

**27,822\***  
COPIES DISTRIBUTED  
EVERY TWO WEEKS

# Warehouse & Logistics News

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

## **MEDIA INFORMATION - 2010**

The UK's only fortnightly magazine for the industry

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# ABOUT WAREHOUSE & LOGISTICS NEWS

**>>** 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. Warehouse & Logistics News is now in its twenty first year of publishing and continues to open doors for its advertisers year after year.

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 actively purchasing warehousing and logistics products and services in the UK, Europe and beyond. Warehouse & Logistics News' circulation now stands at 27,822 (July 2009) copies every two weeks.

Over the past twelve months we have continued to invest in improving the quality and depth of our circulation both in print and digital formats, so that you can be even more assured of reaching your target audience every time... wherever they are!!



## GET THE FACTS!!

Warehouse & Logistics News delivers more news, more often and to more industry professionals than any other trade magazine in our industry.

## NEWS:

Warehouse & Logistics News publishes **more news** than any other magazine in the industry!!! Our unique fortnightly format ensures we are **always first with the news**. We also publish **twice as many** news stories per month than our closest competitor.

## FREQUENCY:

We publish every two weeks, which gives us the **highest frequency** in the industry. 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 distributed to over 27,800 recipients every two weeks. This provides you, as the advertiser, with the best possible audience.

## BIGGER:

We publish **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 publishes **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.

**More News, More Pages, More Issues, More Features, More Readers...**

**YOU'VE GOT THE FACTS, NOW MAKE YOUR DECISION!**

<b>FRONT COVER</b>	<b>ABOUT THE MAGAZINE</b>	<b>MAGAZINE READERSHIP</b>	<b>FEATURES</b>	<b>MAGAZINE RATES &amp; DATA</b>	<b>OTHER OPPORTUNITIES</b>	<b>INTERVIEWS</b>	<b>WEBSITE</b>	<b>E-NEWSLETTERS</b>	<b>CONTACT</b>	<b>TERMS &amp; CONDITIONS</b>
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# MAGAZINE READERSHIP

## 27,822 COPIES DISTRIBUTED EVERY TWO WEEKS\*

\*COMBINED CIRCULATION OF OUR PRINTED AND ONLINE DIGITAL EDITION

### PRINTED EDITION

7,300 COPIES PRINTED AND POSTED EVERY FORTNIGHT



The printed format of the Warehouse & Logistics News is personally addressed and mailed to over 7,300 recipients every two weeks and was ABC audited in February 2007. Our printed circulation represents the full spectrum of decision makers within the warehousing and logistics business. These individuals represent all the major industry sectors which are purchasing warehousing and logistics products and services in the UK, Europe and beyond.

**View the circulation breakdown overleaf.**

### ONLINE DIGITAL EDITION

EMAILED TO 20,522 (JULY 2009) SUBSCRIBERS EVERY FORTNIGHT

The digital edition of Warehouse & Logistics News is emailed to over 20,500 subscribers every two weeks. It was launched in November 2008 and since then its circulation has continued to rocket. The digital edition lets our readers view the latest issue of Warehouse & Logistics News online and turn pages just like the printed version. We have invested in the latest software to make sure that our digital edition subscribers receive the link to the latest copy on time, every time! **View the digital edition circulation breakdown on the next page.**



# MAGAZINE READERSHIP

## PRINTED EDITION - READERSHIP

**7,300 COPIES PRINTED AND POSTED EVERY FORTNIGHT**

### Magazine Readership by Job Title

1. Company Management - General Manager / CEO / Chairman - 22%
2. I.T & Supply Chain Management - 4%
3. Logistics / Distribution / Transport Management - 23%
4. Production & Project Management - 13%
5. Storage & Warehouse / Materials Handling Management - 28%
6. Consultants - 3%
7. Other - 7%

### Magazine Circulation Breakdown

1. Manufacturing, including: Electrical, Automotive, Textiles, Food - 36%
2. Materials Handling Equipment- 15%
3. Ports & Terminals - 6%
4. Retail & Distribution - 18%
5. Local & Central Government - 5%
6. 3rd Party Storage Warehouse Distribution - 12%
7. Other - 8%

## DIGITAL EDITION - READERSHIP

**20,522 (JULY 2009) COPIES EMAILED EVERY FORTNIGHT**

### Digital Edition Readership by Job Title

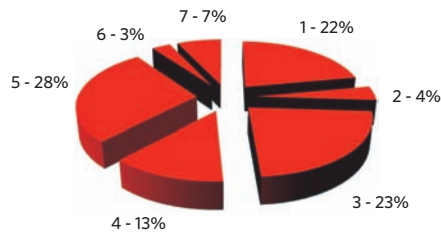
1. Company Management - General Manager / CEO / Chairman - 17%
2. I.T & Supply Chain Management - 14%
3. Logistics / Distribution / Transport Management - 18%
4. Production & Project Management - 13%
5. Storage & Warehouse / Materials Handling Management - 21%
6. Consultants - 5%
7. Other - 12%

### Digital Edition Circulation Breakdown

1. Manufacturing, including: Electrical, Automotive, Textiles, Food - 41%
2. Materials Handling Equipment- 14%
3. Ports & Terminals - 7%
4. Retail & Distribution - 16%
5. Local & Central Government - 3%
6. 3rd Party Storage Warehouse Distribution - 15%
7. Other - 4%

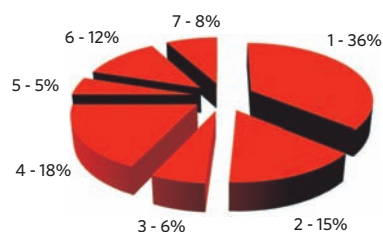
### PRINTED MAGAZINE

Magazine Readership by Job Title



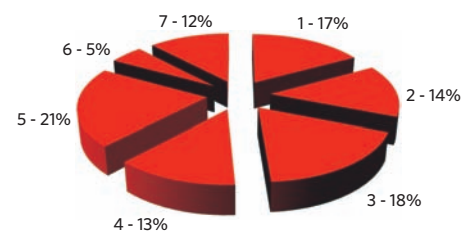
### PRINTED MAGAZINE

Magazine Circulation Breakdown



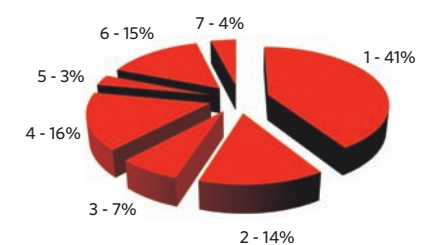
### DIGITAL EDITION

Digital Readership by Job Title



### DIGITAL EDITION

Digital Circulation Breakdown



# FEATURES 2010: Jan 15th - March 15th

**>>** We have drawn up the 2010 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 (warehouse@flame1.com) 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.

## WAREHOUSE & LOGISTICS NEWS - TIMETABLE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Fork Truck Attachments:** Attachments and accessories for forklift trucks.

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

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

**Fork Trucks:** A look at all things fork truck; includes counterbalance trucks (electric and diesel), side loaders, VNA, reach trucks and other specialist machines.

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

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

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

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

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

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

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

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

**Industrial Property:** A look at the latest developments in the logistics property market.

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

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

**Fork Trucks:** A look at all things fork truck; includes counterbalance trucks (electric and diesel), side loaders, VNA, reach trucks and other specialist machines.

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

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

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# FEATURES 2010: Apr 1st - Sep 1st

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

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

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

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

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

**SUPPLEMENT:** Multimodal 2010 - Includes supplement and show guide.

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

**Warehouse I.T:** Includes RFID, barcodes, readers, scanners, tags, labels and handheld technology.

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

**Fork Trucks:** A look at all things fork truck; includes counterbalance trucks (electric and diesel), side loaders, VNA, reach trucks and other specialist machines.

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

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

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

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

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

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

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

**Fork Truck Attachments:** Removable attachments for forklift trucks.

**Warehouse Safety:** Includes fork truck safety, good warehouse practice and all other aspects of safety in the warehouse and logistics environment.

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

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

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

**Packaging:** Including transit packaging, stretch wrappers and other forms of protection used throughout the supply chain.

**Warehouse Management Systems:** Includes latest WMS applications.

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

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

**Order Picking:** Pickers, pick to light, voice picking and hand held terminals.

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

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

**Fork Trucks:** A look at all things fork truck; includes counterbalance trucks (electric and diesel), side loaders, VNA, reach trucks and other specialist machines.

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

**Recruitment:** A look at specialist recruitment companies serving the industry.

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

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

**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

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

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

**Warehouse I.T:** Includes RFID, barcodes, readers, scanners, tags, labels and handheld technology.

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# FEATURES 2010: Sep 15th - Dec 15th

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

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

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

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

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

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

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

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

**Warehouse Lighting:** Smart lighting solutions for today's warehouses including energy-efficient, long-life and sensor-activated systems.

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

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

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

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

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

**SUPPLEMENT:** IMHX 2010 - Includes supplement and show guide.

**Fork Trucks:** A look at all things fork truck; includes counterbalance trucks (electric and diesel), side loaders, VNA, reach trucks and other specialist machines.

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

**Packaging:** Including transit packaging, stretch wrappers and other forms of protection used throughout the supply chain.

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

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

**Order Picking:** Pickers, pick to light, voice picking and hand held terminals.

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

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

**SUPPLEMENT:** REVIEW OF THE YEAR: A look back at 2010.

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

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

**Weighing:** Covering all aspects of weighing in the warehouse environment, from fork mounted and stand alone scales to weigh bridges.

## REGULAR FEATURES

**INDUSTRY NEWS:** A round up of the latest news, announcements, appointments, events and other goings on in the industry.

**WAREHOUSE I.T:** Bringing you up to date on the latest electronic hardware, software, devices and applications.

**FORK TRUCK NEWS:** A look at the latest developments from the fork truck industry, including manufacturers and distributors.

**LOGISTICS NEWS:** From lorries and pallets to distributions hubs, we're got it covered.

**PRODUCTS & EQUIPMENT:** Covering the most recent products and equipment for use in warehousing and logistics operations.



# 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 and therefore colour variations may occur. Microsoft 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, memory sticks 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
<b>Double Page spread</b>	£2,915	£2,623	£2,480	£2,332
<b>Full A3 Page</b>	£1,690	£1,521	£1,415	£1,351
<b>Half Page A3 (A4)</b>	£1,166	£1,049	£991	£932
<b>Quarter Page A3</b>	£874	£789	£742	£699
<b>Eighth Page A3</b>	£524	£471	£445	£418

## MAGAZINE ADVERTISING SPECIFICATIONS

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

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 - PRINTED EDITION - INSERT RATES

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

All inserts for the printed magazine (circulation 7,300) must be delivered for the attention of Jean Tyrchan at Grandflame Ltd, 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST at least two weeks before publication date. **DIGITAL INSERTS:** If you book an insert in our printed magazine (see above) we will give you the opportunity to repeat your insert at the back of our digital edition at the cost of £195 extra.

## INTERVIEWS - (SEE PAGE 10)

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. If you would like to submit editorial please send it to warehouse@flame1.com

## CLASSIFIEDS

The rate for the Warehouse & Logistics News classified section is £75 per column centimetre for a full year of 21 issues. A credit card sized advert (5.5cm x 2 columns) will cost £825 for the year, only £39 per issue. All classifieds must be submitted digitally in hi-res PDF, JPEG or TIFF in a CMYK format.

## FURTHER PRODUCTION INFORMATION

If you have any queries regarding artwork please contact our production manager, Andy Page, on 01923 272932 or email andypage@flame1.com.

# 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? This position can be yours for just £895 and gives you the highest possible impact in any particular issue of our magazine. When our magazine arrives on our readers' desks, whether it be by post or by email in the case of our digital edition, the first thing they see even before they open the postal bag or click the digital edition link will be YOUR 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, [www.WarehouseNews.co.uk](http://www.WarehouseNews.co.uk), 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 or right hand side of the page. There are 3 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.

# 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 [www.WarehouseNews.co.uk/interviews](http://www.WarehouseNews.co.uk/interviews).

## 1 ) 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 six 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.

## 2 ) 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.



## 3 ) Digital Edition Coverage

Your interview will also be included within our digital edition which is emailed to 20,522 recipients every two weeks. All digital editions are archived indefinitely to allow maximum exposure.

## 4 ) Email 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 24,289 (July 2009) 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 before it goes to press.



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

**>>** The Warehouse & Logistics News website WarehouseNews.co.uk led from the start by launching the first website dedicated to warehouse and logistics industry news at the beginning of 2001. Feel free to check this fact at [www.nominet.org.uk](http://www.nominet.org.uk).

During the last nine years 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 statistics reveal that the website was visited by an average of 2,821 unique users per day in September 2009. It is updated regularly to make sure our visitors return time and time again to keep abreast of the latest developments in the industry.

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

Our visitors also access [www.WarehouseNews.co.uk](http://www.WarehouseNews.co.uk) to access the latest online digital editions of our printed magazine and subscribe to our email newsletters.

### WEBSITE READERSHIP

The readership for WarehouseNews.co.uk has grown rapidly over the past nine years (2,821 unique users per day), and we are now confident that WarehouseNews.co.uk is the Number 1 online news source for materials handling professionals in the UK.



### 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.

### 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 if you book for a full year the price is only £1995, PLUS you will also receive a headline story FOC (see below.)

### HEADLINE STORY

Your story will appear as the 'Headline Story' on the homepage of WarehouseNews.co.uk for a full month. The first week that your story appears it will be the first loaded story when the page loads, the second week it will be the second loaded, third week, third loaded, fourth week fourth loaded and then after four weeks it's taken off as headline position. Rest assured your story will be archived indefinitely on the site. The cost is £295 for the four weeks.

We accept adverts in SWF, GIF either static/animated and JPG formats. For further information on our website please call James Surridge 01923 272965 or email [warehouse@flame1.com](mailto:warehouse@flame1.com).

### Readership by Country

- UK - 83%
- Europe - 8%
- North America - 6%
- Rest of World - 3%

### Time spent on website

- Over 10 minutes - 12%
- 5 - 10 minutes - 54%
- 1 - 5 minutes - 23%
- Under 1 minute - 11%

# E - NEWSLETTER & DIGITAL EDITION

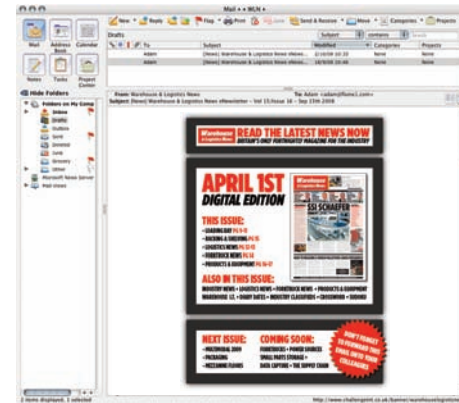
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Warehouse & Logistics News puts you in the front line by harnessing digital technology to get your message across to a targeted industry audience. We send out our email newsletter to coincide with the publication dates of our magazine to a growing database of industry professionals. The stories within the email newsletter contain links which direct our readers to YOUR editorial on the website. Our newsletter has rocketed

from a mailing list of just a few hundred to over 24,289 (Jul 09) since we launched six years ago. Telephone James Surridge on 01923 272965 for more details.

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The digital edition of Warehouse & Logistics News is emailed to over 20,500 recipients every two weeks. It was launched in November 2008 and since then its circulation has continued to rocket. The digital edition is exactly the same as the printed edition apart from being delivered by email rather than post. We have invested in the latest software to make sure that our digital edition subscribers receive the link to the latest

copy on time, every time and where they want it! Telephone James Surridge on 01923 272965 or email warehouse@flame1.com for more details.





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