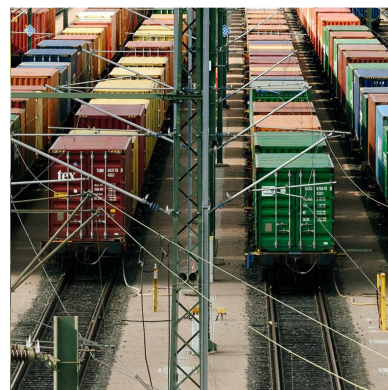
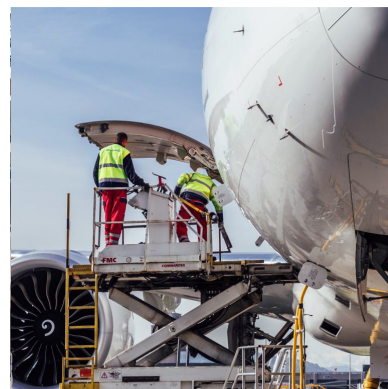
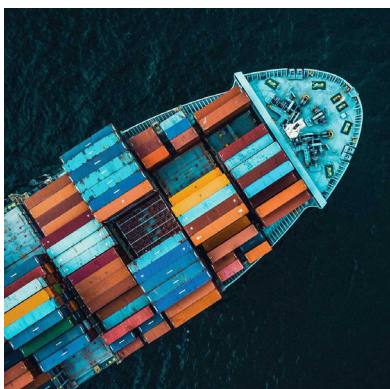


Media offer 2023



CARGO
Közlekedési Kft.

CARGO Közlekedési Kft., 1137 Budapest, Újpesti rakpart 7.
Telefon: +36/1-237-0243 | info@kozlekedesvilag.hu

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.	27.01	03.02	20.02
3.	24.02	03.03	21.03
4.	31.03	06.04	24.04
5.	28.04	05.05	22.05
6.	26.05	02.06	19.06
7–8.	30.06	07.07	24.07
9.	25.08	01.09	18.09
10.	29.09	06.10	24.10
11.	27.10	03.11	20.11
12.	24.11	01.12	18.12

Prices

Name	Extent	Price (EUR)
Title-page story	4 pages + front board picture	7500
PR-article	2 pages	3300
Ad, article	1 page	1420
Advertising	½ page	1130
Book cover (2. and 4. page)	1 page	2250
Book cover (3. page)	1 page	2030
Double front board	2 pages	3800

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:

1. for 2 appearances within one calendar year: 10%,
2. for three appearances within a calendar year: 15%,
3. for four appearances within a calendar year: 20%,
4. 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.	24.02	09.03
2.	26.05	08.06
3.	25.08	07.09
4.	24.09	07.12

Prices

Name	Extent	Price (EUR)
Title-page story	4 pages + front board picture	7500
PR-article	2 pages	3300
Ad, article	1 page	1420
Advertising	½ page	1130
Book cover (2. and 4. page)	1 page	2250
Book cover (3. page)	1 page	2030
Double front board	2 pages	3800

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:

1. for 2 appearances
within one calendar year: 10%,
2. for three appearances
within a calendar year: 15%,
3. for four appearances
within a calendar year: 20%,
4. 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.	24.12	10.03
2.	26.05	09.06
3.	25.08	08.09
4.	24.11	08.12

Prices

Name	Extent	Price (EUR)
PR-article	4 pages	5000
PR-article	2 pages	2500
Advert, article	1 page	1250
Advertising	½ page	690
Book cover page	1 page	1380

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

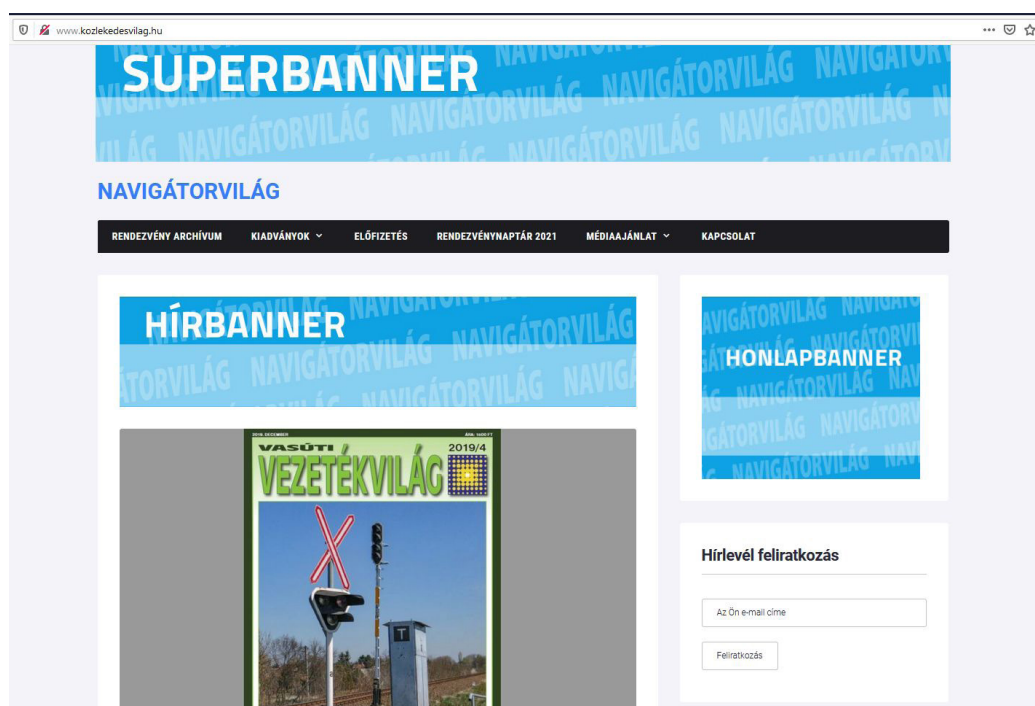
www.kozlekedesvilag.hu

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

Advertising opportunity:

- **superbanner** (1175 pixels wide, 90–160 pixels high):
exclusive appearance option, only available to one partner at a time:
1000 EUR/month + VAT
- **news feed banner** (750 pixels wide, 90–160 pixels high):
exclusive appearance option, only available to one partner at a time:
820 EUR/month + VAT
- **widget banner** (336 pixels wide, 90 or 280 pixels high):
constantly watching: 700 EUR/month + VAT; visible in rotation: 500 EUR/month + VAT



KözlekedésVilág Facebook page

Our daily updated Facebook page includes articles and videos that are published on our website. We recommend basically logistics themed writings and event announcers appear on this interface.

Number of followers: 850 people

Advertising opportunity:

- **featured Facebook post: 315 EUR/occasion + VAT**



NavigátorVilág Newsletter

We recommend to our subscribers in the regular newsletter the articles and videos that we are published on our website. These are basically logistics-themed writings and event promotion.

Regularity: every one to two weeks

Database: sent to 3,000 recipients via Mailchimp

Advertising opportunity:

- **newsletter banner** (750 pixels wide, 90–280 pixels high): **500 EUR/occasion + VAT**
- **newsletter article: 440 EUR/occasion + VAT**

Professional events

We reserve the right to change the date.

NavigátorVilág – Rail Freight Conference 19th April 2023

The NavigatorVilág logistics magazine revives an old professional tradition by organizing a dedicated conference on current affairs in rail freight. The program is compiled in such a way that all those interested in rail freight (freight forwarders, railway companies and the authority representatives) are present, raising current and future issues. In addition to the presentations, there is a strong emphasis on roundtable discussions and Q&A panels.

Railway WireWorld Conference 20th April 2023

The largest regular event in the railway safety equipment industry gives designers, investors, contractors and certification companies a unique opportunity to hold informal discussions with the specialists of operators (in addition to MÁV, GYSEV, BKV and MÁV-HÉV), present their latest services to them, and report on the latest about the results of projects, be part of the professional dialogue. At the conference approx. 250 people participate, almost two-thirds of them typically come from the engineering staff of the operating companies.

Road Transport Expo Conference **5th October 2023**

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.

Szállítmányozás 2023 Conference **23rd November 2023**

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.

Ask for a company-specific offer for conference sponsorship and advertising packages!

The General Terms and Conditions of the events are available on our website www.kozlekedesvilag.hu!