

COLDCHAIN NEWS

Dedicated to the UK temperature controlled logistics industry

Media Information 2020



Can you
reach

*the temperature-controlled
logistics industry?*

We can...



Ask us About -
NUTS & BOLTS
DIRECT MAIL
JOBS



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

SUPPLEMENTS

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

On line with Global Cold Chain News

WEBSITE ADVERTISING

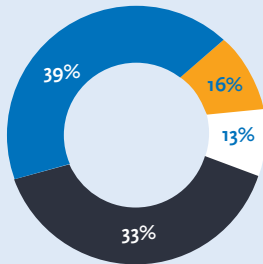
- Top of page banner – linked to your website
- Button advertisements – linked to your website
- Supplier Directory – your logo linked to your website
- Use our mailing list of 4,000 readers for targeted direct e-shots

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, Sainsbury's, Morrisons, Tesco, and Lineage Logistics...

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, AGRO Merchants, Nagel Langdons, NFT Distribution, Peter Green Chilled, Reed Boardall, Turners, Lineage Logistics...

They, like all top decision makers in the temperature-controlled industry, including food manufacturers, food producers and pharmaceutical suppliers, receive Cold Chain News: 1,600 readers (September 2019) 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 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 1,600 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

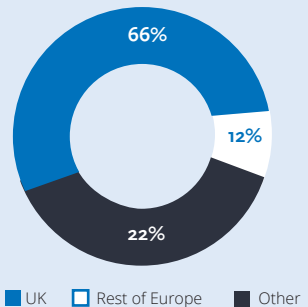
Cold Chain News is available free of charge to owners, directors and senior managers working for companies operating 5 or more commercial vehicles used for the transport of goods requiring to be kept at a controlled temperature. The circulation list is verified by telephone every 12 months. Cold Chain News is also available to those not meeting the terms of control through paid subscription: currently £55 for UK and £58 Overseas, per annum.



Cold Chain News is web connected

Cold Chain News is supported by its information-rich website, 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 36,192 sessions, 28,605 users and 53,550 page views. (Google Analytics September 2019).

GLOBAL COLD CHAIN NEWSLETTER
READERSHIP 4,000 (SEPTEMBER 2019)



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, 4,000 (September 2019) to 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 2020

Issue	Advertising	Publication Date
February	24 January	20 February 2020
April	13 March	9 April 2020
June	15 May	11 June 2020
September	14 August	10 September 2020
November	9 October	6 November 2020

PRINT ADVERTISING RATES

Size	Height x Width	4-colour
Full page A4 with bleed	303 x 216 mm	£1650
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	3 months	1 year
Prime Position	185 x 205 pixels	£130	£320	£900
Top Banner	90 x 460 pixels	£200	£450	£1500

E-NEWSLETTER ADVERTISING RATES

Size	Height x Width	1 month	3 months	1 year
Top Banner	-	£500	£1000	£2500
Includes 80 words, logo/image and link to your website.				
Display Ad	360 x 190 pixels	£200	£500	£1500

SUPPLIER DIRECTORY RATES

Your logo linked to your website on www.globalcoldchainnews and your logo and web address printed in Cold Chain News for only £120 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 and reach to a wide audience in the temperature-controlled sector.

Advert Type	Size	File Type	Max File Size
Prime Position	185 x 205 pixels	JPEG, GIF, Rich Media	25K
Top Banner	90 x 460 pixels	JPEG, GIF, Rich Media	25K

MECHANICAL DATA

- Printing method: Offset Litho
- Publication size: A4 210mm x 297mm, 5 issues per year
- Deadlines: 4-weeks before publication
- Bleed Page Size: 216mm x 303mm, Trimmed page size: 210 x 297

Editorial/Advertising Features 2020

Date	Theme	Editorial Copy Deadline
February	Temperature-controlled courier listing Truck, van & trailer bodywork and fridges	20 January 2020
April	CV Show (28 – 30 April 2020) Preview	9 March 2020
June	Top 25 Operator listing Cold store management (building, handling and IT systems)	12 May 2020
September	Financing the cold chain IAA Hanover Show (24 - 30 September 2020) Cold store operator listing 2020	10 August 2020
November	Telematics in the cold chain (routing, scheduling and data loggers)	5 October 2020



Meet the Team

Tina Massey is sales, administration and publishing manager and has over 25 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. 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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Sally Nash is joint editor of Cold Chain News and the website www.globalcoldchainnews.com. She is the former news editor of Motor Transport and has provided news for titles including Commercial Motor, Truck & Driver and Freight Magazine.

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ADMINISTRATION OFFICE

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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.

