

Roadway

THE VOICE OF ROAD HAULAGE

MEDIA PACK AND FEATURES LIST 2022



Distributed to **5,000** member companies, running **250,000** trucks
from **10,000** operating centres across the UK

Features regular updates from **RoadwayLive** news app

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www.rha.uk.net



WELCOME

Just a few reasons why you should advertise in ROADWAY:

- ROADWAY magazine is read by the executive decision-makers across 5,000 road haulage and logistics companies every month.
- Features monthly updates from RoadwayLive, the RHA's industry information and news 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.





2022 FEATURES LIST

- The planned features for Roadway 2022 cover market developments and regulatory changes 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 28 January

TRAINING AND APPRENTICESHIPS: The breadth of training schemes available and the routes and funding into apprenticeships.

LOW EMISSION ZONES: We review the progress of the LEZ rollouts nationally. Who is charging what, and where.

TRUCKSTOPS/DRIVER FACILITIES: Is the availability of decent facilities improving? Are road developments taking driver welfare into account?

MARCH: Publishing 25 February

NET ZERO DRIVELINES: The progress of hydrogen and battery technologies, and the future of the UK's ehighway pantograph scheme.

WHEEL AND TYRE SAFETY: The systems and equipment now available to ensure safe operation, long-term.

BRAKE TESTING: A maintenance essential. We look at the capabilities and the cost of the latest systems.

APRIL: Publishing 25 March

THE COLD CHAIN: Innovations in temperature-controlled logistics.

WAREHOUSING: The current state of the market, and latest developments.

PALLET NETWORKS: Market review and assessment.

MAY (CV Show issue): Publishing 29 April

CV SHOW PREVIEW: Highlights, and what to expect, from one of the biggest commercial vehicle events of the year.

CAMERA SYSTEMS: How networked cameras are an essential to effective fleet management.

TELEMATICS 1: The role of telematics in logistics training.

JUNE: Publishing 27 May

ELECTRIC LCV: The latest developments the electric van market.

BRIDGE STRIKES: Is this problem solvable by technology alone? We look at the role of navigation systems and the regulatory steps being taken address a chronic safety issue.

PORTS AND FERRIES: Key to multi-modal logistics, we review the latest routes around the UK and the type of investments being made.

JULY: Publishing Friday 24 June

ELECTRIC TRUCKS: The practical issues involved in running electric HGVs. We also focus on the latest developments in battery technologies.

LOAD SECURITY: A review of the latest equipment available to meet the regulations.

RECRUITMENT AND STAFF WELFARE: Strengthening business by retaining staff and diversifying the recruitment pool.



2022 FEATURES LIST

AUGUST: Publishing Friday 29 July

TRUCK FINANCE: A practical guide to the financial services available.

USED LCV: A current market guide.

URBAN DELIVERY AND LAST MILE: Sector review.

SEPTEMBER: Publishing 26 August

DIRECT VISION STANDARD: Compliance solutions to London's safety schemes.

ALTERNATIVE DRIVELINES: Gas truck review.

LUBRICANTS: Technological advances in the age of emissions control.

OCTOBER: Publishing 30 September

BORDER PROCEDURES AND SERVICES: What is on offer to assist international transport.

TRAILER RENTAL: Market report.

TRUCK RENTAL: Market report.

NOVEMBER: Publishing 28 October

HEALTH SCREENING: Screening and advice are staff essentials. We review the screening and testing services currently available.

RETREAD TYRE MARKET: The multi-life tyre, how cost effective are they? A manufacturer report.

MATERIAL HANDLING: The latest equipment available for safe movement and storage.

DECEMBER: Publishing 2 December

WINTER OPERATIONS: Fleet preparations for the season ahead.

TELEMATICS 2: Fleet management systems and insurance benefits.

RHA VEHICLE MAINTENANCE WALLCHART: Published free with this issue. It is an ideal opportunity to keep your company and services in the fleet manager's eye.

CONTRACT PUBLISHING

ROADWAY offers editorial services for the production of pamphlets and insert booklets

Connected Transport

Discover inside:

- How to protect your drivers and assets
- Looking after driver wellbeing
- Managing risk with telematics and cameras
- Improving workflow and routing

And more...

webfleet solutions

In partnership with Roadway magazine.

IMPROVING WORKFLOW

THE CONNECTED WORLD OF TRANSPORT

Higher-level, end-to-end transport solutions are now available, off the shelf, thanks to the opening up of the telematics platform. This has dramatically enhanced its capabilities.

The integration of vehicle-mounted data with a wide range of software and mobile hardware has led to automated business processes using a single device or interface that had previously not been possible, or at least, had called for laborious, administrative, effort.

IN THE OFFICE: FROM TRANSPORT MANAGEMENT TO TACHOGRAPH INTEGRATIONS

In the back office, telematics software can integrate with transport management software for more accurate order management, with routing and scheduling solutions for improved visibility and management of daily workflow or with invoicing software for automated billing.

Combining fuel card data with vehicle location, fuel consumption, driver behaviour and maintenance information from a telematics system can allow full visibility and control over how fuel is being used on a single platform.

Getting to grips with tachograph data, downloading and analysing it, can be particularly time-consuming process, but telematics and tachograph integrations can help further minimise the impact on business resources. Remote downloaded functionality can be automatically scheduled to help ensure deadlines are not missed. In addition, tach data can be connected with third-party analysis software providers.

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webfleet solutions

24 Quarter page banner 65mm deep x 192mm wide **Cost: £600+Vat**

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ADVERTISEMENT MECHANICAL SPECIFICATIONS

Copy Requirements

Electronic Artwork

■ Hi-resolution print-ready pdfs should be sent via email or the web to: a.hall@rha.uk.net

■ 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.

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



Advertising copy enquiries:

Pete Short, Head of Business Development: **07824 562 530** Email: p.short@rha.uk.net



SUBSCRIPTIONS

Subscription Application Form

Mr ☐ Mrs ☐ Miss ☐ Ms ☐ (please tick) Initials Surname

BLOCK CAPITALS PLEASE

Job Title

Company

Address

.....

..... Postcode

Tel Fax Mobile

Email

(please tick as appropriate)

☐ 12 issues £42 UK rate (£3.50 per copy, including postage & packing)

☐ 12 issues £54 Europe rate (£4.50 per copy, including postage & packing)

☐ 12 issues £84 Overseas rate (£7.00 per copy, including postage & packing)

Number of copies Total amount payable £

Please note: Early cancellation of subscription non-refundable

Ways to pay

☐ I enclose a cheque for £ made payable to The Road Haulage Association

☐ I wish to pay by Visa/Mastercard* the sum of £ (*delete as applicable)

Card No:

Expiry Date / Valid from / Security No:

Signature Date

Please send your order form and payment to:

Road Haulage Association, Roadway House, Bretton Way, Bretton, Peterborough PE3 8DD

Enquiries:

Josh Walton, Customer Services Manager: j.walton@rha.uk.net 01733 842774

Please note: Subscriptions start with next issue after receipt of order.