

TRANSPORT Journal

NEW
MAGAZINE

LOGISTICS
TRANSPORT
TECHNOLOGY



Professional magazine for specialists working in the fields of road, rail, air transport and logistics. The magazine presents new technologies, alternative fuels, business news, current issues, tests of cars and commercial vehicles, operating leases, fleets. The magazine is intended for Czech and Slovak professionals.

MAIN FOCUS OF THE MAGAZINE

- news in automotive technology
- road transport and logistics
- rail and air transport
- technology and attractions
- new trends, electromobility and other alternative systems
- financial services related to the sale and insurance of cars
- tests on cars and commercial vehicles

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TARGET GROUP

Owners and managers of logistics companies, car dealers, professional associations, vocational schools, vehicle manufacturers and importers, importers and dealers of spare parts and accessories, logistics companies, small and medium-sized enterprises in the field of freight transport, transport companies, state administration in the field of transport, building companies, companies dealing with the collection of municipal waste, agricultural enterprises, companies dealing with the modification of utility technology.



READER'S PROFILE

Male in middle and top management positions, mainly in logistics and shipping companies, each reader is the owner of the vehicle. They work mainly in logistics and forwarding companies. Each of the readers is the owner of a vehicle. A reader is a person in an average age of 38/40 years who uses the magazine and the information contained in it for work and decision-making. The magazine is intended for Czech and Slovak experts and management in the field of road transport, state administration, as well as medium-sized companies and sole proprietors engaged in the transport of goods and passengers within their profession.

EXPERIENCED TEAM

The new Transport Journal magazine is led by a team of people who have long experience in the transport and print industry, and you'll always find up-to-date information on the magazine website, exciting tests and articles related to transport. An interactive web portal and social media will be an integral part of the new magazine. The Transport Journal team wants to make the most of its e-commerce experience and thus gradually focus on building a complete brand on all available platforms.



CONTROLLED DISTRIBUTION

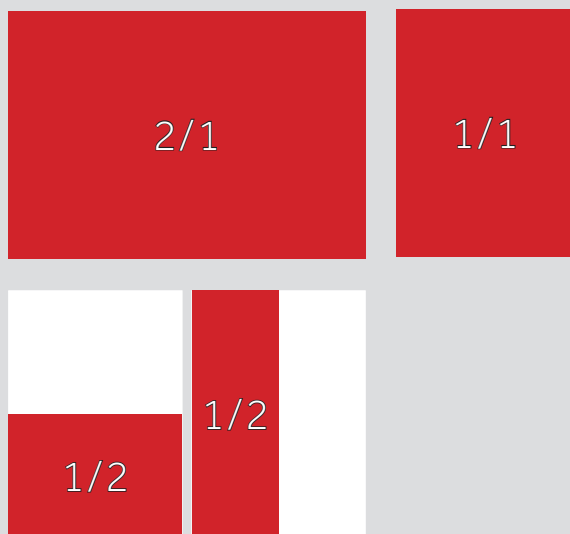
is provided by targeted delivery to managers from

- logistics companies
- small and medium-sized enterprises in the field of freight transport
- transport companies
- state administration in the field of transport
- companies engaged in the collection of municipal waste
- building companies
- agribusinesses
- companies dealing with the modification of utility technology
- car manufacturers and dealers

The controlled distribution is complemented by direct mailing to a quality database of professionals in the industry and via an electronic version of the magazine on the website transport-journal.cz

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FORMATS AND ADVERTISING PRICES



TIMETABLE 2021

ISSUE NO	DATE OF CLOSURE	DATE OF ISSUE	TOPICS
1-2/2021	22. 01.	01. 02.	Light commercial vehicles
3/2021	19. 02.	01. 03.	Building and agricultural technology
4/2021	22. 03.	01. 04.	Logistics
5/2021	22. 04.	03. 05.	Financial services and leases
6/2021	20. 05.	01. 06.	Bus transport
7-8/2021	20. 06.	01. 07.	Telematics and fuel cards for carriers
9/2021	25. 08.	06. 09.	Alternativní pohony a moderní technologie
10/2021	23. 09.	04. 10.	Alternative drives and modern technology
11/2021	21. 10.	01. 11.	Logistics
12/2021	20. 11.	01. 12.	Municipal technology

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1/1	210x297	CZK 80 000
II. obálka	210x297	CZK 90 000
III. obálka	210x297	CZK 90 000
IV. obálka	210x297	CZK 100 000
1/2	105x297	CZK 45 000
1/2	210x148	CZK 45 000

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