

Media offer 2020



CARGO
Közlekedési Kft.

Dear Partner,

Our publisher, CARGO TRANSPORT Kft. provides magazines and organizes conferences about transportation, freight forwarding, public transport, transport infrastructures, transport technology and transport policy. Our primary goal is to have our magazines and our events meet all the needs of the market, for we are to add value and provide information to our partners.

Our magazines: NavigátorVilág (NavigatorWorld), KözlekedésVilág (TransportWorld), and Vasúti VezetékVilág (Railway LinesWorld) contribute to professional dialogue and dissemination of knowledge. On our online interfaces (website, Facebook) we daily publish logistics themed articles and share new information. We organize most of our conferences on moving goods from the factories – some of which have a track record of twenty years – among topics of shipping, air-, road- and rail transportation and forwarding.

Our magazines give you the opportunity to place sponsored (PR) articles and ads in them, and we also provide to make the ads appear in a variety of forms on our web interfaces. We also give opportunities for our partners to take part as a sponsor or exhibitor at our professional conferences.

As part of our conference sponsorship packages, you will appear in our magazines, you can purchase tickets and give a presentation. Like this everyone who is interested can find the most suitable construction for their company, in which they can also rely on our sales team to design the best-suited one for them.

If you are interested in our publications or events, please get in touch with us!

Zámbo Brigitta

Sales Manager
zambo@kozlekedesvilag.hu
+36/70-679-9881



NavigátorVilág

All members of the logistics market can get up-to-date information about the trends and challenges from our freight and shipping specialist magazine, from the experts and the key figures of the industry. In our person-centered magazine, we strive to present more and more specialists to the wider professional public from as many segments of the market as possible. In addition to interviews, with the help of our market analysis, top lists, thematic articles we always make sure to give a comprehensive picture.

Target Audiences for NavigátorVilág:

- managers, specialists, sales representatives of freight forwarding companies;
- managers, professionals, executives of road, rail, air or water transport companies,
- logistics managers, professionals;
- logistics decision-makers of major factories;
- transport policy makers and transport (logistics),-leaders and lecturers in the departments responsible for economic development;
- professional organizations interested in transport, portage and freight, team mates of institutes and interest groups;
- experts from customs agencies.

- **Appearance: 10 times a year**
- **Number of copies: 1000**
- **Range: 56 pages**
- **Size: 210 x 297 mm**
- **Dissemination: nationwide**



Appearances

Issue	Order term	Deadline for print	Publication
1–2.	I. 24.	I. 31.	II. 18.
3.	II. 21.	II. 28.	III. 17.
4.	III. 27.	IV. 3.	IV. 22.
5.	IV. 24.	IV. 30.	V. 19.
6.	V. 22.	V. 29.	VI. 16.
7–8.	VII. 3.	VII. 10.	VII. 28.
9.	VIII. 28.	IX. 4.	IX. 22.
10.	IX. 25.	X. 2.	X. 20.
11.	X. 22.	X. 30.	XI. 17.
12.	XI. 20.	XI. 27.	XII. 15.

Prices

Name	Extent	Price (EUR)
Title-page story	4 pages + front board picture /	6000
PR-article	2 pages	2640
Ad, article	1 page	1130
Advertising	½ page	900
Book cover (2. and 4. page)	1 page	1800
Book cover (3. page)	1 page	1620
Double front board	2 pages	3010

Ad sizes:

1–page ad: (Width x Height)
210x297mm + 5–5mm outlet
1/2 page ad: 175x126mm

Acceptable ad file format:

JPG, TIF, PDF - at least 300 dpi.

Fixed price discounts on appearance:

- for 2 appearances within one calendar year: 10%,
- for three appearances within a calendar year: 15%,
- for four appearances within a calendar year: 20%,
- Agency Fee: 15%.

KözlekedésVilág

Our magazine, deals with transport policy, public transport and transport infrastructure is published four times a year under the name KözlekedésVilág (TransportationWorld), and is primarily shows the professional backgrounds of the news and the personalities of the profession. In the paper you can read about the latest news on the road-, rail-, aviation- and water transport.

Target Audiences for KözlekedésVilág:

- Interested in the establishment, operation and use of transport infrastructures top managers, executives and middle managers of companies;
- managers of companies interested in the organization and operation of public transport, experts;
- transport policy makers and leaders and experts in the field;
- managers of major shipping and transportation companies;
- employees of professional organizations, institutes and interest organizations involved in transport;
- suppliers of transport companies.

▪ **Appearance: 4 times a year**

▪ **Number of copies: 900**

▪ **Range: 32 pages**

▪ **Size: 210 x 297 mm**

▪ **Dissemination: nationwide**



Appearances

Issue	Deadline for print	Publication
1.	III. 9.	III. 24.
2.	V. 29.	VI. 12.
3.	VIII. 28.	IX. 11.
4.	XI. 30.	XII. 4.

Prices

Name	Extent	Price (EUR)
Title-page story	4 pages + front board picture	6000
PR-article	2 pages	2640
Ad, article	1 page	1130
Advertising	½ page	900
Book cover (2. and 4. page)	1 page	1800
Book cover (3. page)	1 page	1620
Double front board	2 pages	3010

Ad sizes:

1-page ad: (Width x Height) 210x297mm
+ 5-5mm outlet
1/2 page ad: 175x126mm

Acceptable ad file format:

JPG, TIF, PDF - at least 300 dpi.

Fixed price discounts on appearance:

- for 2 appearances
within one calendar year: 10%,
- for three appearances
within a calendar year: 15%,
- for four appearances
within a calendar year: 20%,
- Agency Fee: 15%.

VezetékVilág

Our quarterly published magazine, VezetékVilág is specialized for railway signalling, telecommunication and power systems. This magazine is for the engineers of the companies which invest, design, test, certify, authorize, produce, install, operate with such systems. The majority of our readers are from the four largest railway infrastructure operators (MÁV, GYSEV, MÁV-HÉV, BKV), our other readers are directly or indirectly the suppliers of these companies.

- **Appearance: 4 times a year**
- **Number of copies: 900**
- **Range: 32 pages**
- **Size: 210 x 297 mm**
- **Dissemination: nationwide**



Appearances

Issue	Deadline for print	Publication
1.	III. 18.	III. 29.
2.	VI. 17.	VI. 28.
3.	IX. 11.	IX. 24.
4.	XI. 27.	XII. 10.

Prices

Name	Extent	Price (EUR)
PR-article	4 pages	4000
PR-article	2 pages	2000
Advert, article	1 page	1000
Advertising	½ page	550
Book cover page	1 page	1100

Ad sizes:

1-page ad: (Width x Height) 210x297mm
+ 5-5mm outlet
1/2 page ad: 175x126mm

Acceptable ad file format:

JPG, TIF, PDF - at least 300 dpi.

Fixed price discounts on appearance:

- for 2 appearances
within one calendar year: 10%,
- for three appearances
within a calendar year: 15%,
- for four appearances
within a calendar year: 20%,
- Agency Fee: 15%.

Online appearances

www.kozlekedesvilag.hu

Our daily updated and fully accessible portal is free of charge for everyone. The articles published in our printed pages are available in full coverage within a month after release on our portal. It creates a searchable, plain, "shared" and professional knowledge base.

Number of visitors: 8500 persons / month

Facebook page

NavigátorVilág Hírlevél (Newsletter)

Regularity: 1x weekly

Database: 3000 titles

Homepage banner (336x280 or 336x90 pxl): 600 EUR / month

Newsletter banner (728x90 pxl, 336x280 pxl or 336x90 pxl): 450 EUR / occasion

Newsletter article: 375 EUR / occasion



NavigátorVilág Club Card

Become a member of the NavigatorWorld Club, and enjoy the benefits that come with it!

The cardholder is entitled to the following services:

- 2 participants with an exhibitor stand at one of the following conferences:
 - AviationWorld Conference
 - RoadWorld Expo Conference
 - Railway LinesWorld Conference
- 20% off your NavigatorWorld Expo ticket,
- 1 year subscription to a magazine of your choice,
- 1 copy of a specialty book by our publisher,
- 1/1 page free ad on one of our pages,
- 20% discount on further appearances in the newspapers.

Price: 2260 EUR + VAT



Professional events

Professional events organized by our publisher play a significant role in the lives of those in the transport profession. Our conferences are excellent opportunities to introduce our partners who are already suppliers and collaborators for the sponsor side, but would like to inform participants about their current actualities.

AviationWorld Conference & Job Fair– 29th April 2020

It is difficult to organize a conference on air freight at the national level, since an airport can attract goods from a radius of hundreds of kilometers, without taking national borders into account. The Hungarian market is basically based on the services available at BUD Airport and that is how it connects with international air freight. However, aviation workers are organically connected to the national "Systems", they are playing some kind of hub role that shades the international standards with national characteristics. We believe that players of this segment also need a forum, where in order to improve their competitiveness, they can develop a dialogue with the competent members of the government.

Railway Signalling Conference & Job Fair- May 2020

The largest regular event in the railway interlocking industry provides unique opportunities for designer-, investor-, builder- and certification companies to have informal discussions with the professionals of the operators (GYSEV, BKV and MÁV-HÉV besides MÁV) to show them their latest services, report on the results of their recent projects and to participate in the professional dialogue too.

About 250 people attend to the conference, nearly two-thirds of which are typically engineers from the operating companies.

Road Transport Expo Professional Conference, Exhibition & Job Fair – 6th October 2020

The largest domestic conference of road hauliers in the field of freight transport brings a large number of the market with different opinions together to find the solution for the problems. We organize an event to review and meet a variety of needs and expectations and to discuss possible solutions thanks to the sponsors of the conference, with the collaboration of the professional organizations of carriers and the government.

NavigatorWorld Expo Professional Conference, Exhibition & Job Fair - November 2020

Our conference which is organized with the support of the Association of Hungarian Forwarders (which is the biggest domestic professional event of the year among the companies organizing the movement of goods). Forwarding is the software of the logistics chain where the changes of expectations of the employers appear first. The essential knowledge for operating logistics chains is changing quickly, and our event undertakes to present these changes. In the plenary program we present the market environment of economic and transport policy that determines the price and quality of transit, which will be followed by seminars selected by modes of transport. Year by year the professional success of our job fair is increasing, in 2019 we had 250 registered visitors at our 18 exhibitors' booths.



Air Cargo Day Hungary

AviationWorld Expo Professional Conference and Job Fair

Date: 29th April 2020 | Location: Budapest | Expected attendance: 200 people

1. Offer price for the "Gold" Partner of the Conference: 4520 EUR

- 1/1 page ad or 2/1 page PR article in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- 5 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

2. Offer price for the "Silver" Partner of the Conference: 3390 EUR

- 1/2 page ad in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- 3 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

3. Offer price for the "Bronze" Partner of the Conference: 2260 EUR

- 1/2 page ad in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 2 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

4. Exhibitor's offer price: 1320 EUR

- On-site appearance (3x2 square meters of exhibition space)
- 2 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages.

Railway Signalling Conference & Job Fair

Date: May 2020 | Location: Budapest | Expected attendance: 250 people

1. Offer price for the "Gold" Partner of the Conference: 4520 EUR

- 1/1 page ad or 2/1 page PR article in Vasúti VezetékVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- 5 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

2. Offer price for the "Silver" Partner of the Conference: 3390 EUR

- 1/2 page ad in Vasúti VezetékVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- 3 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

3. Offer price for the "Bronze" Partner of the Conference: 2260 EUR

- projection of company logo and commercial film in the lobby of the conference,
- 2 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

4. Exhibitor's offer price: 1320 EUR

- On-site appearance (3x2 square meters of exhibition space)
- 2 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages.

Road Transport Expo

Professional Conference, Exhibition & Job Fair

Date: 6th October 2020 | Location: Budapest | Expected attendance: 200 people

1. Offer price for the "Gold" Partner of the Conference: 4520 EUR

- 1/1 page ad or 2/1 page PR article in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service and demonstration vehicle).

2. Offer price for the "Silver" Partner of the Conference: 3390 EUR

- 1/2 page ad in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service and demonstration vehicle).

3. Offer price for the "Bronze" Partner of the Conference: 2260 EUR

- 1/2 page ad in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service and demonstration vehicle).

4. Exhibitor's offer price: 1320 EUR

- On-site appearance (3x2 square meters of exhibition space)
- placing advertising, brochures, flyers in participants' gift packages.

NavigatorWorld Expo

Professional Conference, Exhibition & Job Fair

Date: November 2020 | Location: Budapest | Expected attendance: 300 people

1. Offer price for the "Gold" Partner of the Conference: 4900 EUR

- 1/1 page ad or 2/1 page PR article in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- 5 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

2. Offer price for the "Silver" Partner of the Conference: 3770 EUR

- 1/2 page ad in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 15 minute presentation within the conference program,
- 3 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

3. Offer price for the "Bronze" Partner of the Conference: 2635 EUR

- 1/2 page ad in NavigatorVilág,
- projection of company logo and commercial film in the lobby of the conference,
- 2 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages,
- placing a banner on www.kozutiesvilag.hu for a period of six months (336x60 / 336x280 pxl),
- On-site appearance as an exhibitor (with product, service).

4. Exhibitor's offer price: 1500 EUR

- On-site appearance (3x2 square meters of exhibition space)
- 2 tickets to the conference,
- placing advertising, brochures, flyers in participants' gift packages

Program, pictures, presentations of the 2019 event

<https://www.kozlekedesvilag.hu/navigatorvilag-expo/>

CARGO Közlekedési Kft.

info@kozlekedesvilag.hu

H-1137 Budapest, Újpesti rakpart 7.
Tel.: +36/1-237-0243

<https://www.kozlekedesvilag.hu/>