

TRANSPORT & LOGISTICS

NEWS



MEDIA KIT 2022

About Us

Welcome to the Transport & Logistics News. Transport & Logistics News is the leading title for the transport and logistics sector. The industry's only quarterly publication, It is distributed in both print and digital formats to keep the current generation of buyers and decision-makers updated with the latest news and developments. The Media Pack contains a complete list of advertising options, including print and digital opportunities.

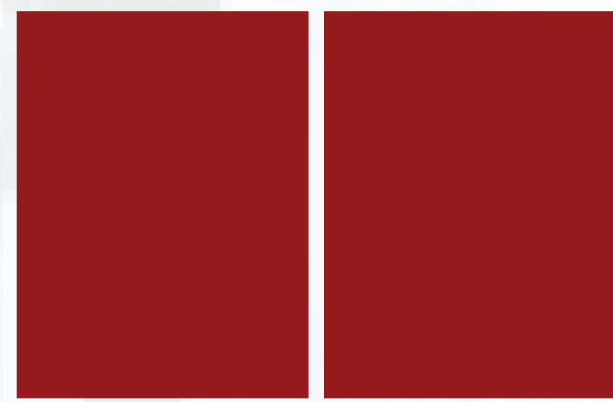
With a print run of 8,500 copies. Our estimated readership per issue is over 20 000 and growing. Transport & Logistics News It is the perfect platform for everyone in the transport and logistics industry to promote their brands, products, and services. We reach every segment of the transport and logistics industry including used/new trucks exporters and manufacturers, warehousing and material handling, component suppliers and distributors, workshop managers, fleet owners, and operators as well as industry associations, government officials, and more.

www.zambiatrtransportandlogistics.com is the no.1 search result on Google for 'Transport logistics magazine' with 80,000 visits per month and 30,000 unique visitors. eNewsletters are sent to 20,500 digital subscribers.

FEATURES SCHEDULE

- Cold Storage
- Warehousing
- Road Freight
- Ports/Terminals
- Maritime
- Air Cargo
- Freight & Forwarding
- Trailers
- Railfreight
- Road Transport & Haulage
- Automation & Handling systems
- Conveying & Sortation
- Distribution Centre Property
- Forklift Technology
- Storage & Racking
- Warehouse Vehicles
- Packaging & Labelling
- Pallets & Containers
- Jobs & Training
- Tracking
- Mining
- Agriculture
- Oil & Gas
- Commercial vehicles
- Cargo Tracking and Management Systems
- Refrigerated Transport Services
- Dangerous Goods
- Consolidators & Containers
- Freight Insurance & Insurance broker
- Used/News Trucks Exporters

OUR PRINT RATES



- Centre Spread Full Colour
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- ZMW 28,000 ZAR 30,000



- Front Cover
- Trim - 297 x 210 type area - 285 x 200
- ZMW 30,450 ZAR 32,850



- Inside Front Cover
- Trim - 297 x 210 type area - 285 x 200
- ZMW 25,500 ZAR 26,700



- Inside Back Cover
- Trim - 297 x 210 type area - 285 x 200
- ZMW 24,000 ZAR 25,200



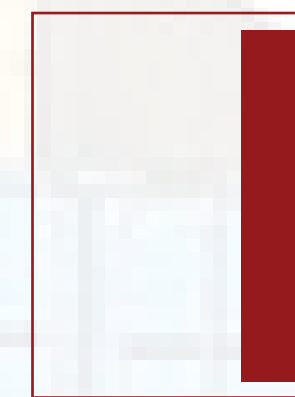
- Back Cover
- Trim - 297 x 210 type area - 285 x 200
- ZMW 30,000 ZAR 30,850



- Strip Page Full Colour
- 180 x 50mm
- ZMW 3,900 ZAR 4,000



- Quarter Page Full Colour
- 180 x 65mm or 90 x 130mm
- ZMW 5,400 ZAR 5,800



- Third Page Full Colour
- 180 x 90mm or 60 x 260mm
- ZMW 9,700 ZAR 10,350



- Half Page Full Colour
- 180 x 130mm or 90 x 260mm
- ZMW 20,450 ZAR 21,400



- Full Page Full Colour
- Trim - 297 x 210 type area - 180 x 130
- ZMW 25,600 ZAR 26,500

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.

RATE: • Includes Production of Artworks • Excludes VAT • Excludes Agency Commissions

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

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

CIRCULATION & READERSHIP

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.

Contact Us



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