

MEDIA PACK AND FEATURES LIST 2018



WELCOME

Just a few reasons why you should advertise in ROADWAY:

- Re-designed in 2015, the award-winning ROADWAY magazine is read in print by the executive decision-makers at over 7,500 UK road haulage and logistics companies every month.
- 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 owning and operating over 90,000 vehicles across the UK and Europe, and in charge of 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 policy, employment and legislative updates written by RHA executives who are working with legislators and the industry on a daily basis to shape future legislation.
- 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 and supplements and apps provide numerous sponsorship opportunities enabling you to align your business and brand with a journal at the cutting edge of road transport industry publishing.



2018 FEATURES LIST

Below is the list of planned features for 2018. We will make every effort to adhere to it, but if circumstance require us to cancel or alter the scheduling of the listed features at short notice we cannot accept liability. The final deadline for press information is 28 days prior to publication. The final date for advertising copy is 18 days prior to publication – see scheduled copy and publication dates below:

February: Publishes 26 January

TYRES: The right tyres, properly maintained, mean cost-effective operations and safe running. We review the latest innovations from the manufacturers.

USED AND RENTAL VEHICLES: What are the major trends in second-hand units, and what kind of deals are rental companies offering for those with a sudden gap in their fleets. We ask the major players.

MOBILE WORKING/APPS: Mobile devices running the right apps offer companies the means to work quickly and efficiently. What are the right systems for you? And how do you operate them securely? We answer your questions.

March: Publishes 2 March

FINANCE: Secure growth needs planning and the advice of experts with industry knowledge. Our finance feature focuses on some of the products and services now on offer.

TELEMATICS: Systems are becoming increasingly sensitive with a wide range of sensors, offering ever-increasing levels of data analysis. The trick is to choose the right system. Our feature reviews systems suitable for the largest fleet, to the smallest.

RECRUITMENT AND RETENTION: Recruiting the right people and encouraging a more diverse workforce in the industry has never been more important. We look at the latest initiatives and programmes available to recruit, and retain staff.

April: CV Show Preview publishes 23 March

LOAD SECURITY: A shifting load is the quickest way to an accident and a sure-fire way to get noticed by the licensing authorities. Our feature looks at the must-have methods and equipment available to ensure safe and secure transport.

CV SHOW PREVIEW: The CV Show 2018 takes place 24-26 April. Published a month before the industry's principal UK showcase, you must have a presence in our preview of the main exhibitors.

AXLE COMPLIANCE: Operating at the right weights and with correct alignments is essential for safe operations. We look at the latest weighing and alignment systems on the market.

May: Publishes 20 April – CV Show Issue, (distributed at the CV Show)

CAMERA SYSTEMS: Inside and out they are used now for driver training, as well for accident and distraction prevention, and are welcomed by insurers. The choice of camera and provider is an important one. We review the market to ensure the right choice.

MATERIALS HANDLING: Many readers run warehousing and distribution operations. In this issue we feature the latest equipment on offer in the goods handling and loading market.

TRAILERS AND BODIES: What are the manufacturers offering in 2018? We take the temperature of the market and look at some of the technical innovations driving it.

June: Publishes 25 May

SPECCING THE IDEAL TRUCK: These days there is no such thing as a standard spec. You buy. You choose. We speak to manufacturers about what's on offer, and operators about what they'd ideally like to run.

APPRENTICESHIPS: The Trailblazer programme and Apprenticeship Levy has highlighted what can be done to promote and assist new entrance into the industry. We review the progress of these important initiatives, and look at other programmes on offer.

VEHICLE SECURITY: Securing a vehicle means the safety of driver and goods. We review the latest security products and report on the threats, and counter measures that can be taken.

2018 FEATURES LIST

July: Publishes 29 June

ALTERNATIVE FUELS: As the moves to ban diesel gather support, so operators are going to have look carefully at the alternatives. Which is the most cost-effective, and which currently has the widest support infrastructure. We look at the options available.

DRIVER HEALTH: To employers and employees alike, in an ageing industry effective health awareness initiatives, and screening methods have never been more important. We present readers with the latest health care options available.

PALLET NETWORKS: Volumes are on the increase, and a big driver is the urban delivery. Our feature asks the networks the secret of their success and their opinion on how the urban delivery market is developing.

August: Publishes 27 July

EMISSIONS CONTROLS: Low emissions zones demand compliance. Our feature looks at the technologies being developed by truck manufacturers and their suppliers to keep trucks operating in our cities.

TEMPERATURE CONTROLLED: Servicing the perishable goods market requires hauliers to adopt the best vehicles, equipment and technology. Our report looks at what is currently available to keep the shelves stocked with fresh goods.

USED AND RENTAL: In our second feature on this sector we focus on the used trailer market.

September: Publishes 31 August

TRAILERS AND BODIES: Our feature looks at the trailers servicing the heavy haulage and abnormal load sector.

MATERIALS HANDLING: In our second materials handling feature of the year we look at the loading and handling equipment used in the driver-delivery sector.

VULNERABLE ROAD USERS: The safety of other road users is of paramount importance. We look at the range of safety equipment available to be fitted to cab and body, including mirrors and warning sensors.

October: Publishes 28 September

CAMERAS: You have a camera, but what is it telling you? Our focus in this feature is on the services camera system operators are offering.

TELEMATICS: Logistics operations run on efficient communications systems. We provide readers with a value-for-money guide to the latest products available.

TYRES: Our focus in this second tyre feature is the retread market. We ask the questions: why should you consider them, and which companies are offering the best deals.

November: Publishes 26 October

TRAINING: How to choose the best training provider.

LUBRICANTS: A drive train is only as efficient as the engine that powers it. We look at what the latest lubricants are offering in terms of efficiency, and performance.

URBAN DELIVERIES: The market is growing and offering opportunities for growth. But who is taking advantage? We look at the major players in the market.

December: Publishes 7 December

IAA COMMERCIAL VEHICLE SHOW REPORT: Now in it's 67th year, we report from Hannover on the world's biggest logistics and transportation show.

WINTER PREPARATION: The tasks and essentials to keep fleets running over the winter months.

FUEL MANAGEMENT SYSTEMS: A report on the latest technologies in the search for greater efficiencies and cost-effective fuel use.

RHA VEHICLE MAINTENANCE WALLCHART: Circulated free with this issue, it is an opportunity to keep your company in fleet managers' minds.

SUBSCRIPTIONS

Subscription Application Form

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

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

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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/Switch/Delta * the sum of £ (*delete as applicable)

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Please send your order form and payment to:

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

Enquiries:

Vicki Longford – 01733 842 758. Email: v.longford@rha.uk.net

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

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.

Electronic copy can be sent on CD or DVD disk to:

Louise Heath, Road Haulage Association, The Old Forge, South Road, Weybridge, Surrey KT13 9DZ

or via e-mail as a high-res print ready pdf to: l.heath@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



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