

# 2023 MediaPack

**Magazine**

**Bi-Weekly Newsletter**



**Website**



**Expo**



**Conference**



**Branded Content**



**You Tube**

**Video**

**SOUTH AFRICA'S PREMIUM TRUCKING & LOGISTICS CONTENT**

## Profile

*Future Trucking & Logistics* is a bi-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 Fleet And Business Traveller Africa – 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).

## DIGITAL REACH

Digi mag reader	18 000
Newsletter subscribers	32 000
Total means of distribution	50 000

## Who does Future Trucking & Logistics Reach?

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 **18 000+ recipients**.

## Our Digital platforms

- E-Zines on our website
- YouTube videos
- Bi-weekly newsletter
- Page take overs



## 2023 Planned Features

### FEBRUARY 2023

- Setting the Scene for 2023 – Industry Leaders' Insights

### APRIL 2023

- Truck Tyres – Economy, Safety and Retreading

### JUNE 2023

- Commercial Finance and Insurance

### AUGUST 2023

- Bodybuilders – Tankers, Trailers and Refrigeration
- Engine and Gearbox Rebuilding/Construction and Off-road trucks

### OCTOBER 2023

- Fleet Telematics, Fleet and Fuel Management

### DECEMBER 2023

- People & Driver Management - Training, Recruitment and HR

# 2023 Rates

PREMIUM POSITIONS	1 Insertion	6 Insertions
• Cover and 3 page feature (Max 1 per year)	R 37 000	–
• 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	–
• Inside Front Cover DPS (Double Page Spread)	R 30 200	R 29 500
• IFC (Inside Front Cover)	R 28 100	R 27 500
• OBC (Outside Back Cover)	R 30 700	R 30 200
• Inside Back Cover DPS (Double Page Spread)	R 30 000	–
• IBC (Inside Back Cover)	R 27 500	R 27 000
PAGE RATES		
• Double Page Spread	R 29 600	R 28 900
• Full Page	R 18 950	R 18 500
• 1/2 Page	R 12 950	R 11 950
• 1/3 Page	R 9 950	R 8 950
• 1/4 Page	R 6 950	R 5 950
BRANDED CONTENT – 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	–

Rates include agency commission and exclude VAT

<b>Double Page Spread (DPS)</b>	420mm (w) x 297mm (h)  Copy area 368mm x 271mm	<b>Full page</b> 210mm (w) x 297mm (h)  Copy area 184mm x 271mm
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<b>1/2 horizontal</b> 210mm (w) x 146.5mm (h)  Copy area 190mm x 126.5mm	<b>1/2 vertical</b> 103.5mm (w) x 297mm (h)  Copy area 83.5mm x 277mm	<b>1/3 horizontal</b> 210mm (w) x 94.5mm (h)  Copy area 190mm x 74.5mm
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<b>1/3 vertical</b> 68.5mm (w) x 297mm (h)  Copy area 48.5mm x 277mm	<b>1/4 page</b> 210mm (w) x 73mm (h)  Copy area 190mm x 53mm	<b>1/4 page</b> 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 – Bi-Monthly
- Booking deadline – 7<sup>th</sup> of the month prior to publication
- Material deadline – 15<sup>th</sup> of the month prior to publication

## We think about your **business**

### What more we have to offer:

- Branded editorial features
- Other magazine exposure that reaches like-minded audiences
- Website exposure
- Corporate reports
- Cover features
- You Tube Videos

## 2023 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 250)	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 250)	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 2020 • 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





## Advertising Manager:

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