



Editorial Profile

Editorial profile

A journal featuring current news and reports on issues of interest and relevance to all those involved in the transport industry in the UK and worldwide.

Sectors include transport finance & management, automotive, fleet, transport & distribution, shipping & forwarding, aviation & aerospace, public transport, communications & new technology and transport environment.

Regular editorial information on industry initiatives, new legislation, company profiles, interviews with prominent industry figures and conference reports.

Who reads Transport Journal?

*Chief Executives
Managing Directors
Transport Managers
Fleet Owners & Operators
OEM & Aftermarket Manufacturers
PSV & CV Factors & Manufacturers
Ship Builders
Car Manufacturers
Forwarding & Shipping Agents
Communications & IT Specialists
Wholesale Distributors*

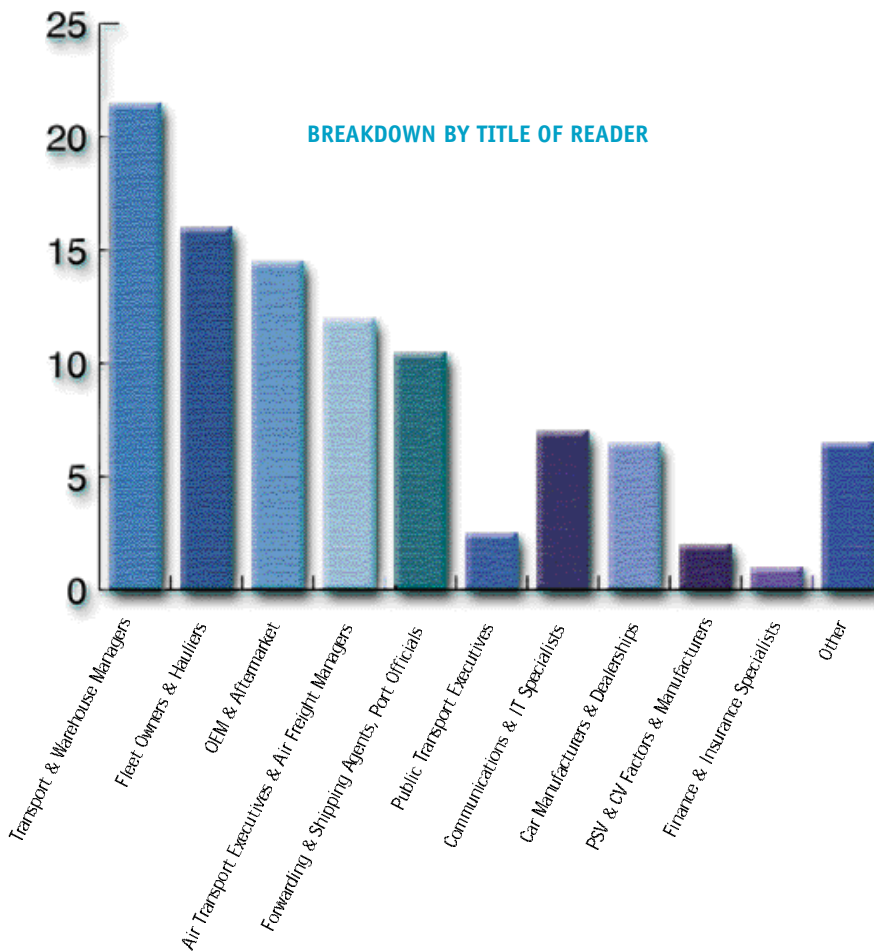
*Logistics Consultants
Parcel Carriers
Port Officials
Courier Services
Insurers, Bankers, Finance Houses
Airline Executives
Civil Engineers
Earthworks & Reclamation Contractors
Local Authority Officials
Industrial Designers
Marine providers*

The Undisputed Leading Transport Journal for 60 years covering land, sea and air.

Readership Figures

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- Managing Directors
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- Local Authority Officials
- Industrial Designers



Circulation 20,000 - Readership 52,500
 Contact the Advertising Manager, Transport Journal

Regular Features

On the move

Appointments, company moves, company takeovers, mergers and acquisitions etc

Commercial Transport

Latest cv sales, new HGV/LCV launches, trailers, curtainsiders, in-cab technology, test drive, large cv contracts, conversions, hydraulics, new dealerships, body building, new driver legislation.

Transport Finance & Management

Management consultancy, consultancy, concept planning traffic and urban planning, fleet finance, fleet leasing, contract hire, vehicle rental, insurance and taxation, maintenance and fuel costing systems fuel cards.

Aftermarket

Automotive components, new engine technology, automotive accessories, automotive refinishing products, tyres, seating, after-care, parts & repair products, vehicle maintenance & repair services

Fleet

New registrations, car launches, test drive, accessories, new legislation, new roads/ highways, truckstops, motorway services, safety and legislation.

Transport & Distribution

Forwarding agents, transport companies, intermodal transport, specialised distribution, dangerous goods transportation, express parcels JIT, logistics, freight forwarding, vehicle scheduling and routing.

Supply Chain Management

Robotics, lifts, conveyors, industrial truck lift trucks, cranes, gantry cranes, accessories, special products, maintenance and servicing, stock management, inventory control, mechanical handling and conveyors retrieval and storage systems, tracking and tracing, packaging, computer technology, scanners

Ports & Shipping

Ports, ferries, deep sea containers services, advances in vessel design, safety at sea, seaborne vehicle transportation.

Aviation & Aerospace

Airlines, air cargo, airport and airport handling developments, new services and routes, aircraft developments, aerospace developments, aviation legislation.

Communications & New Technology

Computers, on-board computers, radios, communications systems and services, telematics

Public Transport

Bus and coach developments, rail transport developments, new franchises, rail freight terminals, intermodal transport, passenger and freight services, public transport policy, light rail, tram.

Events

Preview/review of conferences/exhibitions/product launches new documents, reports, book reviews

Transport Environment

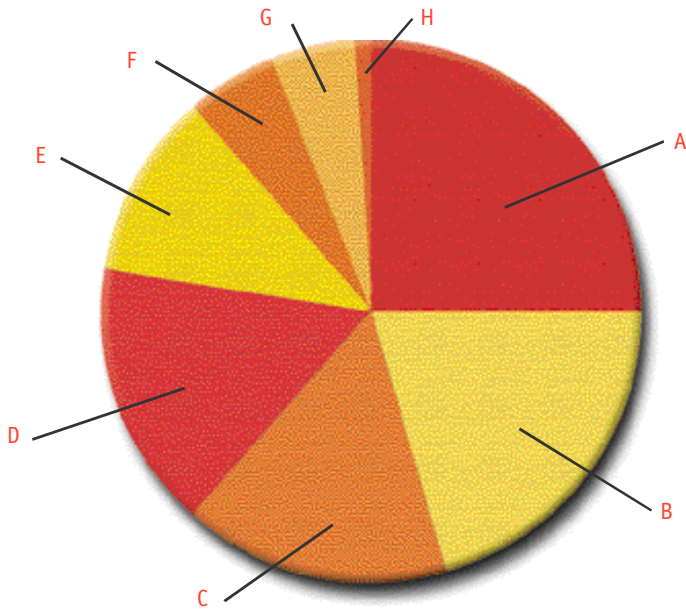
New trends in vehicle manufacturing technology, green issues alternative fuels, roads, traffic congestion, urban planning, investment regions

Safety & Training

The latest developments in advances in safety applications in the transport industry, safety modifications on products, components and vehicles, health issues in the workplace, trends in recruitment/ staff training in the workplace, levels of pay prospects for further education in the transport industry at all levels.

All above topics to incorporate the latest trends in education/training/policy/safety/security/ computers/manufacturing, recruitment, transport courses, government and transport policy issues.

Geographical Breakdown



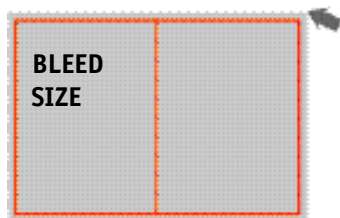
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B. European Union Countries.....	20.5%
C. United States of America.....	16.0%
D. Scandinavia.....	16.0%
F. Middle East.....	11.0%
E. Emerging Markets.....	5.5%
H. Asia.....	5.0%
G. Australasia.....	1.0%

Advertising Rates

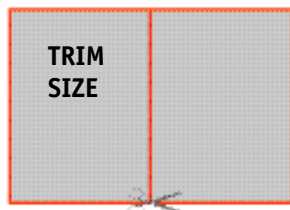
Front Cover.....	£12,000
Back Cover.....	£10,000
IFC/IBC.....	£9,000
DPS.....	£12,000
Centre Page Spread	£14,000
Page Full Colour	£8,000
Half Page Colour.....	£5,000

Advertising Specifications

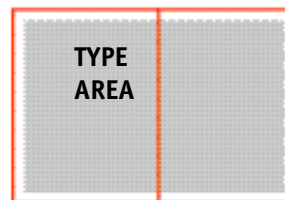
Double Page Spread



W: 426 x H: 303

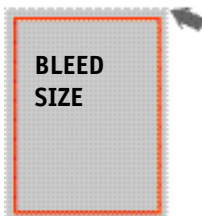


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W: 394 x H: 275

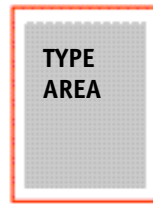
Full Page



W: 216 x H: 303

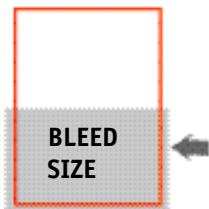


W: 210 x H: 297



W: 182 x H: 275

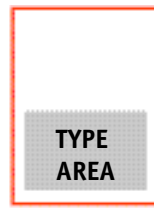
Half Page



W: 216 x H: 151



W: 210 x H: 148



W: 182 x H: 135

Things to note...

Perfect bound: Ink density .2
Screen: 133 lines per inch for greyscale
Screen: 175 lines per inch for colour -
Positive - Right reading emulsion side down
dpi: 300 gutter, width: 6mm

Artwork should be supplied as Adobe Photoshop,
Adobe Illustrator, Adobe Acrobat
or Quark Express files only.
Aldus Freehand Files will not be accepted

Please confirm other formats with production
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