



TRANSPORT *AND* **LOGISTICS**

2023 MEDIA PACK

DIGITAL DISPLAY

Our website updates with latest news features uniquely approved by editorial here at T&L each day. T&L receives on average over 4000 unique daily visitors to tandlonline.com.



BANNER ADVERTISING*

Premium Leader	£895
Prime Leader	£695
Second Leader	£595
Large Rectangle	£595
Springboard Banner	£395
Site Takeover	£1,495
Home Category	£595
Post Category Sandwich	£595
Post Category Large Rectangle	£495

*All prices are per month

Thank you for this great opportunity. It's been brilliant working with you and thanks again for making the process so easy for us – you made it simple right from the start! The feature has received great feedback and we very much hope to work with you again in the future.

ELLENA AUSTIN MARKETING
YUSEN LOGISTICS (UK) LTD

DIGITAL DISPLAY

WEB DISPLAY

You know your advert is in front of the right audience with T&L via placement next to industry specific news. With use of visual images, display advertising helps to create stronger brand awareness.

SITE POST

PREMIUM LEADER

POST CATEGORY SANDWICH

As seen on!

Google News

LARGE RECTANGLE

Latest Magazines

TRANSPORT & LOGISTICS

POST CATEGORY SANDWICH

HOMEPAGE

PREMIUM LEADER

PRIME LEADER

SITE TAKEOVER

SECONDARY LEADER

LARGE RECTANGLE

SPRINGBOARD BANNER

HOME CATEGORY

You can also maximise your ROI via the ability to track the performance of your own advertising. Choose to book for 2 or more months and you can change your artwork each month. We have a variety of sizes to suit your advert artwork or budget - from a full site takeover, to a side banner. Your branding can be seen over 5,000 times per day. Your visual will appear neatly and professionally alongside industry leading site content.

DIGITAL EDITORIAL

SPONSORED STORY

Each comes with up to 500 words of content and two images. This editorial feature can have three unique back-links. A story needs to appear as part of the latest news feed before migrating to the pre-selected news section of our homepage. As T&L works with multiple news agencies this needs to be written as a third person news story and we can help with that.

WHITE PAPER/EXTENDED FEATURE

Each comes with up to 1000 words of content and four images. This editorial feature can have five unique back-links. A whitepaper or extended feature needs to be entirely supplied and approved. It must meet our own editorial requirements and cannot conflict with the style of T&L. We can help with that.

VIDEO FEATURE

Each comes with up to 500 words of supporting content alongside your unique video. The video needs to be added to an external source we can link to. These are the most popular features with our readers and videos should be no more than sixty seconds for maximum effect. We can help with examples of that.

We can share your digital editorial within a weekly magazine newsletter which goes out to over **65,000 subscriber emails**. This newsletter is opened by over 21% of these subscribers in the first 24 hours and this is how they received the digital copy of the monthly T&L magazine. We share your digital feature across social media included in the our rates.

NUMBER OF POSTS

	x1	x3	x6	x10
Sponsored Story	£250	£500	£750	£1000
White Paper/Extended Feature	£500	£1000	£1500	£2000
Video Feature	£500	£1000	£1500	£2000

The screenshot displays the Transport and Logistics website. At the top, there's a navigation bar with links: Home, Advertise, Magazine, Privacy. A search bar is on the right. Below the navigation bar is a banner for 'TSR Trailer Service & Repair Ltd' with the tagline 'TSR HAVE GOT YOU COVERED' and 'The Midlands No.1 Trailer Fleet Maintenance Specialists'. The main content area is titled 'Haulage' and features several article thumbnails. One large article shows a 'Clipper' building with the headline 'Clipper Logistics Agrees to GXO Takeover'. Other smaller articles include 'New Online Global Customs Academy Is Launched', 'Research and Development for the Haulage Industry to Support Businesses', 'Shipping Platform Secures Funding to Roll out Zero Emission Delivery Service', and 'Prioritise the UK Border to Keep Trade Moving, Logistics UK Warns'. Below the main content, there's a 'Latest Articles' section with two more articles: 'Amazon Adds First Electric Trucks to its European Fleet' and 'Globalisation Could Be Going into Reverse, According to Logistics UK'. On the right side, there's an 'As Seen On!' section with a Google News logo and a 'Newsletter!' sign-up form with fields for Name and Email, and a 'Send' button. At the bottom right, there's a 'Latest Issues!' section.

NEWSLETTER DISPLAY

MAGAZINE NEWSLETTER

Our weekly newsletter is the best source of the latest stories from across the industry, delivered directly to our readers. By advertising on our newsletter, your brand benefits from reaching over 65,000 targeted industry individuals and company decision makers.

The display spaces are limited to a maximum of four per newsletter in availability; so your message won't be lost.

You'll get your eye-catching brand image sent out to all of our database of readers alongside relevant T&L content. If you have a Sponsored Story on our website you can also upgrade to have it featured in the weekly newsletter.

ADVERTISING	x1	x2	x4
Takeover	£1495	£2495	£3495
Header Position	£995	£1695	£2495
Middle Positions	£895	£1495	£2195
Footer Position	£795	£1295	£1995
Sponsored Story	£100	£150	£250

TAKEOVER



HEADER POSITION

STORY TITLE
SPONSORED STORY 1

STORY TITLE
SPONSORED STORY 2

MIDDLE POSITION

STORY TITLE
SPONSORED STORY 3

MIDDLE POSITION



[View Magazine](#)

MIDDLE POSITION

STORY TITLE
SPONSORED STORY 4

STORY TITLE
SPONSORED STORY 5

FOOTER POSITION

TAKEOVER

NEWSLETTER DISPLAY

SOLE ADVERTISER EMAIL

This is sent just once per month and is in a regular slot expected by our subscribers. This option is unique to T&L and is sent with two banners and up to 400 words of unique content. This is received by over 65,000 subscribers and has an average open rate of 19.8% in the first 24 hours for the past 12 months. There is a very limited number available and this is limited to one per month for a client.

SOLE ADVERTISER EMAIL	x1	x2	x4
Email	£2500	£4000	£6000

“As the number one specialist in the maintenance, repair, MOT & servicing of all types of HGV trailers in Nottingham and the East Midlands, it is important to us where we advertise our good name. We have been promoting our full range of products and services successfully for the last 3 years within the Transport & Logistics Magazine, and also on the T & L website.

We always receive a friendly, knowledgeable and professional service and our exposure within the industry as a result of advertising with Transport & Logistics Magazine, continues to grow at a rate of knots, along with our turnover.

GLYNN ANDREWS MANAGING DIRECTOR
TRAILER SERVICE & REPAIR LTD (TSR)



PRINT OPTIONS

PRINT ADVERTISEMENTS

For over 12 years T&L printed magazine has been at the forefront of news and in-depth features. Premium space in the print copy of the magazine is always highly sought after and should be booked early to avoid missing out. In addition to one-off adverts we offer a range of packages up-to 18 months in length to allow you plan your budget effectively.

ADVERT PRICES

Double Page Spread	£3995
Full Page	£2495
Half Page Landscape	£1395
Quarter Page Portrait	£895



DOUBLE PAGE SPREAD

Size: 303mm (h) x 426mm (w)
Copy Area: 260mm (h) x 400mm (w)



FULL PAGE

Size: 303mm (h) x 216mm (w)
Copy Area: 260mm (h) x 185mm (w)



HALF PAGE LANDSCAPE

Size: 128mm (h) x 183mm (w)



QUARTER PAGE PORTRAIT

Size: 128mm (h) x 90mm (w)

PRINT OPTIONS

PREMIUM ADVERTISER

A full page immediately after contents.

ADVERT PRICES

Premium Advertiser

£3495

PREMIER FULL PAGE

Front inside cover, back inside cover or back outside cover.

ADVERT PRICES

Premier Full Page

£2995



PREMIUM ADVERTISER

Size: 303mm (h) x 216mm (w)



OUTSIDE BACK COVER

Size: 303mm (h) x 426mm (w)



INSIDE FRONT COVER

Size: 303mm (h) x 426mm (w)



INSIDE BACK COVER

Size: 303mm (h) x 216mm (w)

PRINT OPTIONS

ANY QUESTIONS?

Contact production on
01484 437310

ADVERTORIAL FEATURES

All editorial and high resolution images provided by yourselves.

ADVERT CONTENT

All text should be sent digitally via email, either as a word doc or embedded in the email. If the text is provided as hard copy then we do not accept responsibility for any errors occurring during re-typing.

IMAGES & LOGOS

Sent digitally via email as high resolution JPEGs (300dpi) or EPS, PNG, Ai files. Letterheads are only accepted if nothing else is available. Using letterheads may reduce quality and colour reproduction.

COMPLETE ADVERTS

All complete adverts must be provided as print-ready PDFs with embedded fonts and high resolution images, or alternatively as high resolution JPEGs (300dpi).

ADVERTORIAL PRICES

Double Page Spread	£1995
4 x Pages	£3495
6 x Pages	£4495



DOUBLE PAGE SPREAD

Size: 303mm (h) x 426mm (w)
Copy Area: 260mm (h) x 400mm (w)



FULL PAGE

Size: 303mm (h) x 216mm (w)
Copy Area: 260mm (h) x 185mm (w)

CONTACT US

FOR ANY ADVERTISING ENQUIRIES

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01484 437315

tandlonline.com

TRANSPORT
AND **LOGISTICS**

