

# transportweekly International



**MAGAZINE** published in **ENGLISH** 8 times per year

Special large scale editions published 8 times a year.  
Distributed during major international industry events  
(more than 200 forums annually)  
and by means of target mailing in Europe and Asia.

## Advertising rates for **MAGAZINE**

	EUR	USD	RUB	GBP	HKD	CNY
<b>Inside pages</b>						
1/1 page	2399	3079	81 999	1629	23 999	24 399
1/2 page	1419	1819	48 399	959	14 199	14 499
1/4 page	936	1999	32 199	639	9369	9469
1/8 page	549	699	18 999	369	5499	5599
<b>Special advertising positions</b>						
Font cover	6999	8979	237 699	4699	69 999	71 199
Front inside cover	3699	4749	125 799	2529	36 999	37 549
Back inside cover	2799	3600	101 999	1899	27 999	28 369
Back cover	4599	5900	156 399	3079	45 999	46 549
Double page spread (front inside cover + 1 <sup>st</sup> inside page, A4 + A4)	5999	7700	203 999	4059	59 999	61 299
Double page spread next to table of contents (A4 + A4)	5499	7059	186 999	3699	54 999	55 639
Double page spread on the inside pages (A4 + A4)	3299	4239	112 299	2259	32 999	33 399
Page next to table of content (A4)	2999	3849	101 999	1999	29 999	30 339
Page next to table of content (1/2 A4)	1729	2219	59 199	1179	17 299	18 099
Lower banner on the inside pages	729	939	24 819	499	7299	7399
Article publishing A4	1599	2079	54 599	1089	15 999	16 299
Article publishing A4 +A4	2499	3209	85 299	1719	24 999	25 299
Preparation of article	249	329	8469	169	2499	2529

For advertising companies **TRANSPORTWEEKLY INTERNATIONAL** provides the following free bonus opportunities:

- Free publication** of additional information on companies' activities (interviews, expert opinion, technical information, news, specials, and more) in magazine. The bonus is granted, if the total advertising space is 1/1 A4 (see the rate entry "Preparation of article"). For publishing an article only, please refer to the rate entries "Article publishing".
- Free posting** of the published materials on [www.transportweekly.com](http://www.transportweekly.com) webpage in the subscribers' section for the electronic version of the magazine.

### Frequency discounts\*

#### In Magazine

<b>in 2 issues</b>	<b>- 3%</b>
<b>in 3 issues</b>	<b>- 5%</b>
<b>in 6 issues</b>	<b>- 15%</b>
<b>in 8 issues</b>	<b>- 20%</b>

#### In other publications

<b>in 2 issues</b>	<b>- 5%</b>
<b>in 3 issues</b>	<b>- 10%</b>
<b>in 4 issues</b>	<b>- 15%</b>
<b>in 5 issues</b>	<b>- 20%</b>

\*Discounts are not summed!

### Additional paid services

• Artwork design	<b>+10% of ad price</b>
• Choosing advertising position on the inside pages	<b>+10% of ad price</b>
• Outside advertisement	<b>+15% of ad price</b>
• 'Last minute' insertion	<b>+15% of ad price</b>

### Important to know!

- Calculation of additional paid services is based on the full advertisement rate, notwithstanding granted discounts.
- All indicated prices are VAT exclusive.
- All the prices are indicated net of banking commission fee for money transfer to the Publisher's account. The advertising company covers 100% of banking commission fee for the transfer.
- Payment may be effected in respective national currency.

The above conditions are in force till **31.12.2008**.

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