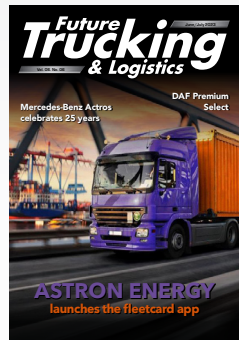


# 2024 MediaPack

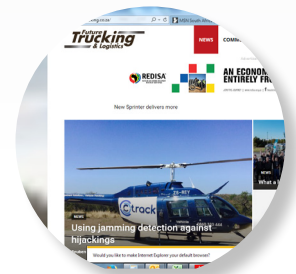
Digital Magazine

Bi-Weekly Newsletter



Website

Expo



Conference



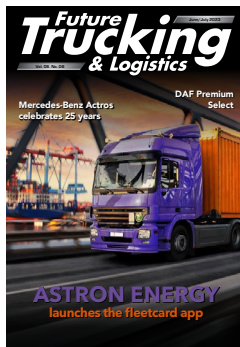
Branded Content



YouTube

Video

SOUTH AFRICA'S PREMIUM  
TRUCKING & LOGISTICS CONTENT



## Our Digital platforms

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



## Profile

*Future Trucking & Logistics* is a bi-monthly 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 – 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.

## 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**.

## 2024 Planned Features

### FEBRUARY 2024

- Setting the Scene for 2024 – Industry Leaders' Insights

### APRIL 2024

- Truck Tyres – Economy, Safety and Retreading

### JUNE 2024

- Commercial Finance and Insurance

### AUGUST 2024

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

### OCTOBER 2024

- Fleet Telematics, Fleet and Fuel Management

### DECEMBER 2024

- People & Driver Management - Training, Recruitment and HR

# 2024 Rates

| PREMIUM POSITIONS                             | 1 Insertion | 6 Insertions |
|---|-------------|--------------|
| • Cover and 3 page feature                    | R 37 000    | –            |
| • 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      |

Rates include agency commission and exclude VAT

|                                 |  |  |
|---------------------------------|--|--|
| <b>Double Page Spread (DPS)</b> | 420mm (w)<br>x 297mm (h)<br><br>Copy area<br>368mm x 271mm | <b>Full Page</b><br>210mm (w)<br>x 297mm (h)<br><br>Copy area<br>184mm x 271mm |
|---------------------------------|--|--|

## 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)

|   |  |   |
|---|--|---|
| <b>1/2 Horizontal</b><br>210mm (w)<br>x 146.5mm (h)<br><br>Copy area<br>190mm x 126.5mm | <b>1/2 Vertical</b><br>103.5mm (w)<br>x 297mm (h)<br><br>Copy area<br>83.5mm x 277mm | <b>1/3 Horizontal</b><br>210mm (w)<br>x 94.5mm (h)<br><br>Copy area<br>190mm x 74.5mm |
|---|--|---|

## 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

|   |   |  |
|---|---|--|
| <b>1/3 Vertical</b><br>68.5mm (w)<br>x 297mm (h)<br><br>Copy area<br>48.5mm x 277mm | <b>1/4 Horizontal</b><br>210mm (w)<br>x 73mm (h)<br><br>Copy area<br>190mm x 53mm | <b>1/4 Vertical</b><br>103.5mm (w)<br>x 146.5mm (h)<br><br>Copy area<br>83.5mm x 126.5mm |
|---|---|--|

## 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

## 2024 Online Rates

### Home page Banners:

| Size   | 1 month | 2-4 months | 5-8 months | 9-12months |
|--|---------|------------|------------|------------|
| Leaderboard Banner (728 x 90 pixels)         | R9800   | R9500      | R9000      | R8500      |
| Top Rectangular Banner (300 x 250 pixels)    | R5821   | R5600      | R5400      | R5000      |
| Middle Strip (468 x 60 pixels)               | R2500   | R2390      | R2140      | R1999      |
| Bottom Rectangular Banner (300 x 250 pixels) | R4100   | R3800      | R3600      | R3200      |
| Homepage Takeovers                           | R15 900 |            |            |            |

### Run off site Banners:

| Size   | 1 month | 2-4 months | 5-8 months | 9-12months |
|--|---------|------------|------------|------------|
| Leaderboard Banner (728 x 90 pixels)         | R8100   | R7400      | R7100      | R6800      |
| Top Rectangular Banner (300 x 250 pixels_    | R4400   | R4100      | R3800      | R3600      |
| Middle Strip (468 x 60 pixels)               | R2100   | R1900      | R1700      | R1500      |
| Bottom Rectangular Banner (300 x 250 pixels) | R3100   | R2800      | R2500      | R2200      |
| Homepage Takeovers                           | R11 100 |            |            |            |

### Newsletter Banners:

| Size                                       | 1 month | 2-4 months | 5-8 months | 9-12months |
|--|---------|------------|------------|------------|
| Leaderboard (728 x 90 or 680 x 150 pixels) | R5800   | R5400      | R5100      | R4600      |
| 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 2024 • 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

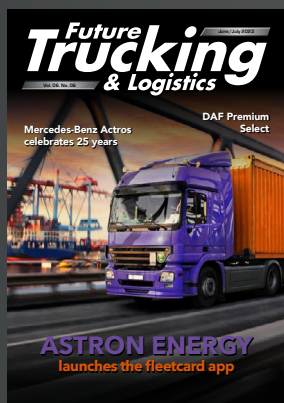




## Advertising Manager:

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# We think about your business



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