

trans.iNFO



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

MARKETING CAMPAIGNS FOR THE TRANSPORT, FORWARDING & LOGISTICS INDUSTRY



Over **1,420,000 readers**
per month from the transport,
forwarding and logistics
industry



132,000 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?



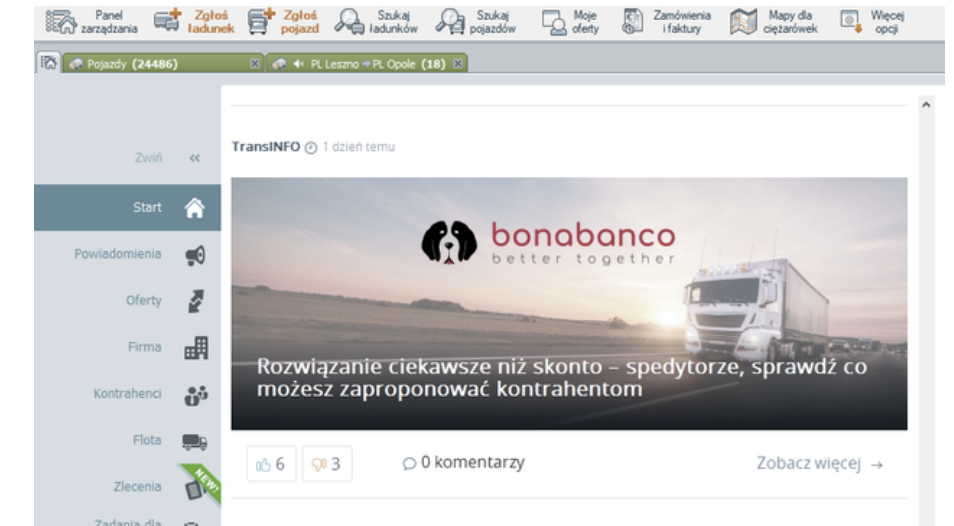
WE GUARANTEE THE BEST OUTREACH TO THE TRANSPORT & LOGISTICS INDUSTRY IN THE EU

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 8 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.**

They trusted us

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

 **TRANS.EU**
ROAD TRANSPORT PLATFORM

 **Transics**

 **interLAN**

 **Trimble**
Transport & Logistics

 **PTV GROUP**

 **project44**

 **INELO**

 **DKV**

 **marcos**

 **webfleet**

 **CC3**

 **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

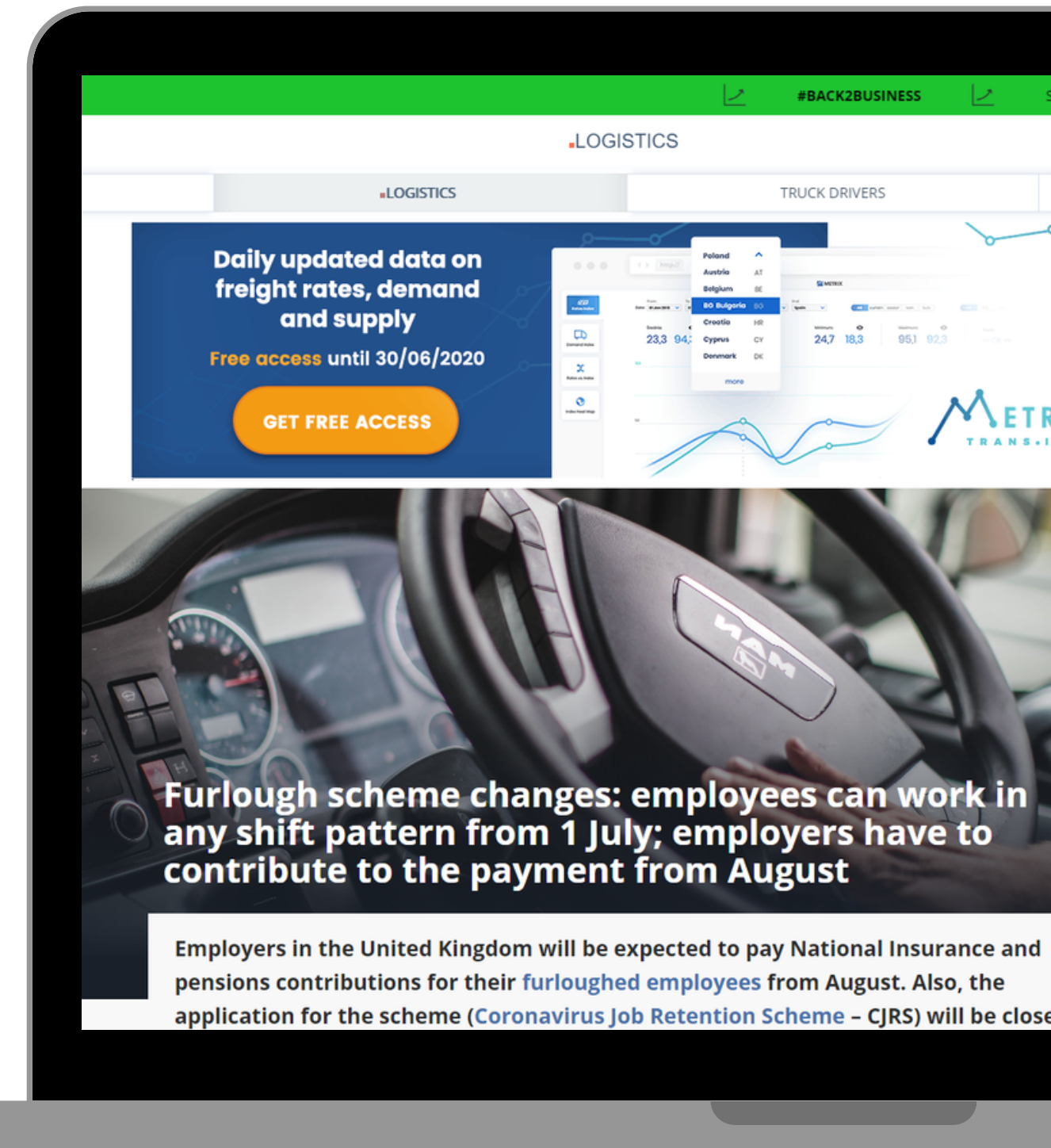
Show your product or service off how you want. You set the rules, we publish, people read

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



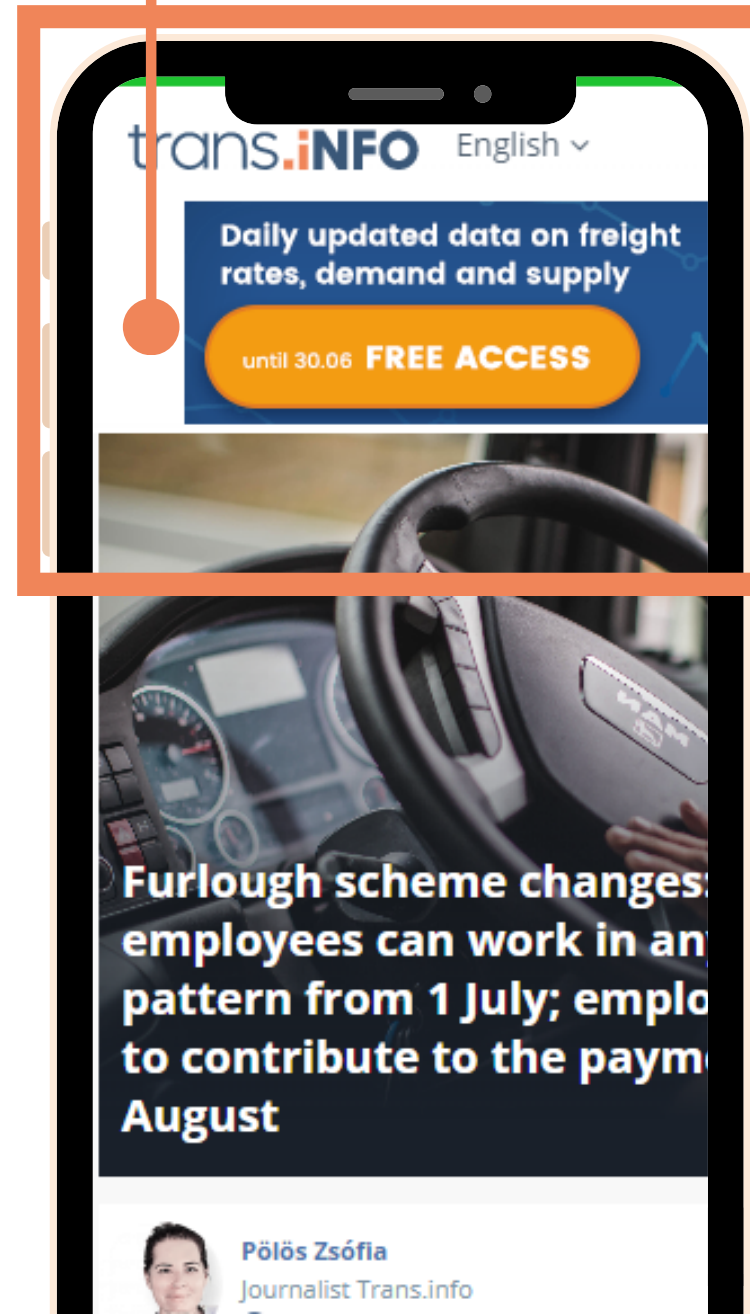
ADVERTISING BANNERS

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.

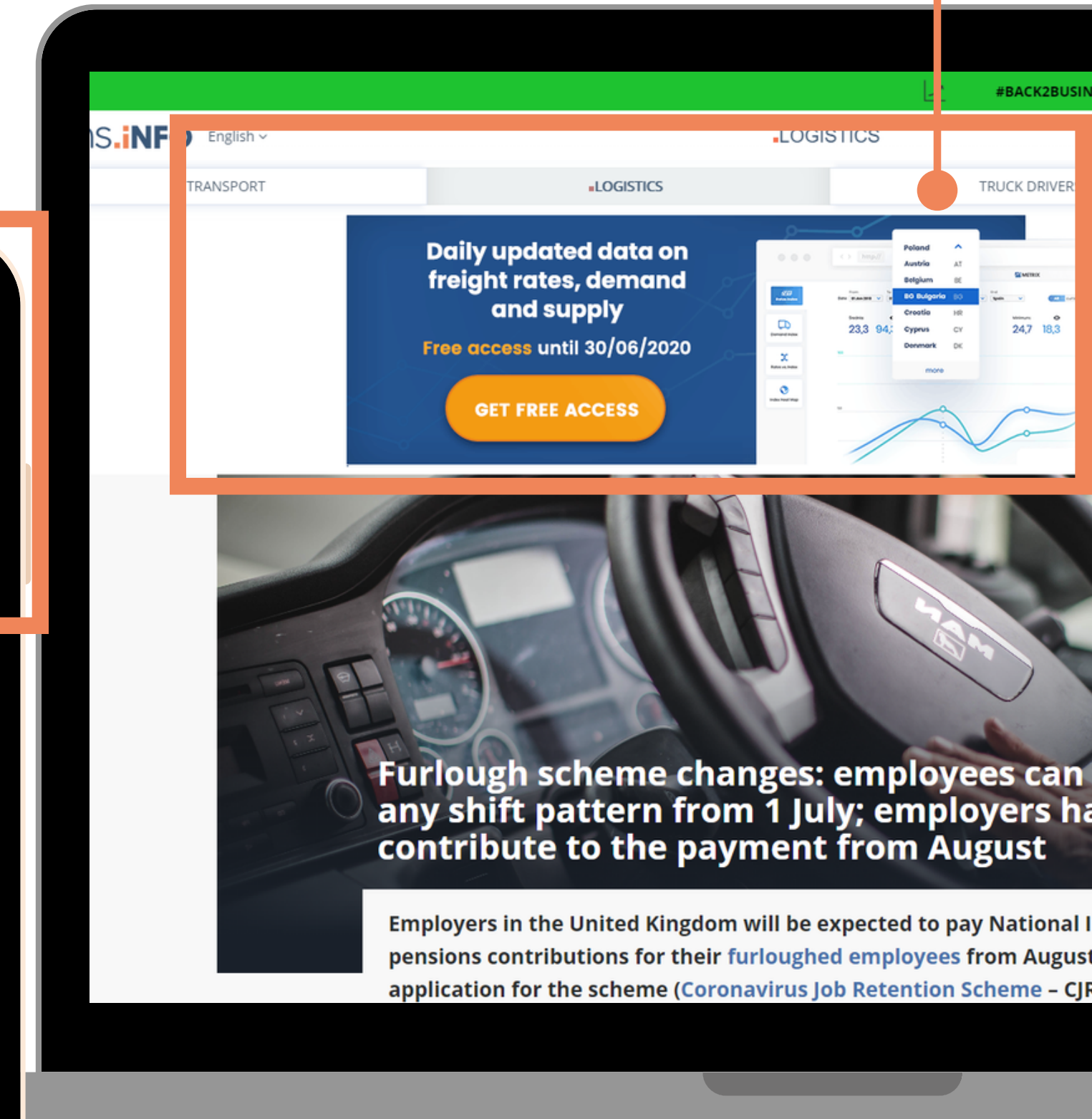
- only a few banner ad sizes - clearly visible on the main page and in articles (desktop and mobile)
- billing in Flat Fee model
- the ability to target specific countries, regions, cities and capping

SAMPLE FORMATS

Banner MOBILE (336 x 280 px)



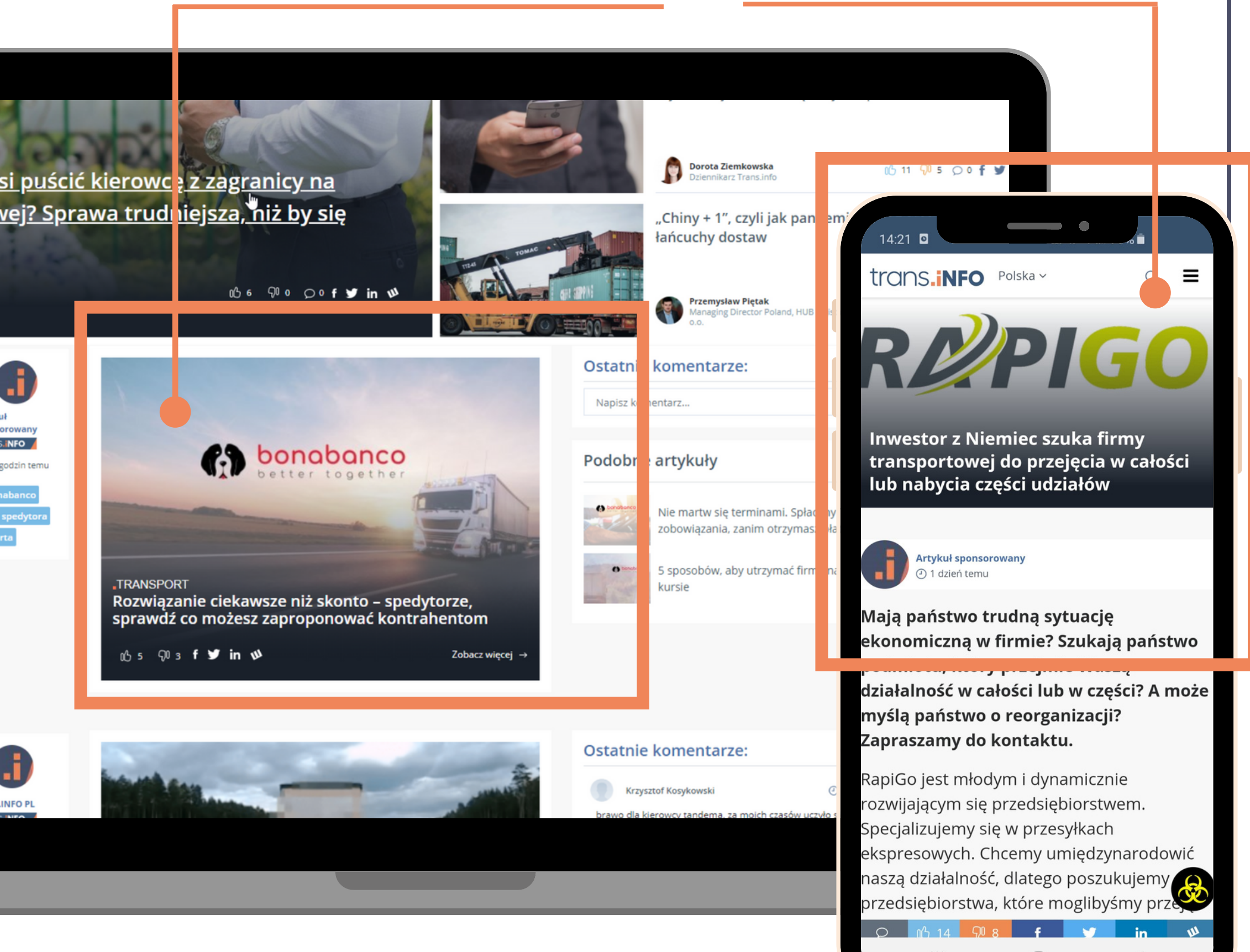
Banner DESKTOP (970 x 280 px)



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 (132,000 fans)
- the possibility to publish in 8 languages

4 WEBINARS

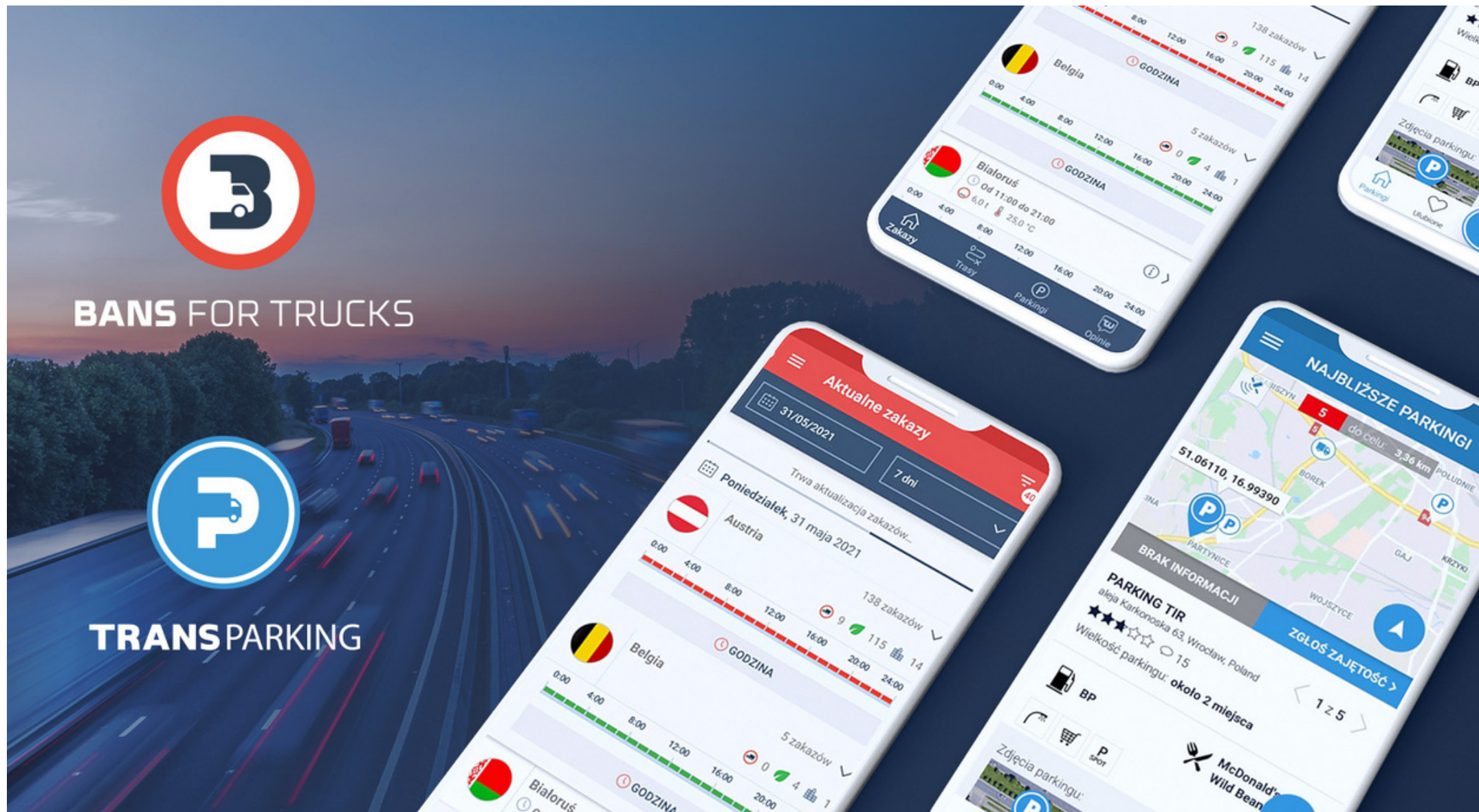
We will organize a professional, full-service webinar for your company

- 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 or [check the general offer here >>>](#)



CREDENTIALIALS:





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 2023

ADVERTISING BANNERS

TOP - **900 EUR**

UNDER LEAD / PARALAX / S1 / PX DESKTOP / MOBILE - **900 EUR**

BOX BANNER W1 - **600 EUR**

UNDER TEXT S2 - **600 EUR**

STICKY FOOTER SF - **1000 EUR**

SPONSORED ARTICLES

1 day - **70 EUR**

2 days - **125 EUR**

3 days - **190 EUR**

4 days - **250 EUR**

5 days + 2 days weekend - **320 EUR**

WIDEO

1000 EUR

WEBINARS

Webinar Full Services - **3500 EUR**

TRUCKERS APP

1600 EUR for 200 000 CPM



If you have other promotional needs - please contact us.

We are open and flexible to various forms of cooperation.



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