

TRANSPORT DISTRIBUTION EUROPE

Media Pack

Transport Distribution Europe (TDE) is a brand new magazine set to revolutionise the way Fleet Managers, Road Hauliers and Transport Managers source finished products, components and services to conceive, establish and maintain the most competitive road transport operations across Europe.

Printed in a large A3 tabloid format, each issue is dedicated exclusively to keeping busy purchasers and specifiers up to speed with all the very latest products and services, technology and applications currently available from hundreds of vendors serving the European Transport Distribution Industry.

This makes **TDE magazine** an essential marketing resource capable of delivering your sales message and product information to key buyers on a regular and timely basis.



Circulation

TDE's 10,000 subscriber base is derived from senior Road Transport decision-makers in the UK & Europe plus new online subscribers and bonus circulation at major exhibitions.

Country Breakdown

- ★ **UK & Ireland** - 50% / 5000
- ★ **Germany, Austria, Switzerland** - 10% / 1000
- ★ **France** - 8% / 800
- ★ **BeNeLux** - 6% / 600
- ★ **Italy** - 6% / 600
- ★ **Scandinavia & Baltic** - 6% / 600
- ★ **Spain & Portugal** - 6% / 600
- ★ **Eastern Europe, Greece & Turkey** - 5% / 500
- ★ **Rest of World/non-Europe** - 3% / 300

Industry Sectors

- ★ **Hauliers/3rd Party Logistics Operators** - 45%
- ★ **Couriers/Freight Forwarders** - 20%
- ★ **End-User Fleet Operators** - 20%



Editorial



As an A3 product tabloid size magazine **Transport Distribution Europe (TDE)** avoids long technical articles or case studies in favour of hundreds of short write-ups designed to highlight supplier profiles and succinctly promote their products and services. In essence, TDE's mission is to generate sales enquiries. To this end each product or service write-up is no more than 200 words, includes a colour photograph and full contact details making it as easy as possible for your customers to respond to your product information.

Now the **best bit...**

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TDE magazine makes no charge for publishing supplier's product information in any of our issues. We invite and encourage all suppliers to regularly send us their press releases and product announcements for free publication.

Submit your press releases free of charge by email to our Editor David Priestman today!



david@logisticsbusiness.com

Each issue of **TDE** will publish a number of dedicated sections designed to present supplier submitted information in an easy to digest and visually pleasing format.



Spotlight

Two per issue concentrating on key product areas.



Buyers Guide

Two per issue. A comprehensive listing of all suppliers and their capabilities from a particular industry sector presented in any easy to reference grid.



Industry News

We will be keeping an eye on all the movers and shakers in this topical news section.

Content Calendar



Premier Launch Issue November/December 2008	Jan/Feb 2009 Deadline February 2nd	March/April 2009 Deadline March 20th	May/June 2009 Deadline June 19th
<p>Close date 20th Nov 2009</p> <p> Spotlights Truck Components & Specification Trailers</p> <p> Buyers Guide Lorries Insurance/Breakdown Cover</p> <p> Industry News</p>	<p> Lorries In-cab kit</p> <p> Tyres Fuel/Expense cards</p> <p> Industry News</p>	<p> Vans Insurance/breakdown</p> <p> GPS/In-cab Comms' Temp Control Kit</p> <p> Industry News</p>	<p> Oils & Lubricants Trailers</p> <p> Lorries In-cab Kit</p> <p> Industry News</p>
	Jul/August 2009 Deadline August 14th	September/Oct 2009 Deadline September 11th	November/Dec 2009 Deadline November 13th
	<p> Tyres Fuel/Expense cards</p> <p> Vans Truck Components & Specification</p> <p> Industry News</p>	<p> In-cab Kits GPS/In-cab Comms'</p> <p> Trailers Temp Control Kit</p> <p> Industry News</p>	<p> Lorries Truck Components & Specification</p> <p> Oils & Lubricants Insurance/breakdown</p> <p> Industry News</p>



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WWW.TDE.COM

Every press release or product write-up published in **TDE magazine** is automatically uploaded to our web-site providing buying professionals with an alternative way to browse for products and services and source suppliers.

The site also provides a wide range of promotional opportunities for suppliers including banner advertisements, sales literature libraries and supplier profiles.

'**TDE-Latest**' is a monthly e-newsletter giving magazine subscribers 'hot off the press' news about new technologies or product developments as they are announced.

Advertising in TDE

Advertising in **TDE** is a powerful way to drive your sales in the lucrative and fast growing European transport distribution industry. Through a unique combination of sales orientated editorial in combination with print display advertising you can create sales enquiries, boost sales and expand market share all at an attractive and realistic price.

Make **TDE magazine** a key part of your European sales strategy today!

Contact Michael Taylor, Director of Advertising,

mike@logisticsbusiness.com

Advertising Rates



BLACK & WHITE ADVERTISING RATES STERLING

		1X	3X	6X
FULL PAGE (A3)	£	2,600	2,420	2,310
JUNIOR PAGE (A4)	£	2,070	1,960	1,870
HALF PAGE	£	1,330	1,270	1,210
1/3 PAGE	£	1,020	970	920
1/4 PAGE	£	750	710	680
FULL COLOUR (CMYK)	£ 675			
SPECIAL POSITIONS, INCLUDING COVERS	£ 350			



BLACK & WHITE ADVERTISING RATES EURO

		1X	3X	6X
FULL PAGE (A3)	€	4,090	3,870	3,690
JUNIOR PAGE (A4)	€	3,390	3,210	3,060
HALF PAGE	€	2,170	2,070	1,970
1/3 PAGE	€	1,660	1,580	1,500
1/4 PAGE	€	1,140	1,090	1,040
FULL COLOUR (CMYK)	€ 1,050			
SPECIAL POSITIONS, INCLUDING COVERS	€ 600			

EUROPE

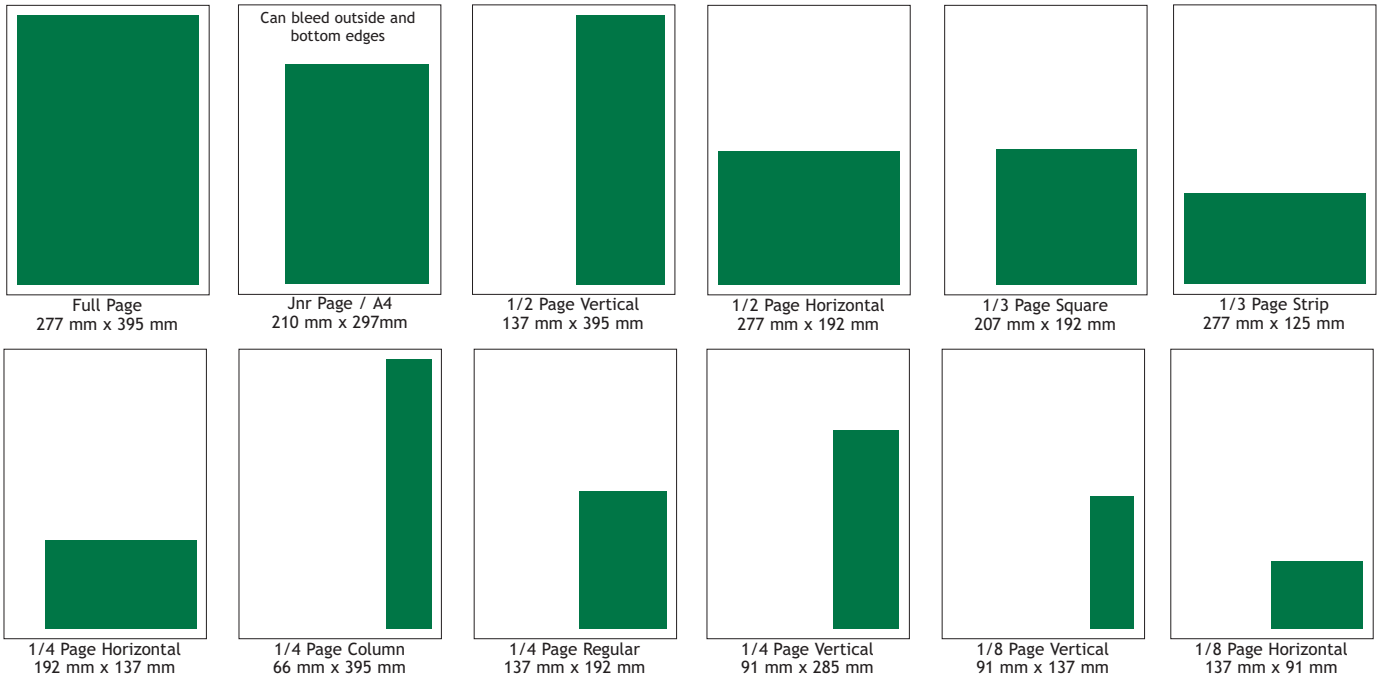
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Mechanical Information



All measurements are width x depth. **TDE** is A3, trim 297mm x 420mm, bleed page of 302mm x 430 mm. We only accept digital artwork (Apple Mac format preferred). This consists of PDF, EPS, Tiff and JPEG files. A hard copy **MUST** be provided for proofing. All Quark documents must include all fonts, eps, and tiff files etc. When including illustrator files, please ensure fonts are outlined and all imported images are supplied as back up. Any queries call the Production Manager on +44 (0)1480447472

Terms & Conditions



The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorised use of any name, photograph or words protected by copyright or registered trademark. All orders accepted are subject to our credit requirements. The publisher reserves the right to select ad location unless the advertiser pays for a preferred position.

General Rate Policy: The publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for such monies that are due and payable to the publisher. Advertisers will be short-rated and charged the full rate card if, within a 12-month period, they do not keep to the frequency of adverts initially booked by them.



TDE magazine

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