

Voice

of the Independent

Media information and rates 2023



Voice of the Independent
NOVEMBER 2022 SERVING THE INDEPENDENT FREIGHT FORWARDING COMMUNITY No. 131

Ex-China spot rates sinking towards pre-Covid levels

6 **Freight** - A warning to shippers to hold contracts despite a fall in spot rates.

8 **Freight** - A warning to shippers to hold contracts despite a fall in spot rates.

9 **Freight** - A warning to shippers to hold contracts despite a fall in spot rates.

12 **Freight** - A warning to shippers to hold contracts despite a fall in spot rates.

CHARTER IS THE SOLUTION FOR THE SCHEDULED CAPACITY PROBLEM

ACS TIME CRITICAL
BRINGING TOGETHER DOOR TO DOOR SOLUTIONS FOR YOUR MOST URGENT SHIPMENTS
OBC - NEXT FLIGHT OUT - CHARTER - TRUCKING



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 2023!



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 2023



January: eCommerce

Most forwarders didn't expect much of an end-of-year peak, but did ecommerce prop up the market? How were sales for holiday shopping; is cross-border ecommerce fully developed; and how are WCA forwarders working it into their businesses? What is the potential for B2B ecommerce?

February: Sourcing

Chinese lockdowns, concerns over 'Belt and Road', and western humanitarian worries have contributed to a slow movement out of China in some areas of manufacturing. But which are the new sourcing countries, has near-shoring now taken off; and what does it mean for intra-Asia trades?

March: Russia/Ukraine impact

It's a year since Russia invaded Ukraine. We look at how that has impacted both the air and sea freight market; how forwarders have adapted to the new reality; and the new trade lanes that have opened up.

April: Environment

Environmentally friendly transport is more important than ever. But how can forwarders assure their customers of minimal emissions; what are transport companies doing; and what can forwarders themselves do to be green.



May: Project logistics

Project logistics has faced several ups and downs in recent years, with a shortage of air capacity, to new developments in oil & gas, and environmentally friendly energy projects. How have specialist forwarders managed the changes; what are the key new developments, and what does the rest of the year hold.



June: Perishables

Perishables struggled while freight rates soared during the pandemic. With rates expected to have fallen, are fruit and vegetable exporters enjoying a better, cheaper service, and have they found new markets?

July: Time-critical

Time-critical logistics has changed since Covid triggered a switch from just-in-time to just-in-case. Has this change lasted, and what can technology do to help speed up logistics?



August: Training and recruitment

Training and recruitment has become increasingly difficult since the global labour shortage following the pandemic. What training is available for young forwarders; how has the labour market changed for other logistics players and can digitisation help?

September: Technology

Digitisation is no longer an option, it's here and improving day by day. We look at how forwarders can better their businesses with technology, how it can create efficiencies in the supply chain, and how it can save costs.

October: Africa

Africa has long been seen as a land of opportunity, but the continent has been slow to fulfil its potential. We explore which countries are growing economically; what infrastructure projects are happening; and what the remaining challenges are.



November: Air charters

Air charters are a critical part of the logistics infrastructure, but the market is buffeted by outside influences more than other players. How is the current market; how impacted is it by capacity and ocean freight services; and what will happen as the 747 nears its operational end?



December: Pharma logistics

Pharmaceuticals and healthcare verticals have soared in the past, providing strong yields and good growth for the logistics business. But how has the sector fared over the past year; what are the key challenges; and is it an easy business to get into?

Advertising material deadline is the first Friday of every month

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	2,671	12%
Africa	1,606	8%
Central & South America	1,787	9%
Europe	5,146	25%
Middle East	1,751	9%
Far East	6,016	29%
Pacific	411	1%
TOTAL	19,388	100%
Digital edition	12,880	-
TOTAL DISTRIBUTION	32,268	

Figures based on November 2022 issue

Industry Type	Copies
Freight Forwarders & Customs Brokers	18,713
Airlines	189
Airports	118
IT/Software Companies	62
Media Companies	33
Air Charter Companies	21
GSAs	26
Vendors - Ocean/Road/Rail	30
Equipment Providers	20
eTailer & eCommerce services	19
Other	120
Vendors - Services	37
TOTAL	19,388

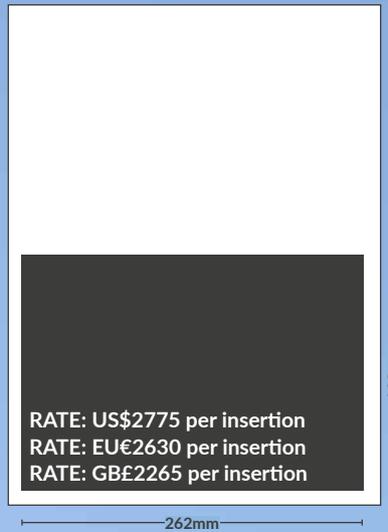
Figures based on November 2022 issue

Advertising Rates 2023

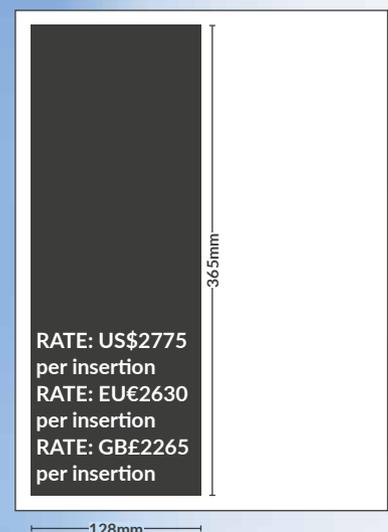
Full Page



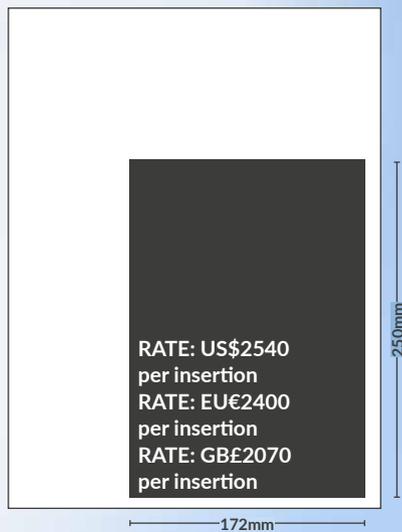
Half Page Horizontal



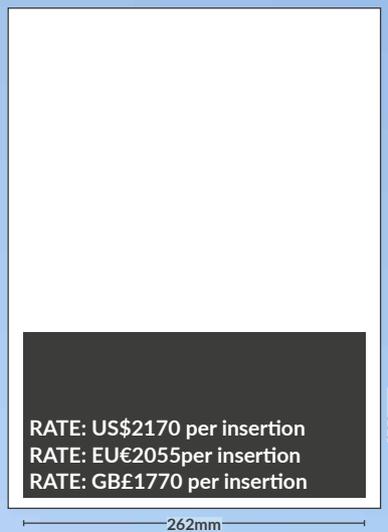
Half Page Vertical



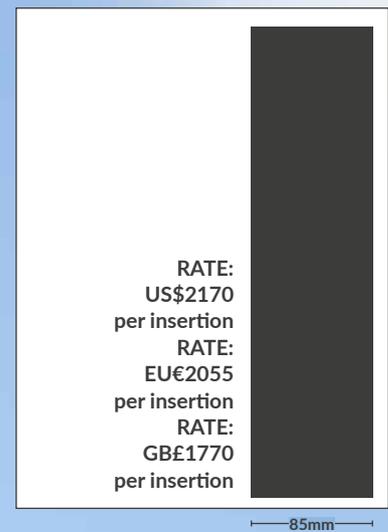
Junior Page



Third Page Horizontal



Third Page Vertical

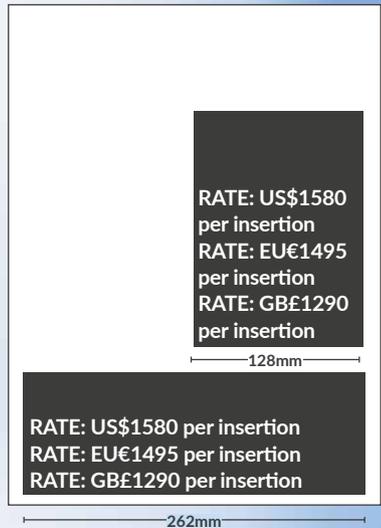


SERIES DISCOUNT RATES:

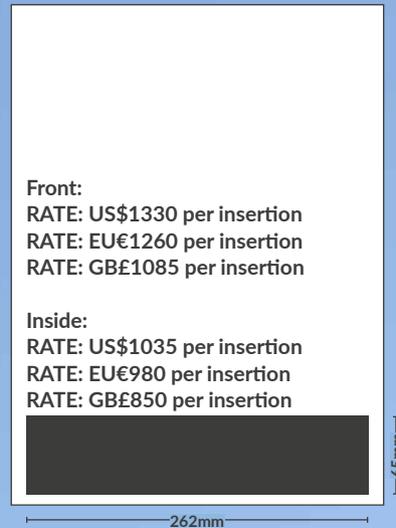
4-7 insertions = 5 per cent • 8-11 insertions = 10 per cent • 12 insertions = 15 per cent

Advertising Rates 2023

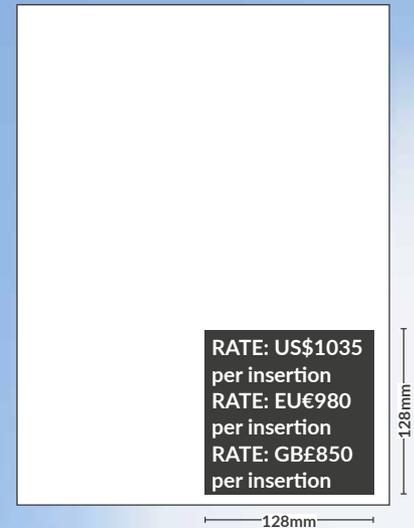
Quarter Page Horizontal/Vertical



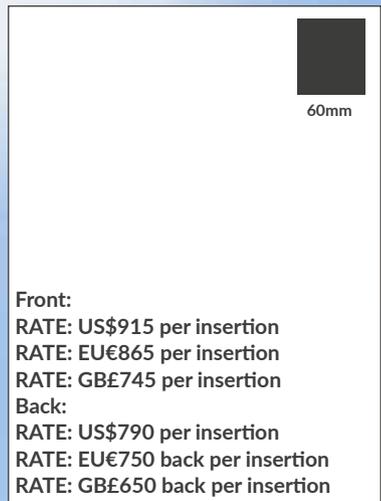
Sixth Page Horizontal/Front Position



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/ €1090/£940	US\$1965/ €1860/£1600
Views while digital issue is loading			
Top banner	2500 x 60 pixels	US\$2890/ €2735/£2350	US\$4910/ €4650/£4000
Views constantly on top of every digital page			
Intro position	300 x 500 pixels	US\$2890/ €2735/£2350	US\$4910/ €4650/£4000
Main sponsor position next to the front page			

All prices are as per insertion and full colour only.
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