



trans.i**INFO**

The largest and most effective European portal in the Transport and Logistics sector

# MARKETING CAMPAIGNS FOR THE TRANSPORT, FORWARDING & LOGISTICS INDUSTRY



Over **1,500,000 readers**  
per month from the transport,  
forwarding and logistics  
industry



**100,000 fans** on social media



**3-4,000,000 page views**  
per month



**Services dedicated** to carriers,  
drivers and logistics specialists

# WHAT DISTINGUISHES TRANS.INFO FROM OTHER MEDIA?



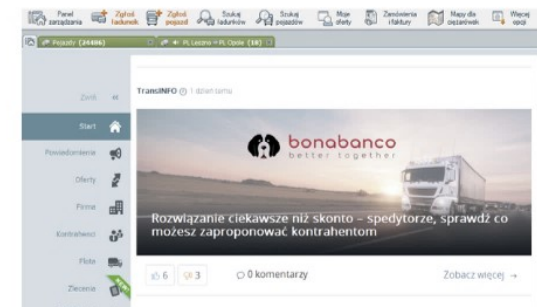
## WE GUARANTEE THE BEST OUTREACH TO THE TRANSPORT & LOGISTICS INDUSTRY IN THE EU

We are the **largest portal** for the **transport and logistics industry** in Europe in terms of number of readers. We have a professional editorial team and journalists, as well as 7 language versions.



## YOU KNOW THAT IT PAYS OFF

We operate 100% online. **All your activities and expenses are easily measurable.** That way you know whether advertising with Trans.INFO brings you returns and whether it meets your goals. We provide full marketing campaign results.



## PRESENCE ON THE TRANS.EU PLATFORM

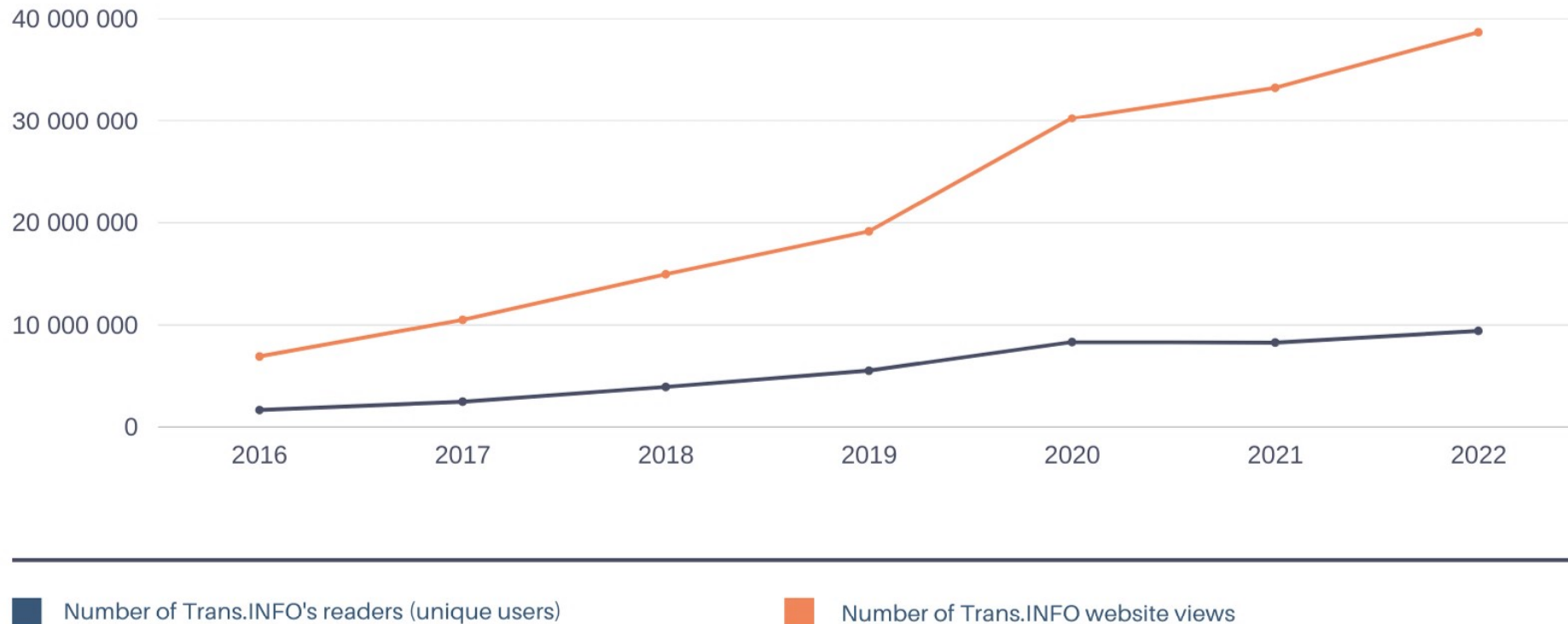
Thanks to a special plug-in, **over 150,000 professionals** from the transport, forwarding & logistics industry throughout Europe read our articles every day when **using the Trans.eu Platform.**

# WE ARE GROWING

**TRANS.INFO IS THE MOST-READ MEDIUM IN THE TRANSPORT,  
FORWARDING & LOGISTICS INDUSTRY**

## Do you know that...

Every day by noon, more people read  
Trans.INFO than the monthly  
publication of the largest transport  
warehouse in your country?



# They trusted us

Our clients include top European as well as global brands from the industry.

**(T)TRANS.EU**  
ROAD TRANSPORT PLATFORM

**ZF** | *Transics*

interLAN

**Trimble**  
Transport & Logistics

**PTV GROUP**

**project44**

**INELO**

**DKV**

**marcos**

**webfleet**

**CO<sup>3</sup>**

**H** **wareh.com**

**Astrata**

**ELCAR**

**Quantum** software S.A.

**FIRE TMS**  
ONLINE TRANSPORTATION MANAGEMENT

**ADDISecure**

**NOVA**  
TRACKING

**FM LOGISTIC**

**ANDAMUR**  
każda podróż jest ważna

# COOPERATION OPTIONS

## ADVERTISING BANNERS

The best option to massively reach out to your potential customers

## SPONSORED ARTICLES

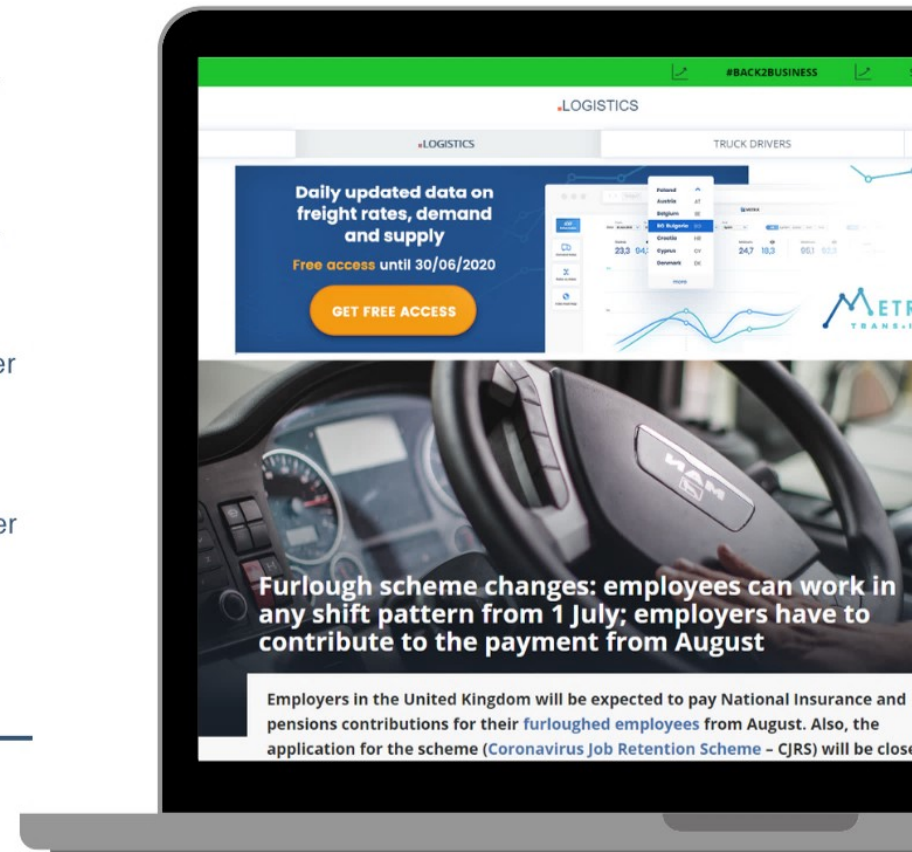
Show your product or service off how you want. You set the rules, we publish, people read

## WEBINARS

One of the best options for contacting a customer and collecting sales leads

## ADS IN MOBILE APPLICATIONS FOR TRUCK DRIVERS

The unique chance in the European Union that gives you the opportunity to massively reach over 500,000 bus and truck drivers from many countries



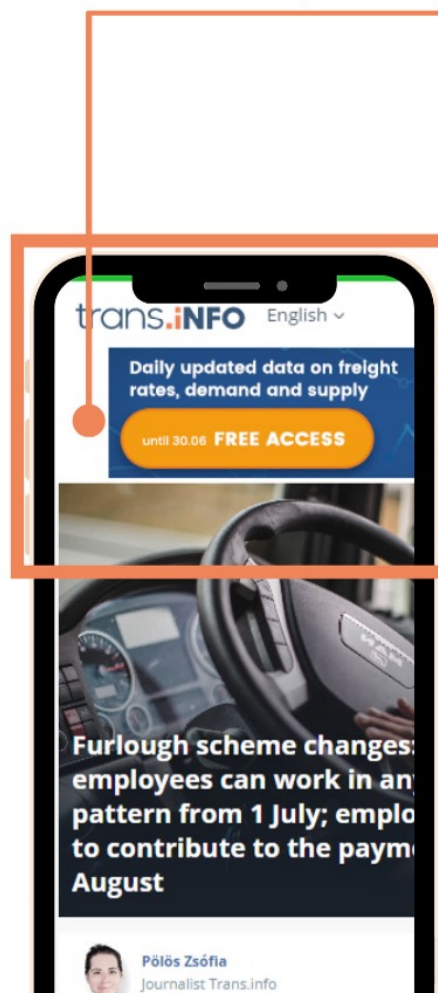
## ADVERTISING BANNERS

They will help you to reach out to many customers and enable multiple contact with the advertised product. Decide how to get the most out of this advertising classic.

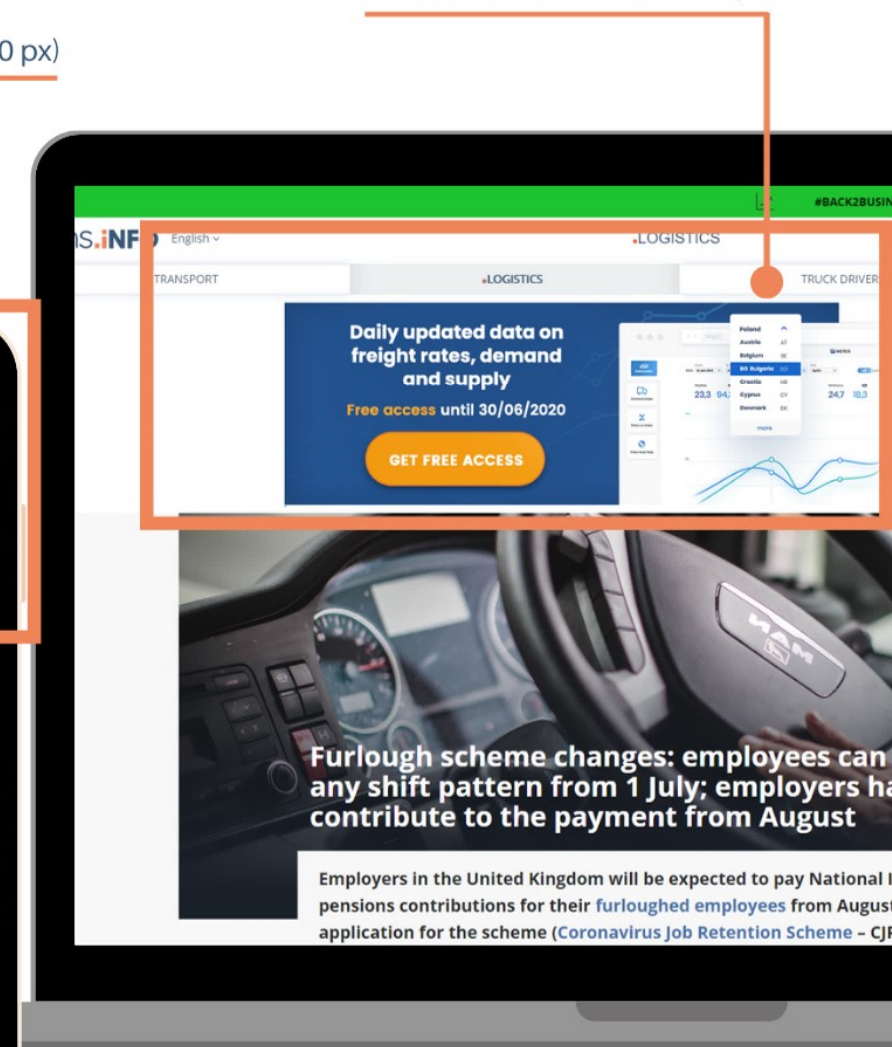
- only a few banner ad sizes - clearly visible on the main page and in articles (desktop and mobile)
- billing in Flat Fee model
- the ability to target specific countries, regions, cities and capping

## SAMPLE FORMATS

Banner MOBILE (336 x 280 px)



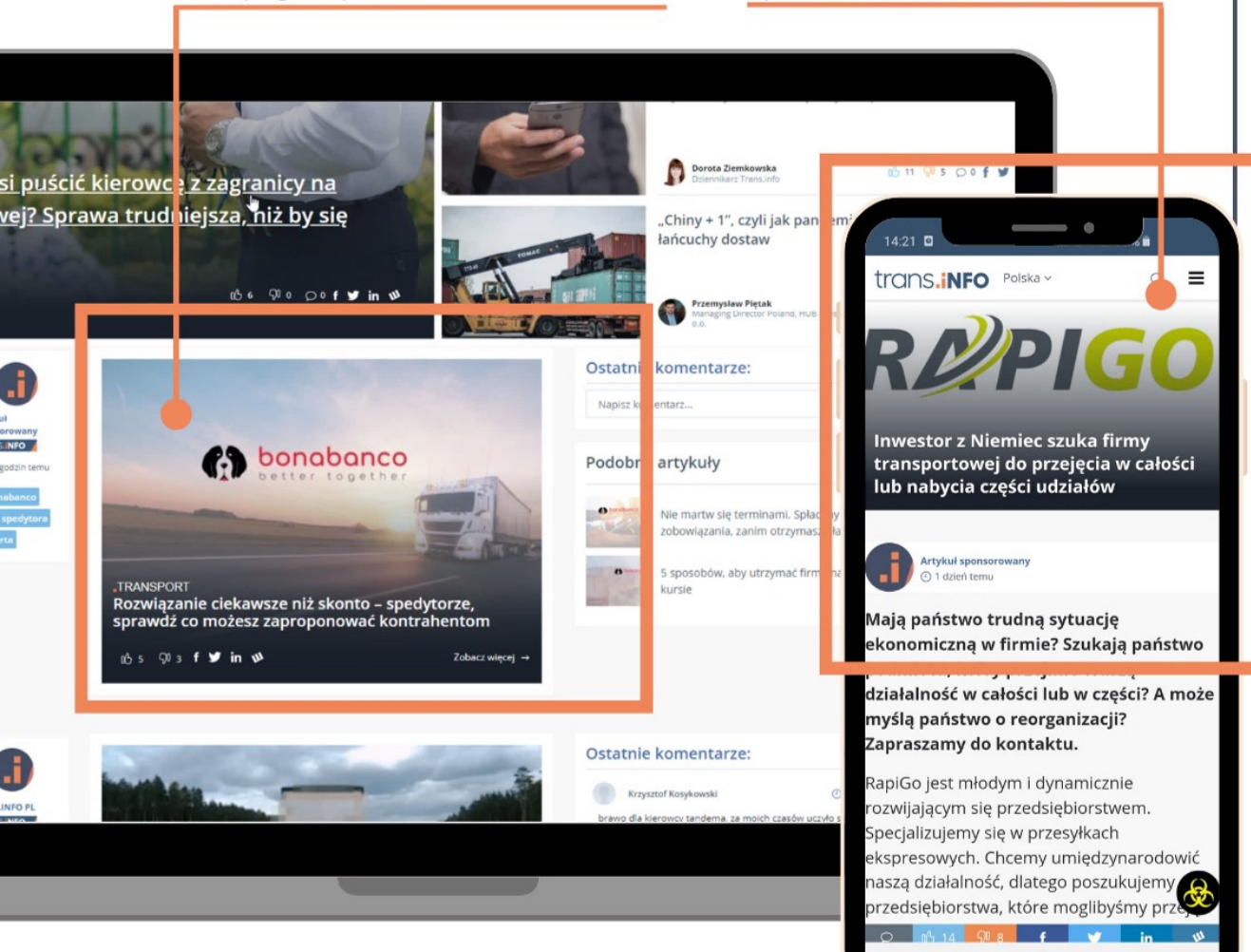
Banner DESKTOP (970 x 280 px)



## SAMPLE PROJECTS

Main page exposure

Sponsored article real view



## SPONSORED ARTICLES

Show your product or service off how you want. You set the rules, we publish, people read

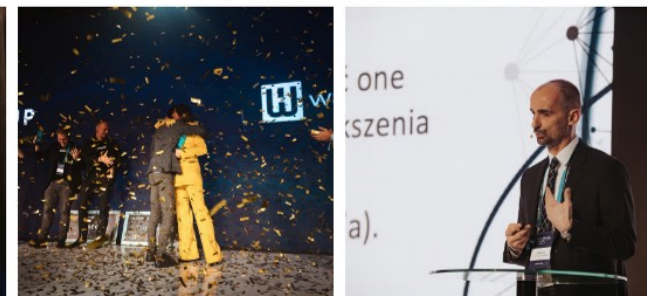
- displayed on the Trans.INFO homepage and every article
- effective - 9 out of 10 advertisers come back to order more articles from us
- the possibility of additional promotion via Trans.INFO's social media (80,000 fans)
- the possibility to publish in 7 languages

## EVENTS

Become a sponsor of events produced by Trans.INFO:

- **dedicated webinars** - we can technically organize, promote, take care of the registrations and help to conduct a virtual event for your company. [See more details here >>>](#)
- **dedicated physical events** and incentives - we do the planning, promoting, and executing on the highest level.

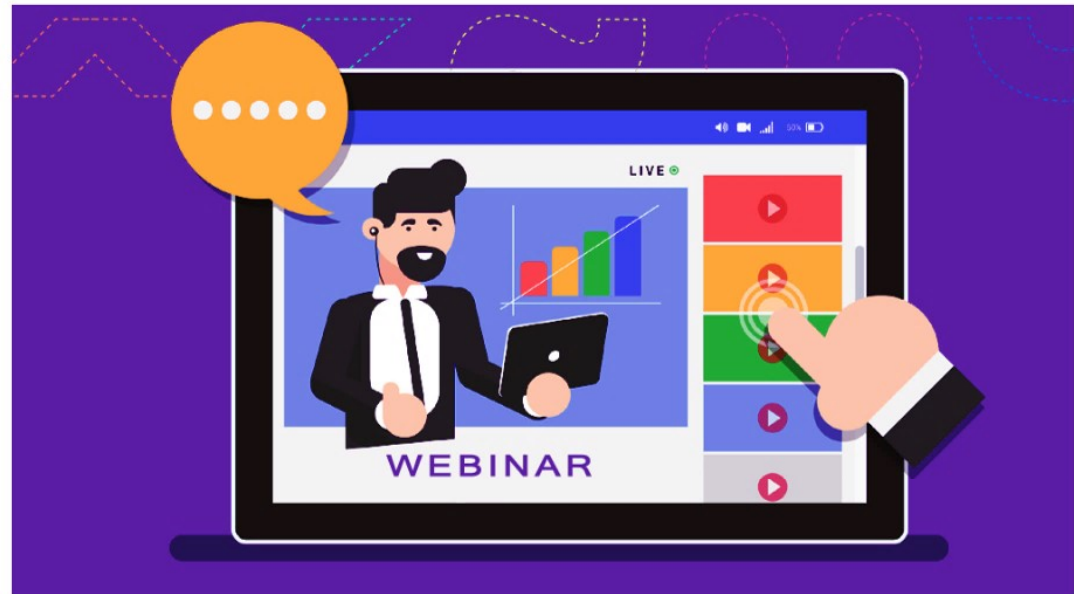
[CEO's conferences >>>](#)



## WEBINARS

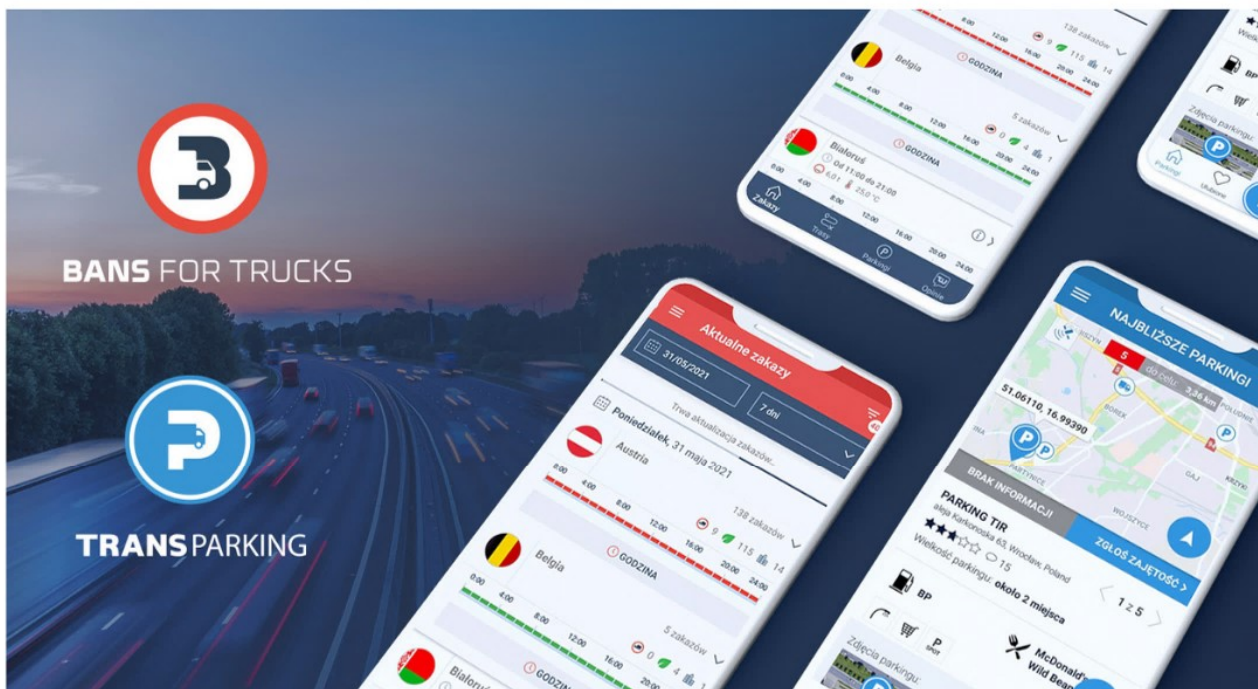
We will organize a professional, full-service webinar for your company

- we will provide you with a full service for webinars: technical organization, promotion, participant registration, soft support, help in selecting the topic and speakers. You don't have to worry about anything
- webinars are a great tool for contacting a potential customer and collecting sales leads - even several hundred with one webinar
- price is set individually, please ask for more details: [atomczak@trans.info](mailto:atomczak@trans.info) or [check the general offer here >>>](#)



### CREDENTIALS:





## ADS IN MOBILE APPLICATIONS FOR TRUCK DRIVERS

Social media / Google Ads remarketing done right via the exclusive reach of Trans.INFO's readership

- The unique chance in the European Union that gives you the opportunity to massively reach over 500,000 bus and truck drivers from many countries
- get CTR 3-5 times higher than in web campaigns
- target your add to drivers from certain countries. You pay for a strictly defined number of banner impressions

# PRICE LIST 2021

## **ADVERTISING BANNERS**

From 700 up to 1500 EUR net for a 1-month campaign. 4 placeholders to choose

## **SPONSORED ARTICLES**

150 EUR net for 1 article / 1 day of promotion on Trans.INFO main page and in every article

## **EVENTS**

Individual pricing. Contact us to discuss details.

## **WEBINARS**

Individual pricing. Contact us to discuss details.

## **TRUCKERS APP**

7500 EUR for 1 000 000 of impressions. You can order less or more impressions



If you have other promotional needs - please contact us.  
We are open and flexible to various forms of cooperation.



# AGATA TOMCZAK

**Key Account Manager**

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