

Warehouse & Logistics News

www.WarehouseNews.co.uk

Media Information

The UK's only fortnightly magazine for the industry

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ABOUT THE MAGAZINE



>> Warehouse & Logistics News is the UK's only fortnightly magazine for the warehousing and logistics industry and is always first with the news. It delivers a lively, concise mix of industry news, product reviews, interviews and features on a wide spectrum of industry topics, in a clear, easy to read tabloid format.

The magazine is personally addressed and mailed to the full spectrum of decision makers within the warehousing and logistics business. These individuals represent all the major industry sectors which are using warehousing and logistics products and services in the UK, Europe and beyond. For a comprehensive breakdown of our readership see the Magazine Readership page.

Warehouse & Logistics News is now in its twentieth year of publishing and continues to open doors for its advertisers. Over the last twelve months we have continued to invest in developing the quality and depth of our circulation so that you can be even more assured of reaching your target audience every time.



GET THE FACTS!!

Warehouse & Logistics News delivers more news, more often and to more industry professionals than any one else. Every magazine will claim it is number one in the industry, we don't, we just tell you the facts.

FREQUENCY:

Warehouse & Logistics News is published every two weeks. This makes us the undisputed leader when it comes to getting the news to the people who matter! Other industry titles which are monthly or bi-monthly can only follow our lead.

CIRCULATION:

We have one of the highest quality circulations in the industry. It's personally addressed and mailed to over 7,300 recipients every two weeks. This provides you, as the advertiser, with the best possible audience for your sales message. It was audited by ABC in February 2007.

NEWS:

Warehouse & Logistics News contains the MOST news of any magazine in the industry! Our unique fortnightly format allows us to always be first with the news, which enables us to publish twice as much news as our closest competitor.

BIGGER:

Warehouse & Logistics News prints more pages of content (A4 equivalent) per month than anyone else. This provides our readers with the best and most useful information source in the industry.

FEATURES:

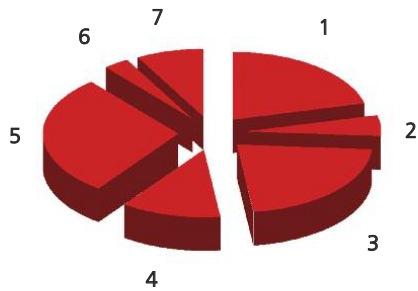
Warehouse & Logistics News has more features than any of our competitors. Our scheduled features give our readers a depth of coverage second to none and offer you, the advertiser, the best possible environment to get your message across.

You've got the facts, now make your decision!

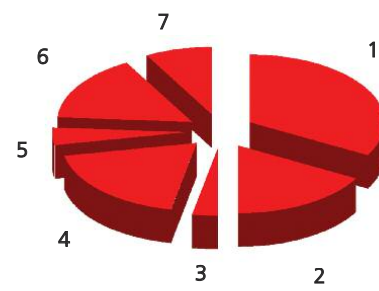
MAGAZINE READERSHIP

>> The magazine is personally addressed and mailed to over 7,300 recipients every two weeks. It was ABC audited in February 2007. Our circulation represents the full spectrum of decision makers within the warehousing and logistics business. These individuals represent all the major industry sectors which are using warehousing and logistics products and services in the UK, Europe and beyond. Over the last twelve months we have continued to invest in developing the quality and depth of our circulation so you can be even more assured of reaching your target audience every time.

Magazine Readership by Job Title



Magazine Circulation Breakdown



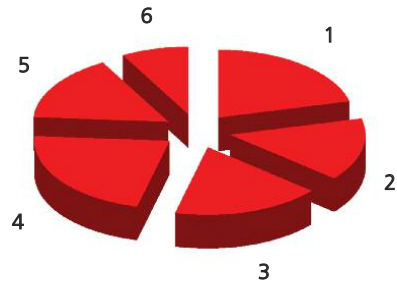
Magazine Readership by Job Title

1. Company Management - General Manager / CEO / Chairman - 21%
2. I.T & Supply Chain Management - 5%
3. Logistics / Distribution / Transport Management - 22%
4. Production & Project Management - 12%
5. Storage & Warehouse / Materials Handling Management - 29%
6. Consultants - 3%
7. Other - 8%

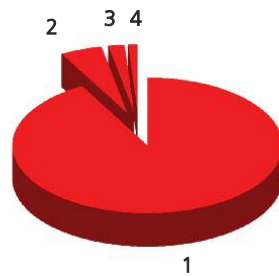
Magazine Circulation Breakdown

1. Manufacturing, including: Electrical, Automotive, Textiles, Food etc - 33%
2. Materials Handling Equipment- 17%
3. Ports & Terminals - 3%
4. Retail & Distribution - 19%
5. Local & Central Government - 4%
6. 3rd Party Storage Warehouse Distribution - 16%
7. Other - 8%

Magazine Circulation By Turnover



Magazine Circulation By Country



Magazine Circulation By Company Turnover

1. Up to £5 million - 21%
2. £5-£10m - 15%
3. £10-£25m - 18%
4. £25-£50m - 22%
5. £50m plus - 16%
6. Unclassified - 8%

Magazine Circulation By Country

1. UK & Ireland - 92%
2. Europe - 5%
3. North America - 2%
4. Rest Of World - 1%

FEATURES LIST

>> We have drawn up the 2009 Warehouse & Logistics News features to give our readers the most comprehensive coverage of the different aspects of modern warehousing and logistics operations.

If you have a story that you want the industry to know about as part of a feature, don't risk it being subbed, binned or lost by an editor! Send it to us and we can guarantee publication in full, including a photo and complete contact details. If you would like more details on any of our scheduled features or, if you would like to advertise your products or services within any of our features, please contact us.

JANUARY 15TH - Booking and Copy Deadline, Friday Dec 19th

Doors & Curtains: Includes industrial doors, curtains and high-speed roller-shutters.

Fork Truck Attachments: Removable attachments for forklift trucks.

FEBRUARY 1ST - Booking and Copy Deadline, Friday Jan 16th

Fork Trucks: A look at all things fork truck; includes warehouse trucks, outdoor trucks and specialist machines.

Conveying & Sortation: Automated materials handling equipment and IT solutions.

FEBRUARY 15TH - Booking and Copy Deadline, Friday Jan 30th

Pallet Management: A review of major national and regional pallet service providers.

Batteries Report: Includes batteries, battery charging, changing systems and battery management.

MARCH 1ST - Booking and Copy Deadline, Friday Feb 13th

Buildings/Facilities: Main structures and key equipment including temporary structures.

Training Feature: All training for today's warehouse and logistics environment.

MARCH 15TH - Booking and Copy Deadline, Friday Feb 27th

Warehouse Trucks: Includes pallet, stacker, order pickers, VNA, turret and all other trucks used inside the warehouse.

Health & Safety: Precautionary measures including fire and smoke alarms, fire prevention and vehicle reversing alarms.

APRIL 1ST - Booking and Copy Deadline, Friday Mar 13th

The Loading Bay: Includes doors, dock levellers and dock lifts.

Racking & Shelving: Pallet racking, cantilever racking, shelving and storage solutions.

APRIL 15TH - Booking and Copy Deadline, Friday Apr 3rd

SUPPLEMENT: Multimodal 2009 - Multimodal 2009 supplement; includes show guide.

Packaging: Transit packaging, case pallets, shrink film - we've got it wrapped.

Mezzanine Floors: Includes mezzanine floors, access walkways and staircases.

MAY 1ST - Booking and Copy Deadline, Friday Apr 17th

Fork Trucks: A look at all things fork truck; includes warehouse trucks, outdoor trucks and specialist machines.

Small Parts Storage: Storage and picking systems, plus specialist racking and shelving.

MAY 15TH - Booking and Copy Deadline, Friday May 1st

Tyres, Wheels & Castors: Includes specialised tyres for mobile equipment in the warehouse.

Power Sources: Covering all aspects of power sources in the warehouse environment, including batteries.

Features continued on next page

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JUNE 1ST - Booking and Copy Deadline, Friday May 15th

Conveying & Sortation: Automated materials handling equipment and IT solutions.

Pallets & Palletising: UK and Euro pallets, wood, plastic and ultra clean.

JUNE 15TH - Booking and Copy Deadline, Friday Jun 5th

Data Capture: Includes RFID, barcodes, readers, scanners, tags, labels and handheld technology.

The Supply Chain: Supply Chain Logistics, Management IT solutions and more.

JULY 1ST - Booking and Copy Deadline, Friday Jun 19th

Doors & Curtains: Includes industrial doors, curtains and high-speed roller-shutters.

Order Picking: Pickers, pick to light, voice picking.

JULY 15TH - Booking and Copy Deadline, Friday Jul 3rd

Fork Trucks: Includes warehouse trucks, outdoor trucks and specialist machines.

Buildings/Facilities: Main structures and key equipment, including temporary structures.

AUGUST 15TH - Booking and Copy Deadline, Friday Jul 31st

The Loading Bay: Includes doors, dock levellers and dock lifts.

Batteries Report: Includes batteries, battery charging and changing systems.

SEPTEMBER 1ST - Booking and Copy Deadline, Friday Aug 14th

SUPPLEMENT: FLTA Safety Conference - Includes fork truck safety, good warehouse practice and all other aspects of safety in the warehouse and logistics environment.

Weighing: Covering all aspects of weighing in the warehouse environment.

Signage: Floor markings, racking and shelving signage, health and safety notices.

SEPTEMBER 15TH - Booking and Copy Deadline, Friday Aug 28th

Pallet Management: A review of pallet service providers.

Warehouse Management Systems: Includes latest WMS applications.

OCTOBER 1ST - Booking and Copy Deadline, Friday Sep 18th

Conveying & Sortation: Automated materials handling equipment and solutions.

Floors & Floor Care: Includes floor preparation, floor maintenance and area markings

OCTOBER 15TH - Booking and Copy Deadline, Friday Oct 2nd

Single Source Suppliers: Your guide to the industry's one stop shops.

Racking & Shelving: Pallet racking, cantilever racking, shelving and storage solutions.

NOVEMBER 1ST - Booking and Copy Deadline, Friday Oct 16th

Fork Trucks: Includes warehouse trucks, outdoor trucks and specialist machines.

Lifting Gear & Cranes: Everything from scissor lifts through to heavy duty cranes.

NOVEMBER 15TH - Booking and Copy Deadline, Friday Oct 30th

Data Capture: Includes RFID, barcodes, readers, scanners, tags, labels and handheld technology.

Buildings/Facilities: Main structures and key equipment, including temporary structures.

DECEMBER 15TH - Booking and Copy Deadline, Friday Nov 20th

SUPPLEMENT: Review of The Year - A look back at the news in 2009.

Batteries Report: Includes batteries, battery charging and changing systems.

The Loading Bay: Includes doors, dock levellers and dock lifts.

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INTERVIEWS

>> An interview in Warehouse & Logistics News is the ideal opportunity for you to communicate directly with your target audience. You have complete control over the questions and the answers, and we do the rest. Our interviews give you the opportunity to talk directly to our readers about the things that matter to you. They include: your latest products, services, recent achievements and your aims and objectives for the coming months. The choice is yours! To view some examples of previous interviews please visit our website.

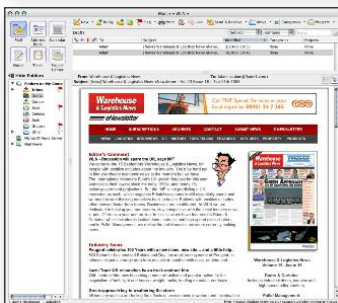
Magazine Coverage:

We will publish the interview as a full A3 page in the magazine. Each interview article will comprise around 2,000 words and includes up to five colour photos, one of which we recommend is the interviewee. Your interview will also be given a splash on the front cover, including a picture of the interviewee.



Website Coverage:

The interview will also be included on our website as a dedicated page within our interview section. This section is one of the most popular parts of our website and you can be sure your interview will continue to attract readers for months to come from around the world. We will also give your interview a unique url which you can feature on your company's website.



Newsletter Coverage:

The interview will also be featured in our email newsletter, which is currently sent at the same time as the magazine to over 21,000 personal industry in-boxes.

How it works:

Once you agree to go ahead we contact you and ask for background material on your company, and discuss the areas you want to cover. We then draw up the proposed questions and send them to you for your approval. This tried and tested approach gives you the chance to prepare your responses and present your company in the most effective way. The interview is then carried out on the phone at a time to suit you. When one of our feature writers has written up the interview they will send you the draft article for your factual approval. This gives you the chance to check and confirm the accuracy of the piece. Once the magazine has been designed you will see a final PDF proof of your interview page before it goes to press.

To Book: The price for this unique opportunity is £995. To arrange your interview, please contact James Surridge on 01923 272965.



OTHER OPPORTUNITIES

Front Cover - Headline Packages

If you have a story to tell and are looking for the ultimate way of getting your message across in our magazine, don't look any further than our two front cover options:

The 'Big' Headline Package:

If you have a BIG story to tell why not book the front cover lead position in our next available issue? (see right)

This slot can be yours for just £845 and gives you the highest possible impact in any particular issue of our magazine. When our magazine arrives on our readers' desks, the first thing they see even before they open the postal bag will be YOUR 'Big' Headline Story.

The 'Small' Headline Package:

Alternatively you can also be part of the front cover in the issue of your choice by booking The 'Small' Headline story. This is available for only £550 (see above).

As part of both of these packages you will also receive coverage on our industry leading website, coverage on our email newsletter and in addition we will also send you six extra copies for your own marketing purposes (more copies made available on request). You will also receive a high resolution PDF of the front cover.



Front Cover Advertising

Earpiece Advert - Your company advert can be seen above the headlines on the cover of every issue of Warehouse & Logistics News. This is an exclusive position in that particular edition and the single insertion rate is £595. Artwork size is 135mm X 54mm.

Front Cover Panel Adverts - You can also advertise your company's products and services on the front cover by booking a panel advert on the left hand side of the page. There are two positions available: the top advert is seen through the packaging when mailed and the Lower advert is not, hence the difference in price. A single TOP insertion costs only £295 and a single LOWER insertion costs only £245. Artwork size is 49mm X 93mm.

Centre Spread Supplement

Four Pages Supplement - If you want to create a big impact on our readers and are looking for a sustained way to get your message across in our magazine, look no further than our Special Supplements. Bound into the centre spread, we are publishing just one Special Supplement per issue, each dedicated to a different leading company in the industry. Each contains a mix of exclusive interviews: case studies; company news and customer profiles; product showcases; and display advertising - the choice is yours! The supplement is created to your brief with your artwork and copy; you will have full creative control and will liaise with our design team and writers throughout the project. We'll also furnish you with 500 extra printed copies plus a digital version of your supplement. The total package price is only £3,500. This price includes delivery of extra copies to any UK address.

Guaranteed News Coverage

If you have a news story or feature article that you want us to publish please email it to warehouse@flame1.com. For a full list of coverage options contact James Surridge.

MAGAZINE - RATES & DATA

>> Warehouse & Logistics News requires all artwork in a digital format: hard copy of artwork will not be accepted. We prefer to receive artwork by Hi-Res PDF format but we also accept other Hi-Res formats such as JPEG or TIFF. Please note that any RGB adverts will be converted to CMYK. Word and PowerPoint files are not acceptable as artwork.

All artwork is to be sent to our Production Manager, Andy Page at andypage@flame1.com. We prefer to be emailed artwork in a high-res format but we can also accept CD's, DVD's etc through the post. The address is 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST

Magazine Advertising Rates

	1 Issue	6 Issues	12 Issues	21 Issues
Double Page spread	£2,915	£2,623	£2,480	£2,332
Full A3 Page	£1,690	£1,521	£1,415	£1,351
Half Page A3 (A4)	£1,166	£1,049	£991	£932
Quarter Page A3	£874	£789	£742	£699
Eighth Page A3	£524	£471	£445	£418

Magazine Advertising Specifications

	ISO	Print Size
Double Page spread	A2	420mm X 594mm
Full A3 Page	A3	420mm X 297mm
Half Page A3 (A4)	A4	210mm X 297mm
Quarter Page A3	A5	210mm X 148mm
Eighth Page A3	A6	148mm X 105mm

More Information

To discuss in more detail how we can help with your marketing activities, please contact either James Surrige or John Chalkwright on 01923 272960.

Magazine Insert Rates

	1 Issue	6 Issues	12 Issues	21 Issues
Up to 10g	£495	£470	£446	£424
11g - 20g	£595	£565	£536	£510
21g - 30g	£695	£660	£627	£595
Over 30g	By request only			

All inserts must be delivered for the attention of Jean Tyrchan at Grandflame Ltd, Warehouse & Logistics News, 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST.

Interviews

Each interview article will comprise around 2,000 words which will be created by us. You will need to supply 4-6 pictures and a company logo which must be high resolution.

Editorial Material

All material submitted for editorial consideration MUST be supplied digitally either by email, CD or other digital storage formats. Hard copy WILL NOT be considered for publication.

Classifieds

All classifieds must be submitted as Hi-Res PDF or JPEG in a CMYK format and MUST be supplied digitally, either by email, CD or other digital storage formats. Artwork should be emailed for the attention of Jean Tyrchan at jean@flame1.com.

Further Production Information

If you have any queries regarding artwork please contact our production manager, Andy Page, on 01923 272932.



ABOUT THE WEBSITE - www.WarehouseNews.co.uk



WarehouseNews.co.uk led from the start by launching the first website dedicated to industry news at the beginning of 2001. Since then it has firmly established itself as the number one English language online news platform for warehousing and logistics professionals in the UK, Europe and beyond.

The latest figures reveal that the website was visited by 2,621 unique users per day (Sep 08). See the bottom of this page for more detailed information. The website is updated regularly to coincide with the publication of the printed magazine, the sending of our email newsletter, and major industry news as it arises.

Our website offers you a great opportunity to get your message seen by large numbers of industry professionals every day. Whether you choose to place a news story, banner advert or company profile, it will be seen by more people here than on any other industry website.



Website Readership

The readership for WarehouseNews.co.uk has grown rapidly over the past seven years (2,621 unique users per day, Sep 08), and we are now confident that WarehouseNews.co.uk is the Number 1 online news source for materials handling professionals in the UK.

Readership by Country

1. UK - 81%
2. Europe - 12%
3. North America - 5%
4. Rest of the World - 2%

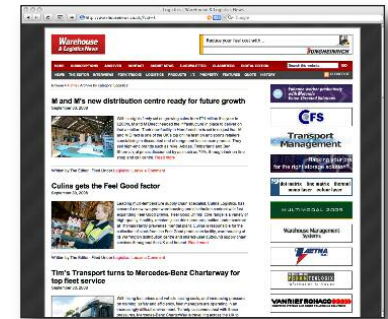
Time spent on website

1. Over 10 minutes - 14%
2. 5 - 10 minutes - 49%
3. 1 - 5 minutes - 28%
4. Under 1 minute - 9%

Website Rates & Data

The adverts on WarehouseNews.co.uk come in two sizes. Our homepage currently has them both on display. They include a hyper-link to your own website. We accept adverts in SWF, GIF either static/animated and JPG formats.

Please see the next page for the current advertising rates for WarehouseNews.co.uk. For further information call 01923 272965.



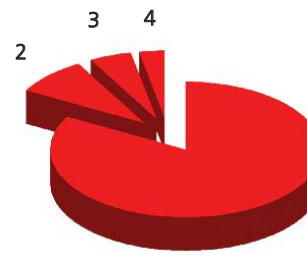
Standard Banner - RATES

A standard banner is the advert that you will see down the right hand side of all pages of our website. (WarehouseNews.co.uk) The cost to include your company for a full year is £195 per month, six months minimum or £1995 per year.

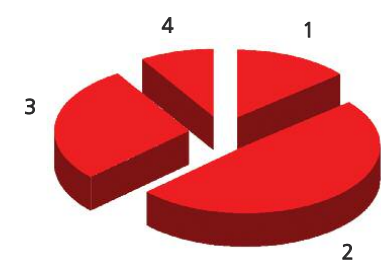
Full Top Banner - RATES

The full top banner is the advert that appears at the top of all pages on our website. The cost to include your company in this unique position is £595 per month, minimum 3 months.

Readership by Country



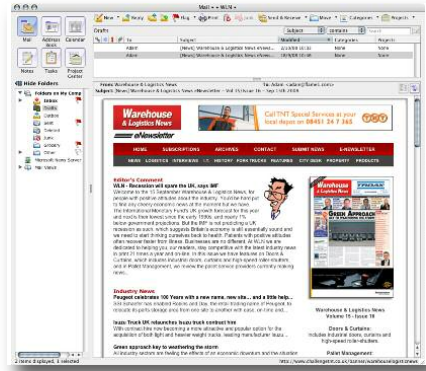
Time spent on website



ABOUT THE EMAIL NEWSLETTER



Warehouse & Logistics News puts you in the front line by harnessing digital technology to get your message across to a targeted industry audience. We send out our email newsletter to coincide with the publication dates of our magazine to a growing database of industry professionals. The stories within the email newsletter contain links which direct our readers to YOUR editorial on WarehouseNews.co.uk. Our newsletter has rocketed from a mailing list of just a few hundred to over 19,384 (Sep 08) since we launched five years ago. It's massively popular - and it works!



Newsletter Readership

The Warehouse & Logistics News email newsletter has grown to become an unrivaled information source for busy warehouse and logistics professionals in the UK and beyond. We now send out the email newsletter to over 19,384 (Sep 08) recipients every two weeks. We analyse the profile of our email newsletter readers and we are proud to say that a high percentage are senior managers.

Email Newsletter Recipients by Job Title

1. Company Management - General Manager / CEO / Chairman - 31%
2. I.T & Supply Chain Management - 9%
3. Logistics / Distribution / Transport Management - 19%
4. Production & Project Management - 7%
5. Storage & Warehouse / Materials Handling Management - 13%
6. Other - 21%

Email Newsletter Recipients by Country

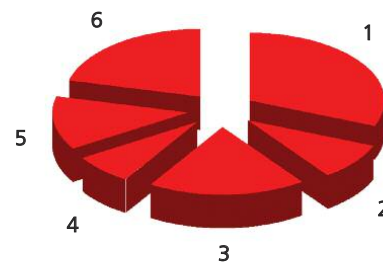
1. UK - 71%
2. Rest of Europe - 11%
3. North America - 6%
4. Rest of World - 12%

The Warehouse & Logistics News email newsletter contains two adverts, consisting of one standard web banner and one tower banner. The main banner appears at the top of the email and the tower advert appears on the right hand side.

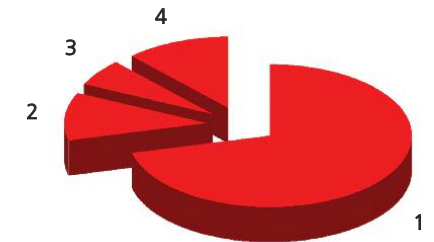
Newsletter Advertising Rates

	Main banner	Tower Banner
1 Newsletter	£530	£477
6 Newsletters	£477	£424
12 Newsletters	£424	£371
21 Newsletters	£371	£318

E-Newsletter Recipients by Job Title



E-Newsletter Recipients by Country



**Publishing Editor****James Surridge**

Email: warehouse@flame1.com

Tel: 01923 272 965

Fax: 01923 270 760

Advertising Manager**John Chalkwright**

Email: john@flame1.com

Tel: 01923 272 902

Fax: 01923 270 760

Production Manager**Andy Page**

Email: andypage@flame1.com

Tel: 01923 272 932

Fax: 01923 270 760

Advertising - Website / Classifieds**Adam Dillon**

Email: adam@flame1.com

Tel: 01923 272 961

Fax: 01923 270 760

Interviews / Features**Charles Smith**

Email: charles@flame1.com

Tel: 01923 272 962

Fax: 01923 270 760

Subscriptions / Accounts**Jean Tyrchan**

Email: jean@flame1.com

Tel: 01923 272 998

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Advertising - Features**Graeme Walker**

Email: walker@flame1.com

Tel: 01923 272 960

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Contributor**Bill Redmond**

Email: warehouse@flame1.com

Tel: 01923 272 965

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TERMS & CONDITIONS

I. All copy for advertisements or other paid for material is subject to the approval of Grandflame Ltd. We reserve the right to decline or cancel any such items, even if ordered and paid for, without stating any reasons, and/or make modifications necessary to any advertisements or other paid for material in order to maintain the publication's standards.

II. Advertisements or other paid for material must be cancelled in writing, and can only be cancelled up to 30 days prior to publication date of the magazine. All cancellations will incur a 50% cancellation fee. After this date all adverts booked will be invoiced in full whether they are published or not.

III. Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of publication of any advertisements or other paid for material. Grandflame Ltd accepts no responsibility for slight variations in colour on reproduction of advertisements or editorial photographs .

IV. Advertisers must ensure that the content of the advertisement or other paid for material complies with all legal requirements. The advertiser shall further indemnify Grandflame Ltd in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisements or other paid for material and published on the advertisers' behalf.

V. No guarantee is given that advertisements or other paid for material will be placed in any specified position on any specified page, without written agreement.

VI. It is the advertiser's responsibility to supply suitable material to Grandflame Ltd within the deadlines stated on the Grandflame Ltd confirmation letter. If material is not forthcoming, Grandflame Ltd reserves the right to repeat old material, or to charge the

client for the advertisement without it appearing. Advertising material must be supplied in digital formats, as stipulated by Grandflame Ltd.

VII. The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions.

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