

# magazine **Logistics**

**LOGISTICS UK**

## **Weekly Digital News** 2024

*Logistics Magazine* is distributed to **23,000 Logistics UK members** and senior business people. The weekly magazine is a vital and important aspect of Logistics UK membership.

Content includes:

- Logistics UK news
- Industry profiles
- Industry news
- Compliance topics
- Features
- Legislation updates

The content from the weekly news magazine is hosted on the [Logistics Magazine portal](#), which is split into three sections:

- Features
- News
- Compliance

**The magazine portal also hosts all sponsored content and has banner advertising opportunities.**

**Georgie Leacy**

Sponsorship Executive

Mobile: : 07818 450548 [gleacy@logistics.org.uk](mailto:gleacy@logistics.org.uk)

### **Logistics UK's social media channels**

In 2023 we recorded

**over 32 million impressions**  
*(up from 27 million in 2022)*

across our main social media channels, **LinkedIn, X** and **Facebook**.

 **762,994** engagements.

 **633,000** engagements.

 **392,199** engagements.

We have also added **Instagram, Threads** and **TikTok** to our social media portfolio and are establishing our presence on these platforms.

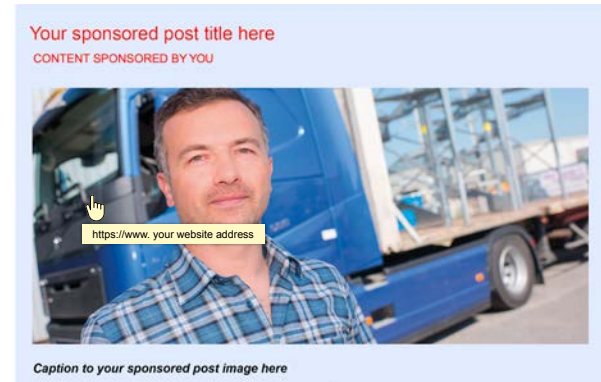
 **200,000** views.

## Sponsored posts

Sponsored posts will be included in the weekly *Logistics Magazine* email and published on the Logistics Magazine portal. We offer three options.

- Paid for sponsored posts that you host – we will include a short description in the email that links to the main story hosted on your website.
- Paid for sponsored posts that we host – there is a short description that links to the sponsored posts hosted on our website.
- Association with content – you have an email banner on a related feature hosted on our website.

Cost (per week)	Requested materials
£950.00	500 words copy, jpg or png image and URL

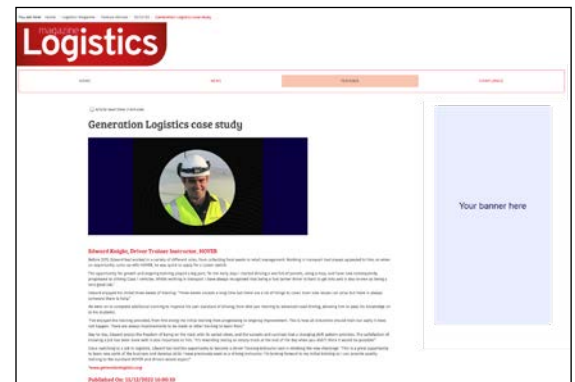


## Email banners and Article banners

The weekly *Logistics Magazine* email is sent out every Thursday, copy deadlines are the previous Tuesday by 12pm.

Booking the email banner comes with it the opportunity to have a skyscraper banner hosted on every article on the Logistics Magazine portal, ensuring prime visibility when articles are reposted on social media and found via search engines.

Cost (per week)	Dimension (w x h)	Requested materials
£750.00	Email: 580 x 118 pixels	jpg or png banner and URL
	Article: 330 x 800 pixels	jpg or png banner and URL



## Logistics Magazine portal – web banners

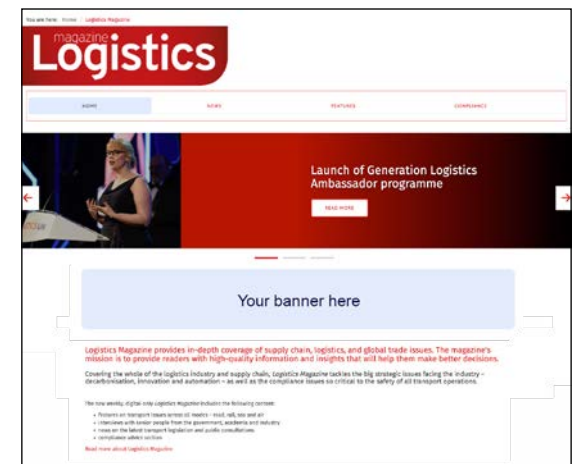
The editorial content is hosted on the *Logistics Magazine* portal, storing the features and news stories for readers to search and view, including the paid for sponsored posts.

There are four sections:

- Home – listing all content (in date order).
- News – listing all news stories (in date order).
- Features – listing all features and sponsored posts.
- Compliance topics – listing the compliance topics (in date order).

There is space for a horizontal banner at the top of each the four sections which advertisers can book, there is also the option of a sky scraper banner on the right hand side of them.

Cost (per month)	Dimension (w x h)	Requested materials
£500.00	On request	jpg or png banner and URL



2024	Forward features, compliance topics and supplements	
	Forward features*	Supplements
January	Challenges and opportunities for 2024	
February	Decarbonisation	
March	Air cargo	Van supplement
April	Innovation	
May	Skills/Apprenticeships	
June	Water freight	Decarbonisation supplement
July	Automation	
August	Safety and Technology	
September	Rail freight	Safety and technology supplement
October	Vans	
November	Infrastructure	
December	Logistics Awards	Multimodal supplement

\*Forward feature and compliance topics are subject to change.

In addition to the weekly digital magazine, Logistics UK also produces quarterly publications under specific themes. There is the opportunity to become a sponsor of these publications, which includes having a company logo on the front cover, a 'sponsor's message', a full-page advert and a full-page editorial piece. These publications are also sent to the entire membership via email, as well as posted on social media and printed between 200 and 2,000 times, depending on the opportunity to distribute.

