



Warehouse & Logistics News

WWW.WAREHOUSENEWS.CO.UK

MEDIA PACK 2014

THE UK'S ONLY FORTNIGHTLY MAGAZINE FOR THE INDUSTRY

**Warehouse
& Logistics News**

Warehouse & Logistics News

01923 272965 | james@warehousenews.co.uk | www.warehousenews.co.uk
12 Kings Park | Primrose Hill | Kings Langley | Herts | WD48ST

Welcome to the Warehouse & Logistics News 2014 Media Pack. Over the next few pages you'll find all you need to know about the UK's only fortnightly magazine for the warehousing and logistics industry.

We continue to publish the magazine in printed, digital and online formats, which suits the needs of today's generation of industry professionals. We combine the best of printed and new media to get your message to the senior buyers and decision makers in the warehousing and logistics industry.

Warehouse & Logistics News provides readers with an informative mix of industry news, product reviews, interviews and features on a broad range of industry topics, which is presented in a handy tabloid format.

Recognised as the leading news and information source for the industry, W&LN is an established media partner to such major events as Foodex (24-26 March), Multimodal (29 April-1 May), UKWA Awards (2nd July) and the FLTA Safety Conference in September, and we regularly publish supplements to highlight these occasions.

If you would like to contribute to one of our scheduled features or you require any more information about how to highlight your company in our publication please give me or my colleague Rob Hollows a call.

I look forward to working with you in 2014.



James Surrudge, Publishing Editor
01923 272965 | james@warehousenews.co.uk



About W&LN

Read more about the UK's only fortnightly title for the warehousing and logistics industry

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READERSHIP.

PRINTED EDITION

7,486* copies are printed and posted every fortnight

The printed format of Warehouse & Logistics News is personally addressed and posted to 7,486 recipients every two weeks. Our circulation covers the full spectrum of buyers and decision makers within the warehousing and logistics industry, in the UK, Europe and beyond.

** Average circulation from August 2013*

DIGITAL EDITION

Emailed to 31,327 digital edition subscribers every month**

The digital edition of Warehouse & Logistics News is emailed to 31,327 recipients every two weeks. It was launched in November 2008 and since then its circulation has continued to rocket. The digital edition email lets our readers view the latest digital version online.

*** Circulation as of August 2013*

ONLINE READERS

The website is visited by 3,817* unique users per day**

Visitors to the Warehouse & Logistics News website have the opportunity to read the latest, and back issues of the digital version of the magazine, free of charge and without 'signing up'. Current figures show that our website is visited by around 3,800 unique users per day.

**** Average unique users for August 2013*



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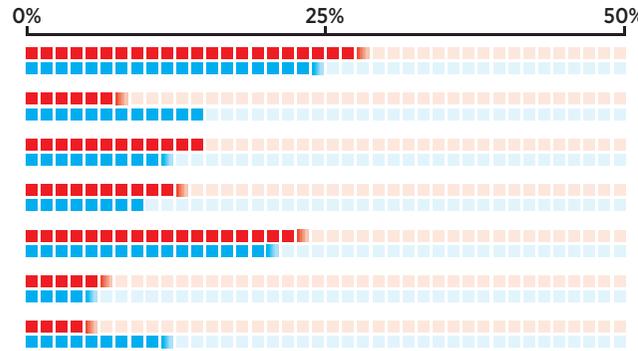
38,813 COPIES EVERY FORTNIGHT

Combined circulation of the Printed and Online Digital Editions

Readership by Job Title

Printed Magazine | Digital Edition

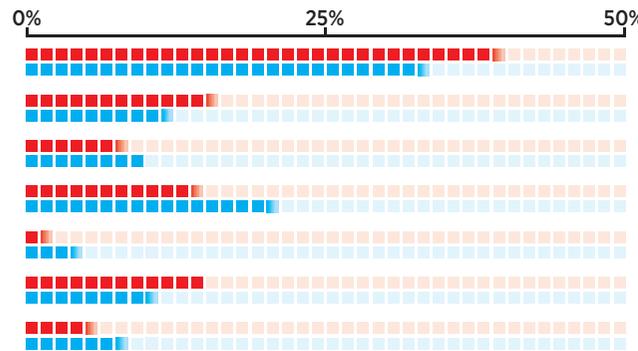
Company Management - General Manager / CEO / Chairman	- 28%		24%
I.T & Supply Chain Management	- 8%		15%
Logistics / Distribution / Transport Management	- 15%		12%
Production & Project Management	- 13%		10%
Storage & Warehouse / Materials Handling Management	- 23%		21%
Consultants	- 7%		6%
Other	- 6%		12%



Circulation breakdown

Printed Magazine | Digital Edition

Manufacturing, including: Electrical, Automotive, Textiles etc	- 39%		33%
Materials Handling Equipment	- 16%		12%
Ports & Terminals	- 8%		10%
Retail & Distribution	- 14%		22%
Local & Central Government	- 2%		4%
3rd Party Storage Warehouse Distribution	- 15%		11%
Other	- 6%		8%



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FEATURES LIST

The Warehouse & Logistics News features list provides our readers with the most comprehensive coverage of the different aspects of modern warehousing and logistics operations. Every feature we publish has an exclusive introduction written by one of our writers. If you want to make a comment for consideration, please get in touch.

If you have a story that you want the industry to know about as part of a feature, please send it to James Surridge on james@warehousenews.co.uk.

You will see the word SUPPLEMENT a number of times throughout the 2014 features list. Each supplement is a more in-depth feature on a major topic or event and is designed to be kept for future reference by industry buyers and decision makers.

For more details on our scheduled features and supplements, or to advertise please call James Surridge on 01923 272965.

JANUARY 15TH

Booking and Copy Deadline, Friday December 13th

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

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

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

SUPPLEMENT: Property Focus

A look at the latest property news in the Warehouse and logistics industry.

FEBRUARY 1ST

Booking and Copy Deadline, Friday January 10th

Fork Trucks: 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.

Warehouse Flooring: Includes floor preparation, maintenance, mezzanines, area markings and cleaning machines.

FEBRUARY 15TH

Booking and Copy Deadline, Friday January 24th

Pallet Networks: A review of the major European, UK and regional pallet networks.

Power Sources: Motive power in the warehouse and logistics environment, including batteries, LPG and engines.

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

MARCH 1ST

Booking and Copy Deadline, Friday February 7th

Pallet Focus: Including wood and plastic, suppliers, pallet pools, pallet management, pallet inverters and all other products.

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

Warehouse I.T.: Includes E-commerce and fulfilment, RFID, barcodes, readers, scanners, labels and handheld technology.

SUPPLEMENT: Foodex 2014

Warehouse & Logistics News will be the official media partner for the UK show for processing, packaging and logistics which takes place between 24th - 26th. We take a look at some of the key exhibitors

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MARCH 15TH

Booking and Copy Deadline, Friday February 21st

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

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

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

APRIL 1ST

Booking and Copy Deadline, Friday March 7th

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

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

Storage Solutions: Maximising the efficient use of space in the warehouse, including pallet racking, cantilever racking, shelving and other applications.

SUPPLEMENT: Property Focus

A look at the latest property news in the Warehouse and logistics industry.

APRIL 15TH

Booking and Copy Deadline, Friday March 28th

Power Sources: Covering all aspects of motive power in the warehouse and logistics environment, including batteries, LPG and engines.

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

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

SUPPLEMENT: Multimodal

Warehouse & Logistics News will be the official media partner for the UK and Ireland's leading freight transport and logistics exhibition, celebrating its seventh year and taking place between 29th April - 1st May.

MAY 1ST

Booking and Copy Deadline, Friday April 11th

Warehouse Flooring: Includes floor preparation, maintenance, mezzanines and area markings.

Lifting Gears and Cranes: Including scissor lifts, heavy duty cranes and working platforms.

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

MAY 15TH

Booking and Copy Deadline, Friday May 2nd

Pallet Networks: A review of the European, UK and regional pallet networks.

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

SUPPLEMENT: The Warehouse

An in-depth look at the internal workings of the modern warehouse, including materials handling equipment, storage solutions, planning, lighting, flooring, and the I.T. needed to run the operations. We will also be publishing independent reports from the UK trade associations and industry experts.

JUNE 1ST

Booking and Copy Deadline, Friday May 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.

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

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

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JUNE 15TH

Booking and Copy Deadline, Friday May 30th

Cold Storage & Distribution: A look at the latest vehicles, equipment technology and services to help manufacturers and retailers keep their products at the correct temperature in the supply chain.

Power Sources: All aspects of motive power in the warehouse and logistics environment, including batteries, LPG and engines.

Doors & Curtains: Industrial doors, curtains and roller-shutters.

JULY 1ST

Booking and Copy Deadline, Friday June 13th

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

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

SUPPLEMENT: UKWA Awards

Warehouse & Logistics News is once again the official media partner for The UKWA Annual Awards ceremony, which will take place on Wednesday 2nd July 2014 at the Dorchester Hotel, Park Lane, London.

JULY 15TH

Booking and Copy Deadline, Friday July 4th

Storage Solutions: Maximising the efficient use of space in the warehouse, including pallet racking, cantilever racking, shelving and other applications.

Pallet Focus: Including wood and plastic, suppliers, pallet pools, pallet management, pallet inverters and all other products.

Warehouse I.T.: Includes E-commerce and fulfilment, RFID, barcodes, readers, scanners, labels and handheld technology.

SUPPLEMENT: Property Focus

A look at the latest property news in the Warehouse and logistics industry.

AUGUST 15TH

Booking and Copy Deadline, Friday July 25th

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

Warehouse Flooring: Includes floor preparation, maintenance, mezzanine floors and area markings.

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

SEPTEMBER 1ST

Booking and Copy Deadline, Friday August 8th

Pallet Networks: A review of the major European, UK and regional pallet networks.

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

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

SEPTEMBER 15TH

Booking and Copy Deadline, Friday August 29th

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

Power Sources: Covering all aspects of motive power in the warehouse environment, including batteries, LPG and engines.

SUPPLEMENT: FLTA Safety Supplement

Warehouse & Logistics News is once again the official media partner for the annual FLTA Safety Conference. We are publishing a bound-in supplement for the event looking at fork truck safety, good warehouse practice and all other aspects of safety in the warehouse.

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OCTOBER 1ST

Booking and Copy Deadline, Friday September 19th

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

Lifting Gears and Cranes: Everything from scissor lifts through to heavy duty cranes.

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

OCTOBER 15TH

Booking and Copy Deadline, Friday October 3rd

Multimodal: A look at the options for moving goods including air, rail, sea and road. As Europe's road networks get ever more congested we look at the other choices.

Warehouse Lighting: Smart lighting including LED, energy-efficient, long-life and sensor-activated systems.

Warehouse I.T.: Includes E-commerce and fulfilment, RFID, barcodes, readers, scanners, labels and handheld technology.

SUPPLEMENT: Property Focus

A look at the latest property news in the Warehouse and logistics industry.

NOVEMBER 1ST

Booking and Copy Deadline, Friday October 17th

Pallet Networks: A review of the major European, UK and regional pallet networks.

Warehouse Flooring: Includes floor preparation, maintenance, mezzanines and area markings.

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

NOVEMBER 15TH

Booking and Copy Deadline, Friday October 31st

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

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

Power Sources: Covering all aspects of motive power in the warehouse and logistics environment, including batteries, LPG and engines.

DECEMBER 15TH

Booking and Copy Deadline, Friday November 21st

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

Storage Solutions: Maximising the efficient use of space in the warehouse with the latest storage solutions including pallet racking, cantilever racking, shelving and all other applications.

Pallet Focus: We take a look at the world of pallets; including wood and plastic pallets, pallet suppliers, pallet pools, pallet management, pallet inverters and all other associated products.

SUPPLEMENT: REVIEW OF THE YEAR

Warehouse & Logistics News will take an in-depth look back at all the major stories which developed in 2014. Including independent write-ups from the leading trade associations, and news about materials handling equipment, storage solutions, planning, lighting, flooring, I.T. and more. Plus a round-up from the trade shows of 2014.

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MAGAZINE ADVERTISING RATES

	1 Issue	6	12	21
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 - Portrait)	£1,166	£1,049	£991	£932
Half Page A3 (Landscape)	£1,166	£1,049	£991	£932
Quarter Page A3 (Portrait)	£874	£789	£742	£699
Quarter Page A3 (Landscape)	£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 - Portrait)	A4	210mm X 297mm
Half Page A3 (Landscape)	A4	267mm X 189mm
Quarter Page A3 (Portrait)	A5	128mm X 181mm
Quarter Page A3 (Landscape)	A5	210mm X 148mm
Eighth Page A3	A6	101mm X 143mm

MAGAZINE INSERT RATES

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

Inserts are to be delivered to 12 Kings Park, Primrose Hill, Kings Langley, Herts, WD4 8ST

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. We will publish the interview as a full A3 page in the magazine. It will be around 2,000 words in length and will include up to six colour photos. Your interview will also be given a splash on the front cover, including a picture of the interviewee.

EDITORIAL MATERIAL

If you have a major news story or you would like to submit an editorial piece for a forthcoming issue or feature, please send it to warehouse@flame1.com, and we can guarantee publication for a small charge.

CLASSIFIEDS

The rate for the Warehouse & Logistics News classified section is £75 per column centimetre for a full year of 21 issues. For example a credit card sized advert (5.5cm x 2 columns) will cost only £825 for a year's run of 21 issues. This works out at only £39.28 per issue. Please email james@warehousenews.co.uk for an in-depth size guide.

FURTHER PRODUCTION INFORMATION

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

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ONLINE RATES & DATA

The Warehouse & Logistics News website, www.warehousenews.co.uk, led from the start by launching the first website dedicated to warehouse and logistics industry news in 2001.

For the last fourteen years it has been the number one news platform for warehousing and logistics professionals in the UK.

We continue to invest in the latest digital publishing technology and extensive SEO campaigns, which ensures that your message is always in front of buyers and decision makers.

Our website has been optimised to be viewed on laptops, desktops, iPad's, iPhones and virtually every other modern mobile device.

We have seen continued growth in visitor traffic, which now stands at 3,817 (August 2013) unique users PER DAY.

To build your online presence we offer a variety of advertising options on www.warehousenews.co.uk starting from as little as £195. These include the Leaderboard Banner, which appears at the top of every page on the website next to the Warehouse & Logistics News logo, News Banners, a Bottom

Static Sidebar and a variety of Sidebar Banner positions.

We also give you the opportunity for your story to appear as the 'Headline Story' on the homepage of warehousenews.co.uk for a total of five weeks. This is the prime editorial position on the website, and gives you the maximum possible online prominence for just £345 per insertion.

**For more information please contact
James or Rob on 01923 272965**



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Warehouse & Logistics News' digital circulation links you to 31,327* industry professionals, who read our email newsletter and digital edition every fortnight. We also enable you to carry out targeted communication campaigns with solus emails to our digital database.

EMAIL NEWSLETTER

Our email newsletter mailing list now stands at over 31,000 industry professionals. The newsletter is distributed a few days before the printed magazine. The headlines within the email newsletter contain links which direct our readers to the full story on our website.

DIGITAL EDITION

The digital edition of Warehouse & Logistics News is emailed to our database each fortnight with a link to the latest digital version of the magazine. We use the latest software to ensure that our digital subscribers receive the link to the latest copy on time, every time and where they want it!

SOLUS E-CAMPAIGN

A solus email campaign is your opportunity to get your message across to key decision makers in the warehouse and logistics industry directly to their inbox, at a time to suit your marketing plans. The content is up to you, all we require is an HTML or text file and we do the rest.



* Circulation as of August 2013

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WarehouseBuyer.co.uk is an online buyers directory, connecting leading suppliers of warehousing and logistics products and services with customers in the UK and beyond. WarehouseBuyer.co.uk was created for the growing number of buyers who make their buying decisions online, as well as providing a reference point for buyers looking for new companies and ideas to implement into their operations.

By using the latest open sourced software, visitors can carry out complex searches using key words and phrases to find what they are looking for, and then share their findings through all the major social networks including Facebook and Twitter. Your listing will also be enhanced with searchable Google Maps, built in contact forms and YouTube

integration. Finally, you will also benefit from the very latest SEO technology. In short, this means your company listing will appear near the top of all the major search engines.

Unlike some directories which favour big companies or alphabetical listings which favour businesses in the top half of the alphabet, the order in which our visitors view the company listings on WarehouseBuyer.co.uk is determined randomly. This ensures that your company has an equal chance of appearing at the top of your category each time a buyer views your category.

WarehouseBuyer.co.uk offers you a range of listing options from Bronze to Diamond, giving you a choice of coverage levels to suit your company's needs.

	Bronze £199 per year	Silver £249 per year	Gold* £299 per year	Platinum £349 per year	Diamond £399 per year
1 Year Listing	Yes	Yes	Yes	Yes	Yes
Company Description	Yes	Yes	Yes	Yes	Yes
Address, Tel, Fax and Web	Yes	Yes	Yes	Yes	Yes
Contact Form	Yes	Yes	Yes	Yes	Yes
Social Networking Links	Yes	Yes	Yes	Yes	Yes
Google Maps	Yes	Yes	Yes	Yes	Yes
Product Photos	Company logo	2 pictures + logo	3 pictures + logo	4 pictures + logo	5 pictures + logo
Products Listed	3	6	9	12	15
Company Category Listings	1 company category	3 company categories	6 company categories	9 company categories	12 company categories
YouTube video on listing	-	Yes	Yes	Yes	Yes
YouTube video in Video Hub	-	-	Yes	Yes	Yes
Magazine Listing	-	-	-	Yes	Yes
Homepage Featured (2 weeks)	-	-	-	-	Yes
Slider Featured (4 weeks)	-	-	-	-	Yes

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PAYMENT

1. Payment must be made within 60 (sixty) days from the date of Grandflame Ltd's invoice.
2. If payment has not been received within the 60 day period, Grandflame Ltd will contact you by email, telephone, fax or post advising you that you have 7 days for full remittance.
3. If Grandflame Ltd does not receive payment within the specified 7 day period we will hand over the recovery of the debt to our solicitors and debt collection agents, who will assume full responsibility and additional charges will be added. Our solicitors are Debenhams Ottaway and our debt collection agents are Brookes Bates Partnership LLP.

CANCELLATION

1. All cancellations will incur a 75% cancellation fee on all advertising booked.
2. If a series of more than one advertisement is booked, there will be a 75% cancellation fee on the whole series of bookings.

ADVERTISING

1. 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.
2. 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.
3. 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 advertiser's behalf.
4. 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.
5. It is the advertiser's responsibility to supply the artwork to Grandflame Ltd within the deadlines stated on the Grandflame Ltd confirmation letter/email. 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 (LINK) by Grandflame Ltd.
6. 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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Get in touch with the team to talk about how we can help you with your marketing requirements