

LOGISTICSNEWS

The Independent Voice of the Supply Chain Industry



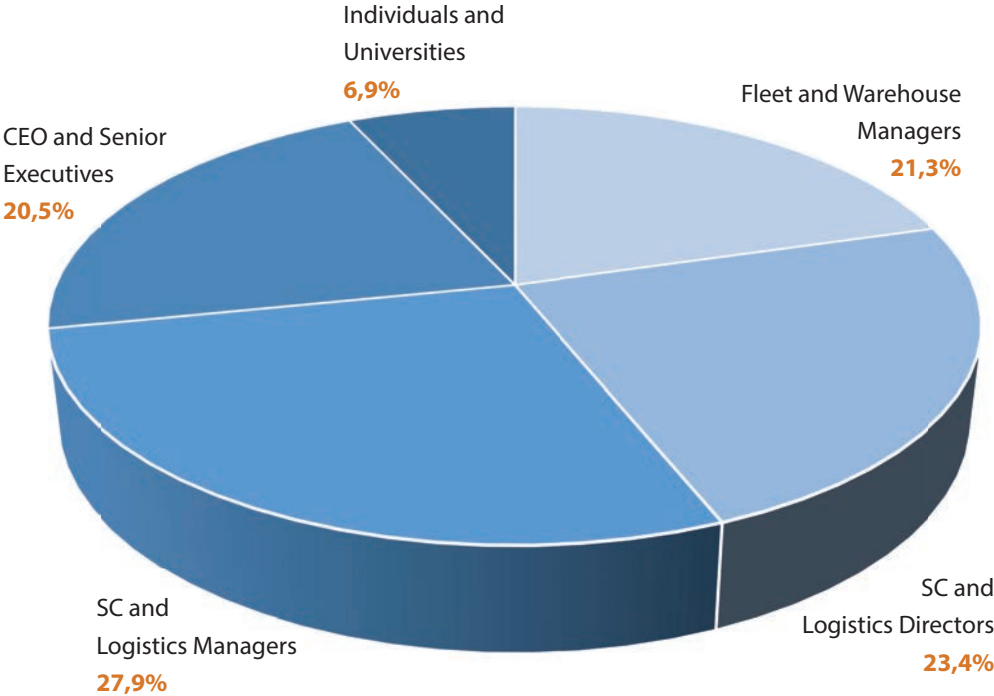
For 39 years LOGISTICS NEWS has been the leading logistics and supply chain management magazine in South Africa

WHO ARE OUR READERS

We cover every aspect of the supply chain, from sourcing of raw materials, to delivery of the finished product to the consumer. Key activities within this end-to-end process include purchasing, production planning, order fulfillment, inventory management, sea and air freight, road transportation (financing, insurance, fleet management, tracking), and warehousing and warehouse management systems, materials handling including forklifts, storage, scanning, distribution. We also cover topics including Training and Education/Professional development, IOT, ML, AI and Blockchain

LOGISTICS NEWS is the only publication in South Africa that assists companies in their search for excellence by providing research, thought leadership articles, case studies, book reviews, company profiles and general industry news. Due to the quality of our editorial content, the magazine has a high retention value.

CIRCULATION BREAKDOWN BY OCCUPATION



WHY ADVERTISE WITH US:

Logistics News is read by logistics and supply chain professionals in a wide range of industries including:

SC Solution Providers	Warehousing	RFID
Fleet owners & road freight	Materials handling	Procurement
Tracking and tracing	Engineering	SCM and WMS software
Couriers	Asset Finance	3/4PL providers
Import and export	Freight forwarding	Containers
Manufacturing	Bulk handling	Refrigerated Logistics
Distribution	Sea Freight	Air Freight

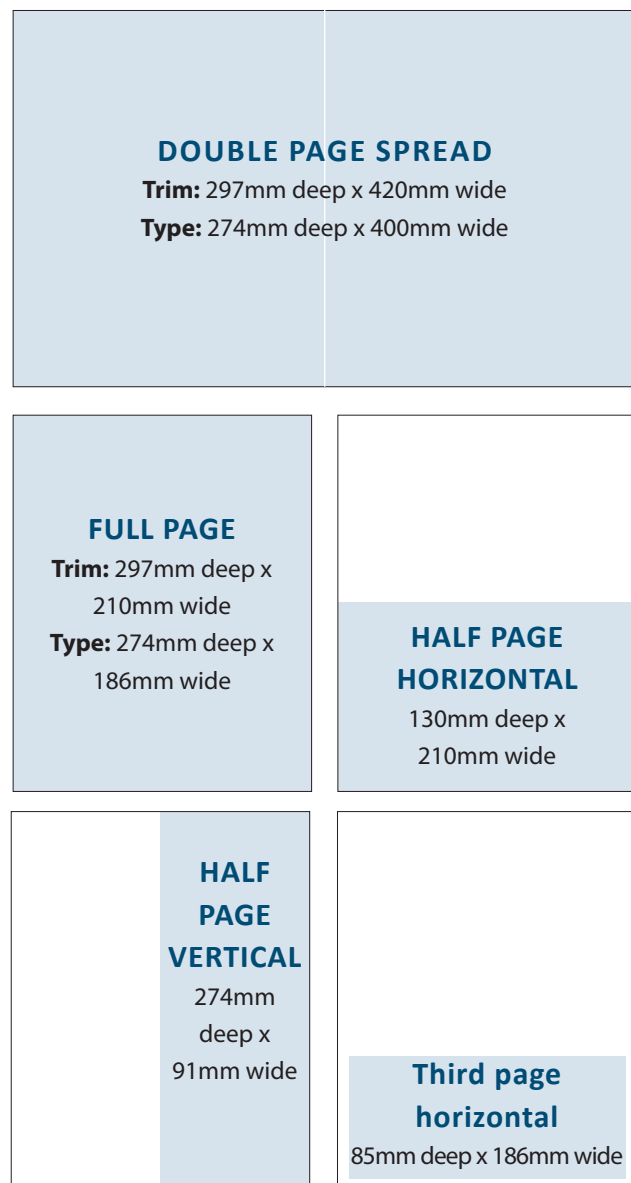
ENDORISING INDUSTRY ASSOCIATIONS

CGCSA	Consumer Goods Council of SA
CSCMP	Council of Supply Chain Management Professionals
CILTSA	Chartered Institute of Logistics and Transport
CIPS	Chartered Institute of Purchasing and Supply Southern Africa
RFA	Road Freight Association
SAAFF	SA Association of Freight Forwarders
SAEPA	SA Express Parcel Association
SAPICS	SA Production and Inventory Control Society
SAIIE	Institute of Industrial Engineering



LOGISTICS NEWS HAS GONE DIGITAL

Logistics News is published in digital format, which is sent out to our database of 12000+ readers. In partnership with SupplyChainUpdate.co.za our digital magazine is sent to their database of 13000+ reader, giving a total circulation of over 25000 – by far the largest circulation logistics and supply chain management magazine in the industry.



ADVERTISING RATES AND TECHNICAL DATA 2022

Outside front cover	R22 000	Outside back cover	R16 000
Inside front cover	R19 100	1st available RHP	R14 500
IFC DPS	R21 000	Advertorial FP	R14 500

NO OF INSERTIONS	Casual	2-3	4-6
Double page spread	R20 000	R18 000	R16 000
Half double page	R14 500	R12 500	R10 500
Full Page	R14 000	R12 000	R10 000
Half Page	R 9 500	R 8 000	R 7 000
Third Page	R 7 000	R 6 000	R 5 000

DIMENSIONS

Full page trim	297mm deep x 210mm wide
Full page type area	274mm deep x 186mm wide
Double page spread trim	297mm deep x 420mm wide
Half page horizontal	130mm deep x 210mm wide
Half page vertical	274mm deep x 91mm wide
Third page horizontal	85mm deep x 186mm wide
Third page vertical	274mm deep x 60mm wide

ACCREDITED AGENCIES

Accredited advertising agencies are entitled to an agency discount

WEBSITE BANNER AND NEWSLETTER PRICING 2022

Logistics News Online is an exciting and unique opportunity for you to reach the key players in the South African Logistics and Supply Chain industry, through targeted advertising in a newsletter that is mailed to 12 000+ registered readers

1 Month Contract

Leader Banner R 3 500

Standard Banner R3 000

Footer Banner R2 000

6 Month Contract

Leader Banner R15 000

Standard Banner R12 000

Footer Banner R7 000

Banner Size

728 x 90 pixels



MATERIAL REQUIREMENTS

Banner images can be in JPG, PNG or GIF format and should be at least 75dpi. Material can be e-mailed to: info@logisticsnews.co.za

DEADLINES AND CANCELLATIONS

Bookings: 20th of month prior to publication

Material: 1st of month of publication

Advertorial draft Deadline: 15th of month prior to month of publication

Cancellations will not be accepted after booking deadline



Features 2022

February

- Warehouse Annual

March/April

- Outsourcing and 3/4PL
- Distribution
- Cold Supply Chain Industry
- Freight Forwarding

May/June

- Training and Education/Professional Development
- Supply Chain Technology
- Supply Chain Data Analytics

July/August

- Supply Chain Risk Management
- Freight Forwarding
- Supply Chain Sustainability
- Distribution

September/October

- Warehouse Management Systems and Inventory Control
- Racking and shelving
- Supply Chain Technology
- Supply Chain Finance

November/December

- Training and Education/Professional development
- Outsourcing and 3/4PL
- Freight Forwarding
- Supply Chain Sustainability

LOGISTICS**NEWS**

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