

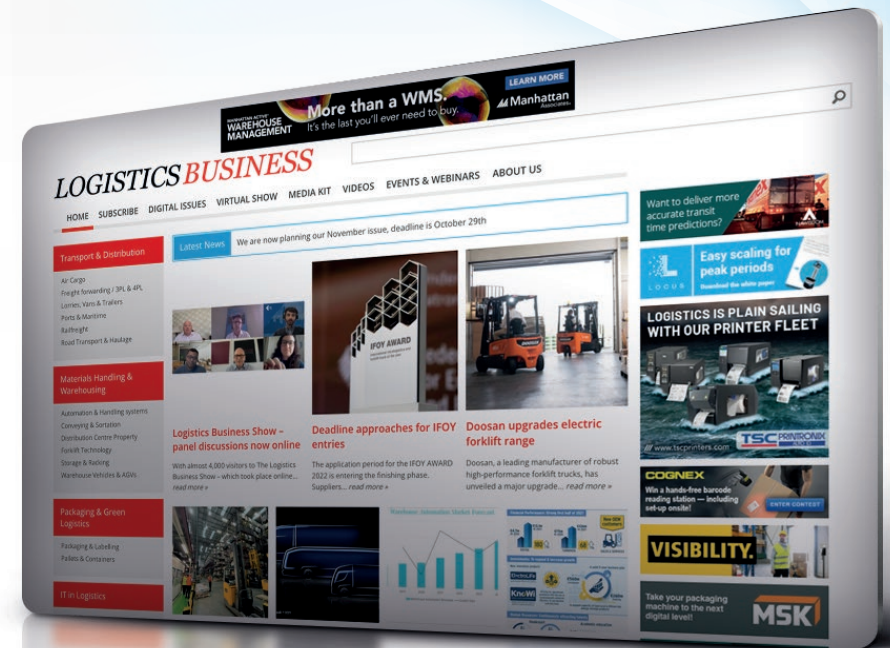
LOGISTICS *BUSINESS*



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**



The readership of each issue is 23,000. 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 has 33,200 monthly visits, 11900 Unique Visitors (February '22). eNewsletters are sent each Friday to 23,000 digital subscribers.

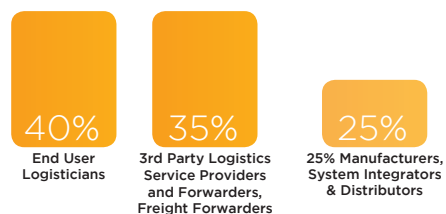
Circulation & Readership

Print readership

Logistics Business magazine is read by 23,000 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 23,000 digital readers.

www.logisticsbusiness.com

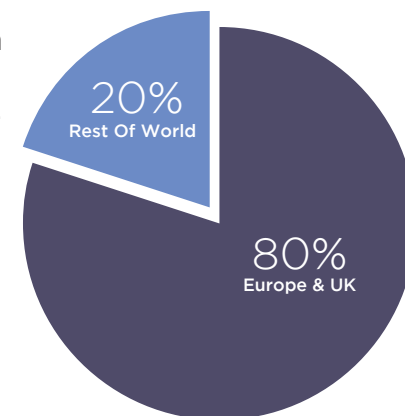
33,200 monthly visits,
11900 Unique Visitors (February '22).
8000 Google referrals monthly.



Targeted marketing

Exclusive email blasts, on a date of your choice, to our 19,600 esubscribers. Average open rate 17%
Html, video or plain text.
Stats report provided (deliveries, open rate, clicks & ratios).

Geographical



LogisticsBizz

With 3100 followers we Tweet all the major stories & more.

www.linkedin.com/company/logistics-business-magazine



7300 Followers

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 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 <https://www.logisticsbusiness.com/videos-about-logistics-and-handling/>
For specific issue special features please contact the Editor.
We also accept by-lined articles and feature suggestions.

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February 2022

Editorial deadline January 21st



May 2022

Editorial deadline April 22nd



September 2022

Editorial deadline July 29th.



November 2022

Editorial deadline October 21st

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

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)

Webinars

Logistics Business organises regular Webinars with customers and partners. We offer ad-hoc Webinars, either live or pre-recorded, on a date and theme of your choice. Having staged 3 virtual conferences over the last year we have great experience in organizing, moderating and promoting panel discussions and roundtables.

You can watch some of them here:
<https://www.logisticsbusiness.com/videos-about-logistics-and-handling/>

Webinar Package Deal: Having agreed the topic and dates with us we then send an email blast to our 19600 eSubscribers inviting them to register to watch.

We can assist with finding suitable speakers. We will post a news item on our website about the upcoming Webinar and list it in our calendar of Events online. 1 of our Editors – Peter MacLeod or Paul Hamblin – will prepare the content with you and then moderate the Webinar, either live or pre-recorded.

You can use your own platform or we can use Zoom. After the Webinar we will then send our 19,600 eSubscribers an email with the video to watch on-demand.

Total net cost: £4000 / €4800.



Peter MacLeod



Paul Hamblin



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.