

LOGISTICSNEWS

The Independent Voice of the Supply Chain Industry



For 40 years LOGISTICS NEWS has been the leading logistics and supply chain management magazine in South Africa



ABOUT US

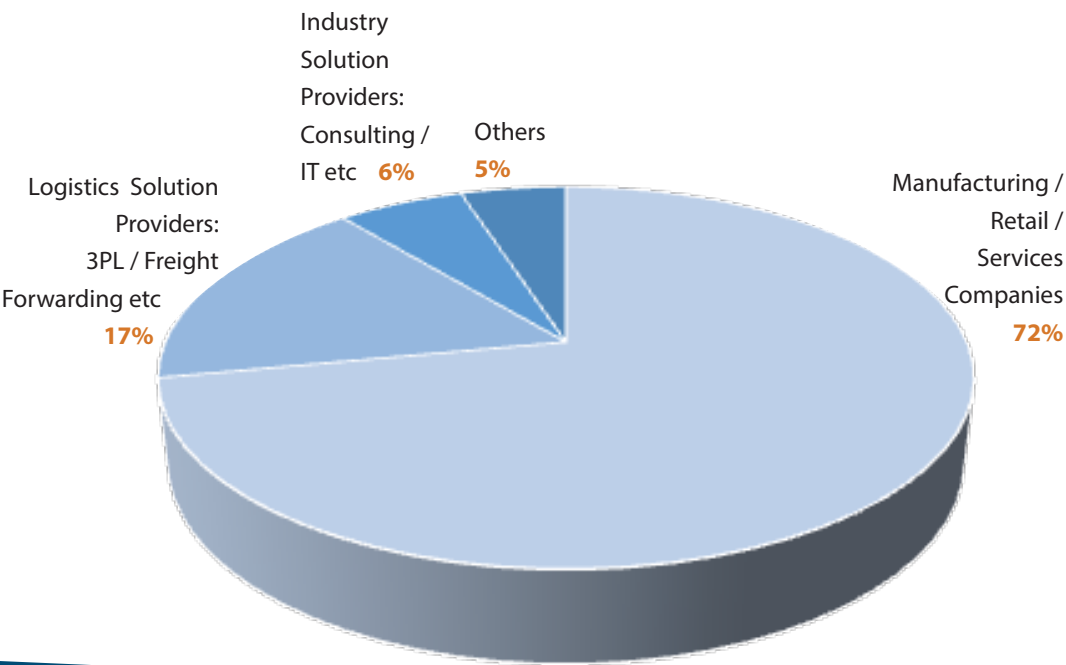
LOGISTICS NEWS covers all aspects of Supply Chain Management from sourcing of raw materials, to delivery of finished product. For almost 40 years, we have been the leading publication in South Africa that consistently offers relevant insights and valuable content for our local supply chain professionals.

With a focus on reader-value, each issue shares insights on best practices, local & international trends, industry news, emerging technologies and thought leadership from industry experts. By focusing on offering valuable content to our readers and having a high content-to-advertising ratio, advertisers can be assured that each issue is well-received, well-read and retained by our readers.

A library of our past issues is easily accessible through our website.

Karl Murray has joined the Logistics News team to drive fresh content, and further increase reader-value. Karl has over 20 years of experience in creating content and innovative content-platforms for supply chain professionals across all levels. He has produced hundreds of supply chain workshops & conferences, hosting thousands of local delegates during this time and has been the recipient of the Innovation Award from SAPICS.

READERSHIP BREAKDOWN BY SECTOR:



WHY ADVERTISE WITH US:

Our readership is reflected in the range of content that Logistics News produces. Our subscribers are generally mid-and-senior management in:

Supply Chain Management	Materials Management
Logistics Management	Import/Export
Warehousing	Freight Management
Distribution	Shipping
Operations	Manufacturing
Inventory Management	Retail
Transport/Fleet Management	Logistics Service Providers
Demand Planning & Management	Supply Chain Solutions
Sales & Operations Planning	Consulting
Supply Planning	Training & Education
Procurement	

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 - now published in digital format, is distributed to a combined readership of over 25 000 active recipients. Logistics News and Supply Chain Update have partnered and combined their distribution databases to create the largest circulation in the logistics and supply chain management industry.

DOUBLE PAGE SPREAD
Trim: 297mm deep x 420mm wide
Type: 274mm deep x 400mm wide

FULL PAGE
Trim: 297mm deep x 210mm wide
Type: 274mm deep x 186mm 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

ADVERTISING RATES AND TECHNICAL DATA 2023

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	2-6	7-10
Double page spread	R20 000	R18 000	R16 000
Half double page	R14 500	R12 500	R10 500
Full Page	R14 000	R12 000	R15 400
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

MATERIAL REQUIREMENTS

Material can be supplied as high-resolution JPG, PNG or Pdf format and should be a minimum of 300dpi.

Material can be e-mailed to: info@logisticsnews.co.za

ACCREDITED AGENCIES

Accredited advertising agencies are entitled to an agency discount

WEBSITE BANNER AND NEWSLETTER PRICING 2023

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 25 000+ 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



CONTACT INFORMATION:

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