



FREIGHT TRANSPORT ASSOCIATION

Media Information

Freight 2009

Essential business reading for all members of Freight Transport Association



Freight provides companies moving goods with essential news on legislative changes to ensure compliance and the key industry developments to capture leading edge practices.

Freight is the monthly magazine for members of the Freight Transport Association (FTA).

FTA, with over 100 years of experience in championing and servicing industry's freight needs:

- is the largest transport trade association in the UK
- represents the interest of companies moving freight by road, rail, sea and air
- campaigns at the highest level for a legislative and tax framework and transport network to support efficient, resilient and safe supply chains

Freight magazine ensures that FTA members have the highest quality information available to support management decisions linked to freight movement and are kept abreast of the work FTA is doing. Written by FTA policy experts and leading transport journalists, it is widely recognised as the most authoritative voice on transport policy and legislation.

CONTACT DETAILS

Naomi Queree

Media Solutions Executive

Direct line · 01892 552111

Email · nqueree@fta.co.uk

Website · www.fta.co.uk/advertising

MONTHLY FREQUENCY

ABC CERTIFIED CIRCULATION 10,674

READ BY DECISION MAKERS

COMPETITIVE RATES

BEST VALUE FOR REACHING FLEET OPERATORS

ZERO WASTAGE

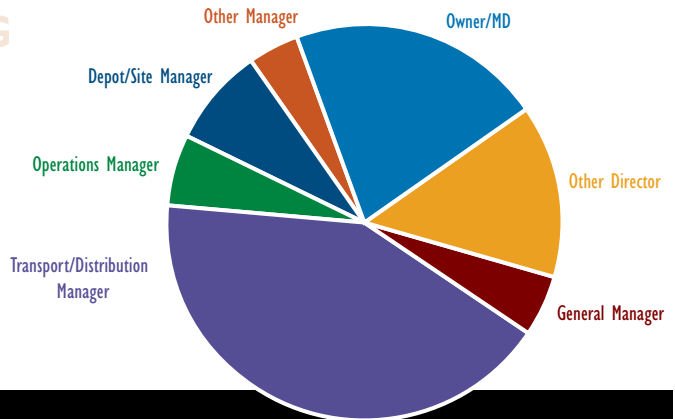
Freight has an ABC certified circulation of 10,674*, that is audited every 12 months. The readership is targeted at key decision makers at management level and above.

Ninety per cent of *Freight* readers work in businesses that operate commercial vehicles. These companies run 200,000 hgvs (half the UK fleet) and some one million liveried vans. They also consign over 90% of rail freight and over 70% of visible UK trade by sea and air.

* Average net circulation per issue 10,674 (Jan – Dec 2007)

Sector	Number of hgvs over 3.5t gwv
Third party logistics, hauliers, and parcel carriers	58,283
Vehicle hire and leasing	19,696
Retail, wholesale and manufacturing	49,275
Utilities, local authorities and civil engineering contractors	61,516
Other	5,670

(breakdown of other vehicle categories available on request)



Circulation by job title

FREIGHT's circulation is 100% management. Readers are decision-makers with a broad range of responsibility

2009	EDITORIAL FEATURES		COPY DATES	
	SUBJECT	PR COPY DEADLINE	AD FINAL COPY DEADLINE	PUBLISHING DATE
JANUARY	Trucks – heavy Insurance	29 November 08	11 December 08	19 December 08
FEBRUARY	Green issues – carbon emissions – alternative fuels	31 December 08	22 January	30 January
MARCH	Logistics property review Tankers – design – maintenance – cleaning	30 January	19 February	27 February
APRIL	CV Show preview Employment	27 February	19 March	27 March
MAY	Commercial vehicle finance Multimodal	31 March	23 April	30 April
JUNE	CV Show review Safety – site safety – vehicle conspicuity	30 April	21 May	29 May
JULY	Driver management – training – recruitment – agency drivers Van showcase	29 May	22 June	30 June
SEPTEMBER	Materials handling Trailers – ambient – temperature-controlled	31 July	20 August	28 August
OCTOBER	Trucks – light/medium Employment	28 August	23 September	30 September
NOVEMBER	Fleet management – telematics Load restraint – racking systems – strapping	30 September	22 October	30 October
DECEMBER	Fuels, oils and lubes – green fuels – fuel management Tyre management	30 October	19 November	27 November

RATES		1	6	11
Double page spread	Colour	£3,640	£3,360	£3,080
Full A4 page	Colour	£2,080	£1,920	£1,760
Half A4 page	Colour	£1,460	£1,350	£1,240
Quarter A4 page	Colour	£ 880	£ 810	£ 740
	B/W	£ 530	£ 490	£ 440
Eighth A4 page	Colour	£ 530	£ 500	£ 470
	B/W	£ 320	£ 290	£ 250
Cover positions – IFC/OBC	Colour	£2,500	£2,300	£2,120
INSERTS				
For prices on inserts please contact us for a quote				

SPECIFICATIONS depth & width	Type (mm)	Bleed (mm)	Trim (mm)
Full page	270 x 195	303 x 216	297 x 210
Double page spread	270 x 405	303 x 426	297 x 420
Half page horizontal	130 x 190	150 x 216	135 x 210
Half page vertical	270 x 90	303 x 103	297 x 100
Quarter page horizontal	62 x 190		
Quarter page vertical	130 x 90		
Eighth page horizontal	31 x 190 / 65 x 90		
Eighth page vertical	130 x 43		

Files Please supply ALL files with a colour laser proof. Please ensure that you follow the detailed specification sheet supplied on the FTA website: <http://www.fta.co.uk/advertising> before supplying files. *Freight* cannot take responsibility for production errors resulting from non-compliance to the specifications. To be sent to: Naomi Queree, Media Solutions Executive, Freight Transport Association, Hermes House, St John's Road, Tunbridge Wells, Kent TN4 9UZ. Tel: 01892 552211.

Inserts to be sent direct to the printers: Att: Paul Goddard, The Marstan Press Limited, Princes Street, Bexleyheath, Kent DA7 4BJ. Tel: 0208 301 7554
Fax: 0208 298 1612 Email: paul.goddard@themarstanpress.co.uk