

# Media Pack

[couriernews.co.uk](http://couriernews.co.uk)

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**CourierNews**  
Delivery Matters Online



Explore your options

Content Marketing 

Online Advertising 

Email Marketing 

# About Us

Our first hand experience of the courier & express parcel industry sees our title magazine enjoy wide sector recognition by both advertisers and readers alike, putting your brand in front of key decision makers in the delivery industry.

As the only title in this industry sector we deliver a lively, concise mix of industry news, product reviews, interviews and features on a wide spectrum of industry topics, in a clear, easy to read manner.

We are now in our fifteenth year of publishing and continue to open doors for our readers and advertisers through print, email broadcasting, content marketing and digital media, so you can be even more assured of reaching your target audience every time.

# Advertising Opportunities

Businesses are always seeking new ways to promote themselves to their potential customers - and a quality magazine that gives them the opportunity to get their message across to a tightly targeted audience, is very attractive to them.

Good advertising works because it puts the company, its products and its messages at the forefront of people's minds. It either stimulates an early purchase, or helps to ensure that people know where to go when they do decide to purchase.

## Advertising & Marketing Channels

- Content Marketing
- Advertorials
- Online Advertising
- Social Media
- Email Broadcasting
- Newsletter Sponsorship
- Directory Listing
- Marketing Lists

# Target Readership



- Cargo Handling
- Couriers
- Distribution Firms
- Freight Forwarders
- Freight Services
- Mail Operators
- Road Haulage
- Parcel Carriers

## Readership Profile

Our online readership of [Couriernews.co.uk](http://Couriernews.co.uk) represents the full spectrum of key decision markers within the courier and express delivery industry.

By understanding your target audience, objectives and budget, we can work closely with you to launch marketing campaigns that help increase sales, customer retention and brand advocacy and more importantly ROI.

# Features List

## Software

- Multi-channel fulfilment (order processing & CRM)
- Warehouse management & supply-chain
- Data capture, voice recognition, RFID
- Contact centre management
- Transaction and payment processing
- Routing & scheduling
- Despatch management
- Carrier Management

## Motoring

- Latest vehicle launches
- Test drives
- Conversions
- New engine technology

## Consumer Views

- Delivery options
- Online ordering
- Customer service
- Returns handling

# Operations

- Fulfilment - consumer and retail
- Home, retail and B2B delivery
- Couriers, express parcel carriers
- Supply-chain visibility and collaboration
- Storefront and e-commerce software
- Last-mile solutions, unattended and deferred delivery
- Mail delivery
- Pick and pack

# Handling Systems

- Conveyors, carousels
- Sortation systems and mail handling
- Packaging and wrapping systems

# Legal Issues

- New legislation
- Health & safety
- Employment issues

# Company Profile

- One to one interviews
- Product Profiles

# Events

- Preview / review of conferences & exhibitions

# Editorial Policy

Articles and press releases are welcome from all sources which are accepted in email form, more extensive editorial contributions will be considered, particularly case studies. We also have opportunities for opinion pieces from commentators or industry leaders. To save disappointment from intense work being turned down, the following steps should be taken in submitting an article.

- Email an A4 bullet point synopsis of the idea/ suggested article to the Editor
- Discuss the synopsis with the Editor so to agree content, length, treatment and visuals
- Agree method and date for delivery

# Online Technical Specifications

## Online Advertising Rates

- Sponsors Ad £375.00 per month
- Regular Display Ad £175.00 per month
- Large Display Ad £250.00 per month

Advertisement sizes	Width by height in pixels
Sponsor display ad	285 x 250
Regular display ad	285 x 125
Large display ad	285 x 250

## Technical specifications

- Media file size JPEG, GIF, animated GIF - 70K
- Max initial file size for rich media - 70K

## Booking and cancellation deadlines

- Payment is required in advance for all services and products unless otherwise agreed.
- Creative to be supplied 96 hours before going live date
- Alterations to campaigns - 72 hours
- Change of creative - 48 hours
- All cancellations will incur a 75% cancellation fee on all advertising and email broadcasting booked.
- If a series of more than one advertisement or email broadcasting is booked there will be a 75% fee on the whole series of bookings cancelled.