



## 2023 RATE CARD

**ROADWAY**, the monthly magazine of the RHA, provides a unique access route to in excess of 4,500 operators in every sector of the UK road transport industry, including now van and coach operators. Thanks to the RoadwayLive news app it also has a broader domestic and international reach. Our range of cost-effective advertising options is outlined below:

*(All prices are exclusive of VAT)*

### Full Colour (run of paper)

Double Page Spread	£5,050
Full Page	£2,500
Half Page	£1,800
Quarter Page	£920
Eighth Page	£485

### Special Positions (check for availability). Full colour, including bleed:

Centre spread	£5,800
Inside Front Cover	£3,100
Outside Back Cover	£3,100
Inside Back Cover	£3,000

Other sizes, gatefolds, cover and belly wraps and classified rates available on request.

Series and volume discounts are available please contact Pete Short for more information.

Guaranteed Positions/Facing Matter: Add 20%

Loose/bound-in Inserts/Outserts: £1,600 (+VAT) up to and including 15g. Anything in excess of 15g to be charged at £20 per gram

(Guide price based on four sides of A4)

UK agency discount (BRAD-listed agencies only): 10%

### ONLINE

**ROADWAY UPDATE** – E-Newsletter delivered to over 14,000 emails associated with the sector

Frequency: Weekly

Advertising: Maximum 4 advertisement blocks per mail out

Advertisement size: 1400 pixels wide x 400 pixels high with URL click through

Cost: £250 plus VAT per advert block per week

**ROADWAY LIVE** – News based live APP with content delivered daily

Frequency: Daily

Advertising: Banner slots and sponsored news stories

Advertisement Size: 1400 pixels wide x 400 pixels high with URL click through

Cost: £250 plus VAT per week per advertisement

**Pete Short, Head of Business Development**

Telephone: 07824 562530 Email: [p.short@rha.uk.net](mailto:p.short@rha.uk.net)



## 2023 COPY DEADLINES

### FEBRUARY

Copy deadline: **Friday 13 January**

Publishes: **Friday 27 January**

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### MARCH

Copy Deadline: **Wednesday 9 February**

Publishes: **Friday 24 February**

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### APRIL

(CV Show issue)

Copy Deadline: **Wednesday 15 March**

Publishes: **Friday 31 March**

\*CV Show 18-20 April

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### MAY

Copy Deadline: **Wednesday 12 April**

Publishes: **Friday 28 April**

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### JUNE

Copy Deadline: **Wednesday 10 May**

Publishes: **Friday 26 May**

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### JULY

Copy Deadline: **Wednesday 14 June**

Publishes: **Friday 30 June**

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### AUGUST

Copy Deadline: **Wednesday 12 July**

Publishes: **Friday 28 July**

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### SEPTEMBER

Copy Deadline: **Wednesday 9 August**

Publishes: **Friday 25 August**

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### OCTOBER

Copy Deadline: **Wednesday 13 September**

Publishes: **Friday 29 September**

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### NOVEMBER

Copy Deadline: **Wednesday 11 October**

Publishes: **Friday 27 October**

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### DECEMBER

Copy Deadline: **Wednesday 15 November**

Publishes: **Friday 1 December**

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