

Freight 2015

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 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 has an ABC certified circulation of 9,108*, 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 – running 200,000 hgv's (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

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Sponsorship and Advertising Manager

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Delivering safe, efficient, sustainable logistics

Monthly frequency

ABC Certified circulation 9,108*

Read by decision makers

Competitive rates

Best value for reaching fleet operators

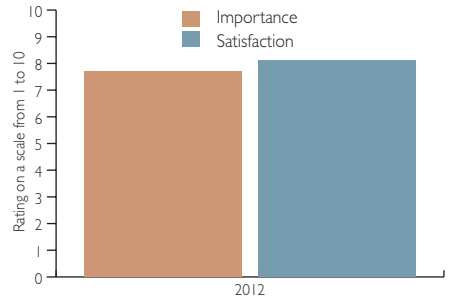
Zero wastage

Readership by sector

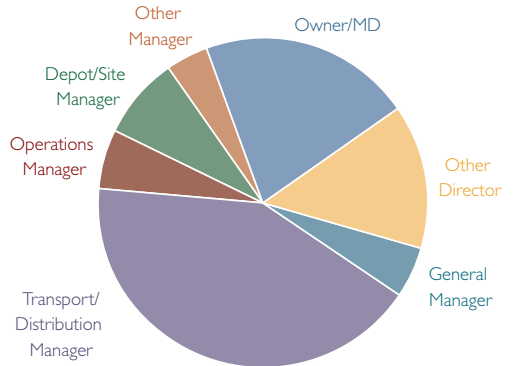
Sector	Number of hgvs over 3.5t gvw
Third party logistics, hauliers, and parcel carriers	58,002
Vehicle hire and leasing	18,535
Retail, wholesale and manufacturing	48,059
Utilities, local authorities and civil engineering contractors	65,075
Other	11,446

(breakdown of other vehicle categories available on request)

Freight's value to its readers – importance vs satisfaction



Circulation by job title



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

*Average net circulation per issue 9,108 (Jan–Dec 2013)

For information on issues and features please email wreeves@fta.co.uk

2015	EDITORIAL FEATURES	COPY DATES		
	PR copy deadline	Booking deadline	Advert final copy deadline	Publishing date
FEBRUARY	22 December 2014	12 January	19 January	28 January
MARCH	30 January	10 February	17 February	25 February
APRIL	27 February	13 March	20 March	26 March
MAY	31 March	13 April	20 April	28 April
JUNE	30 April	13 May	20 May	28 May
JULY/ AUGUST	29 May	12 June	19 June	26 June
SEPTEMBER	31 July	14 August	21 August	27 August
OCTOBER	28 August	14 September	18 September	25 September
NOVEMBER	30 September	12 October	19 October	28 October
DECEMBER/ JANUARY	30 October	13 November	20 November	26 November

2015	SUPPLEMENTS
MAY	Van Excellence
SEPTEMBER	Logistics Carbon Reduction Scheme

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 B/W	£880 £530	£810 £490	£740 £440
Eighth A4 page	Colour B/W	£530 £320	£500 £290	£470 £250
Cover positions – IFC/OBC	Colour	£2,500	£2,300	£2,120

Inserts

For prices on inserts please contact us for a quote

SPECIFICATIONS width and depth	Type (mm)	Trim (mm)	Bleed (mm)
Double page spread	396 x 271	420 x 297	426 x 303
Full page	188 x 271	210 x 297	216 x 303
Half page horizontal	–	188 x 130	–
Half page vertical	–	91 x 259	–
Quarter page horizontal	–	188 x 62	–
Quarter page vertical	–	91 x 130	–

Files Please ensure that you follow the detailed specification sheet supplied on the FTA website: www.fta.co.uk/advertising before supplying files. *Freight* 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

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
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