

1 Full-screen advert

Advertiser receives: Full screen advert, responsive over Desktop, Tablet & Mobile, linking to one external location (website or email contact) provided by advertiser. Sits between articles.

Advertiser provides: 3 advert sizes, can be static jpeg or png files, or animated gif files for **Desktop, Tablet & Mobile** (specifications on following pages), + external link. [Click here for example](#)

Cost: £4,000 / \$5,000 / €4,600

2 Advert within article

Advertiser receives: Banner advert situated within editorial, responsive over Desktop, Tablet & Mobile, linking to one external location (website or email contact) provided by advertiser. Sits within articles.

Advertiser provides: 3 advert sizes, can be static jpeg or png files, or animated gif files for **Desktop, Tablet & Mobile** (specifications on following pages), + external link. [Click here for example](#)

Cost: £4,500 / \$5,625 / €5,175

3 Video within article

Advertiser receives: Video situated within an article which views upon click or links to Youtube or Vimeo page.

Advertiser provides: YouTube or Vimeo link to video. [Click here for example](#)

Cost: £6,000 / \$7,500 / €6,900

4 Full-screen advert with video

Advertiser receives: Full screen advert, responsive over Desktop, Tablet & Mobile, links to one external location (website or email contact) provided by advertiser plus embedded video which opens in a larger window. Sits between articles.

Advertiser provides: 3 advert sizes, can be static jpeg or png files, or animated gif files for **Desktop, Tablet & Mobile** (specifications on following pages), + external link + YouTube or Vimeo link. [Click here for example](#)

Cost: £5,500 / \$6,875 / €6,325

5 Sponsored article

Advertiser receives: A 1,200 word 'VOICE of the Industry' article highlighting the latest developments, services and products your company has to offer the market. Featured within the digital publication, hosted on automotivelogistics.media and supported by our marketing and editorial teams..

Advertiser supplies: Text, images and company logo. One of our editorial team will be assigned to help you with the creation of your article (details on following pages). [Click here for example](#)

Cost: £7,000 / \$8,750 / €8,050

6 Customised client e-edition

Advertiser receives: A bespoke, fully designed animated 4-page e-edition, showcasing your company's activities to our global audience of automotive logistics decision makers, promoted across automotivelogistics.media and our weekly newsletter.

Advertiser supplies: Text, images, company logo and your design requirements (details on following pages). [Click here for example](#)

Cost: £6,000 / \$7,500 / €6,900

Contact

Gavin Andrews Head of Commercial Development
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Matt Allard Head of Commercial Development
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E: alistair.newton@automotivelogistics.media

7 Podcast - Custom

Advertiser receives: Up to 60-minute podcast, managed and moderated by our editorial team. Hosted on our 'VOICE of the Industry' channel at automotivelogistics.media it will feature your brand and imagery and is promoted and distributed across all of our channels: website, email, social media and weekly e-newsletter.

Advertiser provides: The topic title, synopsis and benefits. Plus, all speaker photos and biographies and company logo and URL link. [Click here for example](#)

Cost: £4,000 / \$5,000 / €4,600

8 Podcast - Sponsored

Advertiser receives: Sponsor a single or series of podcasts with voice mentions and branding on all marketing assets. Promoted and distributed across automotivelogistics.media, email, social media and weekly e-newsletter.

Advertiser provides: Company logo, 50-word company description (for the podcast announcement) and URL.

[Click here for example](#)

Cost per podcast: £2,000 / \$2,500 / €2,300
(POA for series)

9 Video

Advertiser receives: Full video production services are available OR we can host your existing materials. All videos are hosted on our 'VOICE of the Industry' channel at automotivelogistics.media. Includes a dedicated marketing campaign - homepage advertising, social media posts & weekly e-newsletters listings to drive traffic.

Advertiser provides: YouTube or Vimeo link to video, video title and company logo. For custom videos, please contact us directly. [Click here for example](#)

Cost: £3,000 / \$3,750 / €3,450 to host,
£6,000 / \$7,500 / €6,900 to produce

10 Whitepaper

Sponsor receives: Provide insights/intelligence to a global audience of automotive logistics decision makers. Full research, editorial and design services are available to create your own whitepapers OR we can host your existing materials. Hosted within our 'VOICE of the Industry' channel at automotivelogistics.media, registration for lead generation and promoted across all channels including advertising, email, social media and weekly e-newsletters.

Sponsor provides: Company logo, URL link, whitepaper (where applicable) or briefing document.

[Click here for example](#)

Cost: £3,000 / \$3,750 / €3,450 (POA for custom)

11 Single Livestream

Sponsor receives: Your branding is featured across all marketing assets and promotions. You will be announced as a sponsor across our social media channels and during the Livestream and recorded webinar. You will also receive all of the attendee/non-attendee and on-demand data.

Sponsor provides: Company logo and URL.

[Click here for example](#)

Cost: £4,000 / \$5,000 / €4,600

12 Custom Livestream/ Webinar

Sponsor receives: Full editorial support and moderation plus live streaming and recording. It is hosted on our 'VOICE of the Industry' channel at automotivelogistics.media and includes a dedicated 3-week marketing campaign to drive registrations and viewers. You receive all of the attendee/non-attendee and on-demand data.

Sponsor provides: Topic title, synopsis and benefits. Plus, all panellists' photos and biographies, company logo and URL link. [Click here for example](#)

Cost: £9,500 / \$11,875 / €10,925

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Festival partnership opportunities

1 Month

Sponsor of 4 x Livestreams

Partner receives: Branding across the Festival of Transformation channel at automotive.logistics.media and all marketing activities. Also, presented as a sponsor on the live webinar/recording, and receive all of the attendee/non-attendee and on-demand data.

Partner provides: Company logo and URL link.

Cost: £8,000 / \$10,000 / €9,200

2 Months

Sponsor of 8 x Livestreams

Partner receives: Branding across the Festival of Transformation channel at automotive.logistics.media and all marketing activities. Also, presented as a sponsor on the live webinar/recording, and receive all of the attendee/non-attendee and on-demand data.

Plus: x1 thought leadership article incl. 1,200 words, hosted on the FoT web page and supported by our marketing and editorial teams.

Plus: x1 speaker for one livestream

Partner provides: Company logo and URL link. For leadership article: Text and images. One of our editorial team will be assigned to help you with the creation of your article.

Cost: £12,000 / \$15,000 / €13,800

3 Months

Sponsor of 12 x Livestreams

Partner receives: Branding across the Festival of Transformation channel at automotive.logistics.media and all marketing activities. Also, presented as a sponsor on the live webinar/recording, and receive all of the attendee/non-attendee and on-demand data.

Plus: x2 thought leadership articles incl. 1,200 words, hosted on the FoT web page and supported by our marketing and editorial teams.

Plus: x1 speaker for two livestreams

Partner provides: Company logo and URL link. For leadership articles: Text and images. One of our editorial team will be assigned to help you with the creation of your article.

Cost: £15,000 / \$18,750 / €17,250

Specifications

1 Company logo in vector eps format + URL link

2 Company logo in vector eps format + URL link. A member of our team will contact you to assist with the article

3 Company logo in vector eps format + URL link. A member of our team will contact you to assist with the articles

[click here to see partnership examples](#)

Contact

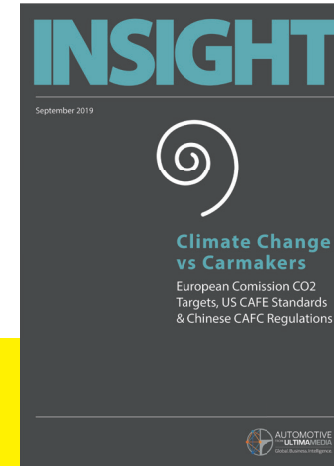
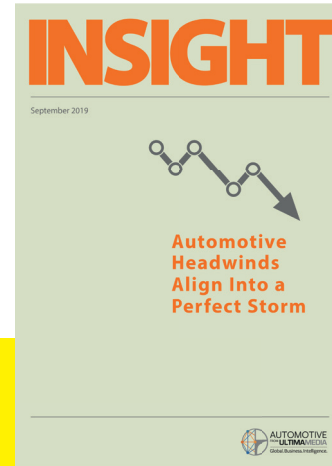
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Business Intelligence reports - sponsorship opportunities

Flash analysis and briefings, in-depth reports, forecasts and market research from our Business Intelligence unit covering the major trends and critical factors impacting the automotive industry, including logistics and supply chain.



Business Intelligence Reports

Sponsor receives: Sponsor a single report or series and receive extensive branding across all marketing promotions, a 50-word profile in the report and access to the download data. Custom reports are also available – contact us directly for details

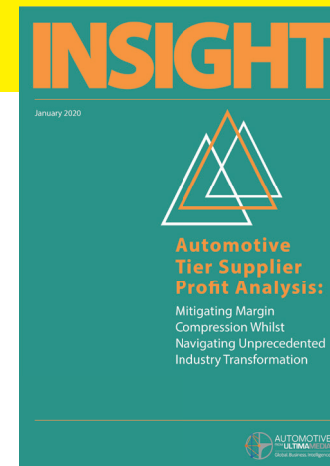
Sponsor provides: Company logo and URL link.

Cost: POA

[click here to see sponsorship examples](#)

Specifications

Company logo in vector eps format + URL link + 50 word company profile



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Online reach

4,672*

Total registered users

27,534**

Average monthly unique users

35,800**

Average monthly sessions

63,327**

Average monthly page views

840,000***

Average number of monthly worldwide searches automotivelogistics.media appears within

2,000***

Number of times 'Automotive Logistics' is searched for worldwide each month and automotivelogistics.media is listed first

1,000***

Number of times 'Finished Vehicle Logistics' is searched for worldwide each month and automotivelogistics.media is listed first

Social Media*

in 2,144 Automotive LOGISTICS
Followers

in 5,222 Finished Vehicle LOGISTICS
Followers

in 2,509 Automotive LOGISTICS
Followers – Automotive Logistics Group

5,657
Followers

2,499
Followers

Magazine engagement****

8.8

Average pages read

37s

Average time per page

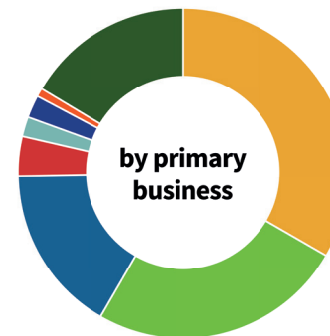
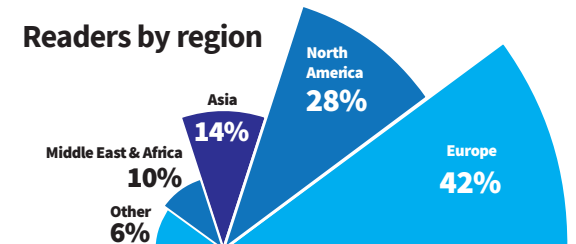
5m 24s

Average time spent

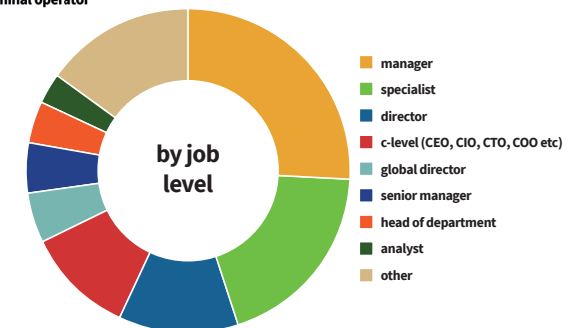
Newsletter circulation*

35,000

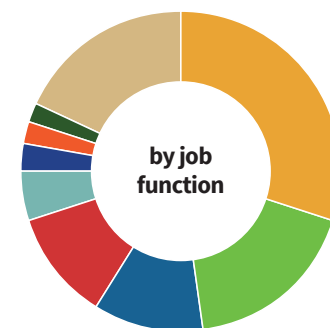
Total circulation



- tier or component supplier
- vehicle manufacturer
- logistics service provider
- consultancy
- IT/systems integrator
- distributor/importer of vehicles
- port/terminal operator
- other



- manager
- specialist
- director
- c-level (CEO, CIO, CTO, COO etc)
- global director
- senior manager
- head of department
- analyst
- other



- logistics / distribution
- corporate / general management
- purchasing & procurement
- sales, marketing & business development
- production/manufacturing/engineering
- quality control/assurance
- IT/technology
- consulting
- other

* As at 26 May 2020

**Google Data Studio - 30-days to 25 May 2020 incl.

***Google Analytics as at 26 May 2020

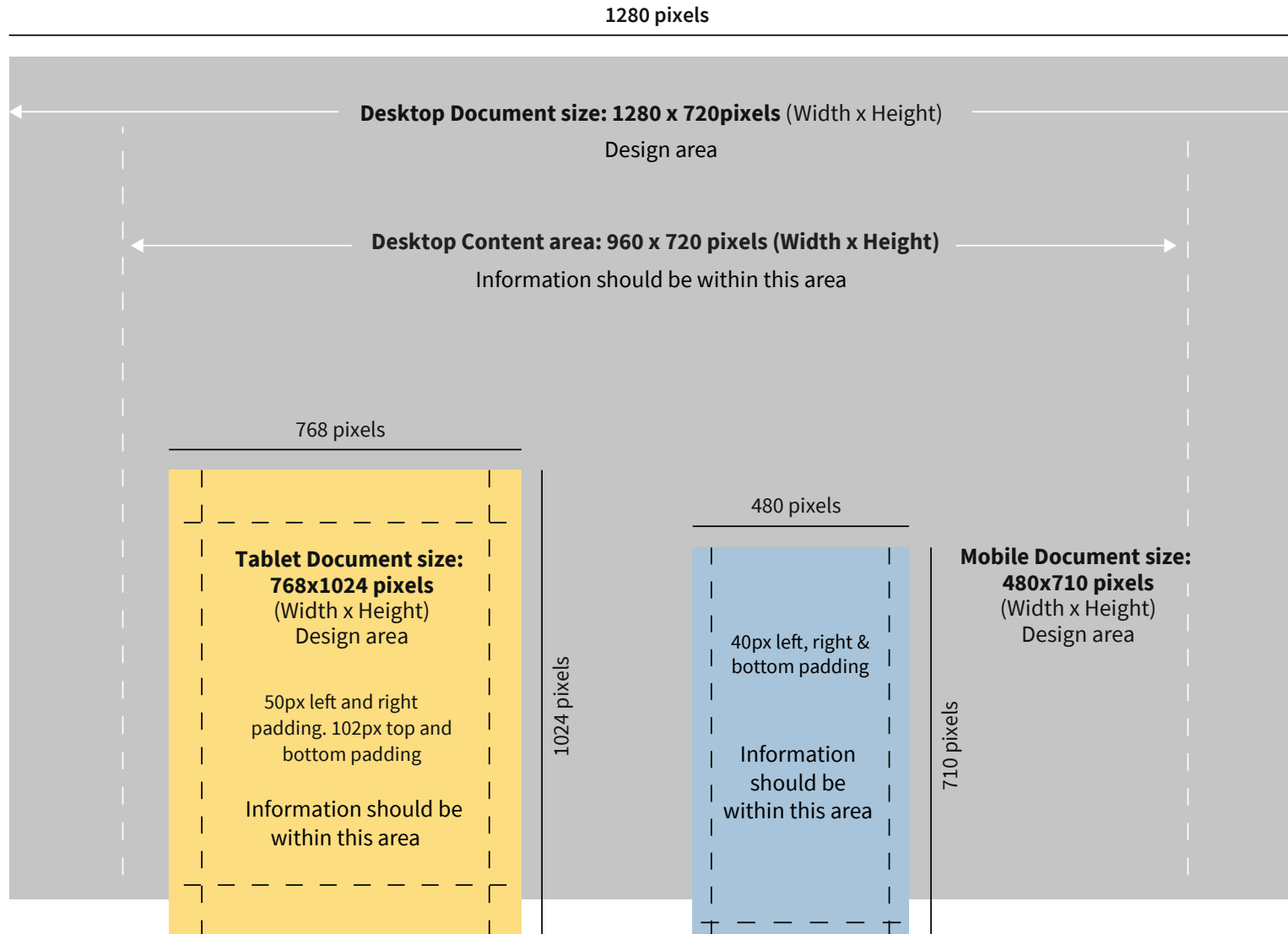
****H5 Analytics - 30-days to 25 May 2020 incl.

1 Full-screen advert

Please provide adverts in the 3 sizes below

4 Full-screen advert with video

Please provide adverts in the 3 sizes below + a YouTube or Vimeo link to your video



FILE INFORMATION:

Static jpeg or png, or animated gif /mp4 files accepted, save at highest quality.

When using white text on a black background, a heavier font weight should be used.

FILE SIZE SIZE RECAP:

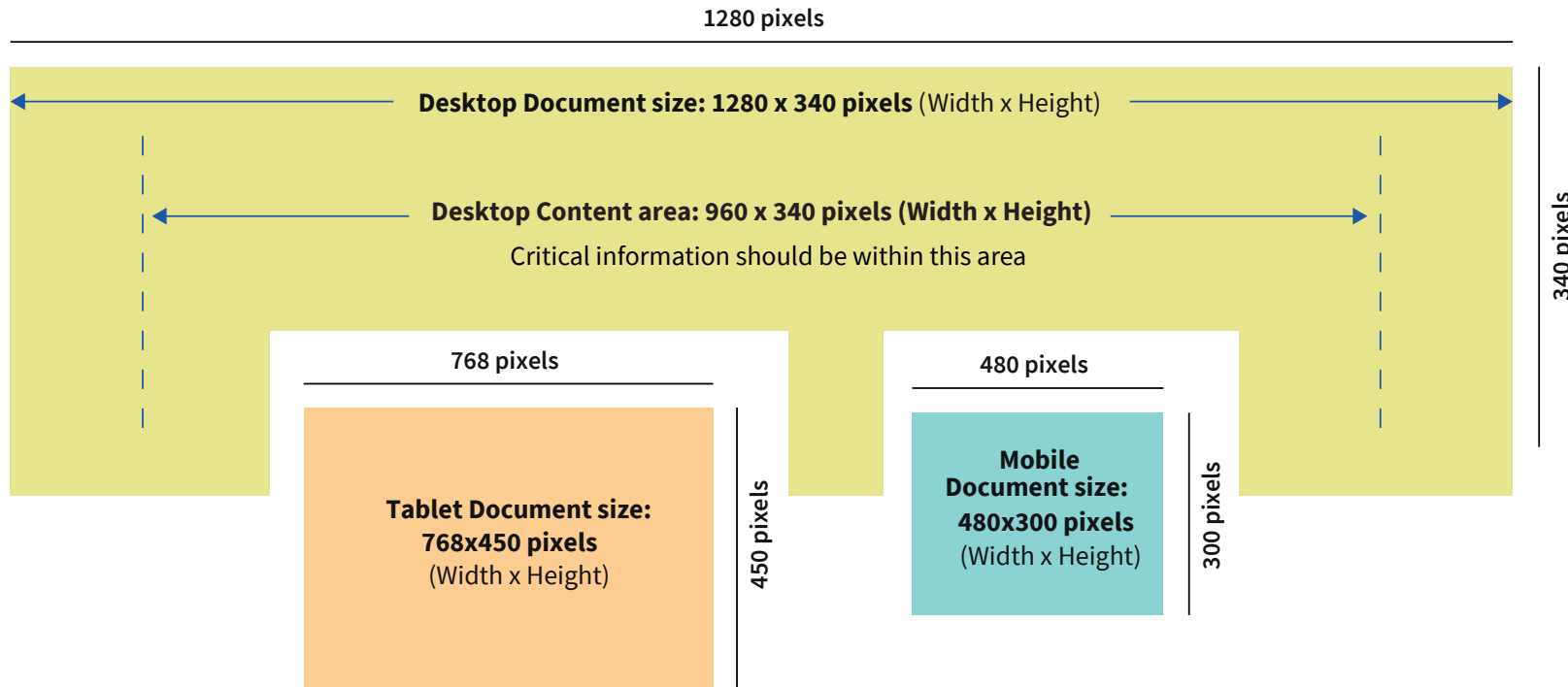
Desktop:
1280px wide x 720px high

Tablet:
768px wide x 1024px high

Desktop:
480px wide x 710px high

2 Advert within article

Please provide adverts in the 3 sizes below



FILE INFORMATION:

Static jpeg or png, or animated gif /mp4 files accepted, save at highest quality.

When using white text on a black background, a heavier font weight should be used.

FILE SIZE SIZE RECAP:

- Desktop: 1280px wide x 340px high
- Tablet: 768px wide x 450px high
- Desktop: 480px wide x 300px high

3 Video within article

Please provide a YouTube or Vimeo link to your video

5 Sponsored article

A member of our Editorial team will contact you for details



6 Customised client e-edition

A member of our Design team will contact you for details

To see examples of all 6 advertising opportunities, click the link below
<https://bit.ly/3ggwKSb>

7 Podcast - custom

A member of our team will contact you

8 Podcast - sponsored

Company logo in vector eps format, 50-word company description (for the podcast announcement) and URL

9 Video

YouTube or Vimeo link to video, video title and company logo. For custom videos, a member of our team will contact you

10 Whitepaper

Company logo in vector eps format, URL link, whitepaper (where applicable) or briefing document

11 Livestream/Webinars

Company logo in vector eps format and URL

12 Custom Livestream/Webinar

A member of our team will contact you

[click here to see examples](#)

12 Banners

Advertiser receives: Banner and MPU advertising positions are available across automotivelogistics.media and our weekly enewsletters. All opportunities are optimised for desktop, tablet and mobile. Includes ongoing and end of campaign analytics reports.

Advertiser provides: Various advert sizes available, can be static jpeg or png files, or animated gif files + external link.

Cost: Various POA

Leaderboard desktop

728 x 90 pixels

Leaderboard mobile

300 x 75 pixels

Standard MPU

300 x 250 pixels

MPU Tower

300 x 600 pixels

Wallpaper

The wallpaper creative should meet the following specifications:

- 1 - Total width = 1600 pixels
- 2 - Minimum height should be 1000 pixels
- 3 - Content area (white centre) must be 1024 pixels wide and should be in the middle of the graphic. (desktop only)

Wallpaper

Static jpeg or png, or animated gif files accepted