

Voice

of the Independent

Media information and rates 2022



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 13,000+ 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 2022!



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.



Frederic Mercier
Sales & Network GM
Mathez Freight Forwarding

Allan Christensen
Director, QCS Denmark
QCS - Quick Cargo Service

Features & Issue Dates 2022

 <p>January</p>	<p>Brexit One year on from Brexit, who are the winners and losers? How have forwarders adapted their products and processes to manage new requirements? What are the rule changes coming in 2022? Print date: 14 January</p>	 <p>February</p>	<p>Sourcing & supply chain trends The pandemic has led to moves towards more near-sourcing, while manufacturing has seen shifts in production from countries affected by lockdowns. Is near-shoring really taking off? Are shifts in production temporary? Print date: 11 February</p>
 <p>March</p>	<p>eCommerce logistics How has the pandemic changed eCommerce, and is the business still growing fast? Where are the strongest growth areas, and how can forwarders support the growth in B2B eCommerce? Print date: 11 March</p>	 <p>April</p>	<p>Project Logistics Has the new focus on sustainability led to fewer oil & gas projects? Are there renewable projects coming onstream? Which regions and industries are seeing growth? Print date: 8 April</p>
 <p>May</p>	<p>Time critical logistics The just-in-time model has seen some shifts towards the just-in-case model. How has the pandemic changed time-critical services; what has been challenging and do specialist forwarders see new trends? Print date: 13 May</p>	 <p>June</p>	<p>Logistics infrastructure 2021 saw major congestion at ports around the world; shortages of labour and equipment; and lack of capacity in the system. What lessons have been learned? What measures aimed at relieving congestion have worked? Print date: 10 June</p>
 <p>July</p>	<p>Perishables Cash-rich shipping lines are looking at investing more in products, while the 3PL have acquired specialist perishable forwarders. How has the market changed; and how is the market affected by freight rates? Print date: 8 July</p>	 <p>August</p>	<p>Sustainability Climate protection is more important than ever. What can forwarders do to cut their own carbon footprints, and help their customers reduce theirs too? What technologies are available to help improve carbon emissions? Print date: 12 August</p>
 <p>September</p>	<p>Air charter Many large companies have now set up long-term charter deals with airlines. But how is the one-off charter business? How can SME forwarders secure capacity? How has pricing been affected? Print date: 9 September</p>	 <p>October</p>	<p>Training & Recruitment Labour shortages were a theme of 2021, and the pandemic drove demand for logistics staff. What can companies do to retain staff; how can training boost the industry's workforce; and how can companies ensure a diversity of talent? Print date: 14 October</p>
 <p>November</p>	<p>Pharmaceutical logistics From vaccines to clinical trials, pharmaceutical logistics requires precision, collaboration and consistency. Have processes improved? What remains challenging? Is there sufficient expertise and training? Print date: 11 November</p>	 <p>December</p>	<p>Technology and digitisation Are paper waybills and bills of lading now a thing of the past? How have independent forwarders managed to digitise their business, and what are the key steps to take next to digitise for the future? Print date: 9 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 20,000 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	2,597	12%
Africa	1,570	7%
Central & South America	1,608	8%
Europe	5,910	29%
Middle East	1,798	8%
Far East	5,813	28%
Pacific	488	1%
TOTAL	20,834	100%
Digital edition	13,846	-
TOTAL DISTRIBUTION	34,680	

Figures based on July 2021 issue

Industry Type	Copies
Freight Forwarders & Customs Brokers	20,101
Airlines	199
Airports	122
IT/Software Companies	53
Media Companies	35
Air Charter Companies	24
GSAs	28
Vendors - Ocean/Road/Rail	92
Equipment Providers	20
eTailer & eCommerce services	33
Other	99
Vendors - Services	28
TOTAL	20,834

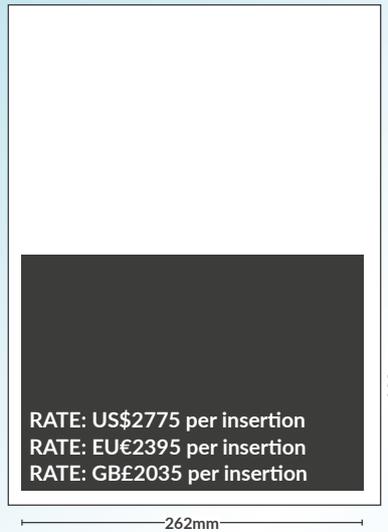
Figures based on July 2021 issue

Advertising Rates 2022

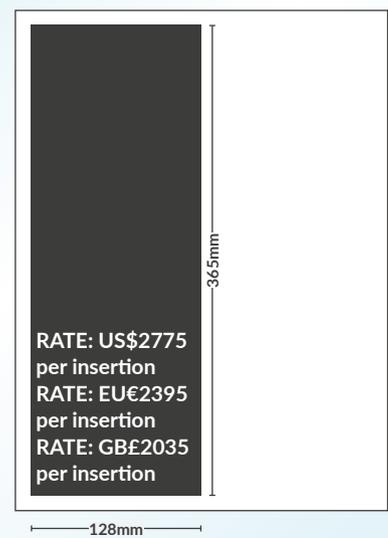
Full Page



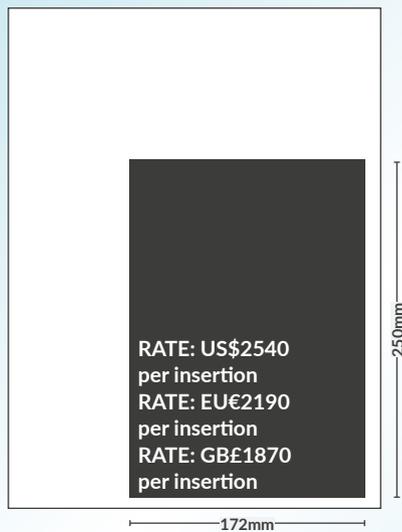
Half Page Horizontal



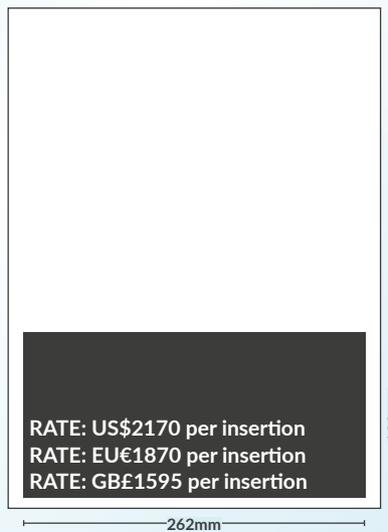
Half Page Vertical



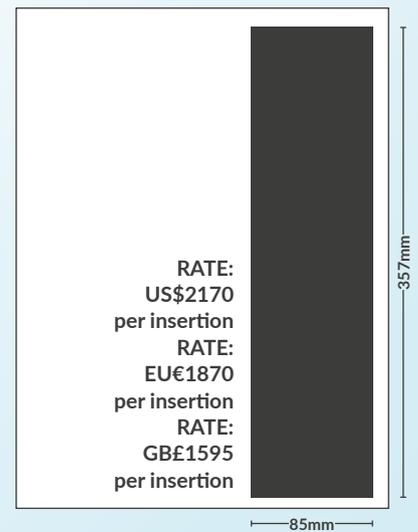
Junior Page



Third Page Horizontal



Third Page Vertical

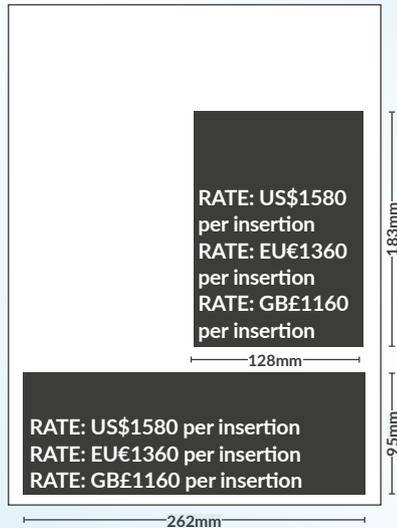


SERIES DISCOUNT RATES:

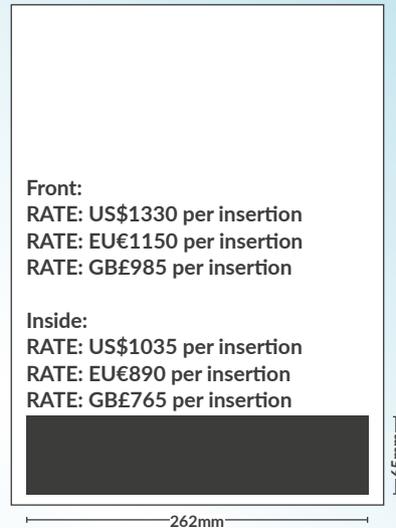
4-7 insertions = 5 per cent • 8-11 insertions = 10 per cent • 12 insertions = 15 per cent

Advertising Rates 2022

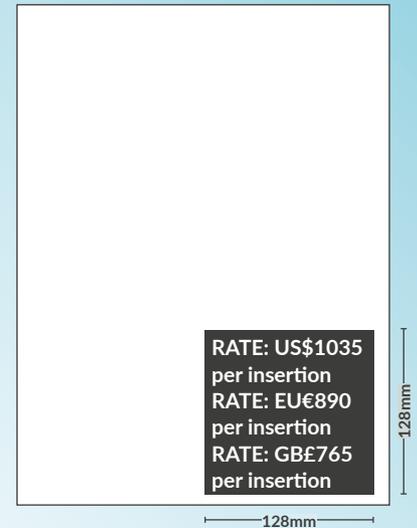
Quarter Page Horizontal/Vertical



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 13,000 online readers monthly.

Advertisement	Size (w x h)	Rate (for six months)	Rate (for full year)
Preloader	175 x 140 pixels	US\$1150/ €990/£850	US\$1965/ €1695/£1440
Views while digital issue is loading			
Top banner	2500 x 60 pixels	US\$2890/ €2490/£2120	US\$4910/ €4235/£3610
Views constantly on top of every digital page			
Intro position	300 x 500 pixels	US\$2890/ €2490/£2120	US\$4910/ €4235/£3610
Main sponsor position next to the front page			

All prices are as per insertion and full colour only.
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