

# Voice

of the Independent

## Media information and rates 2021



# 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...



Thanks VOTI team for your friendliness, your continuous support, and for going the extra mile to assist us with our advert designs. The choice of VOTI to push our MATHEZ FREIGHT brand through a worldwide target of independent freight forwarders was definitely a bright move. Over all our ads in VOTI generated some leads that we converted into business. Sign us up for 2021!



Frederic Mercier  
Sales & Network GM  
Mathez Freight Forwarding

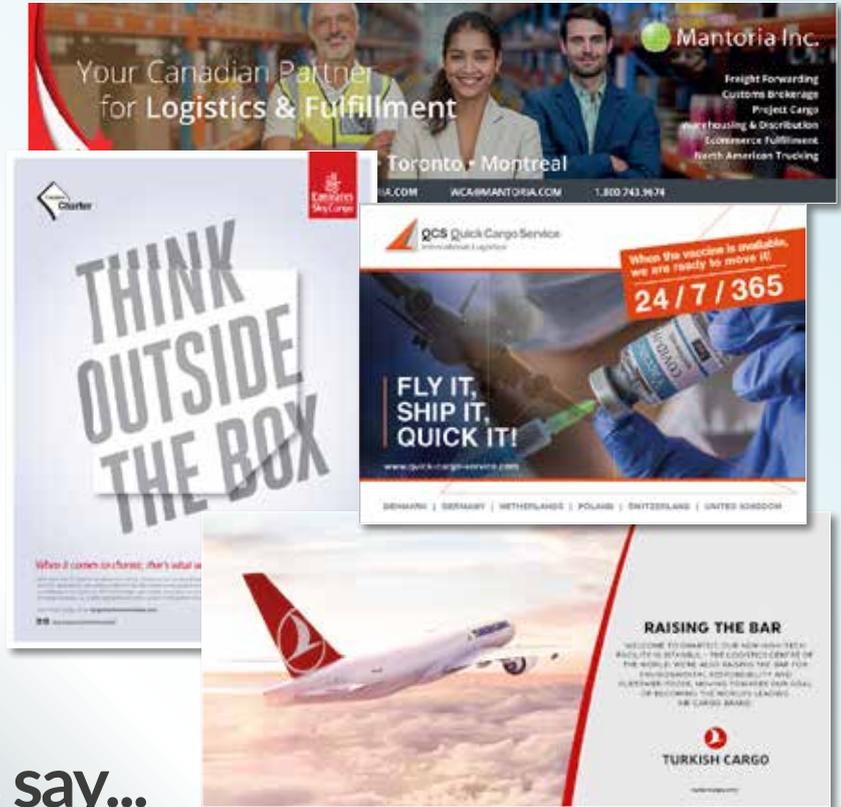


Voice of the Independent is all it claims to be; a media platform for small and independent enterprises with great entrepreneurship and wide spread reach. Being read not only by certain group members, it reaches a variety



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 2021

<p>January</p> 	<p><b>Brexit</b> The UK has left the EU. What do forwarders need to know, how can they help their customers grapple with the new bureaucracy, and how can the logistics industry overcome the challenges? Print date: 15 January</p>	<p>February</p> 	<p><b>Vaccine Distribution</b> It's the biggest product launch in history – and one of the most challenging. What roles can independent forwarders take, what preparations are needed and how will the roll-out work? Print date: 12 February</p>
<p>March</p> 	<p><b>e-Commerce Logistics</b> Covid-19 has accelerated the growth of e-Commerce. What lessons were learned in 2020, and how can forwarders support retail customers in selling online? Print date: 12 March</p>	<p>April</p> 	<p><b>Time Critical Logistics</b> 2020 saw major supply chain disruption, but has it dented appetite for just-in-time logistics, or increased it, and how are specialist forwarders faring? Print date: 9 April</p>
<p>May</p> 	<p><b>Project Logistics</b> The global economy has been severely dented, while oil prices fell significantly. Has that affected demand for projects, and which regions are seeing the most growth? Print date: 14 May</p>	<p>June</p> 	<p><b>One Belt One Road</b> How is the Chinese initiative going; have shippers embraced road services to Europe; what is the affect on intra-Asian trade, and what are the latest developments in rail? Print date: 11 June</p>
<p>July</p> 	<p><b>Perishables</b> Lack of air freight capacity has hampered perishable exports from some regions. How has the market changed, can sea freight take up the slack and what challenges is the market facing? Print date: 9 July</p>	<p>August</p> 	<p><b>Environment</b> With shippers increasingly calling for low emission logistics, how can forwarders help them achieve that and what technology is available to help calculate emissions or lower them? Print date: 13 August</p>
<p>September</p> 	<p><b>Air Charter</b> Air freight capacity is likely to be in a better place than last year, but charters are still a critical characteristic of today's market. Print date: 10 September</p>	<p>October</p> 	<p><b>Training &amp; Recruitment</b> After the employment shocks of 2020, has 2021 been a good time to pick up new talent, and how can the logistics industry ensure a good pool of young people is interested and trained? Print date: 8 October</p>
<p>November</p> 	<p><b>Pharmaceutical Logistics</b> With most of the attention on vaccine distribution, how have pharma supply chains fared, and has the sector seen improvement in infrastructure and expertise? Print date: 12 November</p>	<p>December</p> 	<p><b>Digitisation</b> Nearly a year since Covid-19 first appeared and drove the industry to pick up the pace of digitisation, where are we now? What technologies have become prevalent, and what is on the cards for 2022? Print date: 10 December</p>

# 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

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.

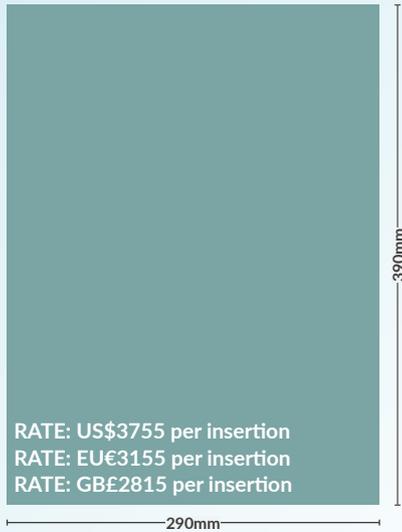


Region	Copies	Percent
China	1,500	7%
North America	2,579	14%
Africa	1,464	7%
Central & South America	1,496	7%
Europe	5,465	26%
Middle East	1,852	9%
Far East	5,807	29%
Pacific	492	1%
<b>TOTAL</b>	<b>20,655</b>	<b>100%</b>
Digital edition	18,278	-
<b>TOTAL DISTRIBUTION</b>	<b>38,933</b>	

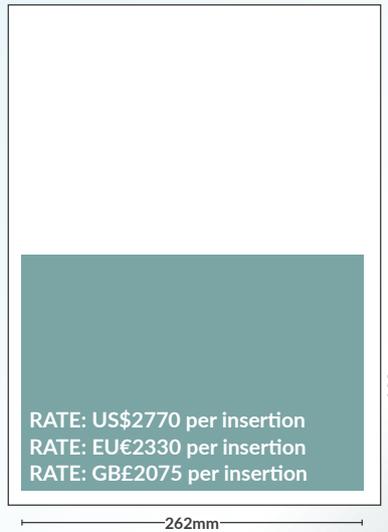
Industry Type	Copies
Freight Forwarders & Customs Brokers	19,912
Airlines	77
Airports	136
IT/Software Companies	54
Media Companies	35
Air Charter Companies	26
GSAs	29
Vendors - Ocean/Road/Rail	153
Equipment Providers	17
eTailer & eCommerce services	27
Other	95
Vendors - Services	33
Associations	61
<b>TOTAL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

# Advertising Rates 2021

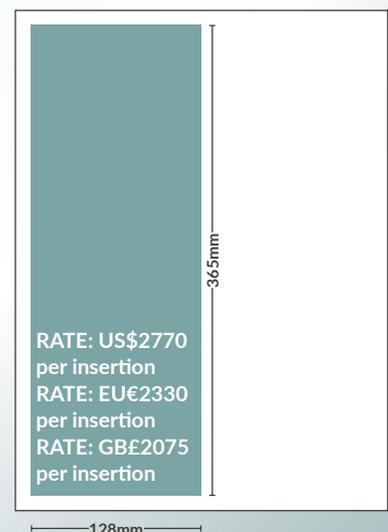
Full Page



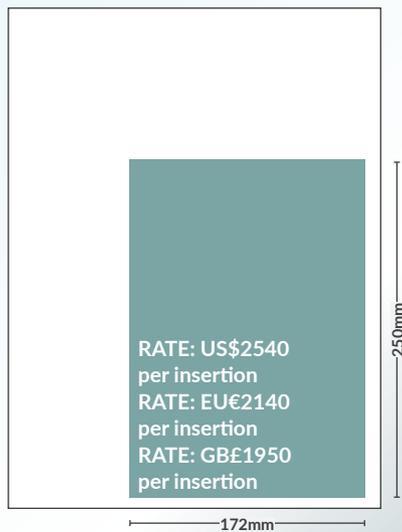
Half Page Horizontal



Half Page Vertical



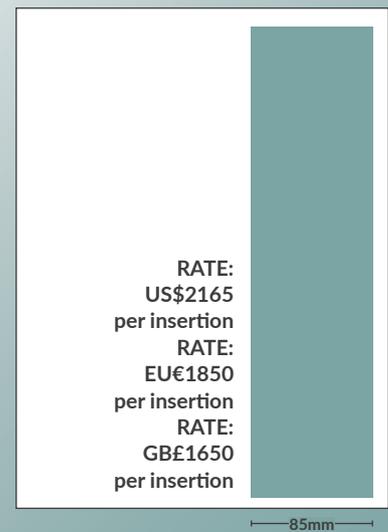
Junior Page



Third Page Horizontal



Third Page Vertical

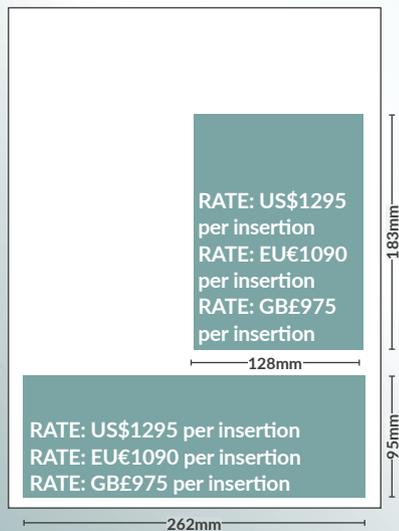


## SERIES DISCOUNT RATES:

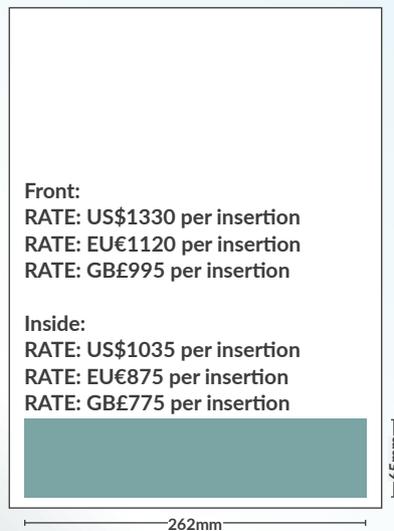
4-7 insertions = 5 per cent • 8-11 insertions = 10 per cent • 12 insertions = 15 per cent

# Advertising Rates 2021

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/ €970/£875	US\$1965/ €1650/£1500
Views while digital issue is loading			
Top banner	2500 x 60 pixels	US\$2890/ €2430/£2170	US\$4910/ €4130/£3680
Views constantly on top of every digital page			
Intro position	300 x 500 pixels	US\$2890/ €2430/£2170	US\$4910/ €4130/£3680
Main sponsor position next to the front page			

All prices are as per insertion and full colour only.  
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