

# Österreichische **Verkehrszeitung**



## Mediadata 2010



# LOG EASTICS

Transport and Logistics in Central Eastern Europe

## PUBLISHING COMPANY:

Horvath Verlag GmbH  
Stockerauerstraße 1  
A-2104 Spillern

Tel.: ++43 / 2266 / 801 05-10  
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Publisher and chief editor: Joachim Horvath

Editorial Assistance: Katharina Holzer

Sales: Peter Malecik

Place of Publication: A-2104 Spillern

Frequency: weekly (51 times/year)

Principal Office: A-2104 Spillern

Commercial Register nr.: FN 178318h

Bankverbindung: Bankhaus Krentschker  
BLZ 19520 Ktnr: 1800089649

## TECHNICAL DETAILS:

Print Run: 13.500/Österreichische Verkehrszeitung-LogEASTics

Print Format: 210 mm width x 297 mm height

Print Space: 190 mm width x 281 mm height

Closing Date: 1 week before appearance

Closing date for  
printing materials: 1 week before appearance

Print Methode: Offset printing

Printing Data: Print-ready pdf file, pictures min. 300 dpi res.

Color Scale: EUROPA-SKALA

Print office: rötzer druck - isdn +43-2682-75823  
Tel: +43-2682-62494  
e-mail: produktion@roetzerdruck.at

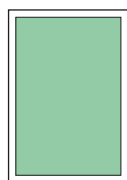
# Main Topics 2010

- |                  |   |                    |  |
|------------------|---|--------------------|--|
| 1. 4th January   | Forwarding Index                              | 27. 05th July      | Ranking Container traffic                            |
| 2. 11th January  | <b>LOGEASTICS</b> Top logisticians in the CEE | 28. 12th July      | <b>LOGEASTICS</b> Poland/Baltic States               |
| 3. 18th January  | Chemical-/Petrochemical Industry              | 29. 19th July      | Trends in road traffic                               |
| 4. 25th January  | Project/Heavy Lift Cargo                      | 30. 26th July      | Crosstrades  |
| 5. 01st February | Container traffic                             | 31. 02nd August    | Marketing/Sales in forwarding                        |
| 6. 08th February | <b>LOGEASTICS</b> Romania/Bulgaria            | 32. 09th August    | <b>LOGEASTICS</b> Rail traffic/inland navigation CEE |
| 7. 15th February | Rail/Intermodal traffic                       | 33. 16th August    | Timber/paper   |
| 8. 22nd February | Airfreight                                    | 34. 23rd August    | Greece/Turkey  |
| 9. 1st March     | KEP/Express Logistics                         | 35. 30th August    | Insurance/risk management                            |
| 10. 08th March   | <b>LOGEASTICS</b> CIS I                       | 36. 06th September | England/Ireland                                      |
| 11. 15th March   | Inland Navigation                             | 37. 13th Sept.     | <b>LOGEASTICS</b> Project/heavy lift cargo           |
| 12. 22nd March   | Far East                                      | 38. 20th September | Airfreight   |
| 13. 29th March   | Centropo Region                               | 39. 27th September | Freight transport                                    |
| 14. 05th April   | Reefer-/chemistry-/hazardous goods            | 40. 04th October   | Container traffic                                    |
| 15. 12th April   | <b>LOGEASTICS</b> Air-/seafreight in the CEE  | 41. 11th October   | <b>LOGEASTICS</b> CIS II                             |
| 16. 19th April   | Shipper ranking                               | 42. 18th October   | Pharma logistics                                     |
| 17. 26th April   | SMEs in transportation and forwarding         | 43. 25th October   | Automotive logistics                                 |
| 18. 03rd May     | 50 top shippers in Austria                    | 44. 01st November  | Transport of machinery and plant facilities          |
| 19. 10th May     | <b>LOGEASTICS</b> Czech Republic/Slovakia     | 45. 08th Nov.      | <b>LOGEASTICS</b> 50 top shippers in the CEE         |
| 20. 17th May     | Trade fair/event/relocation logistics         | 46. 15th November  | Consumer goods/branded goods                         |
| 21. 24th May     | Steel logistics                               | 47. 22nd November  | China traffic  |
| 22. 31st May     | Scandinavia/RoRo                              | 48. 29th November  | North Africa/Levant                                  |
| 23. 07th June    | Trends in forwarding                          | 49. 06th December  | Raw materials logistics                              |
| 24. 14th June    | <b>LOGEASTICS</b> Hungary/former Yugoslavia   | 50. 13th Dec.      | <b>LOGEASTICS</b> Contract logistics                 |
| 25. 21st June    | European seaports                             | 51. 20th December  | Logistics initiative in Lower Austria                |
| 26. 28th June    | Rail logistics                                |                    |  |

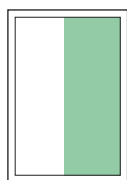
**LOGEASTICS**

Issue is published in German/English

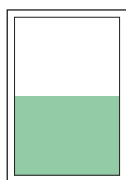
## Use the opportunity to place your ad ...



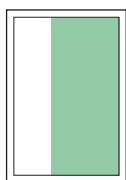
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A 210 x 297 mm



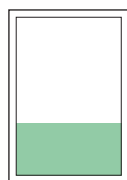
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A 105 x 297 mm



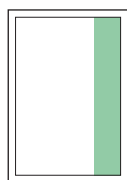
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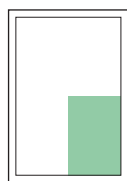
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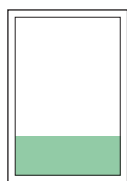
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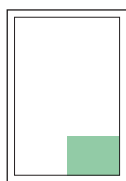
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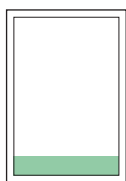
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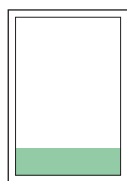
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1/8 page  
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A 100 x 77 mm










1/8 page  
190 x 32 mm  
A 210 x 43 mm



Cover page SF  
190 x 45 mm  
A 210 x 56 mm

Format = bright x height; SF = special format

FORMAT		s/w €	2c €	4c €
 1/1 page	190x281 mm	2.333,-	2.913,-	3.490,-
 1/2 page	190x137 mm 91x281 mm	1.261,-	1.571,-	1.886,-
 2/3 page high	124x281 mm	1.640,-	2.054,-	2.462,-
 1/3 page crosswise	190x92 mm	865,-	1.083,-	1.297,-
 1/4 page	45x281 mm 90x137 mm 190x66 mm	738,-	915,-	1.095,-
 1/8 page	91x66 mm 190x32 mm	397,-	495,-	585,-
 first page	190x45 mm		765,-	931,-

### DISCOUNTS FOR BIGGER ACCOUNTS

7-12 advertisements	6%
13-25 advertisements	11%
26-37 advertisements	16%
38-52 advertisements	23%

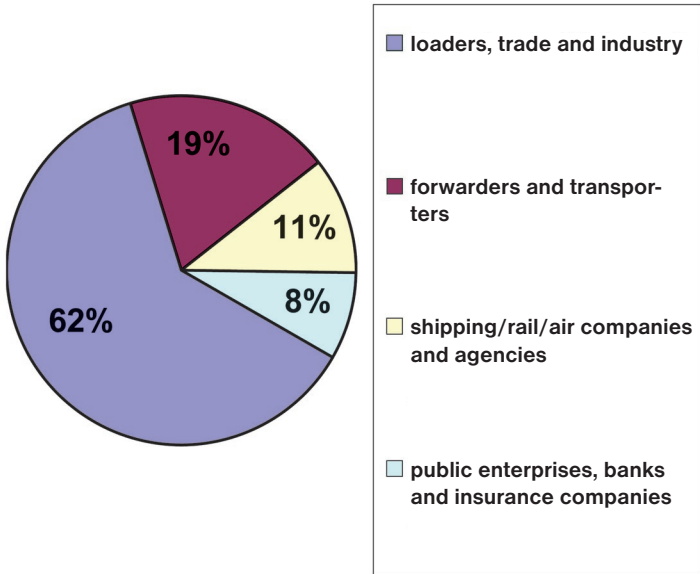
### SUPPLEMENT:

per 1.000 piece	25% for the 4th Cover
to 20 g 303,- Euro	10% for the 2nd and 3rd Cover
to 40 g 361,- Euro	5% for oversize advertisements
Abo 230,- Euro	

Price excl. 5% advertisements tax and excl. 20% turnover tax.

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# Readership



# Readership of loaders

