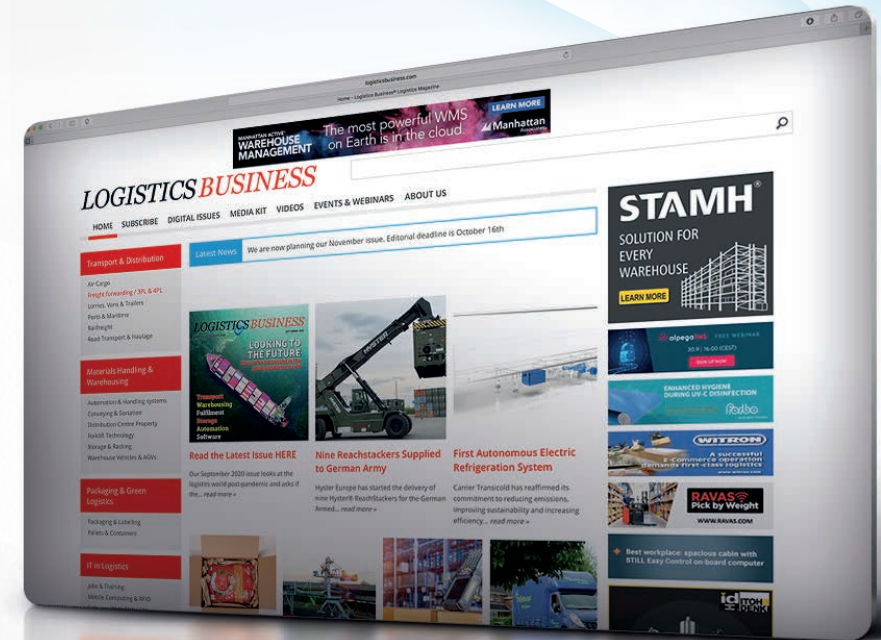
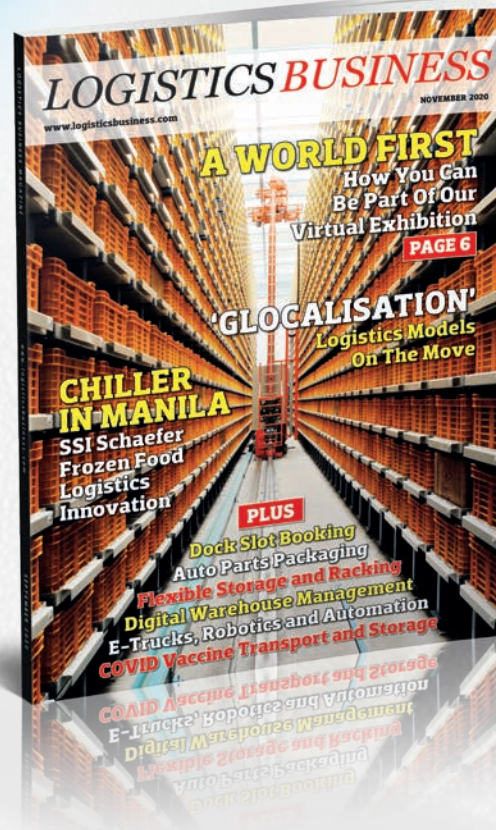




# LOGISTICS *BUSINESS*



**Logistics Business magazine** is the only pan-European logistics journal. It is the top lead-generating magazine in this industry, thanks to our unique subscription service.

Many of our readers we have personally met and we match their purchasing requirements with our advertisers' products and services.

Our editorial is dedicated to the best-in-class application of technology and services spanning the supply chain: from materials handling and warehousing equipment to transport and distribution services, logistics solutions, IT, software and transit packaging.

Logistics Business is a quarterly journal, with issues published in February, May, September and November, plus a weekly eNewsletter and daily news updates at **[www.logisticsbusiness.com](http://www.logisticsbusiness.com)**

The readership of each issue is 19,100. This comprises of 8000 print copies to regular subscribers and new subscribers at all the major logistics exhibitions internationally, plus readers of the digital edition online and from our eNewsletter links.

**[www.logisticsbusiness.com](http://www.logisticsbusiness.com)** has 29,200 monthly visits (January '21)  
eNewsletters are sent to 19,300 digital subscribers



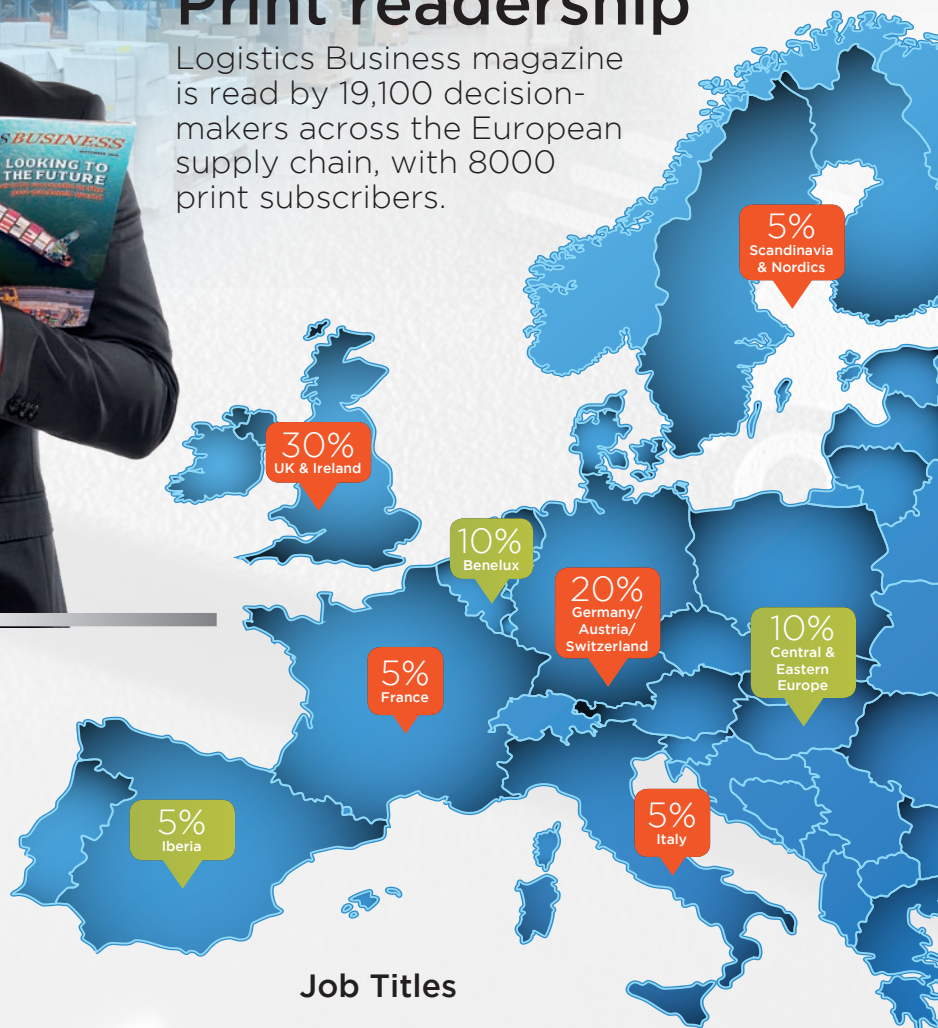


# Circulation & Readership



## Print readership

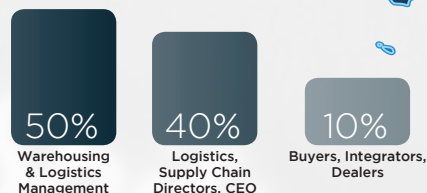
Logistics Business magazine is read by 19,100 decision-makers across the European supply chain, with 8000 print subscribers.



## Industry Sectors



## Job Titles



## Digital & Online readership

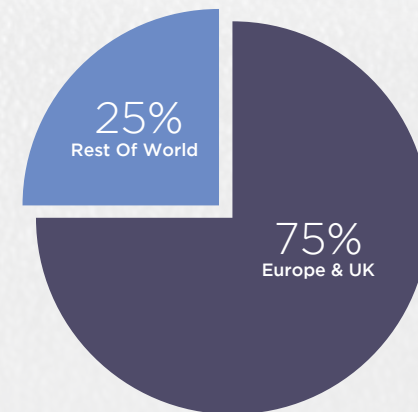
Logistics Business magazine page-turning digital editions feature on all our weekly eNewsletters to 19,300 digital readers.



## Targeted marketing

Exclusive email blasts, on a date of your choice, to our 19,300 esubscribers. Average open rate 15% Html, video or plain text. Stats report provided (*deliveries, open rate, clicks & ratios*).

## Geographical



## LogisticsBizz

With 2800 followers we Tweet all the major stories & more.



**logistics\_publishing**  
1200 Followers



1000 Followers



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# Editorial & Print issues



**Logistics Business magazine** is a quarterly journal, with issues published in February, May, September and November.

Editorial coverage is predominantly exclusives: case studies, site visits, key interviews, reports, together with product launches and opinions.

News items are posted to [www.logisticsbusiness.com](http://www.logisticsbusiness.com) daily and the best from each week are included in our eNewsletter (usually Fridays).

## Inside Every Issue:

Interviews with global CEOs and senior executives; features and company profiles; Thought Leadership and industry opinion; product innovation; process innovation; case studies. Specialist themes covered include: Forklift & AGV technology, Storage & distribution, Mission-critical software (WMS, TMS & SCM), Warehouse 'Uberization', Docking slots, Futurist predictions, Autonomous Driving, Cold store tech, Management strategies, Loading Bay, 'Glocalization' & Warehouse robots, Property, 3PLs & Forwarding, Intralogistics, Omnichannel, Automation Systems, eCommerce, Transit packaging & labelling, Sorting & Picking, Pallets & Containers, Voice Technology & Mobile Computing and much more.

We also host videos on [www.logisticsbusiness.com/videos](http://www.logisticsbusiness.com/videos)  
For specific issue special features please contact the Editor.  
We also accept by-lined articles and feature suggestions.

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## February 2021

Editorial deadline January 14th



## May 2021

Editorial deadline April 12th



## September 2021

Editorial deadline July 19th.



## November 2021

Editorial deadline October 14th



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# Advertising Rates & Packages



## Print Ratecard

### Single Issue Prices

Full page A4 colour £3500 / €4200

Half page colour £1950 / €2340

### Frequency Rate - 25% discount for 12 months

Full pages (4) £10,500 / €12,600

Half pages (4) £5850 / €7020

Sizes: We only accept artwork as hi-res PDF

### Sizes

#### Single Page Colour

Trim: 210 x 297mm

Bleed: 216 x 303mm

Type: 190 x 277mm

#### Half Page Colour (Horizontal)

Trim: 210 x 148.5

Bleed: 216 x 154.5mm

Type: 190 x 128.5mm

#### Half Page Colour (Vertical)

Trim: 99 x 285mm

Bleed: 105 x 291mm

Type: 79 x 265mm



## Digital Marketing

[www.logisticsbusiness.com](http://www.logisticsbusiness.com)

### Homepage

#### Horizontal skyscraper

(700x85) £2700 / €3240 for 3 months

#### Giant Banner

(300x260) £2400 / €2880 for 3 months

#### Side Banner

(300x85) £1950 / €2340 for 3 months

#### Non Homepage

£1800 / €2160 for up to 5 news pages for 6 months

### eNewsletter Banners

#### Horizontal skyscraper

(700x85) £2700 / €3240 for 3 months

#### Giant Banner

(300x260) £2400 / €2880 for 3 months

#### Side Banner

(300x85) £1950 / €2340 for 3 months

### Email Blasts / Eshots

£2500 / €3000 each.



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# Contacts, Terms & Conditions



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## Terms & Conditions

The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorised use of any name, photograph or words protected by copyright or registered trademark. All orders accepted are subject to our credit requirements. The publisher reserves the right to select ad location unless the advertiser pays for a preferred position

## General Rate Policy

General Rate Policy: The publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies that are due and payable to the publisher. Advertisers will be short-rated and charged the full rate card if, within a 12-month period, they do not keep to the frequency of adverts initially booked by them. Agency commission will be revoked if invoices are unpaid after 60 days.



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