

## MEDIA PACK AND FEATURES LIST 2017

IN PRINT...



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## 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 7,300 UK road haulage and logistics companies every month.
- Available for iPad on the Apple Newsstand, ROADWAY is also available for all other mobile devices, Mac and PC through MAGZTER.
- 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 84,000 vehicles across the UK and Europe, plus millions of square feet of warehousing space, you can be confident your message is reaching a market which 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 regular features covering the key business issues.
- 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.





## 2017 FEATURES LIST

Below is the list of planned features for 2017. 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 27 January

**WHEEL SECURITY:** Wheel loss is a common danger and a problem easily dealt with the right equipment and procedures. We review the latest products available.

**COMPLIANCE:** Even if a gvw is within limits, operators can fall foul of inspections if axle weights aren't. Our compliance feature focuses on the products and systems now available to keep a check on this important area.

**FUTURE TRUCKS:** Last year's IAA Show in Hannover showcased a variety of new conceptual truck designs. We take a look at some of the high-end concepts that may be competitors in the near future.

### March: Publishes 24 February

**VEHICLE RUNAWAYS:** Parking a truck without engaging brakes is one of the simplest mistakes to make, and one of the most dangerous. Our feature looks at the some of the warning systems now available to avoid it.

**USED AND RENTAL VEHICLE SPOTLIGHT:** The latest developments and opportunities in these areas of the market.

**CAB DEVELOPMENT:** The demands of operating in urban areas around vulnerable road users has accelerated the development and introduction of the new cab designs including Direct Vision with which operators will have to comply. We look at the latest thinking in urban truck designs.

### April: CV Show Preview Publishes 24 March

**CV SHOW PREVIEW:** The CV Show takes place 25-27 April. Published a month before the industry's principal UK showcase, you must have a presence in our preview of the main attractions.

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

**DRIVER HEALTH:** To employers and employees alike, effective health awareness procedures and screening methods have never been more important. We provide readers with the latest health care options available.

### May: Publishes 21 April – CV SHOW EDITION (issue is distributed at the CV Show)

**TRAILERS AND BODIES FOCUS:** In the first of two special features on trailers and bodies this year, we look at extended trailers and abnormal loads.

**APPRENTICESHIPS:** April 2017 sees the introduction of the Apprenticeship Levy and the introduction of the new Trailblazer apprenticeship schemes across the industry. We look at the potential these developments have for the industry and some of the providers and employers involved.

**ALTERNATIVE FUELS:** As calls grow to clean up diesel, the pressure on operators to move to alternative fuels is increasing. From biogas to HVO, choice is increasing, but are they cost-effective and is the infrastructure there in support? We review the current market.

### June: Publishes 26 May

**URBAN OPERATIONS:** We investigate the products operators are using and the practical steps they are employing to meet the increasingly stringent demands of inner-city operations, with a focus on home deliveries and retiming problems; pallet and tail-lift weight issues.

**CV SHOW – REPORT:** New products and the talk in the halls. We provide readers with all that was best in the show.

**WORKSHOP EQUIPMENT:** The day-to-day maintenance and repair of trucks is vital in keeping vehicles safe and compliant. With news and product assessments this feature introduces the latest in tools and equipment.



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### July: Publishes 30 June

**TYRES:** Efficient tyres mean cost-effective trucks. We examine how the latest tyres are improving operations.

**TYRE MANAGEMENT SYSTEMS:** Tyre pressure management systems are now invaluable aids in efficient and cost-effective operations. We review some of the latest products and systems available.

**SPECCING THE IDEAL TRUCK:** Which tyres, which lubricants, which aero body, which truck? We speak to operators to find out what would be on their wish list.

### August: Publishes 28 July

**IN-CAB CCTV:** Now a key feature in limiting insurance risk, as well as a means of driver training, we appraise readers on the latest systems available.

**VANS AND VAN BODIES:** We take a look at the latest in the light commercial 3.5 tonne sector, and how body fabricators are working to extend its utility.

**WAREHOUSE SAFETY:** We focus on the health and safety issues of warehouse operations and the means to combat them. Areas covered include vehicle safety in docking bays, the potential fire hazards related to heating and lighting systems, and the risks of damaged shelving and racking systems.

### September: Publishes 25 August

**FINANCE:** Secure growth needs safe and secure investment. Our finance focus highlights some of the financial products available.

**CYBER SECURITY:** The industry that doesn't take care of its cyber security is an industry that will suffer the consequences of a hack, stolen data, or worse. Our special focus looks at the dangers out there and the products available to help stop the cyber criminals.

**LOW EMISSION ZONES:** Cities around the UK are set to introduce their own low emissions zones, while London is bringing forward the introduction of its ULEZ to 2019. We report on how readers can best prepare themselves for the onset of these new operating restrictions.

### October: Publishes 29 September

**MATERIALS HANDLING FOCUS:** Many of our readers run dedicated warehousing and distribution operations. In this issue we feature the latest in handling, loading, and shelving design.

**FERRIES, ROUTES AND DESTINATIONS:** We see which companies offer the best offers and destinations for hauliers operating across Europe.

**TRAILERS AND BODIES:** in the second of our special features on this key industry sector we present a roundup of views and product updates.

### November: Publishes 27 October

**WINTER SPECIAL:** Be prepared. We assess what is best in the latest winter vehicle preparations and tyre products.

**SECURITY FOCUS:** Vehicle security has never been such a hot topic. We review the latest security products and report on what readers need to know about threats and counter measures.

**RECRUITMENT AND RETENTION:** Recruiting the right people and encouraging a more diverse workforce in the industry has never been more important. We review the latest methods to support and encourage workforce recruitment

**RHA VEHICLE MAINTENANCE WALLCHART** – circulated free with this issue, it is an opportunity for advertisers to keep their company in a fleet manager's sight.

### December: Publishes 8 December

**INFRASTRUCTURE DEVELOPMENTS:** 2017 is a key year in the development of the UK's transport infrastructure. We look at the progress being made on the HS2 rail line and the Silvertown development.

**TELEMATICS:** Improved analysis of driver and vehicle performance is bringing efficiencies and cost benefits to operators. We assess the latest developments

**LUBRICANTS:** A drive train is only as efficient as the engine that powers it. We take a look at how the latest lubricants on the market are enabling greater efficiencies in fleet management and vehicle performance.



## SUBSCRIPTIONS

### Subscription Application Form

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### 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](mailto: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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