

Voice

of the Independent

Media information and rates 2020



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.

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 1,500 logistics companies on the Chinese mainland.



Open to all advertisers

Voice of the Independent offers 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.

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.

What our advertisers say...



We have been advertising in the Voice for seven years. We attribute our success in agent development to consistent exposure through regular attendance to conferences and monthly advertising in the Voice. The Voice

effectively reaches the freight forwarding market, providing an avenue to promote our facilities for local logistics support. Staff support is excellent in assisting in creative concepts and artwork. With their reasonable pricing programs for regular posting, we feel our advertising has given us great exposure and recognition.

John Ford
President
CBX Global



Voice of the Independent is all it claims to be; a media platform for small and independent enterprises with great entrepreneurship and wide spread reach. Being read not only by certain group members, it reaches a variety

of individuals and companies. Logistics being a peoples business, based on trust and primarily knowledge, it is a good platform for us as a group to provide news, product knowledge and visibility. The QCS Group has signed up with VOTI for annual advertisements, where the teams collaborate to ensure feature specific advertisements and pictures, providing a great value and visibility.

Allan Christensen
Director, QCS Denmark
QCS - Quick Cargo Service



Features & Issue Dates 2020



January Environment & sustainability

What can forwarders do to offer the best sustainable practices and lowest possible emissions?

Print date: 17 January



February eCommerce

The market is growing fast – how can forwarders take advantage of this sector?

Print date: 14 February



March Pharmaceuticals

This high-yield product has attracted many. But it's also highly regulated, and high risk

Print date: 13 March



April Latin America

VOTI examines the logistics market in Latin America and looks to the year ahead

Print date: 8 April



May Rail

Overland is gaining traction against air freight's high cost and emissions, and slow ships

Print date: 15 May



June North America

Intermodal, domestic air freight or port infrastructure, North America has a packed agenda

Print date: 12 June



July Environment/green logistics

How can forwarders pick the right transport companies to please their shipper customers?

Print date: 10 July



August Time Critical

From auto parts to supply chain disruption, time is of the essence to some operations

Print date: 14 August



September Perishables

VOTI looks at the trends, modes and yields in the perishable logistics sector

Print date: 11 September



October Air Charter

From peaks to project cargo, air charter is the emergency service on call for forwarders

Print date: 9 October



November Recruitment & talent

The most difficult challenge is attracting and retaining talent. What are the best strategies?

Print date: 13 November



December Innovation

Drones, robots, automation: we look at what's new in logistics, and whether it's help or hype

Print date: 11 December

There will be extra distribution at the following events: February: WCA First & Worldwide Conference and Lognet Annual Conference • May: WCA Projects Conference • June: WCA Americas Regional Conference

Circulation & Readership

Voice of the Independent's high quality and industry leading distribution greatly increasing the publication's impact. Our mailing database comprises of 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.

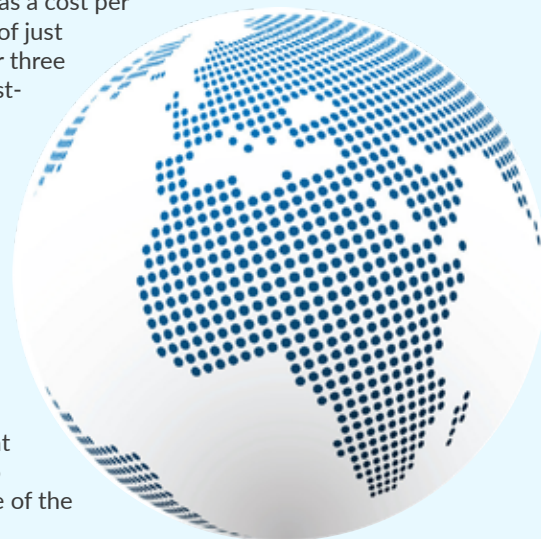
A survey of the leading industry publications has revealed that an average full page cost per thousand rate is US\$360. That means to reach 1,000 potential customers costs \$360. Voice of the

Region	Copies	Percent
China	1,500	7%
North America	2,579	14%
Africa	1,464	7%
Central & South America	1,496	7%
Europe	5,465	26%
Middle East	1,852	9%
Far East	5,807	29%
Pacific	492	1%
TOTAL	20,655	100%
Digital edition	18,278	-
TOTAL DISTRIBUTION	38,933	

Figures are based on the September 2019 issue

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.



Industry Type	Copies
Freight Forwarders & Customs Brokers	19,912
Airlines	77
Airports	136
IT/Software Companies	54
Media Companies	35
Air Charter Companies	26
GSAs	29
Vendors - Ocean/Road/Rail	153
Equipment Providers	17
eTailer & eCommerce services	27
Other	95
Vendors - Services	33
Associations	61
TOTAL	20,655

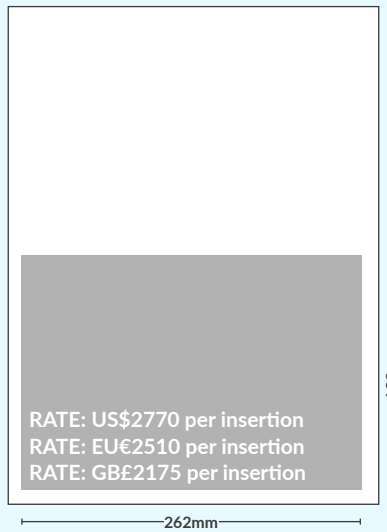
Figures are based on the September 2019 issue

Advertising Rates 2020

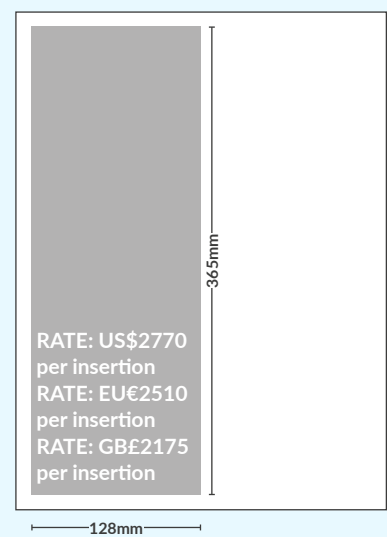
Full Page



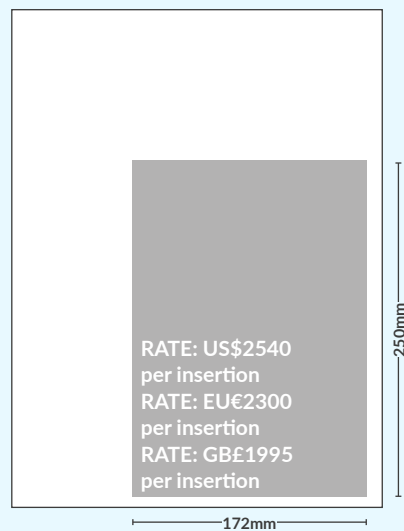
Half Page Horizontal



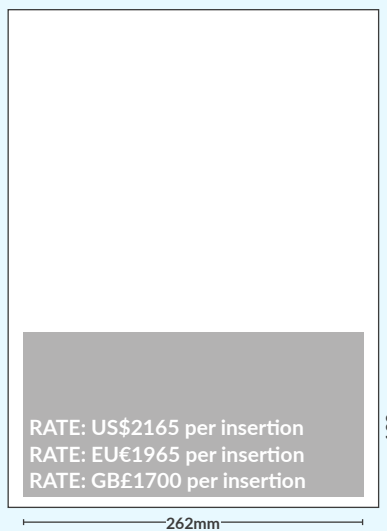
Half Page Vertical



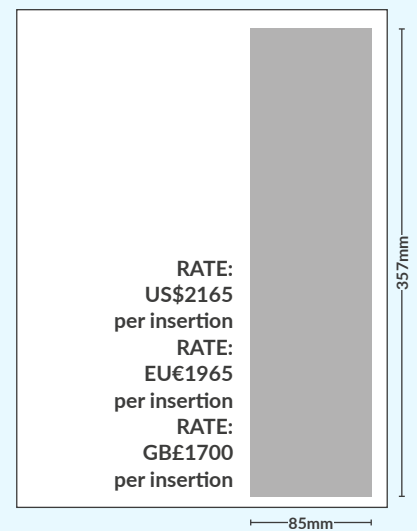
Junior Page



Third Page Horizontal



Third Page Vertical

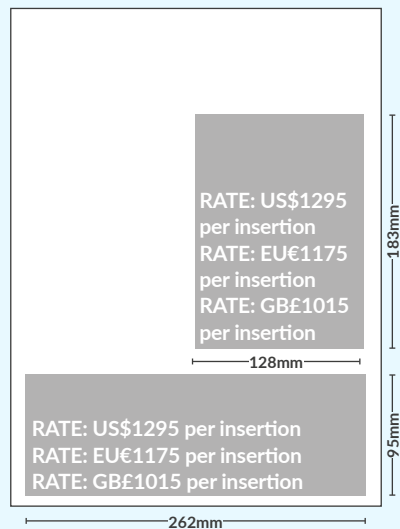


SERIES DISCOUNT RATES:

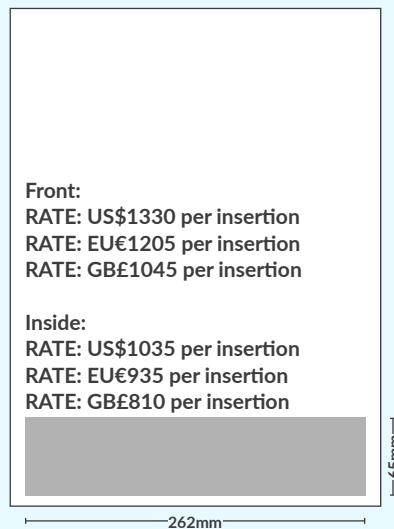
4-7 insertions = 5 per cent • 8-11 insertions = 10 per cent • 12 insertions = 15 per cent

Advertising Rates 2020

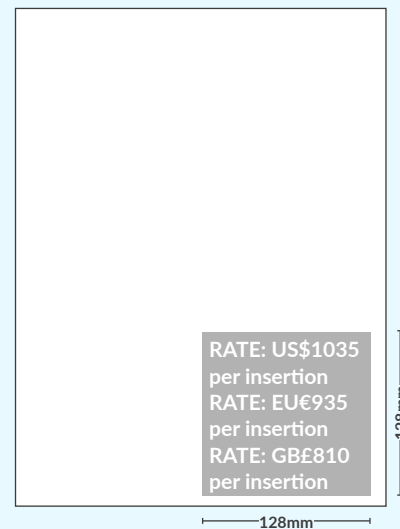
Quarter Page Horizontal/Vertical



Sixth Page Horizontal/Front Position



Sixth Page Vertical



Front/Back Earpiece



Online digital advertising rates

Each monthly 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 18,000 online readers monthly.

Advertisement	Size (w x h)	Rate (for six months)	Rate (for full year)
Preloader	175 x 140 pixels	US\$1150/ €1040/£900	US\$1965/ €1780/£1540
Views while digital issue is loading			
Top banner	2500 x 60 pixels	US\$2890/ €2620/£2265	US\$4910/ €4450/£3850
Views constantly on top of every digital page			
Intro position	300 x 500 pixels	US\$2890/ €2620/£2265	US\$4910/ €4450/£3850
Main sponsor position next to the front page			

All prices are as per insertion and full colour only.
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