

2021



CIEŻARÓWKI

i LOGISTYKA

WWW.TRUCKSLOG.PL



[HTTPS://WWW.FACEBOOK.COM/TRUCKSLOG](https://www.facebook.com/truckslog)

Your source of knowledge

ABOUT US

All-Polish magazine „Ciężarówki i Logistyka” is a specialised periodical devoted to road transport subject area.

In our magazine we present trucks, transit vans, buses, specialised vehicles, semitrailers, trailers, load security arrangements and other equipment used in transport activity. We devote a lot of attention to hauler`s matters, vehicle exploitation, new law rules, transport economy, transport infrastructure. We write about technical novelties, run trade fair news, car exchange markings, service advice; one can also find articles about the history of commercial vehicles.

OUR READERS:

- owners and senior staff of transport business, drivers;
- producers, importers, sellers and users of trucks, transit vans, buses, trailers, semitrailers and specialised coachworks;
- producers and distributors of spare parts, car accessories and garage equipment;
- employees and owners of garages and service centres
- car enthusiasts



THE SUBJECT AREAS ARE AS FOLLOWING:

- presentation of heavy vehicles, delivery vans and buses
- semitrailers, trailers, load security, transport equipment
- technical vehicles
- spare parts and works equipment, service counsels
- oil, grease, filters
- tires
- fuel cards
- law, finances



SALES:

retail sales: distribution network: Pol Perfect; during trade fairs, exhibitions, conferences

promotional consignment: by our marketing department, rotationally to firms of transport business

EDITORIAL PLAN



FEBRUARY

- Summary of the truck and delivery truck market in Poland in 2021
- Summary of the semi-trailers and trailers market in Poland in 2021
- Electricity in commercial vehicles - electric vehicles, batteries, power generators, electric devices in specialized structures

MARCH

- Road transport in times of a pandemic
- Tarpaulin semi-trailers - market overview
- Supply logistics in the automotive industry
- Municipal vehicles
- Fuel cards

APRIL

- Tractor units and their drive - what is more profitable - diesel, LNG, electric?
- Refrigerated transport (trailers and vehicle bodies, refrigeration units, accessories)
- ONLY HERE! A complete purchase list of Polish firefighters vehicles
- Vans from 3 to 7 tons (market overview)
- Air conditioning in commercial vehicles (devices, filters, accessories, service)



MAY

- Construction transport (semi-trailers, tippers and other specialized structures, off-road and construction truck tires)
- Hydraulics for power - cranes, loading platforms, cylinders
- Modern materials in trucks, semi-trailers and trailers
- Filters (oil, air, cabin)
- Financing of means of transport (leasing, rental, loan, insurance)

JUNE

- Load securing (load restraint systems, accessories, regulations)
- Oversized transport (trailers, accessories, regulations)
- The most powerful tractor units
- Intelligent trailer - benefits

JULY/AUGUST

- Electronic safety and driver assistance systems for commercial vehicles
- Anti-theft protection for trucks and trailers (mechanical, electronic, insurance)

SEPTEMBER

- Economic driving schools
- Modern telematics solutions in international road transport
- Buses - new solutions in urban and long-distance passenger transport
- Vans up to 3 tons (market overview)
- Fuel cards



OCTOBER

- Superstructures and specialized bodies on commercial vehicles
- Oil inspection (oils, greases, oil and air filters)
- Container trailers
- Winter tires for truck transport
- Military vehicles

NOVEMBER

- Trucks and vans in municipal transport
- Fleet management systems
- Axles on semi-trailers
- Vehicle operation in winter conditions (independent heating, air conditioning, tires, fuel, oil, accessories)

DECEMBER

- Alternative drives in trucks, vans and buses (CNG, LNG, biofuels, electric, hybrid)
- Specialized semi-trailers (non-standard technical solutions increasing functionality, reducing the time of reloading and immobilizing loads)
- New products for 2021 in individual market segments - overview

ADVERTISING PRICE LIST - MAGAZINE

surface	dimension	price (PLN)
II, III cover page	204 mm x 284 mm + with bleed	7.700,00
IV cover page	204 mm x 284 mm + with bleed	8.300,00
foldout	408 mm x 284 mm + with bleed	12.000,00
1/1 page	204 mm x 284 mm + with bleed	7.200,00
1/1 page (frame)	184 mm x 252 mm	
junior page	140 mm x 190 mm	4.200,00
1/2 page (vertically)	100 mm x 284 mm + with bleed	
1/2 page (vertically, frame)	90 mm x 252 mm	3.800,00
1/2 page (horizontally)	204 mm x 198 mm + with bleed	
1/2 page (horizontally, frame)	184 mm x 124 mm	
1/3 page (vertically)	68 mm x 284 mm + with bleed	
1/3 page (vertically, frame)	58 mm x 252 mm	2.700,00
1/3 page (horizontally)	204 mm x 95 mm + with bleed	
1/3 page (horizontally, frame)	184 mm x 81 mm	
1/4 page (vertically, frame)	90 mm x 124 mm	2.100,00
1/4 page (vertically, frame)	184 mm x 60 mm	
1/8 page (vertically frame)	90 mm x 60 mm	
1/8 page (horizontally, frame)	184 mm x 28 mm	1.100,00
module classified ads	44 mm x 34 mm	150,00

ADVERTISING PRICE LIST - WEB SITE

1

Billboard

1170x200 px, < 80 kb, jpg, gif (animated)

2

Doublebillboard

1170x400 px, < 100 kb, jpg, gif (animated)

3

Triboard

1170x600, < 120 kb

4

Banner

850x130 px, < 65 kb

5

Medium box

300x320 px, < 50 kb, jpg, gif (animated)

One can find advert prices for 30-day campaign on www.trucks.com.pl.
You have to add VAT to the given prices.



**welcome
to cooperation**



Editing office address:

ul. Szajnochy 2
85-738 Bydgoszcz,
e-mail: redakcja@truckslog.pl

Editor in chief:

Sławomir Rummel
tel. 784 545 960

Advertising:

Robert Busz
tel. kom. 784 544 692
e-mail: busz@truckslog.pl

PUBLISHER'S ADDRESS:

ESER Media
ul. Szajnochy 2
85-738 Bydgoszcz
tel. 600 973 471
e-mail: biuro@truckslog.pl



CIĘŻARÓWKI
i LOGISTYKA

www.truckslog.pl
www.facebook.com/truckslog