

Voice

of the Independent

PRINT • DIGITAL • DESIGN



Media information and rates 2017

.....(Members).....

What is Voice of the Independent?

Voice of the Independent is the only global publication devoted entirely to the freight forwarding and logistics community.

Established in June 2011, *Voice of the Independent* not only has the most comprehensive worldwide circulation of any logistics industry periodical, but also has the lowest advertising rate of any publication (in terms of cost per thousand). It is now firmly established as a premier information and marketing source for all independent logistics providers and shippers.

Written and edited by industry professionals, *Voice of the Independent* does not carry advertorials, press releases or marketing articles, but tackles the issues, challenges and opportunities facing the freight forwarding community using in-depth reports, exclusive news sources and expert contributions.

Distributed to over 30,000 freight-forwarding professionals, *Voice* has also become essential reading for shippers, importers and carriers. Its articles have been used as part of a number of logistics educational and training courses around the world.



voice
of the independent

AUGUST 2016 SETTING THE INDEPENDENT FREIGHT FORWARDING COMMUNITY ALDRE

3 CRIME SCENE
Crime scene
A troubling tale of a freight carrier

5 Shipping Rates
Shipping Rates
An update on the market

6 Active growth
Active growth
An update on the market

11 McRobb's view
McRobb's view
An update on the market

FORWARDERS AND SHIPPERS call back against application of new "scandalous" surcharges...
FORWARDERS DO OF THEM can do anything but...
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Special rates for WCA/Lognet/GAA members

WCA, Lognet and GAA members are able to benefit from an exclusive 10 per cent discount on advertising rates, compared to all other advertisers. This is in addition to the generous series discounts available – resulting in savings of up to 25 per cent in your advertising costs. No other publication can come close to matching the cost-effective marketing opportunities that are available in *Voice of the Independent*.

In addition, all WCA, Lognet and GAA members are entitled to take advantage of our free of charge advertisement design facility.



Did you know?

Voice of the Independent represents the interests and views of over 80,000 freight forwarding companies around the world.

The top 20 multinational freight forwarders account for less than 40 per cent of global logistics volumes. Can you afford to ignore 60 per cent of your potential partners/customers?

Voice of the Independent advertising rates are 50 per cent lower than any other global logistics publication.

The digital version of *Voice of the Independent* has been requested by an additional 10,000 readers per month.

Voice of the Independent is distributed to members of the world's leading freight forwarder networks.

A locally distributed version of the *Voice of the Independent* is sent to over 2,000 logistics companies on the Chinese mainland.

Features & Issue Dates 2017



January

Southeast Asia market:
Focus on the region and industry developments

Print date: 13 January



February

Future technology:
A study into new developments in IT

Print date: 17 February



March

Latin American logistics:
View of the region with insight from local agents

Print date: 17 March



April

European logistics:
An in-depth look at the European logistics market

Print date: 13 April



May

Time-critical logistics:
The fast-paced express industry in focus

Print date: 12 May



June

Air Charter:
Focus on the air charter experts in the logistics industry

Print date: 9 June



July

Pharmaceutical transport:
A booming niche product with many transport requirements

Print date: 14 July



August

Project Cargo:
The heavyweight specialists give their view of the market

Print date: 11 August



September

Chinese Logistics:
A review of the Chinese logistics market

Print date: 8 September



October

e-Commerce:
The latest developments in e-Commerce logistics

Print date: 13 October



November

Perishable logistics:
Analysis and developments in the perishable cargo market

Print date: 10 November



December

IT/Communications Platforms:
A review of the industry's software that is available

Print date: 8 December

Circulation & Readership

Voice of the Independent's high quality and industry leading distribution greatly increasing the publication's impact. Our mailing database comprises 21,000 global freight forwarder offices plus 1,000 industry partners including airlines, airports, ports, shipping lines, GSAs, charter brokers and industry associations.

If you are a freight forwarder seeking to raise your profile in the marketplace, attract new partners around the globe and market your services to thousands of shippers, *Voice of the Independent* is the logical and cost-effective choice to meet your needs. Other trade publications are full of stories about the carriers, airports, ports and multinational forwarders, however *Voice* is tailored directly to the tens of thousands of SME freight forwarders that make up over 60 per cent of worldwide logistics volumes.

No other publication can match *Voice of the Independent's* combination of a dedicated circulation to over 30,000 freight forwarders alongside the lowest advertising rates in the industry.

A survey of the leading industry publications has revealed that an average full page cost per thousand rate is US\$360. That means to reach 1,000 potential customers costs \$360. *Voice of the*

Independent has a cost per thousand rate of just US\$116 – over three times more cost-efficient than the industry average.

In terms of circulation, price and influence over your customers there is no publication that comes close to matching *Voice of the Independent*.



Region	Copies	Percent
China	2,008	9%
North America	3,953	18%
Africa	1,227	6%
Central & South America	1,160	5%
Europe	5,676	26%
Middle East	1,996	9%
Far East	5,712	26%
Pacific	389	1%
TOTAL	22,121	
Digital edition	10,105	-
TOTAL DISTRIBUTION	32,226	

Figures are based on the September 2016 issue

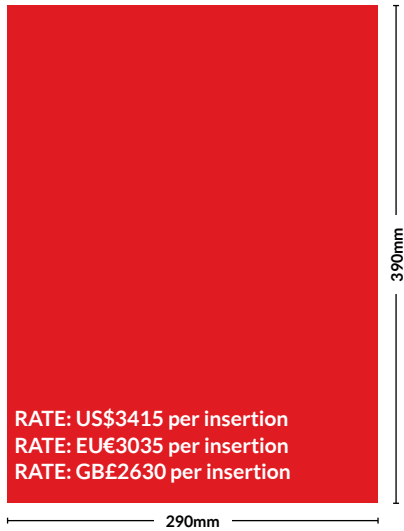
Industry Type	Copies
Freight Forwarders & Customs Brokers	21,237
Airlines	358
Airports	225
IT/Software Companies	47
Media Companies	39
Air Charter Companies	34
GSAs	51
Vendors - Ocean/Road/Rail	43
Equipment Providers	24
Other	11
Vendors - Services	22
Associations	30
TOTAL	22,121

Figures are based on the September 2016 issue

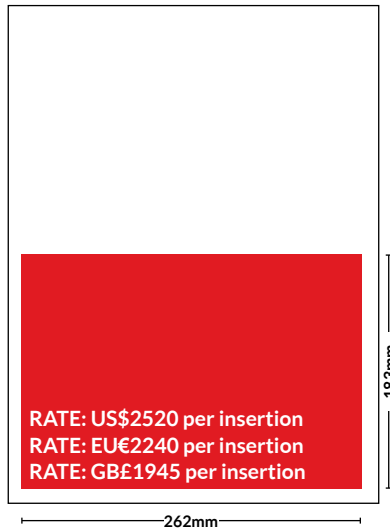
Advertising Rates 2017

WCA/Lognet/GAA Members

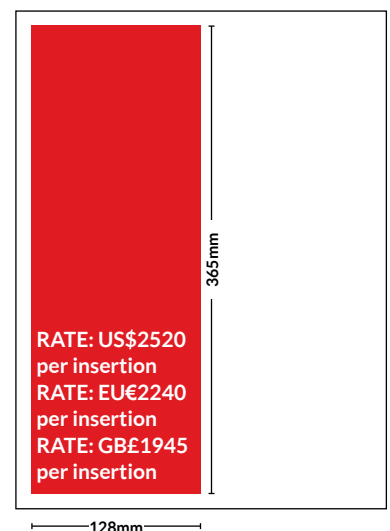
Full Page



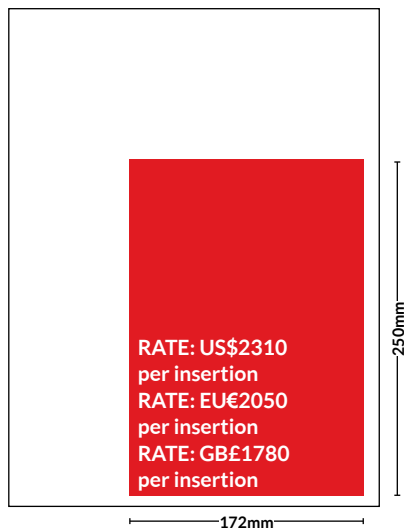
Half Page Horizontal



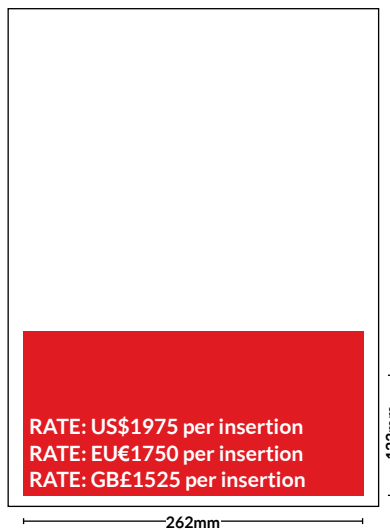
Half Page Vertical



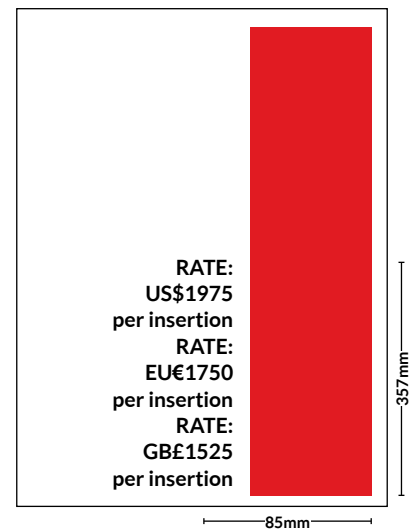
Junior Page



Third Page Horizontal



Third Page Vertical



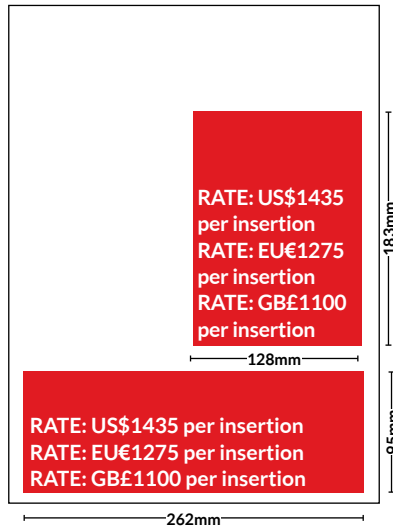
SERIES DISCOUNT RATES:

4-7 insertions = 5 per cent • 8-11 insertions = 10 per cent • 12 insertions = 15 per cent

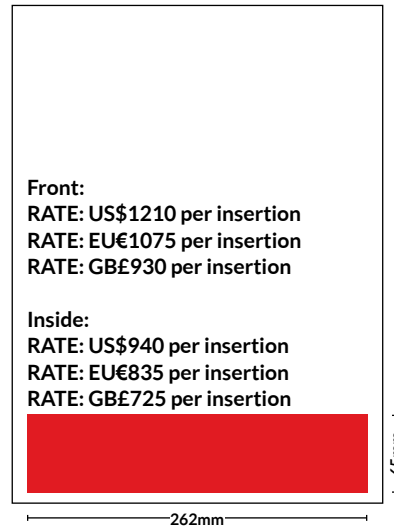
Advertising Rates 2017

WCA/Lognet/GAA Members

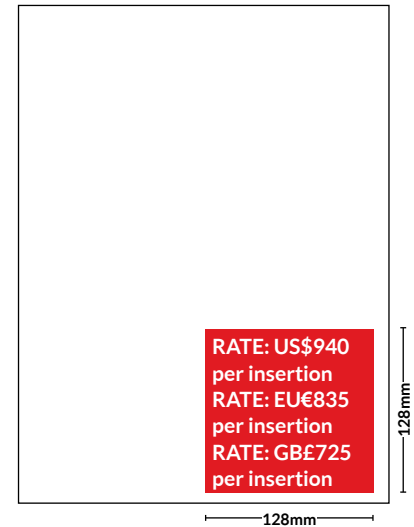
Quarter Page Horizontal/Vertical



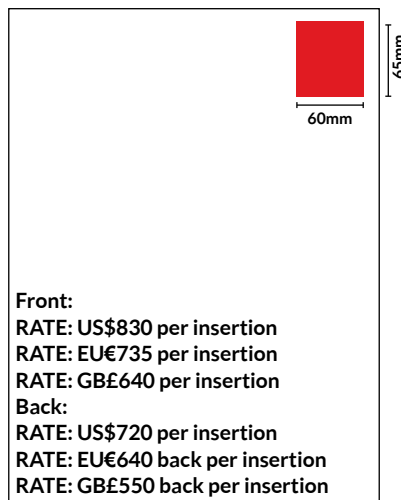
Sixth Page Horizontal/Front Position



Sixth Page Vertical



Front/Back Earpiece



Online digital advertising rates

Each issue of Voice of the Independent is turned into a page-flip online digital edition. These editions are free to view and can be accessed by anyone visiting our website. Each digital edition is also e-mailed out to over 10,000 online subscribers monthly.

Advertisement	Size (w x h)	Rate (for six months)	Rate (for full year)
Preloader	175 x 140 pixels	US\$1045/ €930/£800	US\$1785/ €1585/£1375
Views while digital issue is loading			
Top banner	2500 x 60 pixels	US\$2625/ €2330/£2020	US\$4463/ €3965/£3440
Views constantly on top on every digital page			
Intro position	300 x 500 pixels	US\$2625/ €2330/£2020	US\$4463/ €3965/£3440
Main sponsor position on front page			

All prices are as per insertion and full colour only.
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