

# COLDCHAIN NEWS

Dedicated to the UK temperature controlled logistics industry

Media Information 2018



Can you  
**reach**

*the temperature-controlled  
logistics industry?*

**We can...**



## In print with Cold Chain News

### ADVERTISING THAT DELIVERS

- A4 format and high quality paper stock ensures adverts are presented perfectly and get seen
- Strictly targeted circulation ensures no wastage, advertisers can be confident that every single reader counts
- Your advertisement message is delivered where cool chain decisions are made, at a price that won't break the budget

### DISPLAY ADVERTISING

- Available at page, half page, quarter page and strap sizes

### EDITORIAL STYLE ADVERTISING

- From supplied copy and images we will create to the same style as Cold Chain News an advertisement that ideally suits more complex messages

### PRODUCT EDITORIAL

- From supplied editorial and a picture take a slot in the 'Nuts and Bolts' products and services page

### SUPPLIER DIRECTORY

- Place your company logo and web address on the Supplier Directory pages

### INSERTIONS

- Up to A4 size and inserted into the magazine or loose in the polybag

### DIRECT MAIL

- Use our mailing list of 1,630 named readers for targeted direct printed communication

### SUPPLEMENTS

- The editorial team will write and create supplements in Cold Chain News style to promote new launches, company achievements or award recognition

Ask us About -  
NUTS & BOLTS  
DIRECT MAIL  
JOBS

## On line with Global Cold Chain News

### WEBSITE ADVERTISING

- Top of page banner – linked to your website
- Button advertisements – linked to your website
- Supplier Directory – your logo linked to your website

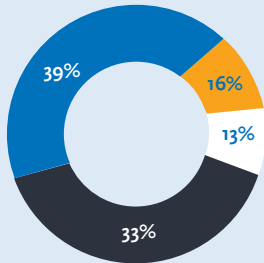
## Global Cold Chain e-Newsletter

### DISPLAY ADVERTISING

- Next to news items
- Banner advertisement on the e-newsletter header



## READERSHIP BY SECTOR



- Temperature – controlled transport and logistics
- Food manufacturing and retailing
- Transport service providers
- Vehicle and body equipment suppliers
- Other



Cold Chain News reaches the chief executives, distribution directors, and fleet engineers of all Britain's leading supermarkets: Aldi, Asda, Booker, Booths, Co-operative Group, Dairy Crest, H J Heinz, Iceland, Marks and Spencer, Musgrave, Palmer & Harvey, Sainsbury's, Morrisons, Tesco, and Waitrose...

Cold Chain News is also read by senior staff of all Britain's top temperature-controlled logistics service providers: ACS&T, Culina, Fowler Welch, Gist, Grocontinental, Langdon Industries, NFT Distribution, Peter Green Chilled, Reed Boardall, Turners, Yearsley Group...

They, like all top decision makers in the temperature-controlled industry, including food manufacturers, food producers and pharmaceutical suppliers, receive Cold Chain News: 1,630 readers (September 2017) verified by telephone every year – that's as fresh a circulation as you get. Cold Chain News is your communication vehicle for Britain's temperature-controlled transport market.

- Cold Chain News and its website, [www.globalcoldchainnews.com](http://www.globalcoldchainnews.com) provide your best route to Britain's temperature-controlled transport operators
- Cold Chain News is dedicated to the UK's temperature-controlled road transport and logistics industry and recognised as the most authoritative voice on this vital industry sector providing news, comment and features tailored to reader needs
- Cold Chain News is distributed by post, every issue landing on the desks of 1,630 named individuals currently working in the UK
- Cold Chain News readers work for retailers, food producers, temperature controlled transport and logistics companies operating fleets of vehicles of all size and type
- Cold Chain News readers are at owner, director or senior manager level, key decision-makers and buyers in every sense

## CIRCULATION - TERMS OF CONTROL

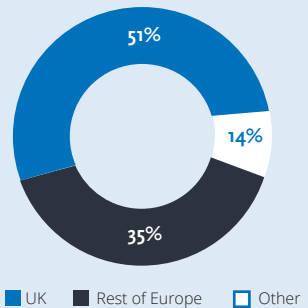
Cold Chain News is available free of charge to owners, directors and senior managers working for companies operating 5 or more commercial vehicles used for the transport of goods requiring to be kept at a controlled temperature. The circulation list is verified by telephone every 12 months. Cold Chain News is also available to those not meeting the terms of control through paid subscription.



## Cold Chain News is web connected

Cold Chain News is supported by its information-rich website, [www.globalcoldchainnews.com](http://www.globalcoldchainnews.com), serving the temperature-controlled transport and distribution sector world-wide. Detailed, accessible, concise and intelligent, it's an essential business briefing for senior staff in temperature-controlled logistics companies. The site received annually 28,154 sessions, 17,474 users and 49,521 page views. (Google Analytics August 2017).

### GLOBAL COLD CHAIN NEWSLETTER READERSHIP 3,876 (JULY 2015)



The site, updated daily, brings readers the latest news and analysis of trends and developments in temperature-controlled logistics, transport, storage, and distribution of food, pharmaceuticals and other temperature-controlled products from Britain, Europe and internationally. Subscribers, 3,732 (August 2017) to [www.globalcoldchainnews](http://www.globalcoldchainnews) receive a free, weekly e-mail newsletter.

The website also provides in-depth special reports, including sponsored reports, analysing specific sectors and regions – and all instantly accessible as downloads.



## COLD CHAIN NEWS PUBLICATION SCHEDULE 2018

Issue	Advertising	Publication Date
February	19 January	15 February 2018
April	14 March	12 April 2018
June	17 May	14 June 2018
September	16 August	13 September 2018
November	18 October	15 November 2018

## PRINT ADVERTISING RATES

Size	Height x Width	4-colour
Page A4	287 x 203 mm	£1650
1/2 Vertical	256 x 94 mm	£1320
1/2 Horizontal	127 x 190 mm	£1320
1/3 Horizontal	82 x 182 mm	£990
1/4 Vertical	127 x 94 mm	£660
1/4 Horizontal	94 x 127 mm	£660
Horizontal Strap	60 x 182 mm	£660
Horizontal Strap	40 x 182 mm	£330
Insertion	up to 20g	£990
Insertion	21 - 100g	£1320

## Ask us About -

SENDING YOUR  
ELECTRONIC  
MAILER TO OUR  
DATABASE

## GLOBAL COLD CHAIN NEWS ONLINE ADVERTISING RATES

Size	Height x Width	1 month	2 months	3 months
Standard	200 x 245 pixels	£85	£150	£215
Prime Position	185 x 205 pixels	£110	£200	£280
Top Banner	90 x 460 pixels	£130	£235	£330
Skyscraper	400 x 245 pixels	£150	£270	£380

## E-NEWSLETTER ADVERTISING RATES

Size	Height x Width	1 month	2 months	3 months
Top Banner	-	£500	£700	£1100
Includes 80 words, logo/image and link to your website.				
Display Ad	360 x 190 pixels	£320	£550	£800

## SUPPLIER DIRECTORY RATES

Your logo linked to your website on [www.globalcoldchainnews.com](http://www.globalcoldchainnews.com) and your logo and web address printed in Cold Chain News for only £110 per annum



PRINT TECHNICAL DATA

Special Sizes

- Other sizes available by arrangement

Series Rates

- Available upon on application

SPECIFICATION

- 4-col In-Design hi-res PDF
- Image formats: EPS (include embedded fonts and images) and Tiff (300dpi)
- All in CMYK colour

ONLINE SPECIFICATIONS

Online advertising can enhance and extend your on-page advertising reach to a wide audience in the temperature-controlled sector.

Advert Type	Size	File Type	Max File Size
Standard	200 x 245 pixels	JPEG, GIF, Rich Media	25K
Prime Position	185 x205 pixels	JPEG, GIF, Rich Media	25K
Top Banner	90 x 460 pixels	JPEG, GIF, Rich Media	25K
Skyscraper	400 x 245 pixels	JPEG, GIF, Rich Media	25K

MECHANICAL DATA

- Printing method: Offset Litho
- Publication size: A4 210mm x 297mm, Alternate months
- Deadlines: 4-weeks before publication
- Bleed Page Size: 216mm x 303mm, Trimmed page size: 210 x 297

## Editorial/Advertising Features 2018

Date	Theme	Copy Deadline
February	Temperature-controlled courier listing Truck, van & trailer bodywork and fridges	19 January 2018
April	CV Show (24 – 26 April) Preview	12 March 2018
June	Top 25 Operator listing Financing the cold chain (includes rental, leasing, contract hire for trucks, trailers, fridges)	14 May 2018
September	IAA Hanover Show - Temperature-controlled exhibitor preview (27 Sept - 4 Oct 2018) Cold store warehouse management (building, handling, IT systems)	13 August 2018
November	Telematics in the cold chain:: routing, scheduling and data loggers	15 October 2018



## Meet the Team

**Tina Massey** is sales, administration and publishing manager and has over 20 years experience in publishing, administration and marketing roles. Tina also manages the Cold Chain News databases, subscriptions and directories on the print titles and website.

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**Dean Stiles** is joint editor of Cold Chain News and the website [www.globalcoldchainnews.com](http://www.globalcoldchainnews.com). He is the former editor of Reed Business Information's transport website, Truck Magazine and deputy editor of Motor Transport and Commercial Motor.

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### ADMINISTRATION OFFICE

Commercial Transport Publishing Limited, Cart House, Lower Treleggan, Falmouth TR11 5QW  
Commercial Transport Publishing Limited, registered in England and Wales, Company No: 6453302  
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## Terms and Conditions

#### SUBSCRIPTIONS

- You will be added to the mailing list once payment has been cleared.
- The price is zero rated for Value Added Tax.

#### ADVERTISING

- Payment must be made within 28 (twenty eight) days from the date of Commercial Transport Publishing's invoice.
- All advertising is subject to 20% VAT.
- If payment has not been received within the 28 day period, Commercial Transport Publishing Limited will contact you by email, telephone or post advising you that you have 7 days for full remittance.
- If Commercial Transport Publishing Limited does not receive payment within this specified 7 day period the debt will be forwarded to our Solicitors and additional charges will be added.

#### CANCELLATION TERMS

- Advertisements and any other paid for material must be cancelled in writing at least 6-weeks prior to publication.
- Subscriptions run for a full year from the start of the subscription period and no credit or refund is made for cancellation part way through the subscription period.

#### ADVERTISING TERMS

- All advertisements or other paid for material are subject to the publisher's approval and accepted on condition the advertiser warrants they do not in any way contravene current legislation. The advertiser shall further indemnify Commercial Transport Publishing Limited in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisements or other paid for material and published on the advertiser's behalf.
- No guarantee is given that advertisements or other paid for material will be placed in any specified position on any specified page, without written agreement
- The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions.

