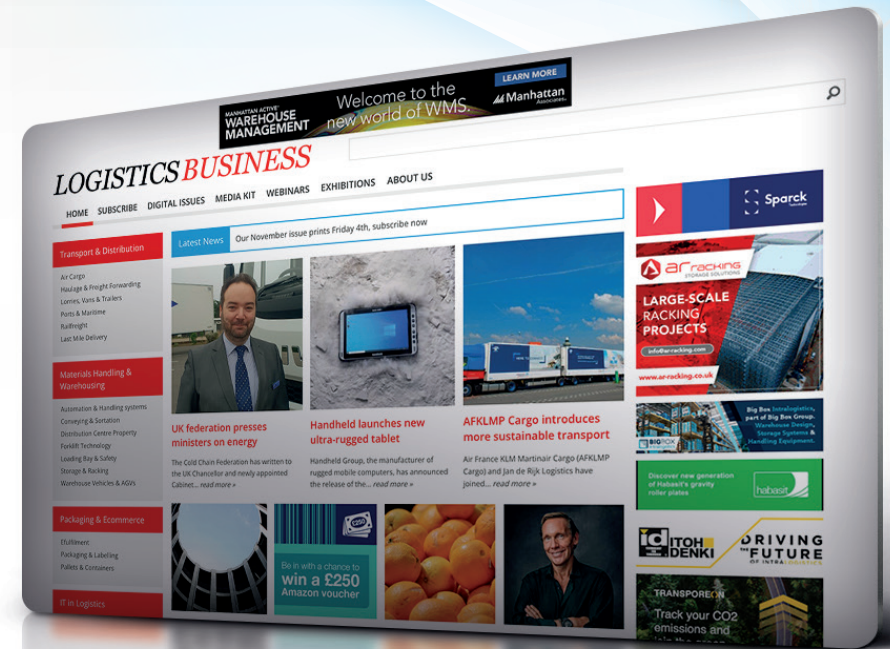
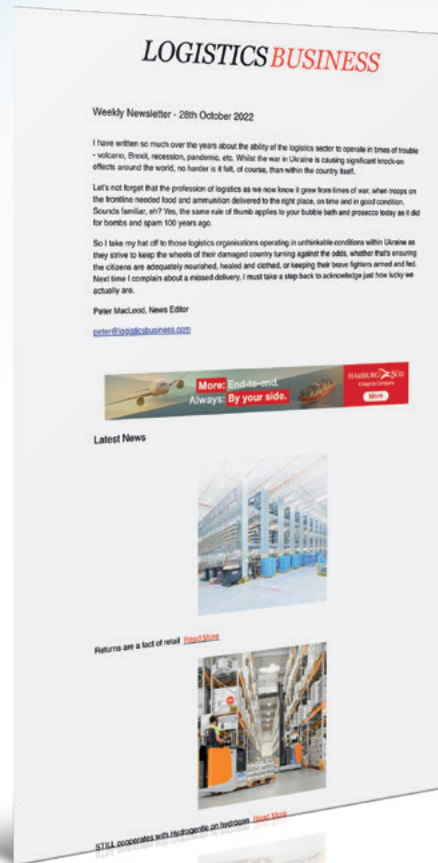


# LOGISTICS *BUSINESS*



“Logistics Business is currently the most professional and respected journal in our sector”

- John Maguire, MD, Flexi Narrow Aisle

**Logistics Business magazine** is the only pan-European logistics print and digital journal, daily news site and Newsletter.

Our editorial is dedicated to the best 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 packaging.

Now in its 28th year, Logistics Business magazine is published quarterly, with issues in February, May, September and November.

The digital issue is available in every language, to read or listen to on PC, laptop or mobile, as well as search and download functions. Our weekly eNewsletter comments on the big topics and provides 8 unmissable stories.

Daily news items are posted at **www.logisticsbusiness.com**. Logistics Business also conduct regular Webinars, customer email marketing and market research surveys of our readership. We are also launching Podcasts for 2023.



# Circulation & Readership

## Print readership

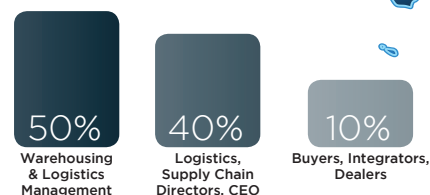
Logistics Business magazine is read by 23,000 decision-makers across the European supply chain, with 8000 print subscribers.



## Industry Sectors



## Job Titles



## Digital & Online readership

Logistics Business magazine page-turning digital, multilingual editions feature on all our weekly eNewsletters to 23,500 digital readers.

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

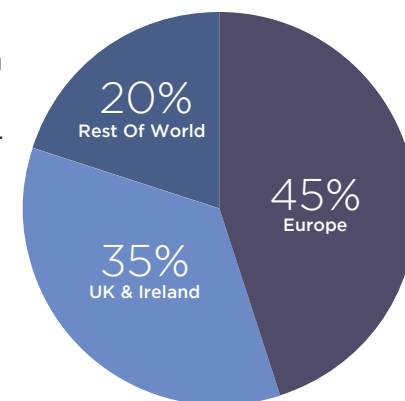
34,500 monthly visits,  
11900 Unique Visitors (September '22).  
9300 Search Engine referrals.




## Targeted marketing

Exclusive email blasts, on a date of your choice, to our 19,000 esubscribers. Average open rate 18%  
Html, video or plain text.  
Stats report provided (deliveries, open rate, clicks & ratios).

## Geographical



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

 9000 Followers



LogisticsBizz

With 3115 followers we Tweet all the major stories & more.

# 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.

For specific issue special features please contact the Editor. We also accept by-lined articles and feature suggestions.



### Editor

Peter MacLeod  
Tel: +44 (0)1480 455660  
[Peter@logisticsbusiness.com](mailto:Peter@logisticsbusiness.com)

Peter MacLeod takes over as Editor for 2023, replacing Paul Hamblin.

Having been News/Digital Editor for the last 2 years, Peter is a highly-respected and well-known journalist par excellence in the logistics industry.



## February 2023

Editorial deadline January 23rd



## May 2023

Editorial deadline April 14th



## September 2023

Editorial deadline July 24th



## November 2023

Editorial deadline October 16th

## BONUS CIRCULATION AT ALL THE MAJOR TRADE SHOWS



**Manifest**  
Las Vegas  
(February)



**Retail Supply Chain Logistics**  
London  
(February)



**ProMAT**  
Chicago  
(March)



**LogiMAT**  
Stuttgart  
(April)



**Transport Logistic**  
Munich  
(May)



**SIL**  
Barcelona  
(June)



**Gartner Supply Chain Xpo**  
Barcelona  
(June)



**Deliver**  
Amsterdam  
(June)



**Multimodal**  
Birmingham  
(June)



**Parcel Postexpo**  
Amsterdam  
(October)



**Intermodal Europe**  
(November)



# 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.

You can watch some of them here:  
[www.logisticsbusiness.com/videos-about-logistics-and-handling/](http://www.logisticsbusiness.com/videos-about-logistics-and-handling/)

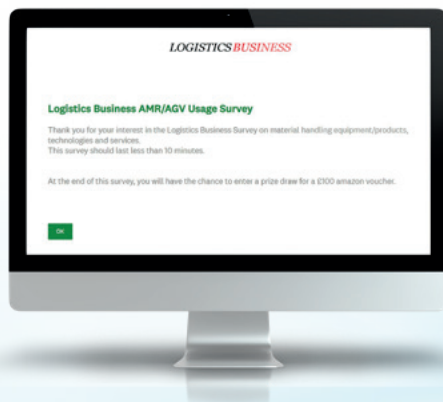


**Webinar Package Deal:** Having agreed the topic and dates with us we then send an email blast to our 19000 eSubscribers inviting them to register to watch. We can assist with finding suitable speakers. We will post a news item on our website too. Our Editor, Peter MacLeod, will prepare the content with you and then moderate the Webinar. You can use your own platform or we can use Zoom. After the Webinar we will then send our eSubscribers an email with the video to watch on-demand.

**Total net cost: £4000 / €4800**

# Surveys

Logistics Business can assist with your market research via our exclusive reader surveys. We will build a bespoke survey for you on Survey Monkey, embed it in our site, provide exclusivity there for 2 months, promote the survey as a news story, in our eNewsletter, on LinkedIn, Twitter and by sending it to our 19,000 esubscribers.



The results are collected and reported to you so you can learn what our international readership thinks about certain subjects or what they need. Typically we will generate 100-200 completed surveys, with a prize draw for entrants.

**Cost: £5000 / €6000**

# Podcasts

Logistics Business Conversations is our new Podcast service. We will record and broadcast a series of regular podcasts presented by Editor Peter MacLeod. Using the Acast platform, they will be made available on Apple, Amazon, Spotify and Google Play. Approx. 20 mins each, they will have specific topical titles. There will be a new page on our website with all the Podcasts there to listen on demand. Every Podcast will be emailed to our eSubscribers to play on demand, as well as promoted as a news story and on LinkedIn.



**We offer 2 options:** Sponsorship of a series of 4 Podcasts, including logo and ad breaks.

**Cost £1600 / €1920**

**Bespoke:** Liasing with you on the theme, speakers, artwork and music used we will record, edit and publish an ad-hoc Podcast for you to use and have exclusivity on.

**Cost: £3000 / €3600**

# eBooks

We can publish a digital multilingual 8-page unique magazine for you. Featuring a front cover, back cover advert and 6 pages of exclusive editorial content (interviews, news, case studies), we will write, edit and design it before publishing as a digital edition on Flickread. We will send you the file and link, send it to our 19,000 eSubscribers and promote it on our site and social media.



**Cost: £4500 / €5400**

# Advertising Rates & Packages



## Print Ratecard

### Single Issue Prices

**Full page A4 colour** £3500 / €4200

**Half page colour** £1950 / €2340

**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: 200 x 140  
Bleed: 206 x 146mm

#### Half Page Colour (Vertical)

Trim: 98 x 287mm  
Bleed: 104 x 293mm



## 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) £1600 / €1920 per month

#### Side Banner

(300x85) £1600 / €1920 for 2 months

### eNewsletter Banners

#### Horizontal skyscraper

(700x85) £1600 / €1920 per month

#### Giant Banner

(300x260) £2800 / €3360 for 2 months

#### Side Banner

(300x85) £1600 / €1920 for 2 months

#### Non Homepage

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

### Email Blasts / Eshots

£2600 / €3120 each  
(sent to 19,000 subscribers)

### Webinar

£4000 / €4800 each

### Survey

£5000 / €6000 each

### Podcast

£3000 / €3600 each

### Podcast Sponsorship

£1600 / €1920 (for 4)

### eBook

£4500 / €5400



# 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.