
TRANSPORT & LOGISTICS

NEWS



2021 MEDIA KIT

www.zambiatrtransportandlogistics.com



Zambia Transport and Logistics magazine is the only Zambian logistics journal. It is the top lead-generating magazine in this industry, thanks to our unique subscription service. Many of our readers we have personally met and we match their purchasing requirements with our advertisers' products and services. Our editorial is dedicated to the best-in-class application of technology and services spanning the supply chain: from materials handling and warehousing equipment to transport and distribution services, mining logistics solutions, agriculture logistics solutions, logistics solutions IT, software and Transit packaging.

Zambia Transport and Logistics magazine is a quarterly journal, with issues published in February, May, September and November, plus a weekly eNewsletter and daily news updates at www.zambiatrtransportandlogistics.com. The readership of each issue is 20,500. This comprises of 8500 print copies to regular subscribers and news subscribers at all the major exhibitions locally and internationally plus readers of the digital edition online and from our eNewsletter links. www.zambiatrtransportandlogistics.com is the no.1 search result on Google for 'Zambian logistics magazine' with 80,000 visits per month and 30,000 unique visitors. eNewsletters are sent to 20,500 digital subscribers.





Print readership

Zambia Transport and Logistics magazine is read by 20,500 decision makers across the Zambia and the SADC region supply chain, with 8500 print subscribers.

Digital & Online readership

Zambia Transport and Logistics magazine pageturning digital editions feature on all our weekly eNewsletters to 20,500 digital readers.

Web traffic

Monthly visits: **60,000**

Monthly unique visitors: **30,000**

Monthly page views: **45,000**

Targeted marketing

Exclusive email blasts, on a date of your choice, to our 20,500 esubscribers. Html, video or plain text. Stats report provided (deliveries, open rate, clicks & ratios).

Editorial & Print Issues

Zambia Transport and Logistics magazine is a quarterly journal, with issues published in February, May, September and November. Editorial coverage is predominantly exclusives: case studies, site visits, key interviews, reports, together with product launches and opinions. News items are posted to www.zambiatrtransportandlogistics.com daily and the best from each week are included in our eNewsletter (usually Tuesdays).

Key decision makers across Zambia and the SADC region. Typical job functions include Transport Ministers, local and regional government decision makers, Chief Executives, Managing Directors, Procurement Directors and other senior purchasing personnel. Passed down through the management chain, we estimate that the total readership of Zambia Transport and Logistics is 20,500 for each issue. This represents a highly targeted advertising opportunity for companies such as yourself, who wish to influence the key decision makers in this crucial industry.

We also host videos on www.zambiatrtransportandlogistics.com/videos. For specific issue special features please contact the Editor. We also accept by-lined articles and feature suggestions.

JAN/MAR

1. Air Cargo
2. Freight forwarding / 3PL & 4PL
3. Lorries, Vans & Trailers
4. Ports & Maritime
5. Railfreight

APR/JUN

1. Road Transport & Haulage
2. Automation & Handling systems
3. Conveying & Sortation
4. Distribution Centre Property
5. Forklift Technology

JUL/SEP














1. Storage & Racking
2. Warehouse Vehicles & AGVs
3. Packaging & Labelling
4. Pallets & Containers
5. Jobs & Training

OCT/DEC

1. Mobile Computing & RFID
2. Software WMS TMS SCM/
3. Tracking
4. Mining
5. Agriculture
6. Oil & Gas
7. Pharmaceuticals
8. Commercial vehicles



OUR PRINT RATES

	<ul style="list-style-type: none"> • Strip Page Full Colour • 180 x 50mm • ZMW 3,900 ZAR 4,000 	
		<ul style="list-style-type: none"> • Quarter Page Full Colour • 180 x 65mm or 90 x 130mm • ZMW 5,400 ZAR 5,800
		<ul style="list-style-type: none"> • Third Page Full Colour • 180 x 90mm or 60 x 260mm • ZMW 9,700 ZAR 10,350
		<ul style="list-style-type: none"> • Half Page Full Colour • 180 x 130mm or 90 x 260mm • ZMW 20,450 ZAR 21,400
	<ul style="list-style-type: none"> • Full Page Full Colour • Trim - 297 x 210 type area - 180 x 130 • ZMW 25,600 ZAR 26,500 	
	<ul style="list-style-type: none"> • Centre Spread Full Colour • Centre Spread Full Colour • ZMW 28,000 ZAR 30,000 	
	<ul style="list-style-type: none"> • Front Cover • Trim - 297 x 210 type area - 285 x 200 • ZMW 30,450 ZAR 32,850 	
	<ul style="list-style-type: none"> • Inside Front Cover • Trim - 297 x 210 type area - 285 x 200 • ZMW 25,500 ZAR 26,700 	
	<ul style="list-style-type: none"> • Inside Back Cover • Trim - 297 x 210 type area - 285 x 200 • ZMW 24,000 ZAR 25,200 	
	<ul style="list-style-type: none"> • Back Cover • Trim - 297 x 210 type area - 285 x 200 • ZMW 30,000 ZAR 30,850 	

Bleed: Allow 5 mm on all sides of trim size for full page or spread adverts

RATE

- Includes Production of Artworks
- Excludes VAT
- Excludes Agency Commissions

PULL OUT SUPPLEMENT

Available on Request

PUBLISHING DEADLINES

- Booking: 2 weeks prior to publishing date
- Artwork: 1 week prior to publishing date

MATERIAL REQUIREMENTS

If we are designing your artwork we require a brief via email or Word document. Images and logos supplied must be 300dpi, CMYK, PDF, JPG. We cannot use images from Word or web sites for print. A proof for approval will be sent by email.

ADVERTISING TERMS AND CONDITIONS

All booking instructions must be made in writing: A signed booking form, Order Authorization or Copy Instruction will be accepted. All new designs include 2 Revisions thereafter artwork will be charged at our hourly rate. Cancellations will only be accepted in writing, a 40% fee will be applicable for any cancellation. Publishers will not be held responsible for slight variations in colour on printed advertisements as a result of the printing process.

OUR ONLINE RATES

Banner Size	Units in pixels	Cost
Leaderboard	728x90	ZMW 6,900/ZAR 9,800
Full Banner	468x60	ZMW 6,000/ZAR 6,200
Square Banner	250x250	ZMW 5,500/ZAR 5,600
Wide Skyscraper	160x600	ZMW 5,000/ZAR 5,159
Rectangle	180x150	ZMW 4,300/ZAR 4,599
Pop-Under	720x300	ZMW 6,700/ZAR 7090
Large Rectangle	336x280	ZMW 5,800/ZAR 6900
Square Button	125x125	ZMW 3,500/ZAR 3,800
Vertical Banner	120x240	ZMW 3000/ZAR 3,259
Half Page	300x600	ZMW 6,809/ZAR 6,900
Email Blasts/Eshots		ZMW 5,000/ZAR 6,000

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