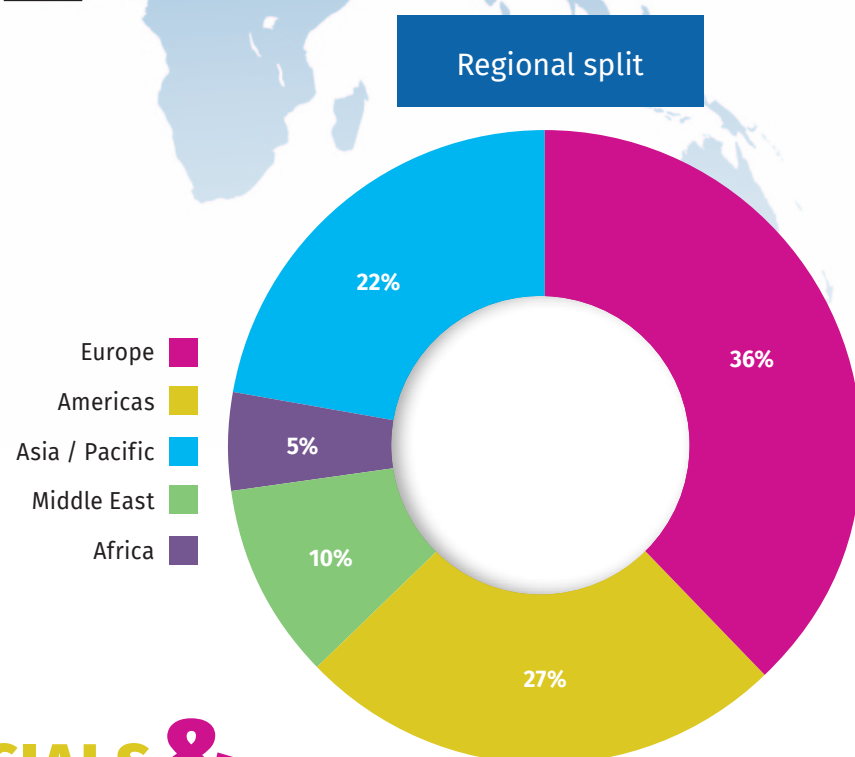




## FACTS & FIGURES

Distributed in  
**152 COUNTRIES**

**364,500**  
**RECIPIENTS**  
every month  
via ITJ, ITJ Daily  
and LinkedIn



**PRINT** **44 SPECIALS & 101 INDUSTRY FEATURES** per year

**MORE THAN 3,790 ARTICLES** per year

**UP TO 17 SHORT NEWS ITEMS A DAY**

**12,400 RECIPIENTS A DAY**

**ABOUT 220 NEWSLETTERS EVERY YEAR**

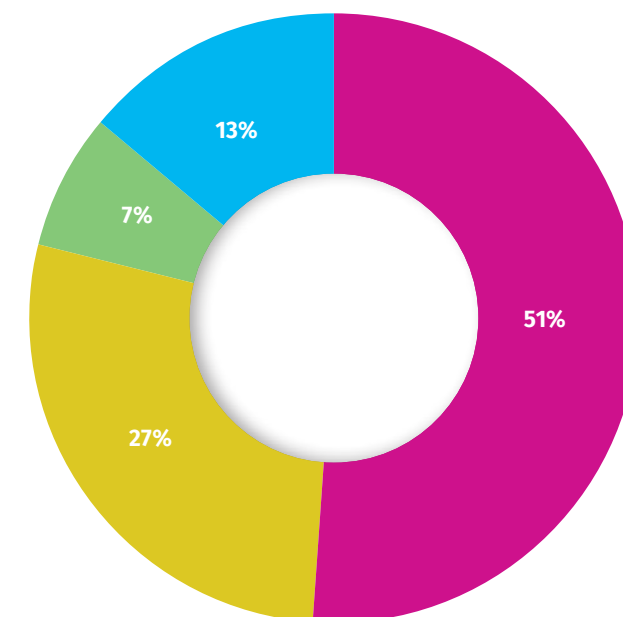
**ITJ DAILY**

## OUR READERS

IN **6** LANGUAGES

ENGLISH  
GERMAN  
FRENCH  
ITALIAN  
SPANISH  
PORTUGUESE  
(RUSSIAN)

C-level  
Head of team  
Specialist  
Miscellaneous



**31%**  
of the copies  
are read by  
more than  
**5 people**



**32%**  
of the copies  
are read by  
more than  
**3 people**

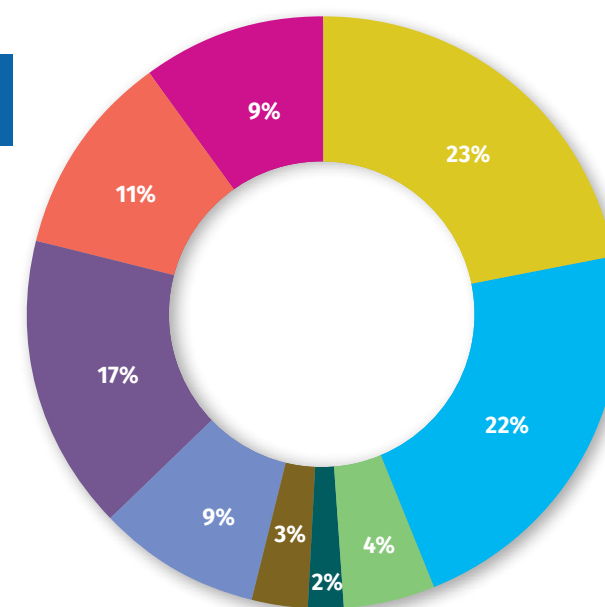


**63%**  
of the copies have  
more than  
**3 readers**



Professional split

Aviation  
Forwarding & Logistics  
Maritime  
Road Haulage  
Railways  
Intermodal Transport  
Services  
Trade  
Manufacturing



# ADVERTISING RATES 2024 PRINT

## CLASSIC ADVERTS colour (Euroscale)

Formats		Type area width × height (in mm)	rate CHF
1/1 page	①	215 × 300 (+3 mm bleed)	6,450
Junior page	②	121 × 168 (vertical)	4,300
1/2 page	③ ④	185 × 132 (horizontal) 90 × 268 (vertical)	3,350
1/3 page	⑤ ⑥	185 × 87 (horizontal) 90 × 178 (vertical)	2,300
1/4 page	⑦ ⑧	185 × 65 (horizontal) 90 × 132 (vertical)	1,850
1/6 page	⑨ ⑩	185 × 44 (horizontal) 90 × 87 (vertical)	1,400

## SPECIAL PLACEMENTS colour (Euroscale)

Formats		Type area width × height (in mm)	rate CHF
Contents page		185 × 44 (horizontal)	2,300
Editorial page	⑪	58 × 268 (vertical)	3,350
Inner front cover		215 × 300 (+3 mm bleed)	7,500
Inner back cover		215 × 300 (+3 mm bleed)	5,500
Back cover including logo on front cover		215 × 300 (+3 mm bleed) 16 cm² (Logo)	14,000
Supplement			
Inner front cover		215 × 300 (+3 mm bleed)	6,900
Supplement			
Inner back cover		215 × 300 (+3 mm bleed)	4,500
Supplement			
Back cover including logo on front cover		215 × 300 (+3 mm bleed) 16 cm² (Logo)	8,500

**Frequency discounts:** 4 to 6 ads: **10%**    7 to 12 ads: **15%**    13 or more ads: **20%**

Ads appear simultaneously in the English, French, German and electronic editions of the ITJ.

Rates apply to ads placed on left hand pages (except junior-page ad). Ad placements on right hand pages are subject to a 100% surcharge.

**Change of language in colour:** CHF 750 (no discount). (Changes of language in black and white are included in the price.)

**Bookings made through an agency** will be subject to an agency commission of 15% maximum (excluding the price surcharge for a change of language in colour).

**Advertorial:** For a quote please get in touch with us. Contact details on page 14.

**Ready to serve you**

**The ITJ's feature «On the Inside»:**

A glimpse inside **YOUR** business.  
You choose the topic – the ITJ creates the article.  
**Exclusive in every issue.**

**RATES**

Formats	rate (CHF)
1/1 full page	5,000
2/1 panorama page	8,500

**YOUR TOPIC**

Photo: New Africa/stock.adobe.com

# TYPE AREA – FINAL FORMATS (please supply without bleed)

**1/1 page**  
215 × 300 mm  
+3 mm bleed

**Junior page**  
121 × 168 mm

**1/2 page horizontal**  
185 × 132 mm

**1/2 page vertical**  
90 × 268 mm

**1/3 page horizontal**  
185 × 87 mm

**1/3 page vertical**  
90 × 178 mm

**1/4 page horizontal**  
185 × 65 mm

**1/4 page vertical**  
90 × 132 mm

**1/6 page horizontal**  
185 × 44 mm

**1/6 page vertical**  
90 × 87 mm

**Editorial page**  
58 × 268 mm

# TECHNICAL INFORMATION

**Magazine format** 215 × 300 mm

**Type area** 185 × 268 mm

**Column width** 58.3 mm

**Number of columns** 2 or 3 (section-wise)

**Printing process/grid** Rotary offset, area coverage max. 300%  
54 grid (133 lines per inch)

**Colour printing** Euroscale (CMYK mode – no Pantone colours)

**Paper** white gloss, 100 g/m2

**Printing data**

- High resolution composite PDFs
- All fonts must be embedded
- Image files in 300 dpi resolution
- No spot colours

**Delivery address for supplements in standard editions**

Printec Offset / Michael Suckow  
Ochshäuserstrasse 45  
D-34123 Kassel  
Germany

Please send your printing data to [itj-artwork@medtrix.group](mailto:itj-artwork@medtrix.group)  
or by post to: MedTriX AG, ITJ Advertisements,  
Grosspeterstrasse 23, P.O.Box, CH-4002 Basel, Switzerland

# SUPPLEMENTS, STICKERS AND INSERTS

**Price** for up to 25 g, for 1,000 copies or a part thereof: CHF 750.  
Please enquire about the costs for higher weights. Postage is extra.

Supplements have to be forwarded DDP (including duty and tax) to our printers. Addresses on demand.

CHF 750 is charged for splitting advertising material. (The different language versions are the only splitting option.)


**Insert format** Minimum size: 110 × 168 mm    Maximum size: 210 × 295 mm.

A 100% surcharge is charged for inserting supplements between prescribed pages.

Please note that a sample of the advertising material is required three weeks before the publishing date, so we can check that the insert will fit into the production process.

**No discounts for supplements; no agency commission.**

TOPICS, INTERNATIONAL EVENTS AND PUBLICATION DATES 2024

Month	No.	Date of publication	Deadline for bookings	Deadline for printing data	Language editions	Main foci	Transport modes	Features	Industry foci	Trade fairs & conferences	
January	01-04	19.01.2024	22.12.2023	29.12.2023	English, French, German	Austria / Switzerland Middle East	    FL	 CEP	Pharma logistics FMCG	Packaging Hazardous goods	• 23-25 January, Trans Middle East, Abu Dhabi • 24-25 January, Empack Logistics & Automation, Bern
February	05-08	02.02.2024	12.01.2024	19.01.2024	English, French, German	Breakbulk / Heavylift Italy / Asia Air Cargo	    FL	 BB HL	Perishables Project cargo / EPC Oil and gas	Cool chain Wind energy / offshore	• 5-8 February, Fiata HQ Session, Geneva • 11-13 February, Air Cargo Americas, Louisville • 14-16 February, Air Cargo, Mumbai • 19-21 February, Signature Global Network, AGM 2024, Cebu • 7-9 February, Fruit Logistica, Berlin • 12-13 February, Breakbulk Middle East, Dubai
	09-10	16.02.2024	26.01.2024	02.02.2024	English, French, German, <b>Spanish, Portuguese</b>	Italy Iberia / Latin America North America	    FL		Automotive CEP / e-commerce	Consumer goods Cool chain	• 27-29 February, Intermodal Africa, Swakopmund • 28-29 February, Empack & Logistics, Bilbao • 5-7 March, Intermodal South America, São Paulo • 5-7 March, IExpo Logistica, Panama City
March	11-12	01.03.2024	09.02.2024	16.02.2024	English, French, German	Asia	    FL		High-tech logistics	IT / e-commerce	• 6-7 March, Green Ports & Shipping Congress, Singapore • 12-14 March, Iata World Cargo Symposium, Hong Kong • 19-21 March, Philippine Ports & Logistics, Manila
	13-14	15.03.2024	23.02.2024	01.03.2024	English, French, German	France Baltic States / Central & Eastern Europe	    FL	 CEP	Green logistics Real estate	Forest products	• 19-21 March, SITL 2024, Paris • 19-21 March, TransRussia, Moscow • 19-21 March, Logimat, Stuttgart • 27-29 March, Logistics Congress, Portorož
	15-16	28.03.2024	08.03.2024	15.03.2024	English, French, German	Northern & Western Europe	    FL		Bulk Pharma logistics	Cool chain IT / e-commerce	• 8-9 April, Supply Chain Logistics, Athens • 17-18 April, Empack Logistics & Automation, Porto • 16-18 April, Logipharma, Lyon
April	17-18	12.04.2024	22.03.2024	29.03.2024	English, French, German	Switzerland Germany	    FL		Machinery / industrial goods Pharma logistics	Customs clearance	• Date tbc, Swiss Shippers Forum, Interlaken • 24-25 May, Logistics & Distribution, Dortmund
	19-20	26.04.2024	05.04.2024	12.04.2024	English, French, German, <b>Italian</b>	Air Cargo Italy / Ticino	    FL		Textiles Hanging garments	General cargo FMCG	• 8-11 May, Transpotec, Milan • 28-30 May, Mediterranean Ports & Logistics, Trieste
May	21-22	17.05.2024	26.04.2024	03.05.2024	English, French, German	Iberia / Latin America Balkans / Greece Breakbulk / Heavylift	    FL	 BB HL	Port technology Project cargo / EPC Oil and gas	Packaging Wind energy	• 21-23 May, Breakbulk Europe, Rotterdam • 4-6 June, TransLogistica Caspian, Baku • 3-7 June, Posidonia, Athens • 5-7 June, SIL, Barcelona
June	23-26	07.06.2024	17.05.2024	24.05.2024	English, French, German	UK / Ireland Asia / Air Cargo Suisse Romande	    FL	 CEP	Ro-ro / ferry lanes Valuable goods IT / e-commerce	Customs clearance High-tech logistics	• 11-13 June, Multimodal, Birmingham • 19-20 June, Top Logistics Europe, St Malo • 25-27 June, Air Cargo China, Shanghai • 11-13 June, TOC Europe, Rotterdam • 25-27 June, Transport Logistic China, Shanghai
July	27-30	05.07.2024	14.06.2024	21.06.2024	English, French, German	Switzerland / Austria	    FL		Pharma logistics Customs clearance Utility vehicles	Cool chain/perishables Green logistics	<div>ITJ 85th anniversary edition</div> <div>85 YEARS ITJ</div>
August	31-35	16.08.2024	26.07.2024	02.08.2024	English, French, German	Middle East Africa	    FL		Automotive Warehousing	Port technology	
	36-38	30.08.2024	09.08.2024	16.08.2024	English, French, German	Middle East Maghreb	    FL	 CEP	Real estate Warehousing	Legal & Insurance Matters	• Date tbc, Fiata World Congress, Panama • 16-20 September, ITS World Congress, Dubai • 11-12 September, Logistics Finland, Tampere • Date tbc, Logismed, Casablanca
September	39-40	13.09.2024	23.08.2024	30.08.2024	English, French, German	North America Breakbulk / Heavylift Benelux	    FL	 BB HL	Project cargo / EPC Oil and gas Rail technology	Wind energy Mining Automotive	• October, Grimaldi Euromed Convention • Date tbc, Antwerp XL, Antwerp • 24-27 September, Innotrans, Berlin • Date tbc, Breakbulk Americas, Houston • 17-22 September, IAA, Hannover
	41-42	27.09.2024	06.09.2024	13.09.2024	English, French, German	Germany France Cool Chain / Perishables	    FL	 CEP	IT / e-commerce Utility vehicles Machinery / industrial goods	Perishables	• October, Deutscher Logistik Kongress, Berlin • Date tbc, Fruit Attraction, Madrid • Date tbc, Top Transport Europe, Marseille
October	43-44	11.10.2024	20.09.2024	27.09.2024	English, French, German	Nordic Countries Americas Air Cargo	    FL		Perishables Packaging High-tech logistics	Pharma logistics Forest products	• 22-24 October, Asian Ports & Logistics, Johor • Date tbc, TOC Americas • 22-26 October, ScanPack, Gothenburg • 11-14 November, Tiaca Air Cargo Forum, Miami
November	45-46	01.11.2024	11.10.2024	18.10.2024	English, French, German	Turkey Poland/Central Europe Iran/Central Asia	    FL		Ro-ro / ferry lanes Consumer goods	Textiles Automotive	• November, Logitrans 2024, Istanbul • November, Translogistika Poland, Warsaw
	47-48	15.11.2024	25.10.2024	01.11.2024	English, French, German, <b>Italian</b>	Italy Liechtenstein	    FL		Consumer goods Hazardous goods	Hanging garments Real estate	• November, TOC Asia, Singapore • 26-28 November, Intermodal Africa, Banjul (Gambia)
December	49-52	06.12.2024	15.11.2024	22.11.2024	English, French, German	Asia Breakbulk/Heavylift	    FL	 BB HL	Project cargo / EPC Wind energy / offshore IT / e-commerce	Oil and gas	• Cordial season's greetings! <div>For updates, check our events page at <a href="http://www.transportjournal.com">www.transportjournal.com</a></div>

The ITJ covers these regions on a rotating basis.



Africa



Americas



Asia / Pacific



Europe



Middle East



Maritime: Shipping / Ports / Terminals



Aviation: Airlines / Airports / GSAs



Intermodal: Rail / Inland Navigation / Road Haulage



BB / HL: Breakbulk / Heavylift / Project Cargo



FL: Supply Chain / Forwarding / Logistics



CEP: Courier / Express / Parcels / E-Commerce



# YOUR DIGITAL OPTIONS

## ITJ Daily (every working day)



Photo: Guvendemir/Gettyimages

Full banner (600 × 900 pixels)

ITJ Daily for 15 August 2019

**ITJ DAILY**

«Curiosity of the day»

Changsha's mobile space out of the box and use them to its great advantage.

Full banner (600 × 900 pixels)

Dear Mr. Changsha,

We are happy to see you in the news, with the latest news from the logistics and transport world. Stay informed about what the industry needs to keep on top of. You can also visit [www.itj.com.cn](#) for further information.


Yours,  
Changsha Changsha  
Editor-in-Chief

Since 19.08.2019, the ITJ is published digitally in English, Chinese and Russian editions.

Full banner (600 × 900 pixels)

Kicker

**XPO Logistics opens first last mile hub in Canada**



XPO Logistics is opening its first last mile distribution hub in Canada. The 4,000 sqm facility, located in Toronto, will have an around 70 strong workforce to serve customers throughout Ontario. Tony Cooper, president of XPO Logistics, said: "We are delighted to extend our last mile capabilities in Canada with the opening of our Toronto hub. Demand for our service is on the rise, as more people buy heavy goods online and delivery."

Full banner (600 × 900 pixels)

- Sent out every working day
- Published in English
- More than 12,000 recipients
- Opening rate of 21.47%
- Around 16 news items a day
- Multimodal content

Position	Size Width × height (in pixel)	Price
Banner	600 × 90	CHF 900 per month
Text advert	Image: 600 × 300 Title: 45 characters Text: 600 characters	CHF 750 per month

Banner prices are per month.  
The minimum period for a banner and for a text advert is one month.

All common file formats can be used for banners (jpg, gif, swf, html, etc.).  
Special formats (such as expandable banners, etc.): price on application.

## The ITJ on LinkedIn



Photo: Igor Kusyayev/Gettyimages

### Our presence on social media

It's not just social, it can also be business.

Like many other publications, we consider our print and online media complementary to cover our entire industry market. Nevertheless, LinkedIn has proved to be particularly useful to give the community a further platform.

At the ITJ we're happy to keep in touch with our readers worldwide as we visit industry events and meetings and report from the front line.

Get in touch with us to choose your options for more visibility.

## Increase the reach of your trade show or conference!



Photos: Dentiz/Issue/THANANT/Gettyimages

### Do you want to

- ▶ attract more exhibitors?
- ▶ heighten visibility for your exhibitors?
- ▶ spread your programme further and wider?
- ▶ increase the number of attendees?
- ▶ improve information for attendees before and during your event?

### Then use the ITJ's platforms for your event.

#### We can

- ▶ shape a guide for your fair or event.
- ▶ broaden your target groups and communication channels.
- ▶ ensure you reach a larger audience.

We can present your event's face to the world on social media, online and in print.

Talk to us. We'll connect your event to more people.





Photo: BarrekSzewczyk/ Getty Images



Every advert appears in three languages.  
Key figures:  
• Page impressions per year: 534,000  
• Visits: English 52%, German 26%, French 22%  
• By source  
Direct 82% of visitors, Search engine 15%, Other 3%

Position	Size Width × height (in pixel)	Price
Leaderboard	620 × 90	CHF 1,450 per month
Main top	620 × 90	CHF 900 per month
Main bottom	620 × 90	CHF 650 per month
Skyscraper left	160 × 600	CHF 1,550 per month
Skyscraper right	300 × 600	CHF 1,550 per month
Middle (left/right)	300 × 90	CHF 550 per month
Side (top)	300 × 90	CHF 650 per month
Side (bottom)	300 × 90	CHF 450 per month

Banner prices on a monthly basis (minimum period).

The banners rotate on the website.  
No rotation in the ITJ Daily.

All common file formats can be used for banners  
(jpg, gif, swf, html, etc.).

Special formats (such as expandable  
banners, etc.): price on application.

# Do you like books?



The **worldtrans** register is used by 21,000 companies world-wide. It contains a selection of correspondents, listed by location. They've paid to appear in worldtrans, thus proving their reliability. Contact details in the register are updated every four months in both the printed and online versions. You'll find further information inside, such as the current terms of international trade.

**Swisstrans** is the comprehensive directory of the transport industry in Switzerland and Liechtenstein. You'll find 7,400 addresses and contact details of every relevant company, authority and association active in the multimodal transport and logistics industry in the country. You can also search for a concrete solution you need in the categories 'Services', 'Products' and 'Destinations'.

The **Swiss Shipping Guide** gives you insights into the maritime business in and around Switzerland. Inside you'll find all the 21 shipping agencies in the Swiss market and their contact details, the 54 shipping routes they serve and the 25 routes they cover. Your guide also includes the addresses of 16 container depots, terminals, leasing companies and service providers in Switzerland.

The **Yearbook of the Propeller Club, Port of Basel**, is published annually. The Propeller Club celebrated its 40th anniversary in 2018. It has more than 330 active members today from every part of Switzerland. These leading executives, many of whom walk in the global transport system's corridors of power, represent the logistics sector and its service providers – key Swiss industries.

Get in touch with us to choose your options for more visibility.  
Werner Kestenholz, Tel. +41 79 674 29 52, werner.kestenholtz@medtrix.group

## Advertising terms and conditions

- We reserve the right to change our rates. Such changes will also apply to existing agreements with immediate effect.
- Frequency discounts apply for a period of twelve months from the date of publication of the first advert. Frequency discounts merely represent a discount agreement until all adverts are definitely placed. If rate increases are passed in said twelve months, then they enter into effect immediately. If an agreement is terminated in advance or the planned adverts are not placed, then customers will be charged additionally in accordance with the discount scale. If the number of planned adverts is exceeded, then the customer has the right to receive a corresponding discount in accordance with the discount scale.
- Job vacancy and real estate adverts require a separate agreement to benefit from frequency discounts. The frequency discount is determined by the millimetre volume or by the number of times the advert appears in the frequency discount period.
- Requests for the specific placing of an advert will be taken into account as far as possible for booked adverts of at least ¼ of a page. Such wishes will only be accepted as a request (and not as a condition). Adverts will only be placed in a specific place if an additional specific placing charge is paid in accordance with the rates. If an advert cannot be placed in a place specified, then the additional specific placing charge will not be levied. No other claims are valid.
- The publisher only guarantees the perfect reproduction of adverts in print if the client provides the appropriate artwork. An additional charge of 5% per cropping or excess size can be levied both for adverts that have to be cropped or bleed off the page. Adverts that need to be cropped have to exceed the publication's format by 3 mm per cropped side. In case of misprints the publisher can only be held liable for compensation if the meaning of the text in the advert is absolutely distorted. Small errors in or the imperfect printing of an advert do not entitle customers to compensation. The maximum possible compensation amounts to the price of the advert concerned.
- Printing proofs are only drawn up if expressly asked for and only if the publisher was supplied with the artwork in good time. Adverts are published on the days specified, even if the printing proofs are still outstanding.
- The exclusion of the competition cannot be guaranteed.
- The publication of editorial contributions cannot be stipulated as a condition when placing an order for an advert. The existing form, spelling and language version of submitted texts and manuscripts are binding on us.
- Bills have to be paid net in 30 days, with effect from the date the invoice is issued.
- Complaints are only accepted within 30 days after billing.
- The client alone is responsible for the contents of an advert. The client will be held liable for any claims on the publisher arising from third parties for any legal reason (including unfair competition, infringement of copyright, brand or other proprietary laws, etc.), including all concomitant legal and court costs. The publisher reserves the right to reject adverts on account of their content, origin or technical form and to ask for changes to, or to terminate the publication of, adverts that are already running. All adverts can be marked as such by the publisher.
- All liability is rejected for data that has been supplied by clients (on data storage devices, by e-mail, etc.) that contains any errors or is incomplete. Furthermore, the publisher rejects all liability for cases where the data supplied cannot be processed or used in a standard way and which results in qualitative defects in the printed product. The additional effort arising therefrom will be charged in accordance with effective costs. The publisher's liability is limited to errors caused by the publisher which can be attributed to gross negligence. The cancellation or postponement of orders that have already been definitely placed can only be accepted until six weeks before publication even if there are compelling reasons.
- The publisher can withdraw from an agreement without being liable for compensation if a publication in which an advert has been placed ceases publication during the term of an agreement. The early termination of an agreement does not absolve an advertiser from payment for adverts that have already appeared. If the discount level that has been agreed upon has not been reached yet at the point when an agreement is terminated, then customers will not be billed additionally for discounts already given.
- The publisher's duty to keep the artwork ends a month after the publication of the last advert, as long as no other agreement has expressly been entered into. Artwork is not returned.
- All changes and additions have to be submitted in writing to be valid.
- If nothing else is agreed, then the regulations as laid down in SPM's general terms and conditions apply (they can be viewed at any time under [www.swissprofessionalmedia.ch](http://www.swissprofessionalmedia.ch)).
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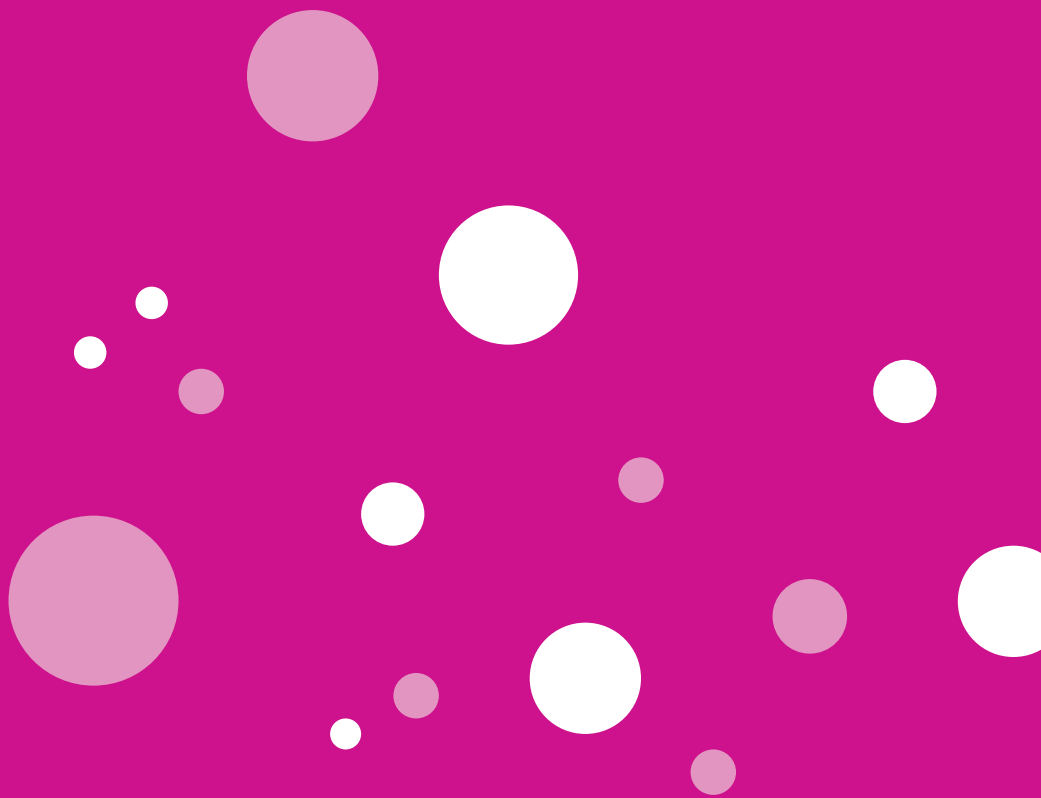
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