

CIRCULATION
3000

MEDIA KIT **2021**

FTD

SUPPLY CHAIN MANAGEMENT
magazine

THE TEAM

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ABOUT FTD

FTD has grown from its freight, transport and distribution roots to its current status as a magazine dedicated to supply chain management solutions. Whether it's forklifts or container handlers, shelving or racking, labelling or RFID, automation or materials handling, rail or road, sea ports or airfreight, we showcase the current products and services. Published every two months, FTD's emphasis is unashamedly on New Zealand. However, we also keep an eye on developments in Australia and within the Asia-Pacific region.

With three features per edition (see following) plus general news and views, FTD aims to inform and provoke discussion on a wide range of supply chain management issues.

FTD sources industry news from government agencies, key industry players, and a number of business associations, including CILT (Chartered Institute of Logistics and Transport), CBAFF (Customs Brokers and Freight Forwarders Federation of NZ), RTF (Road Transport Forum), Infrastructure NZ, ExportNZ and GS1 NZ.

OUR TARGET AUDIENCE

Our readers are essentially decision-makers at a senior management level involved in materials handling, warehousing, logistics and technology, packaging, freight forwarding and distribution. FTD is distributed to a wide range of industries, including shipping, cargo storage, general manufacturing, printing and engineering, transport, building and timber products, automotive distribution and machinery, and food, beverage and pharmaceuticals. Every business has a supply chain – essentially a flow of resources from site of production through intermediate locations to the site of final use – and FTD is an integral part of this chain.

SPECIAL FEATURES FOR 2021

L&T = Logistics & Technology F&D = Freight & Distribution MH = Materials Handling

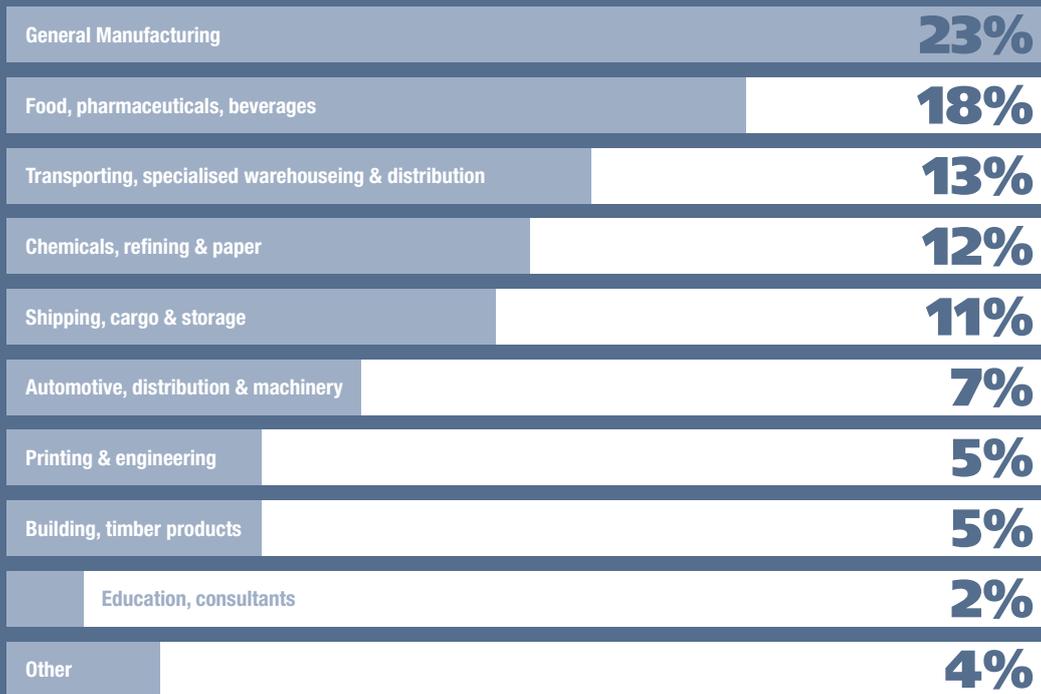
FEB/MAR 21		
L&T – Technology trends <ul style="list-style-type: none"> Disruptive technologies, AI, VR, IoT Mobile solutions for improved productivity IT system design, implementation and integration 	F&D – Transport modes <ul style="list-style-type: none"> Road, rail, sea, air – new developments in operations Sea and inland ports, airports and rail hubs – advances in operations New initiatives for safety and supply chain delivery 	MH – Warehouse efficiency <ul style="list-style-type: none"> Energy efficiency and sustainability Next-generation MHE, including robotics and AGVs New developments in automated storage and retrieval systems
APR/MAY 21		
L&T – Risk and disaster management <ul style="list-style-type: none"> Preparing premises and personnel for a disaster Secure logistics – reducing loss and theft, cybersecurity Risk management and business continuity planning 	F&D – International trade <ul style="list-style-type: none"> Global supply chains – opportunities, risks, challenges and benefits Current issues and new regulations for importers and exporters Border security and biosecurity 	MH – Forklift products and services <ul style="list-style-type: none"> New machines, safety developments, driver training Innovations in attachments and power systems Options for leasing, servicing and refurbishment
JUN/JUL 21		
L&T – Logistics education and training <ul style="list-style-type: none"> Changing career – advice from recruiters and career advisors Training providers and apprenticeships New opportunities and courses for young achievers and professionals 	F&D – Freight handling innovations <ul style="list-style-type: none"> Better means for moving freight in transit and on the ground Specialised vehicles and transport: autonomous vehicles, electric vehicles, alternative fuels Freight management – improving supply chain visibility and traceability 	MH – Storage and handling <ul style="list-style-type: none"> New developments for racking and materials handling equipment Containers, pallets, pallet handlers and stock pickers Storage and retrieval systems – progress and development
AUG/SEP 21		
L&T – IT systems and solutions <ul style="list-style-type: none"> Developments in WMS, ERP and systems integration New hardware and software developments 3PL, 4PL, 5PL and reverse logistics 	F&D – Sustainable distribution <ul style="list-style-type: none"> Environmentally-friendly initiatives for going green Reduce, reuse, recycle – waste management New options for green energy, power, buildings and fuel 	MH – Muscle in the warehouse <ul style="list-style-type: none"> Update on forklift developments and attachments Developments in materials handling equipment Specialised machines for product handling and other 'grunt' machines
OCT/NOV 21		
L&T – IT systems and solutions <ul style="list-style-type: none"> Developments in WMS, ERP and systems integration New hardware and software developments 3PL, 4PL, 5PL and reverse logistics 	F&D – Better distribution <ul style="list-style-type: none"> Property development and planning, land development Warehouse/DC design and fitout Safety and security systems – lighting, barriers, protection, signage 	MH – Handling sensitive goods <ul style="list-style-type: none"> Specialised equipment for cold storage and distribution Dangerous goods and hazardous substances Handling fragile freight, time-sensitive goods and valuable cargo
DEC 21/JAN 22		
L&T – Human resources <ul style="list-style-type: none"> Education, qualifications and recruitment A new year, a new you – improving your options for employment Initiatives for training, apprenticeships and industry awards 	F&D – Product ID and protection <ul style="list-style-type: none"> New developments in cartons, packing, packaging and wrapping Barcoding, labelling and scanning Packaging standards, waste minimisation and product stewardship 	MH – Materials handling equipment <ul style="list-style-type: none"> Racking and palletising developments Automated storage, including conveyors and carousels New equipment for putaway and retrieval

2021 DEADLINES

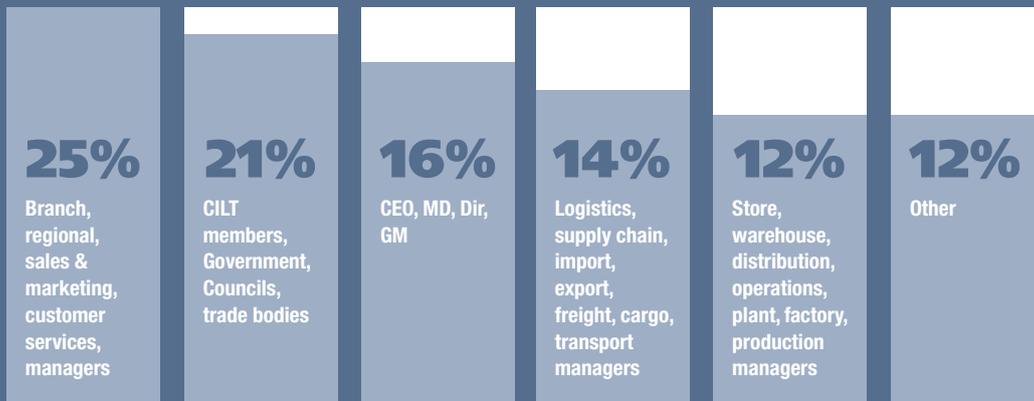
	Feb/Mar	Apr/May	Jun/Jul	Aug/Sept	Oct/Nov	Dec 21/Jan22
Editorial contributions	13 Jan	12 Mar	12 May	14 Jul	13 Sept	15 Nov
Advertising bookings	20 Jan	19 Mar	19 May	21 Jul	21 Sept	19 Nov
Advertising material	22 Jan	22 Mar	21 May	23 Jul	23 Sept	23 Nov
Front cover/double page advert	13 Jan	12 Mar	10 May	14 Jul	13 Sept	15 Nov
Approximate publication dates	8 Feb	5 Apr	7 Jun	6 Aug	8 Oct	8 Dec

Plus our usual news, case studies and articles on supply chain management, here in New Zealand and overseas, and updates for workplace health and safety

CIRCULATION BY INDUSTRY



CIRCULATION BY JOB TITLES



EDITORIAL SUBMISSIONS

We seek top-quality, exclusive editorial articles for each edition of FTD, accompanied by high-resolution photos and/or illustrations. Preference will be given to articles relating to New Zealand projects, products and/or services, or those projects overseas involving New Zealanders and New Zealand-sourced products/services.

Potential contributors should in the first instance contact the editor to discuss their article, the number of words and the deadline for submission. Editorial should be sent as a Word document, with images sent as separate attachments (not embedded in the Word document or main body of the email) with preferred captions for each photo. Images must be of good quality, in focus and taken at a high resolution – ideally 300 dpi. We cannot reproduce images that have been downsized for email or web purposes.

The editor reserves the right to edit material and to reject submissions. The accuracy of the material is the responsibility of the contributor.

While we welcome material from commercial sources, it should be as independent as possible. 'Advertorial' material (which reads like a brochure, and overtly promotes a business's products/services) will not be considered unless accompanied by paid advertising. Unsolicited editorial will only be considered for publication if space permits.

Need help writing your own PR or advertorial?

We have access to a number of independent freelance writers who are available at very cost-effective rates to write editorial on your behalf. These writers are specialists and have written extensively for trade media. Ask us for their contact details.

STANDARD (per issue/s)	<i>Advert dimensions are in mm</i>	Casual	3 Issues	6 Issues	Advert make up
Outside front cover package		\$4750			
Full page (210 x 297, add 5mm bleed)		\$2650	\$2400	\$2150	\$250
Half page (vertical: 87 x 265, horizontal: 186 x 130)		\$1750	\$1575	\$1400	\$150
Third page (3H) (vertical: 56 x 265 horizontal: 186 x 89)		\$1250	\$1125	\$1000	\$100
Quarter page horizontal (186 x 68)		\$1100	\$990	\$880	\$100
Quarter page vertical (87 x 130)		\$875	\$790	\$700	\$75
Sixth page (6H) (87 x 85)		\$600	\$550	\$500	\$50
Inserts (weight and size limitations apply)		\$1500			

Folded inserts must have a 'closed' edge to enable automatic feeding on the bindery equipment. Concertina folds are not suitable. Maximum size 297mmH x 210mmW (A4) Maximum weight 100g.

Requests for specific page placement will attract a 15% premium.

Rates are in NZ dollars, and exclusive of GST, and are invoiced following publication of each issue.

Front cover L Combined with IFC Double Page Spread. Cover image requires design approval.

Cancellations to be in writing four weeks prior to booking deadline. The publisher reserves

the right to use previous material if copy is not supplied by deadline, and to charge in full

for advertising cancelled within the four week period prior to deadline.

COMBOS (per issue/s)	Casual	3 Issues	6 Issues
Full page Ad + full page editorial content	\$3250	\$3050	\$2850
Half Page AD + half page editorial content	\$2450	\$2325	\$2200
*Editorial writer/photographer included			\$POA
**A writer/interviewer/photographer is available			\$500

Combos are a great and cost-effective way to add pass an advertorial message (maintaining magazine housestyles) and advertising message as well. They need to be in a section (except for news) and as long as at least half is advertorial, they are flexible in what size ad you display. Ad make up charges for the advertisement component are above, if required.

ONLINE ADVERTISING (monthly rates)	1 month	3 month
Website Leaderboard (960w x 90h pixels)	\$300	\$750
Website Medium Rectangle (280w x 233h pixels)	\$200	\$500
E-news Leaderboard (700w x 100h pixels)	\$300	
E-news Tower (340w x 680h pixels)	\$150	

Rates for online and e-newsletter advertising are non-commission bearing. Online advertising material specifications: Max file size = 50 kilobytes. File format can be either jpeg, gif, animated gif or html5. Rates are in NZ dollars, and exclusive of GST.

**All rates + pricing are non commission agency bearing.*

TECHNICAL DETAILS

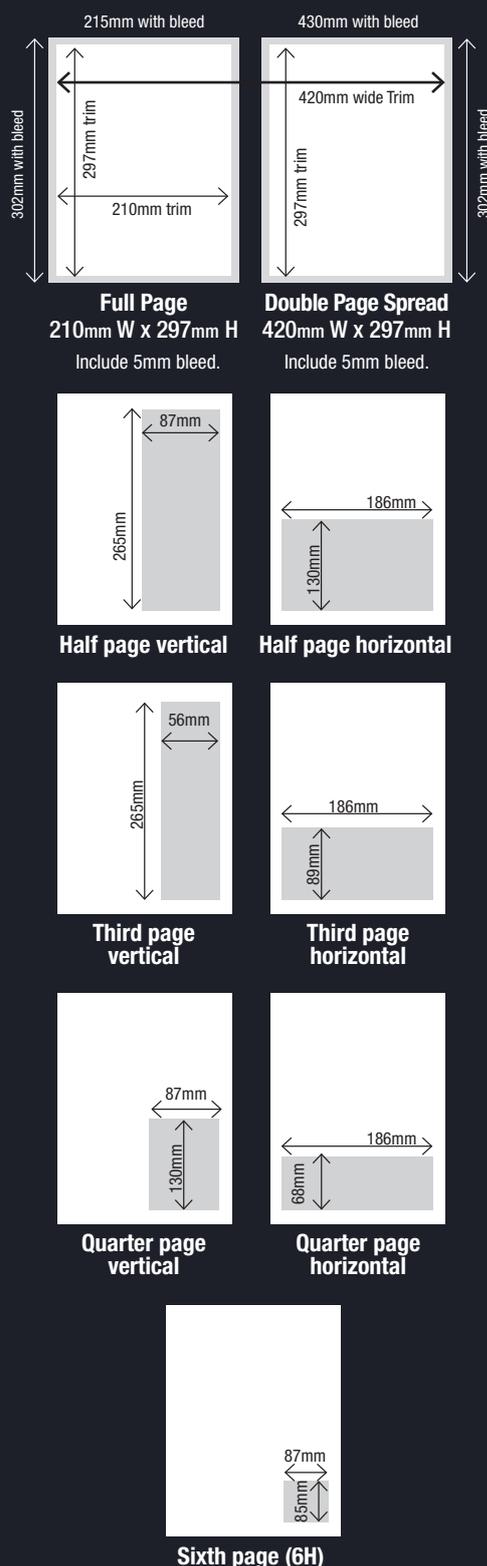
Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and **not embedded** into powerpoint or word documents.

SUPPLYING MATERIAL

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines.

Crop marks are required for **full and double page spreads ONLY** with a minimum of 5mm bleed, **(no printing marks or bleed on adverts smaller than a full page)**. Files can be sent via CD-Rom, USB stick, email, Dropbox/ Yousendit.

SPECIFICATIONS



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