

magazine **Logistics**

LOGISTICS UK

Weekly Digital News **2023**

Logistics Magazine is distributed to **23,000 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 profiles
- Industry news
- Compliance topics
- Features
- Legislation updates

Between October 2020 and October 2022, we published 1,000 news items, features, interviews and compliance articles on our online web portal, and received more than 250,000 visits.

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.

Georgie Leacy

Sponsorship Executive

Mobile: : 07818 450548 gleacy@logistics.org.uk

Logistics UK's social media channels

In 2022 we recorded

over 27 million impressions
(up from 22 million in 2021)

across our main social media channels, LinkedIn, Twitter and Facebook.

If you take into consideration all interactions, retweets, shares and users interacting with our campaigns, our social media management system estimates

91 million people

saw our social media activity in 2022.



▲ **36%** growth in engagement.



▲ **32%** growth in engagement



▲ **28%** growth in engagement

Sponsored posts


Sponsored posts will be included in the weekly *Logistics Magazine* email and published on the Logistics Magazine portal. We offer 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.

Cost (per week)	Requested materials
£950.00	500 words copy, jpg or png image and URL

Your sponsored post title here

CONTENT SPONSORED BY YOU



https://www. your website address

Caption to your sponsored post image here

Email banners and Article banners

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


Booking the email banner comes with it the opportunity to have a skyscraper banner hosted on every article on the Logistics Magazine portal, ensuring prime visibility when articles are reposted on social media and found via search engines.

Cost (per week)	Dimension (w x h)	Requested materials
£750.00	Email: 580 x 118 pixels	jpg or png banner and URL
	Article: 330 x 800 pixels	jpg or png banner and URL

Logistics Magazine

Home News Features Compliance

Generation Logistics case study



Your banner here

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 space for a horizontal banner at the top of each the four sections which advertisers can book, there is also the option of a sky scraper banner on the right hand side of them.

Cost (per month)	Dimension (w x h)	Requested materials
£500.00	On request	jpg or png banner and URL

Logistics Magazine

Home News Features Compliance

Launch of Generation Logistics Ambassador programme

Your banner here

Logistics Magazine provides in-depth coverage of supply chain, logistics, and global trade issues. The magazine's mission is to provide readers with high-quality information and insights that will help them make better decisions.

Covering the pulse of the logistics industry and supply chain, Logistics Magazine tackles the big strategic issues facing the industry – decarbonisation, innovation and automation – as well as the compliance issues so critical to the safety of all transport operations.

The new weekly digital-only Logistics Magazine includes the following content:

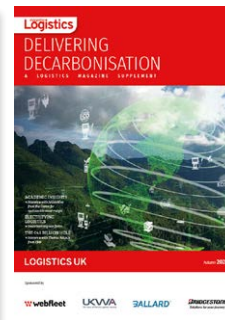
- Relevant transport industry news and analysis – road, rail, sea and air
- Interviews with senior people from the government, academia and industry
- News on the latest transport legislation and public consultation
- Compliance advice section

Read more about Logistics Magazine

2022	Forward features, compliance topics and supplements		
	Forward features*	Compliance topic	Supplements
January	Challenges and opportunities for 2023	ADR changes	
February	Decarbonisation	Tyres – highest reason for MOT failure	
March	Air cargo	Load security – a new code of practice	Van supplement
April	Technology	Revisions to <i>Guide to maintaining roadworthiness</i>	
May	Clean Air Zones	Brake testing	
June	Water freight	Budget 2023 – hybrid vehicles	Decarbonisation supplement
July	Skills	GB type approval	
August	Rail freight	General safety regulations – design features of vehicles	
September	Automation		Safety supplement
October	Vans		
November	Infrastructure		
December	Logistics Awards 2023		Innovation supplement

*Forward feature and compliance topics are subject to change.

Georgie Leacy
Sponsorship Executive
Mobile: 07818 450548
gleacy@logistics.org.uk



T: 01892 526171* F: 01892 534989 www.logistics.org.uk

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*Calls may be recorded for training purposes
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