

# Freight & Logistics 2017

Essential business reading for all members of  
Freight Transport Association



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

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

FTA, with over 125 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 & Logistics* has an ABC certified circulation of 9,036\*, that is audited every 12 months. The readership is targeted at key decision makers at management level and above. Ninety per cent of *Freight & Logistics* readers work in businesses that operate commercial vehicles – running 200,000 HGVs (half the UK fleet) and some one million liveried vans. They also consign over 90 per cent of rail freight and over 70 per cent of visible UK trade by sea and air.

## CONTACT DETAILS

### Will Reeves

Sponsorship and Advertising Manager

Direct line · 01892 552211\*

Mobile · 07818 450470

Email · [advertising@fta.co.uk](mailto:advertising@fta.co.uk)

**Be Connected • Be Compliant • Be Confident**

# Readership and coverage

Monthly frequency

**ABC** Certified circulation\* 9,036

Read by decision makers

Competitive rates

Best value for reaching fleet operators

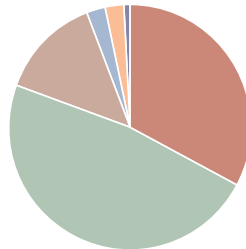
Zero wastage

## Readership by sector

Sector	Number of HGVs over 3.5t gvw
Third party logistics, hauliers, and parcel carriers	58,002
Vehicle hire and leasing	18,535
Retail, wholesale and manufacturing	48,059
Utilities, local authorities and civil engineering contractors	65,075
Other	11,446

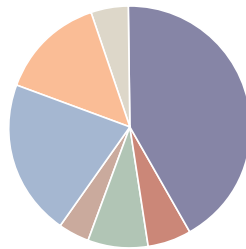
(breakdown of other vehicle categories available on request)

## How the magazine is read



- Read most/all of it
- Read selected articles
- Flick through it
- Pass it on to a colleague
- Keep it to read later/file for reference
- Throw it away immediately

## Circulation by job title



- Transport/Distribution Manager
- Operations Manager
- Depot/Site Manager
- Other Manager
- Owner/MD
- Other Director
- General Manager

\*Average net circulation per issue 9,036 (Jan–Dec 2015)

*Freight & Logistics's* circulation is 100 per cent management. Readers are decision-makers with a broad range of responsibility

# Dates

For information on issues and features please email [wreeves@fta.co.uk](mailto:wreeves@fta.co.uk)

2017	EDITORIAL FEATURES PR copy deadline	COPY DATES		Publishing date
		Booking deadline	Advert final copy deadline	
FEBRUARY	23 December 2016	12 January	19 January	26 January
MARCH	31 January	9 February	16 February	23 February
APRIL	28 February	13 March	20 March	27 March
MAY	31 March	12 April	19 April	26 April
JUNE	28 April	11 May	18 May	25 May
JULY / AUGUST	31 May	12 June	19 June	27 June
SEPTEMBER	31 July	11 August	18 August	25 August
OCTOBER	31 August	13 September	20 September	27 September
NOVEMBER	29 September	12 October	19 October	26 October
DECEMBER / JANUARY	31 October	10 November	17 November	24 November

2017	SUPPLEMENTS
MAY	Van Excellence
OCTOBER	Safety

# Advertising information

Rates		1	5	10
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 and width	Type (mm)	Trim (mm)	Bleed (mm)
Double page spread	275 x 396	297 x 420	303 x 426
Full page	275 x 188	297 x 210	303 x 216
Half page horizontal	–	120 x 190	–
Half page vertical	–	263 x 92	–
Quarter page horizontal	–	58 x 190	–
Quarter page vertical	–	120 x 92	–

**Files** Please ensure that you follow the detailed specification sheet supplied on the FTA website: [www.fta.co.uk/advertising](http://www.fta.co.uk/advertising) before supplying files. *Freight & Logistics* cannot take responsibility for production errors resulting from non-compliance to the specifications. Post to: Will Reeves, Sponsorship and Advertising Manager, Freight Transport Association, Hermes House, St John's Road, Tunbridge Wells, Kent TN4 9UZ. Tel: 01892 552211\*, or email: [publications@fta.co.uk](mailto:publications@fta.co.uk)

**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](mailto:paul.goddard@themarstanpress.co.uk)

Tel: 01892 526171\*

Fax: 01892 534989

[www.fta.co.uk](http://www.fta.co.uk)   

Freight Transport Association Limited  
Hermes House, St John's Road, Tunbridge Wells, Kent TN4 9UZ • Registered in England Number 391957

\*Calls may be recorded  
for training purposes

11.16/WR