

Voice

of the Independent

PRINT • DIGITAL • DESIGN



Media information and rates 2017

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

CRIME SCENE
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A troubling tale of a freight carrier

Shipping Rates
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As large as the ocean

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6 Active ports
A global look at the industry

11 In Focus
11 In Focus
Meet the industry's top leaders

Calls to end 'scandalous' surcharges

Forwarders and shippers hit back against application of new "scandalous" surcharges...
 Forwarders do of they can in surcharge such pass-throughs...
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Now open to all advertisers

In 2016, *Voice of the Independent* will offer advertising to the whole logistics supply chain including airlines, shipping lines, ports, GSAs and charter brokers, opening up a new avenue for these companies to reach over 30,000 potential freight forwarder customers.

Due to the popularity of the publication and advertising demand, *Voice of the Independent* is increasing its size from 12 to 16 pages in 2017. In addition, *Voice of the Independent* has extended the circulation by adding additional forwarders and now reaches more than double the amount of logistics professionals than any other industry publication.



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.

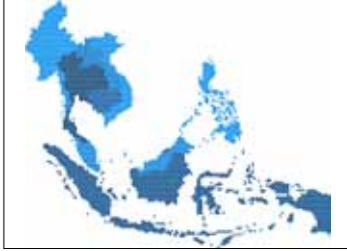
The digital version of *Voice of the Independent* has been requested by an additional 10,000 readers per month.

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 | |

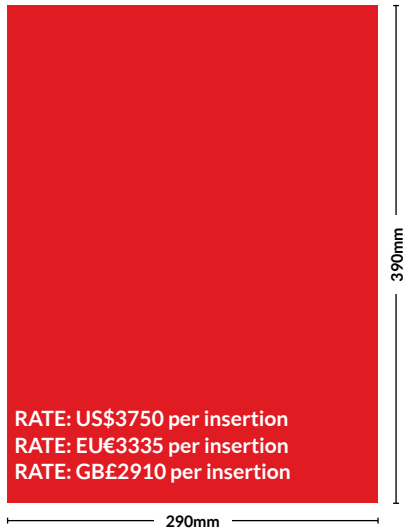
Figures are based on the September 2016 issue

| 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 |

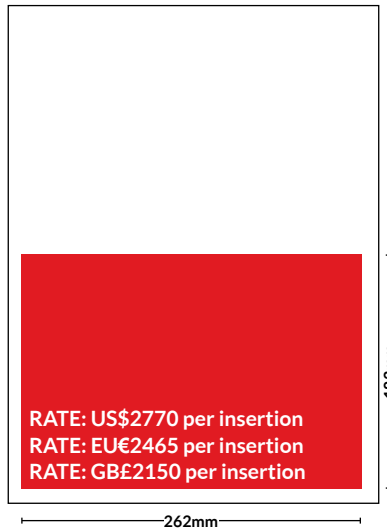
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Advertising Rates 2017

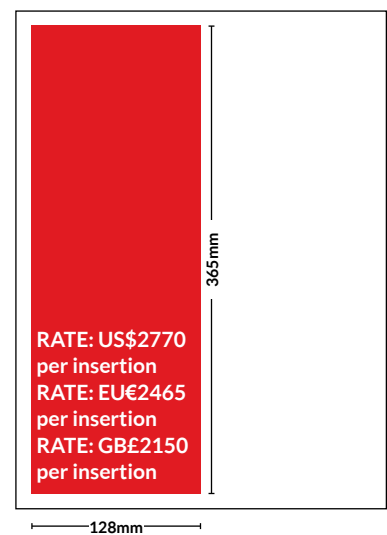
Full Page



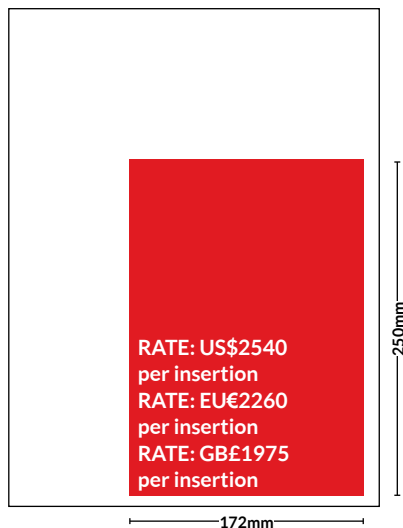
Half Page Horizontal



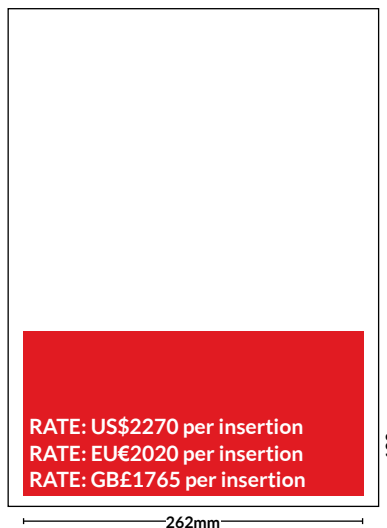
Half Page Vertical



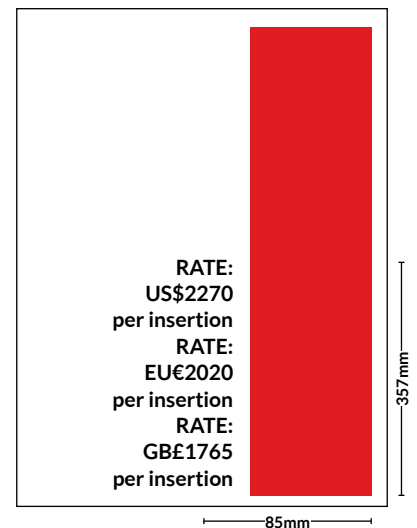
Junior Page



Third Page Horizontal



Third Page Vertical

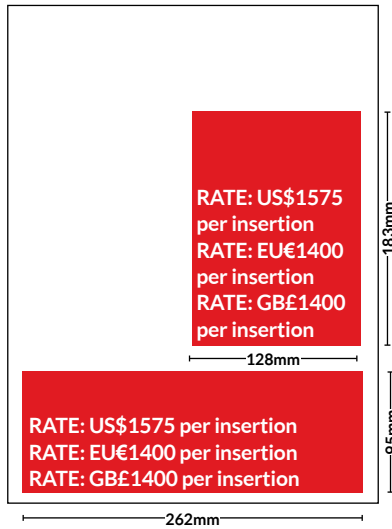


SERIES DISCOUNT RATES:

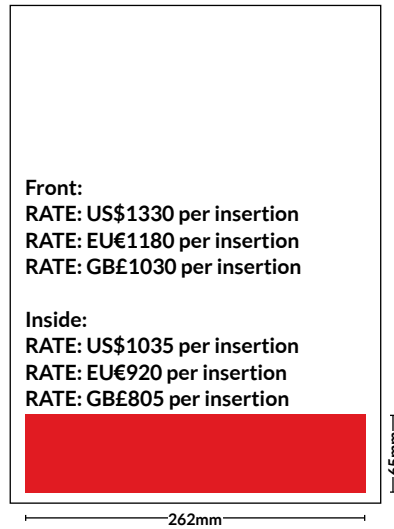
4-7 insertions = 5 per cent • 8-11 insertions = 10 per cent • 12 insertions = 15 per cent

Advertising Rates 2017

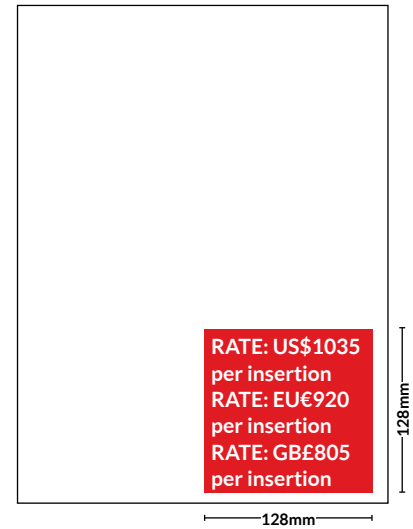
Quarter Page Horizontal/Vertical



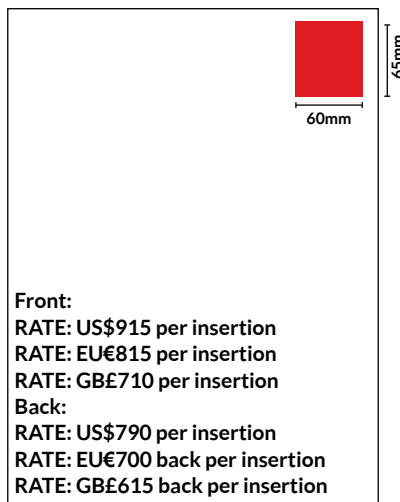
Sixth Page Horizontal/Front Position



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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