

Österreichische Verkehrszeitung



Mediadata 2011

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
Fax: ++43 / 2266 / 801 05-30
E-mail: office@oevz.com
Homepage: www.oevz.com

Publisher and chief editor: Joachim Horvath
Editorial Assistance: Katharina Holzer, Barbara Schuster
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

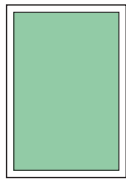
Main Topics 2011

1. 3th January Forwarding Index 2011
2. 10th January  Top forwarders in CEE
3. 17th January Hazardous goods/chemicals
4. 24th January Project/heavy lift cargo
5. 31st January Airfreight
6. 07th February Rail/KLV
7. 14th February  Romania/Bulgaria
8. 21st February Container traffic
9. 28th February CEP/Systems Forwarding
10. 07th March Inland Navigation
11. 14th March  CIS I
12. 21st March Green Logistics
13. 28th March Textiles/Lifestyle
14. 04th April Reefer-/frozen goods logistics
15. 11th April  Air-/seafreight in the CEE
16. 18th April Top shippers
17. 26th April SMEs in transportation and forwarding
18. 02nd May Transport logistics/ Munich fair
19. 9th May  Hungary/ former Yugoslavia
20. 16th May Far East traffic
21. 23th May Agricultural goods
22. 30th May Scandinavia/RoRo
23. 06th June Trends in forwarding
24. 14th June  Supply chain management
25. 20st June European seaports
26. 27th June Rail logistics
27. 04th July Container traffic
28. 11th July  Czech Republic/Slovakia
29. 18th July Trends in road transports
30. 25th July Retail logistics
31. 01st August Packaging logistics
32. 08th August  Rail traffic/inland navigation CEE
33. 16th August Timber/paper logistics
34. 22nd August Greece/Turkey
35. 29th August Security/transport insurance
36. 05th September England/Ireland
37. 12th Sept.  Project/heavy lift cargo
38. 19th September Airfreight
39. 26th September Container logistics
40. 03th October Container traffic
41. 10th October  CIS II
42. 17th October Pharma logistics/ Hospital logistics
43. 24th October Freight transport
44. 31st October Transport of machinery and facilities
45. 07th November Consumer goods
46. 14th Nov.  Top 50 forwarders in CEE
47. 21nd November Asia traffic
48. 28th November North Africa/Levante
49. 05th December Raw materials/commodities
50. 12th Dec.  Poland/Baltic States
51. 19th December Review

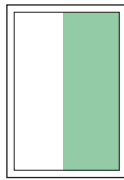


Issue is published in German/English

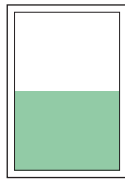
Use the opportunity to place your ad ...



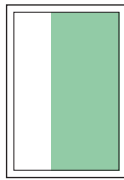
1/1 page
190 x 281 mm
A 210 x 297 mm



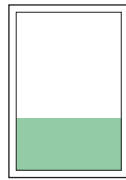
1/2 page
91 x 281 mm
A 105 x 297 mm



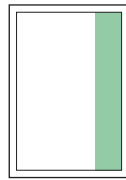
1/2 page
190 x 137 mm
A 210 x 148 mm



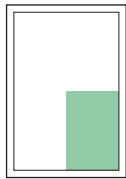
2/3 page
124 x 281 mm
A 134 x 297 mm



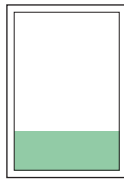
1/3 page
190 x 92 mm
A 210 x 103 mm



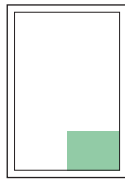
1/4 page SF
45 x 281 mm
A 55 x 297 mm



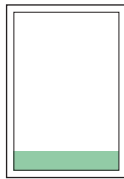
1/4 page
90 x 137 mm
A 100 x 148 mm



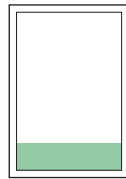
1/4 page
190 x 66 mm
A 210 x 77 mm



1/8 page
91 x 66 mm
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	2.403,-	3.000,-	3.595,-
 1/2 page	190x137 mm 91x281 mm	1.324,-	1.450,-	1.980,-
 2/3 page high	124x281 mm	1.722,-	2.157,-	2.585,-
 1/3 page crosswise	190x92 mm	908,-	1.137,-	1.362,-
 1/4 page	45x281 mm 90x137 mm 190x66 mm	775,-	961,-	1.150,-
 1/8 page	91x66 mm 190x32 mm	417,-	520,-	614,-
 first page	190x45 mm		803,-	978,-

DISCOUNTS FOR BIGGER ACCOUNTS

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

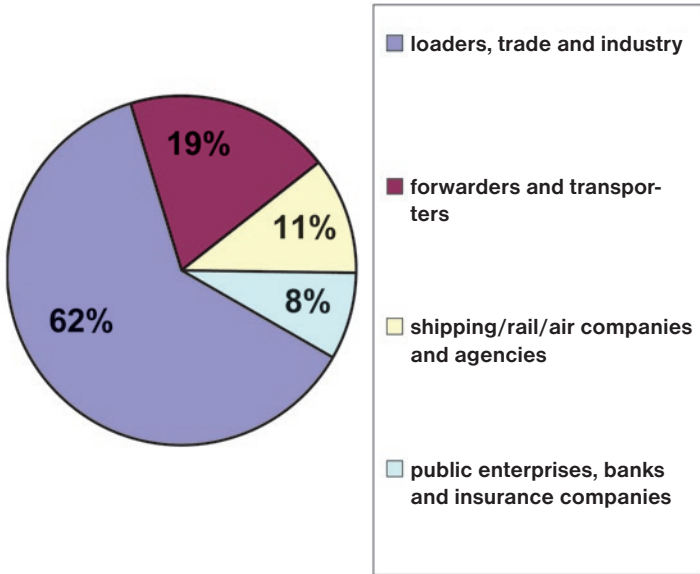
SUPPLEMENT:

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.

... on our website! Price on application.

Readership



Readership of loaders

