

magazine Logistics

LOGISTICS UK

Weekly Digital News 2022

Logistics Magazine is distributed to **22,500 Logistics UK members** and senior business people. The weekly magazine is a vital and important aspect of Logistics UK membership.

Content includes:

- Logistics UK news
- Industry news
- Features
- Industry profiles
- Compliance topics
- Legislation updates

There are advertising opportunities within the weekly email for static or animated banners •----- and sponsored posts. •-----

The content from the weekly news magazine is hosted on the [Logistics Magazine portal](#), which is split into three sections:

- Features
- News
- Compliance

The magazine portal also hosts all sponsored content and has banner advertising opportunities.

Robert Reed

Sponsorship and Advertising Manager

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News

Features

eNews

Compliance

The pandemic's impact on the logistics sector – Logistics UK takes stock



The absence rates of skilled workers across many sectors of the UK economy continue to soar thanks to the highly transmissible Omicron variant of COVID-19. Logistics UK is giving regular feedback to the Department for Transport (DfT) to update it on how the absences are impacting on the logistics sector. During these discussions, Logistics UK raised its concerns about the difficulties logistics businesses and their workers had been facing accessing lateral flow tests (LFTs), which DfT raised with the Department of Health and Social Care (DHSC).

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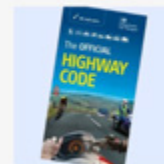
Four new Clean Air Zones to be introduced in 2022

Four Clean Air Zones (CAZs) are scheduled to be introduced in English cities in 2022 – Greater Manchester, Bradford, Bristol and Sheffield. These will join cities where CAZs and Low Emission Zones (LEZs) are already in operation – London, Birmingham, Bath and Portsmouth. However, Bradford's CAZ, which was scheduled to begin operation in January 2022, is now not expected to be launched until early summer. The Greater Manchester CAZ may also be delayed.

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Highway Code changes informed by Logistics UK



Logistics UK has been engaging closely with the review of the Highway Code, through consultation responses and meetings with officials from the Department for Transport (DfT), since 2020.

In its response to the consultation on these proposals affecting vulnerable road users, Logistics UK raised its concerns about the presumed liability arising from the new Hierarchy of Users' rule and about cyclists passing large vehicles to the left. However, DfT has listened carefully to the business group's concerns and has amended the guidance accordingly.

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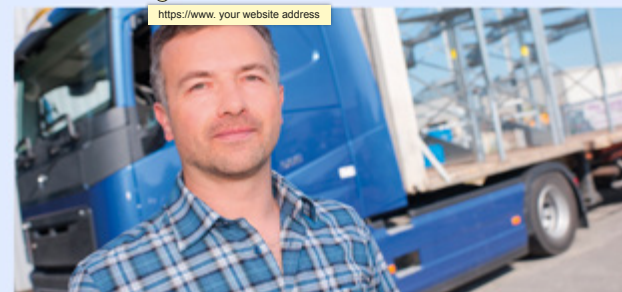
Your banner here

<https://www.your-website-address>

Your sponsored post title here

CONTENT SPONSORED BY YOU

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Caption to your sponsored post image here

Banners

The weekly *Logistics Magazine* email is sent out every Thursday, copy deadlines are the previous Tuesday by 12 pm.

There are two email banner placements within each email, one towards the top and one in the middle of the page.

Item	Cost (per week)	Dimension (wxh in pixels)	Requested materials
Top page banner	£750.00	580x118	jpg or png banner and URL
Mid page banner	£700.00		

Sponsored posts

Sponsored posts will be included in the *Logistics Magazine* email and will have three options.

- Paid for sponsored posts that you host – we will include a short description in the email that links to the main story hosted on your website.
- Paid for sponsored posts that we host – there is a short description that links to the sponsored posts hosted on our website
- Association with content – you have an email banner on a related feature hosted on our website.

Item	Cost (per week)	Requested materials
Sponsored post	£850.00	500 words copy, jpg or png image and URL

Logistics Magazine portal – web banners

The editorial content is hosted on the *Logistics Magazine* portal, storing the features and news stories for readers to search and view, including the paid for sponsored posts.

There are four sections.

- Home – listing all content (in date order).
- News – listing all news stories (in date order).
- Features – listing all features and sponsored posts.
- Compliance topics – listing the compliance topics (in date order).

There is an email banner at the top of each section which advertisers can book, and a sky scraper banner on the home pages, compliance and news pages.

Item	Cost (per month)	Dimension (wxh in pixels)	Requested materials
Web banner	£500.00	On request	jpg or png banner and URL

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2022	Forward features, compliance topics and supplements		
	Forward features*	Compliance topic	Supplements
January	Challenges and opportunities for 2022	Small trailers – how compliant are yours?	
February	Rail freight	Checking entitlements to drive	
March	Air cargo	Removal of red diesel exemptions	Value the van/van suppliers' directory
April	Post Budget report	Vans coming into scope of operator licensing	
May	Clean Air Zones	Changes to Guide to maintaining roadworthiness	
June	Shipping	EU requirements – driver drowsiness and attention warning/ intelligent speed assistance/interlock facilitation	
July	Decarbonisation	Road User Levy suspension ends	Van Driver of the Year winners' supplement
August	Apprenticeships	Brake testing	
September	Future logistics	Alternatively fuelled vans and HGVs – plug in grants	Technology and innovation in logistics
October	Skills	Vehicle maintenance – vans and HGVs	
November	Platooning and automation	Drivers' hours	
December	Logistics Awards 2022	Bridge strikes	Logistics Awards winners' supplement

*Features are subject to change

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