

Logistics, Transport and warehousing. A magazine for users and providers of logistic services, parcel services, warehousing, air cargo, railway and road transport. Is the only magazine in Spain focused on transport and logistic companies, and logistic, transport and warehousing professionals and its suppliers. Its special numbers are: Logistic Guide and Who is who in Logistic Field. With an estimated readership of 40.000 readers.

## ADVERTISING RATES 2012

|                             | COLOUR | B/W   |
|-----------------------------|--------|-------|
| PAGE up to page 48          | 4.600  | 3.700 |
| PAGE after page 48          | 4.400  | 3.550 |
| DOUBLE PAGE up to page 48   | 8.500  | 6.850 |
| DOUBLE PAGE                 | 7.900  | 6.350 |
| HALF PAGE up to page 48     | 2.650  | 2.150 |
| HALF PAGE after page 48     | 2.450  | 2.000 |
| SPECIAL HALF                | 3.400  | 2.750 |
| DOUBLE HALF PAGE HORIZONTAL | 4.250  | 3.450 |
| 2/3 VERT.. up to page 48    | 3.700  | 3.000 |
| HORIZONTAL STRIP            | 4.900  | 3.950 |
| 1/3 VERTICAL                | 1.850  | 1.500 |
| 1/3 HORIZONTAL              | 1.700  | 1.400 |

BOOKLETS, LEAFLETS INSERTED, please consult. (Prices in euros. Dimensions in milimeters.)

| SPECIALS                   |       |
|----------------------------|-------|
| COVER (135 x 180 mm)       | 7.400 |
| BACK COVER                 | 6.550 |
| INSIDE COVER               | 5.700 |
| INSIDE BACK COVER          | 4.950 |
| COVER STRIP (90 x 280 mm)  | 6.150 |
| COVER STRIP (210 X 100 mm) | 6.000 |
| <b>Special pages</b>       |       |
| PAGES 5, 7, 9 and 11       | 5.150 |

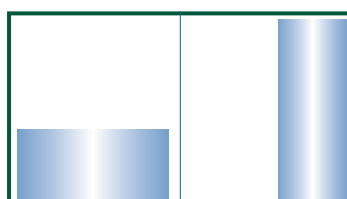
## FORMATS



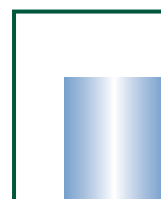
**DOUBLE PAGE**  
bleed: 422 x 281



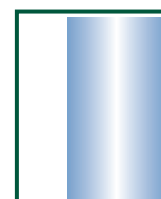
**PAGE**  
bleed: 213 x 283



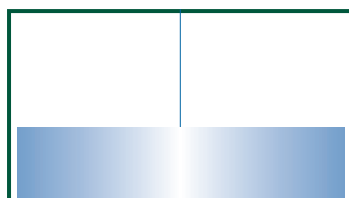
**HALF PAGE**  
Horizontal: 185 x 120



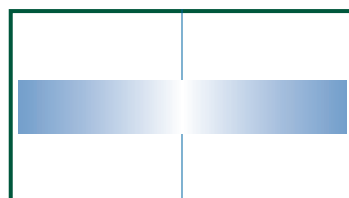
**SPECIAL HALF PAGE**  
box: 120 x 180



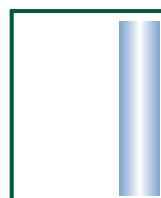
**2/3 PAGE**  
box: 120 x 240



**DOUBLE HALF PAGE**  
Horizontal: 400 x 120



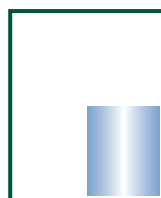
**STRIP**  
box: 374 x 100



**1/3 PAGE vert.**  
box: 60 x 240



**1/3 PAGE horiz.**  
box: 185 x 74



**1/4 PAGINA**  
box: 85 x 120

## GENERAL TERMS

### Format:

213 x 283 mm. (bleed).

184 x 254 mm. (box).

11 issues monthly plus

SPECIAL ISSUES:

COMPANIES LOGISTICS GUIDE, COMPANIES TRANSPORT GUIDE, GUIDE OF TRANSPORT EQUIPMENT, PROFESSIONAL TRANSPORT AND LOGISTICS ADDENDA, WHO IS WHO? IN LOGISTICS AND TRANSPORT

bicolour: only cyan 100 % and black .

Printing process: Offset.

Screen: 150 lineas per inch. Positives, right reading emulsion side down.

**Agency discount:** 10% for advertising agencies recognised by the Periodical Proprietors Association

**Placement surcharge:** 35% . Bleed 5%

**Advertising text:** 25% on normal page rate, plus travelling expenses.

**Payment.** 30 days after publication.

**Insertion Orders:** Must be in our office one month in advance to the date of publication. Cancellation has to be with 30 days notice.

Films are on the customers expense otherwise we will charge 100 euros for 4 colour DIN A 4 films or 90 for smaller sizes. Publisher will not retain advertisers artwork beyond 12 months.

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