

2017 Media Pack

Weekly Newsletter

Magazine



Website & Social Media

Expo



Future
Trucking
& Logistics

Conference & Forums



Branded Content



YouTube

Video Interviews

SOUTH AFRICA'S PREMIUM
TRUCKING & LOGISTICS CONTENT

Profile

Future Trucking & Logistics is a monthly business-to-business magazine for South Africa's trucking and logistics industry.

- A product of Future Group's respected automotive division – publisher of titles including the Auto Annual, Auto Fleet and Isuzu Truck News – the magazine is positioned as an engaging and thought-provoking read for decision makers in the transport industry.



What Makes Our Content Unique?

Future Trucking & Logistics opts for quality AND quantity, offering readers insights from local and international thought leaders; highlighting inspirational businesses and investigating new OEM and aftermarket technologies in the trucking sector.

- Features include the 'Million Mile Club' (a showcase for high-mileage trucks), 'Truspieel' (reports in Afrikaans), 'The Future According To...' (a Q&A with top executives' predictions), 'Day In the Life' (profiling a worker on the industry's coal face) and 'Truck CSI' (statistics relating to the transport industry).

Total reach

Magazine circulation	4000
Digital reach	
Digi mag reader	14 000
Newsletter subscribers	22 000
Website Pageviews	2 500
Social media following	534
Total means of distribution	43 034

Who does Future Trucking & Logistics Reach?

With an ABC-certified distribution of over 4 000 copies, distributed directly to fleet buyers and decision makers within the commercial vehicle industry. Future Trucking & Logistics' enjoys one of the largest footprints in its sector. Building on the established platform offered by Fleet magazine, copies are also sent directly to members of the Road Freight Association (RFA), Chartered Institute of Logistics and Transport South Africa (CILTSA) and South African Express Parcel Association (SAEPA). The digital version also goes directly to leading data base of 14 000+ recipients.

Our Digital platforms

- E-Zines on our website
- Video interviews and social media postings
- Weekly newsletters
- Page take overs



2017 Special Features

Dec/Jan:	OEM & Directory Edition
Feb:	Staffing, recruitment, HR and training
March:	Logistics software
March:	Telematics
April:	Tyres
May:	Parts and components
May:	Shelving & materials handling
June:	Body & Trailer Builders
July:	Financing & leasing
August:	Auctions & Used Sales
September:	Repairs and maintenance
October:	Fuel, fuel management & lubricants
November:	Telematics
November:	Warehousing & storage
Dec/Jan:	OEM & Directory Edition

*Ask for a customised packaged for the above to suit your need



2017 Rates

Premium Positions	1 Insertion	6 Insertions	11 Insertions
• Cover and 3 page feature (Max 1 per year)	R 37 000	N/A	N/A
• Cover slug & corporate 2 page profile (Max 1 per issue)	R 30 000		
• Leader on the move (includes a front pic & 2 pages editorial)	R25 000		
• Divisional cover (includes 3 pages editorial)	R30 000		
• Inside front cover DPS (Double Page Spread)	R 30 200	R 29 500	R 28 600
• IFC (Inside Front Cover)	R 28 100	R 27 500	R 27 000
• OBC (Outside Back Cover)	R 30 700	R 30 200	R 29 100
• Inside Bck Cover Gate Fold	R 30 000		
• IBC (Inside Back Cover)	R 27 500	R 27 000	R 26 500
Page Rates			
• Double Page Spread	R 29 600	R 28 900	R 27 500
• Full Page	R 18 950	R 18 500	R 17 950
• 1/2 Page	R 12 950	R 11 950	R 10 950
• 1/3 Page	R 9 950	R 8 950	R 7 950
• 1/4 Page	R 6 950	R 5 950	R 4 950
Branded content – Interviews, written feature, design & layout, publishing, e-zine for digital purposes & YouTube video clips			
• Full Page	R 17 950		
• 2 Pages	R 29 950		
• 4 Pages	R 39 950		
Inserts	P.O.A		
Belly bands	P.O.A		
Video interview	R 7 950		

Rates include agency commission and exclude VAT

Double Page Spread (DPS)	420mm (w) x 297mm (h) Copy area 368mm x 271mm	Full page 210mm (w) x 297mm (h) Copy area 184mm x 271mm
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1/2 horizontal 210mm (w) x 146.5mm (h) Copy area 190mm x 126.5mm	1/2 vertical 103.5mm (w) x 297mm (h) Copy area 83.5mm x 277mm	1/3 horizontal 210mm (w) x 94.5mm (h) Copy area 190mm x 74.5mm
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1/3 vertical 68.5mm (w) x 297mm (h) Copy area 48.5mm x 277mm	1/4 page 210mm (w) x 73mm (h) Copy area 190mm x 53mm	1/4 page 103.5mm (w) x 146.5mm (h) Copy area 83.5mm x 126.5mm
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Material Specifications:

- Print optimised high-resolution (300dpi) PDF & Colour Proof
- All fonts are to be embedded in the PDF
- Include 5mm bleed on all sides
- Make-up of material upon request (please add a 10% design fee)

Deadlines:

- Frequency – x 11 per annum
- Booking deadline – 7th of the month prior to publication
- Material deadline – 15th of the month prior to publication

We think about your **business**

What more we have to offer:

- Additional copies,
- Interviews and branded editorial features
- Participating at forums
- Other magazine exposure that reaches like-minded audiences
- Website exposure
- Corporate reports
- Cover features
- You Tube Videos
- Video interviews, production, editing + uploading video content to You Tube

2017 online rates



Home page Banners:

Size	1 month	2-4 months	5-8 months	9-12months
Leaderboard (728 x 90)	R9800	R9500	R9000	R8500
Rectangle banner (300 x 25)	R5821	R5600	R5400	R5000
Middle strip (468 x 60)	R2500	R2390	R2140	R1999
Rectangle banner – bottom (300 x 250)	R4100	R3800	R3600	R3200
Homepage takeovers	R15 900			

Run off site Banners:

Size	1 month	2-4 months	5-8 months	9-12months
Leaderboard (728 x 90)	R8100	R7400	R7100	R6800
Rectangle banner (300 x 25)	R4400	R4100	R3800	R3600
Middle strip (468 x 60)	R2100	R1900	R1700	R1500
Rectangle banner – bottom (300 x 250)	R3100	R2800	R2500	R2200
Homepage takeovers	R11 100			

Newsletter banners:

Size	1 month	2-4 months	5-8 months	9-12months
Leaderboard (680 x 150)	R5800	R5400	R5100	R4600
Side bar (A) (190 x 300)	R3900	R3600	R3100	R2900
Side bar (B, C, D) (190 x 300)	R3500	R3100	R2800	R2600
Newsletter takeovers	R15 900			

Industry players

Showcase your **company information, services, products** and **press releases** on our **website** and to our **newsletter subscribers**

R15 000 per year

Terms and conditions:

- Unless other credit terms have been agreed, 50% deposit is required on signed order form • The remaining 50% is due upon publication
- Rates are valid from 01 January - 31 December 2016 • Insert rates available on request • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print • Rates exclude VAT and include agency commission



Editor: Ryan de Smidt: ryan@thefuture.co.za
Cell: +27 (0)76 500 6676

Advertising: Enver Lawangi: enver@thefuture.co.za
Cell: +27 (0)83 300 6003

Advertising: Vinny Reddy: vinny@thefuture.co.za
Cell: +27 (0)83 348 8272

Future Publishing (Pty) Ltd

247 Jan Smuts Ave
Dunkeld West
2196

Tel: +27 11 803 2042
www.futuretrucking.co.za

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Subscribe for free to our weekly newsletter: E:mail : vinny@thefuture.co.za





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