

MEDIA PACK AND FEATURES LIST 2021



Distributed to 6,500 companies, running over 250,000 trucks from over 10,000 operating centres across the UK

Features stories from RoadwayLive

RoadwayLive
The RHA's official news app

Email: p.short@rha.uk.net Tel: 07824 562530



WELCOME

Just a few reasons why you should advertise in ROADWAY:

- ROADWAY magazine is read by the executive decision-makers at 6,500 road haulage and logistics companies every month.
- Features monthly news updates from RoadwayLive, the RHA's industry information app.
- ROADWAY is an industry must-read with an established reputation for quality and agenda-setting coverage. It is no surprise that the most prominent figures in UK haulage and logistics speak directly to ROADWAY.
- Written by a team of highly experienced industry professionals, the magazine covers all the key industry news and developments, making ROADWAY a highly credible platform on which to showcase your products and services.
- And, with readers running over 250,000 vehicles of the UK fleet, and in charge of 10,000 operating centres as well as millions of square feet of warehousing space, you can be confident your message, and your products are reaching a market that is both large and targeted.

The magazine – in more detail

- ROADWAY is the first port of call for comprehensive regulatory, employment, compliance updates, produced by RHA policy, technical and legal experts who work with legislators and regulators to help shape the future of the industry.
- The magazine provides the complete business picture, uncovering the personalities behind the operations through regular profiles on operators and service providers with regular features covering key issues in business and technology.
- Specialising in features and tests of the latest vehicles to come onto the market, there is regular news on body/trailer development and materials handling, complimented by coverage of all the products and services the industry relies on.
- ROADWAY is a very popular publication for inserts, and as well as display advertising space we can accommodate semi-display. Our features, supplements and the RoadwayLive app provide sponsorship opportunities enabling you to align your business and brand with a magazine at the cutting edge of road transport industry publishing.





2021 FEATURES LIST

- The planned features for Roadway 2020 cover areas of the industry essential to the efficient and cost-effective running of a haulage and logistics business.
- The final deadline for press information is 14 working days prior to publication.
- The final date for advertising copy is 12 working days from publication.
- Printed inserts should be available at our printer within 10 working days of publication.
- While every effort will be made to adhere to this forward features programme, if circumstances require us to cancel or alter the scheduling of the listed features at short notice we cannot accept liability.

February: Publishing Friday 29 January

- **LCV market:**
Latest models reviewed
- **Drink and drug testing**
- **Wheel and tyre safety**

May: Publishing Friday 30 April

- **Temperature controlled sector**
Vehicles/systems.
Telematics/emissions controls
- **Pallet networks**
Sector update

March: Publishing Friday 26 February

- **Tyre management systems:**
Telematic links
- **Material handling**
Electric forklift review. Produced with the RHA Transport, Warehousing, and Pallet Distribution Group.
- **Brake Testing**
System review, regulations explained

June: Publishing Friday 28 May

- **Border procedures/services:**
Progress of the
- **Truckstops/driver facilities**
- **Warehouse market**

April: Publishing Friday 26 March

- **Camera systems**
- **Telematics systems**
- **Training and apprenticeships:**
Courses on offer nationally

July: Publishing Friday 25 June

- **Commercial Vehicle Show report**
- **Safety:**
Bridge strikes
- **Driver health/screening**
- **Alternative fuels: gas**
Vehicle review, and a look at fuelling infrastructure



2021 FEATURES LIST

July: Publishing Friday 25 June

- **Commercial Vehicle Show report**
- **Safety:**
Bridge strikes
- **Driver health/screening**
- **Alternative fuels: gas**
Vehicle review, and a look at fuelling infrastructure

August: Publishing Friday 30 July

- **Ports and ferries:**
Market report
- **Safety: Load security**
- **Light HGV market 7.5 tonne**

September: Publishing Friday 27 August

- **Diversity in recruitment**
- **Vulnerable road users and road safety/road reallocation**
- **Urban delivery market**

October: Publishing Friday 24 September

- **Trailer telematics and cameras**
- **Truck rental**
- **LCV market (2)**

November: Publishing Friday 29 October

- **Tyres**
New types from the leading brands
- **Alternative fuels: electric**
Vehicle review, and a look at fuelling infrastructure
- **Truck finance**

December: Publishing Friday 3 December

- **Winter preparations**
Operations and vehicles
- **Telematics 2 – mobile working**



MECHANICAL SPECIFICATIONS

Copy Requirements

Electronic Artwork

Mac artwork in InDesign/Illustrator/Photoshop etc. at 300dpi/150lpi to be supplied with all supporting images. Please note that QuarkExpress files cannot be accepted.

All files should be complete, ready to run to CMYK with all supporting fonts and images.

Each advert should be accompanied by either a colour/mono hard copy proof or as file in Portable Document Format (.pdf) on disk.

PC-generated artwork should be in Encapsulated Post Script (.eps) format with all fonts embedded.

Hi-res bitmap files are also accepted as CMYK in Tagged Image File Format (.tif) or as JPEGs (.jpg) at 300dpi. Please send via email as a hi-resolution print-ready pdf to Anthony Hall: a.hall@rha.uk.net

For all advertising and marketing enquires please contact:

Pete Short, Head Of Business Development on **07824 562530** or email p.short@rha.uk.net

Advertisement dimensions (height x width)

DPS Bleed	303mm	x	452mm
DPS Trim	297mm	x	446mm
DPS Type Area	271mm	x	414mm
Full Page Bleed	303mm	x	229mm
Full Page Trim	297mm	x	223mm
Full Page Type Area	271mm	x	192mm
Half Page (horizontal)	133mm	x	192mm
Half Page (vertical)	271mm	x	94mm
Quarter Page (portrait)	133mm	x	94mm
Quarter Page (Banner)	65mm	x	192mm
Eighth Page (Banner)	30mm	x	192mm
Eighth Page	65mm	x	94mm
Classified Eighth Page	52mm	x	94mm



Head of Business Development: Pete Short – 07824 562530. Email: p.short@rha.uk.net

Advertising copy enquiries: Anthony Hall. Email a.hall@rha.uk.net