

# 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.

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 22,000. 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 32,700 monthly visits, 14700 Unique Visitors (September '21). eNewsletters are sent each Friday to 22,000 digital subscribers.

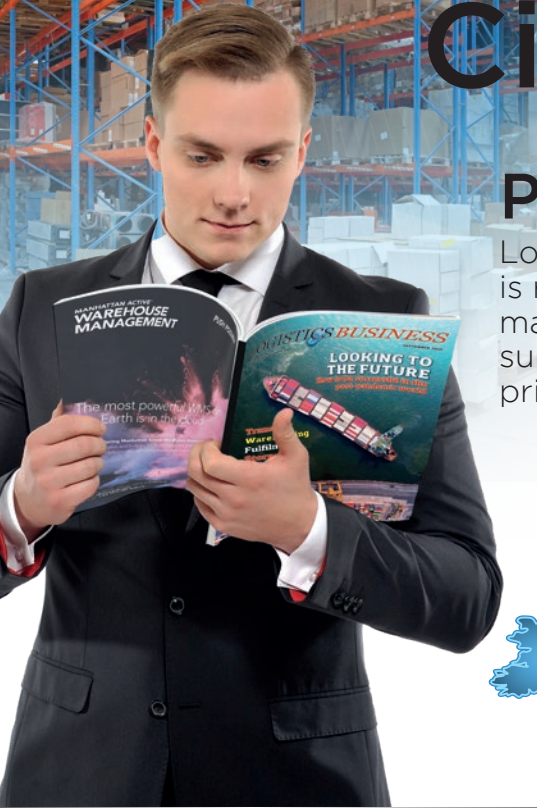
Logistics Business organizes an international, virtual exhibition and conference for the logistics and materials handling industry, staged twice a year. Logistics Business Show provides an important new platform for interaction between suppliers and users of logistics, IT, transport and supply chain services, warehousing and materials handling. The exhibition virtual marketplace enables visitors to source products online, request quotations, meet exhibitors on video calls and chats, network, download documents and watch the conference.

The 2022 shows will be March 15-17th and in October.  
[www.logisticsbusinessshow.com](http://www.logisticsbusinessshow.com)

**LOGISTICS  
BUSINESS**  
SHOW 15-17<sup>TH</sup> MARCH 2022

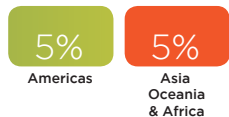


# Circulation & Readership

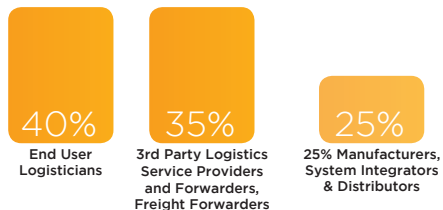


## Print readership

Logistics Business magazine is read by 22,000 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 22,000 digital readers.



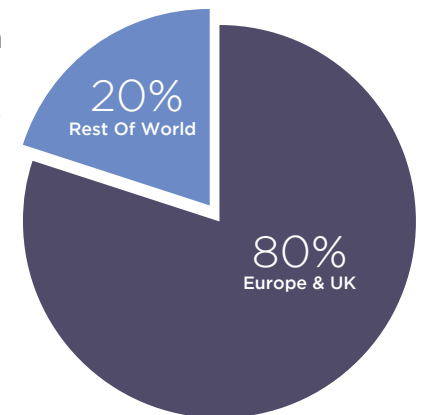
### www.logisticsbusiness.com

32,700 monthly visits,  
14700 Unique Visitors (September '21).  
8000 Google referrals monthly.

## Targeted marketing

Exclusive email blasts, on a date of your choice, to our 19,900 esubscribers. Average open rate 17%  
Html, video or plain text.  
Stats report provided (deliveries, open rate, clicks & ratios).

## Geographical



## LogisticsBizz

With 2900 followers we Tweet all the major stories & more.

[www.linkedin.com/company/logistics-business-magazine](http://www.linkedin.com/company/logistics-business-magazine)

6000 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.

## Webinars

Logistics Business can provide an Editor to moderate a webinar you are organizing. We can provide editorial and digital marketing coverage as well. Speak to your sales contact for a quote.

### Magazine Editor

Paul Hamblin  
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### News & Online Editor

Peter MacLeod  
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[Peter@logisticsbusiness.com](mailto:Peter@logisticsbusiness.com)



## February 2022

Editorial deadline January 21st



## September 2022

Editorial deadline July 29th.



## May 2022

Editorial deadline April 22nd



## November 2022

Editorial deadline October 21st

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**LOGISTICS  
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**SHOW OCTOBER 2022**

**(DATES TO BE CONFIRMED)**



# 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

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## Digital Marketing

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

Banner adverts must be jpeg, png, svg.  
Additional charges for animated/gif banners may apply.  
Maximum file size of 400kb

### Homepage

#### Horizontal skyscraper

(700x85) £2400 / €2880 for 2 months

#### Giant Banner

(300x260) £2200 / €2640 for 2 months

#### Side Banner

(300x85) £1500 / €1800 for 2 months

#### Non Homepage

£2000 / €2400 for 6 months (5 news pages)

### eNewsletter Banners

#### Horizontal skyscraper

(700x85) £2400 / €2880 for 2 months

#### Giant Banner

(300x260) £2200 / €2640 for 2 months

#### Side Banner

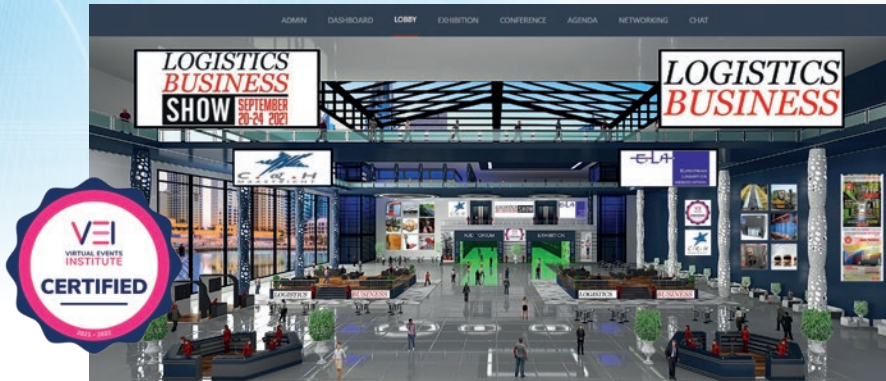
(300x85) £1500 / €1800 for 2 months .

### Email Blasts / Eshots

£2500 / €3000 each (sent to 19,900 subscribers)

# LOGISTICS BUSINESS SHOW

Register & Login at [www.logisticsbusinessshow.com](http://www.logisticsbusinessshow.com) to explore the show now



## VISITORS

Over 3600 international visitors attended September's show, with 25% from the UK. They remain registered on the platform for 2022.

There will be over 5000 visitors for March and October. Physical shows are returning but will probably not be at the same scale and visitor numbers as before the pandemic. Virtual and hybrid events will continue to fill the gaps and provide good value lead generation and unique educational content.

Our platform is intuitive and attractive, with a welcome video and help desk. Our visitor promotion focuses on our 22,000 readership, 28,000 LinkedIn show group, as well as search engines, Adwords and social media.

## LEAD GENERATION

September's **Logistics Business Show** saw the 60 exhibitors receive 4500 booth visits (averaging 75). Hundreds of videos, documents and products were viewed or downloaded there, as well as the chats and video calls made.

Our platform captures all the visitor data for exhibitors to export, along with all the contacts from the conference sessions that exhibitor panellists participated in.



## LIVE STREAMING

Exhibitors can have spontaneous and scheduled video meetings with visitors, using the 'Let's Talk' avatar at the booth to begin the conversations.

## NETWORKING

Our platform enables all visitors and exhibitors to search through the thousands of registered users, by job title, country, company name and product interest. This is a great way to find new contacts and increase booth visits.

## EXHIBITION HALL

There are 6 themes to the exhibition, allowing visitors to search specifically for:

- Forklift & AGV Technology
- Handling & Automation Systems,
- Packaging & Pallets
- Software & Computing
- Transport Services & Equipment,
- Warehousing Equipment.

## STAND DESIGN

Exhibitors can choose from 50 templates to suit their tastes. All have the same functionality and are easy to configure with logos, products and videos, with free stand build support if needed. Staff numbers are unlimited and all booths have the chat and video call facility. There is no preferential positioning in the hall.

*“We have participated in many live exhibitions. During the pandemic we didn't want to lose touch with our valued European dealers and sales channels. This virtual exhibition came as close possible to doing a live event. We were able to connect with existing dealers and find several new dealers in countries that we were looking to expand our dealer network. After several video demonstration of our product line we appointed 6 new dealers that all have placed their first order. The investment in Logistics Business Show has paid off for us.”*

**James Ryan, Owner of Sentry Protection Products - USA**



## CONFERENCE PANEL DISCUSSIONS

There will be 3 or 4 roundtable panel discussions on each day of the show. Moderated by our Editor, Paul Hamblin, each exhibitor can nominate 1 spokesperson to join the most relevant panel. They are recorded and have Q&A function during the show.

September's panel discussions featured 40 expert speakers and have had over 1500 views.

You can watch the videos here: [www.logisticsbusiness.com/videos-about-logistics-and-handling/](http://www.logisticsbusiness.com/videos-about-logistics-and-handling/)  
March's topics will be announced shortly.

## Speakers at the September '21 Panel Discussions



**Simon Jones**  
6 River



**Anthony Gibbs**  
Datalogic



**Jason Whitworth**  
BDO



**Frédéric d'Orsay**  
Bixolon



**Phil Mean**  
Hyster



**Nicola Tomatis**  
Bluebotics



**Cercilia Chen**  
Kengic



**Marcel Meckes**  
CarryBots



**Gavin Harrison**  
Element Logic



**Johan Hed**  
Handheld



**Marc Kennedy**  
GMR



**Hilton Campbell**  
Interroll



**John Baker**  
Locus Robotics



**Wouter Satijn**  
Joloda Hydraroll



**Andy Kellett**  
Calor



**Samuel Alexandersson**  
Kollmorgen



**Michael Willett**  
Panasonic



**Michel Stekelenburg**  
Project44



**Jo Bradley**  
Quadient



**Gianluca Rossi**  
Sitma



**Gaurav Bhagi**  
Inawisdom



**Ruud Hendrix**  
PcData



**Matt Woods**  
Tennant



**Tony Dobson**  
Snap Fulfil



**Natasha Hickmans-Wade**  
Rite-Hite



**Ron Farr**  
Yale



**George Lin**  
Damon



**Francesco Ponti**  
CMC



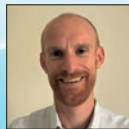
**Vladimir Litoshenko**  
First Line Software



**Jan Zizka**  
Photoneo



**Pol Sweeney**  
Descartes



**Tom Southall**  
Cold Chain Federation



**William Li**  
HAI ROBOTICS



**Guido Brackelsberg**  
SETLOG



**Paul Hamblin**  
Logistics Business Magazine

# COST

## MARCH OR OCTOBER SHOW

£2500 / €3000 for a booth +  
conference participation

## BOTH SHOWS

£3800 / €4560

## SPONSORSHIP

Exclusive package available.  
Affordable pricing at the fraction of  
the cost of a physical event.

# LOGISTICS BUSINESS

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## Some of the 60 September '21 Exhibitors



# Contacts, Terms & Conditions



## Contacts

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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.