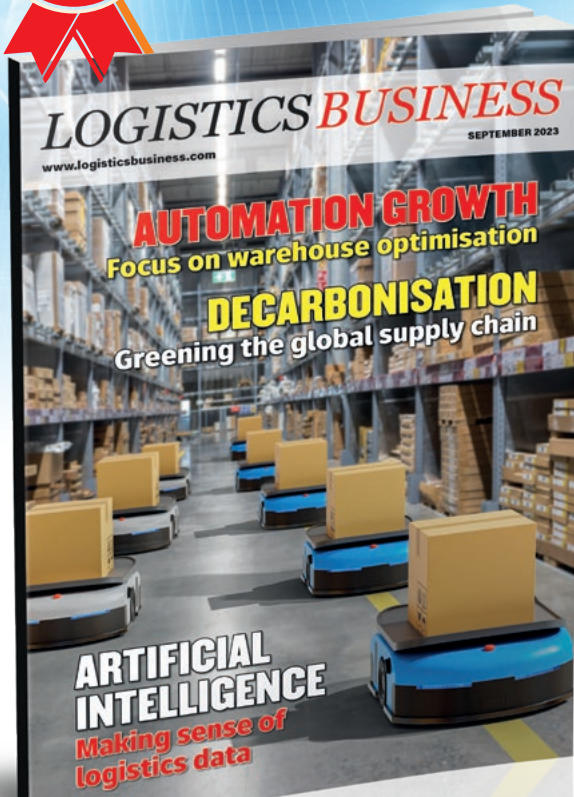




LOGISTICS *BUSINESS*



Quarterly international print & digital journal
(translatable to any language)
flickread.com/edition/Logistics-Business-Magazine



Logistics Business Conversations
exclusive podcast series
www.logisticsbusiness.com/podcasts/



Weekly unmissable news and comment on the industry
www.logisticsbusiness.com/logistics-business-magazine-subscribe/



PLUS

Webinars
Reader Market Research Surveys
eBooks and Email Marketing

‘Your media partner for digital & print’



Data

Print Readership

8000 Subscribers across Europe & UK.

Digital issues

Every issue is emailed to 17000 subscribers

24747 Page Views of the February '23 issue (Apazine)

Website Traffic

17532 Monthly Unique Visitors

47617 Total Visits (September '23, Plesk Server)

Newsletter

24325 Subscribers (October '23)

20% open rate (AWS stats)

LinkedIn



12000 Followers

Email Marketing

17000 Subscribers. 20% open rate, 6% average click through rate (per unique opens) (Mailchimp)

Podcasts

Episodes 1-4: 3400 Downloads & plays

Average 850 per episode

70% of downloads on Spotify

Webinars

300-400 plays on average. (YouTube)

Survey

153-180 Respondents

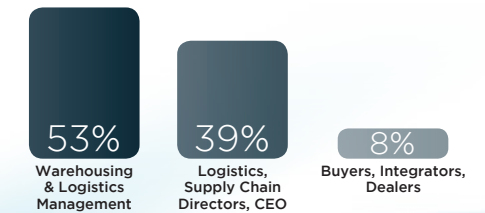
77% completion rate. (SurveyMonkey)

Please request more information on the audience(s) of interest to you.

Industry Sectors



Job Titles



BONUS CIRCULATION AT ALL THE MAJOR TRADE SHOWS



Manifest
Las Vegas
(February)



Retail Supply
Chain Logistics
London
(February)



MODEX
Atlanta
(March)



LogiMAT
Stuttgart
(March)



Translogistica
Caspian
Azerbaijan
(June)



SIL
Barcelona
(June)



Gartner
Supply Chain Xpo
Barcelona
(June)



Deliver
Amsterdam
(June)



Multimodal
Birmingham
(June)



Parcel Postexpo
(October)



Intermodal
Europe
(November)

Products & Services



Magazine

Logistics Business magazine is a quarterly print and digital journal, launched in 1997. Published in February, May, September and November, edited by Peter MacLeod it features exclusive interviews, case studies, site visits and opinions. The digital issue is translatable into any language.



Surveys

Logistics Business' large, international readership is an excellent pool from which to undertake market research. We conduct exclusive reader surveys, embedded from SurveyMonkey, for customers, asking the questions you need answering. Reports provide data, graphs and write-in responses, with respondent numbers exceeding 150 per survey.



Newsletter

Every Friday we select the top industry stories and comment on the key issues. Sent to all subscribers internationally, it includes our digital issue & advertising banners.



Podcast

Logistics Business Conversations is a regular, informal podcast hosted by Peter MacLeod. Talking to industry experts, the podcast is entertaining, yet intimate. Recorded, produced and distributed via Acast it is available on Spotify and every other platform, as well as YouTube, our website and sent to all our subscribers.



eBooks

We publish 8-page digital, translatable mini magazines for customers. Featuring cover, interviews, case studies, news, contacts and more we write and design them to your specifications. Published on Flickread and sent to our readership it can be printed and distributed by yourselves too.



Webinars

Logistics Business organises regular bespoke webinars, moderated by Peter MacLeod. Either live or pre-recorded, on Zoom or your chosen platform, they are made available to all our subscriber audiences, with or without lead-gen registration required. Round table panels with end-user customers and presentational webinars are popular.



Eshot

We send html customer emails to our subscribers on a date of your choice. Stats reports provided. These can incorporate video, make product or news announcements, invite attendees to events or generate leads on a registration landing page.



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 140mm
Bleed: 206 x 146mm

Half Page Colour (Vertical)

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



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) £1600 / €1920 per month

Side Banner

(300x85) £1600 / €1920 for 2 months

eNewsletter Banners

Horizontal skyscraper

(700x85) £1950 / €2340 per month

Giant Banner

(300x260) £1600 / €1920 per month

Side Banner

(300x85) £900 / €1080 per month

Non Homepage

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

Email Blasts / Eshots

£2600 / €3120 each

Webinar

£4000 / €4800 each

Survey

£5000 / €6000 each

Podcast

£3000 / €3600 each

eBook

£5000 / €6000

“By advertising in Logistics Business we have directly gained a valuable new lead for our company, as the customer stated they saw our ad in the magazine and wanted to reach out. It was never easier to show the value of advertising to our management.”

Kasper Stoffels, Eurosort

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.