

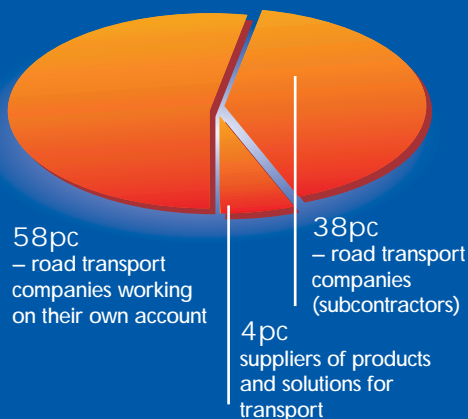
Truck & Business 2006/2007

## Why Truck & Business?

Since 25 years Truck & Business plays in Europe important role in the subject matter of road transport management. Now this magazine comes onto the Polish market. Our readers are road transport managers employed in companies running this business. We are the source of reliable and practice knowledge of this profession. Thanks a high quality of information bimonthly magazine Truck & Business Polska is helpful in the everyday managing of the enterprise. We present also the trends of development and visions of the road transport in the future.

## References

Our international staff of journalists – experts working in mostly European countries, create the image of Truck & Business as a “Bible of transport managers”. We satisfy their demand for knowledge and information. We are specialists in every subject matters of the “motorization heavyweight” – from transport equipment, throughout semitrailers, tautliners too semi articulated lorries. Thanks our international journalists – experts in motorization - we have also professional knowledge about transportation systems and management in every European country.



## Magazine for road transport managers

### Profile

- Decision makers of the Polish road transport companies
- Leader of B2B press since 25 years on the West European markets
- Information support for management and strategy makers
- Support for managers in making decisions

### Editorial strength

#### 100pc of business

- Business Review: every news and actual information
- Business Enterprise: transport company portrait
- Business Management: vision of the daily management truck fleet

#### 100pc of Truck

- Truck Review: news about every suppliers on the market
- Truck: news, tests and market researches results
- Trailer: information about vehicles, equipment and devices
- Tools: everything you have to know – from tires to fuels

[www.truck-business.com](http://www.truck-business.com)

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[www.truck-business.pl](http://www.truck-business.pl)

For about 1000 everyday web page readers:

- Free access to the up to date info about suppliers and road carriers
- Articles and dossiers, which are useful tools helping in making decisiona



### Truck & Business is also:

- Conferences, schoolings, and seminars organizer, co-author of the research program Logistic Operator of the Year, Top500 Best Managed Logistics and Transport Companies of the Year, Truck Fleet Owner of the Year and Transport Safety Award (Belgium)
- EuroLogistics – leader on the logistics magazines market
- FlotaAutoBiznes – magazine for fleet managers
- Truck Dealers – brochure for concessionaires of the Belgian market
- Les Tests des 1000 points – the only comparative-tests in Europe