

Roadway

Driving business on our roads

2024 Rate Card

Roadway, the monthly magazine of the RHA, provides a unique access route to over 5,500 operators in every sector of the UK road transport industry, including now van and coach operators. 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

Pete Short, Head of Business Development

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2024 Copy deadlines

FEBRUARY

Copy deadline: **Friday 12 January**

Publishes: **Friday 26 January**

MARCH

Copy Deadline: **Friday 16 February**

Publishes: **Friday 1 March**

APRIL

(CV Show issue)*

Copy Deadline: **Friday 15 March**

Publishes: **Thursday 28 March**

*CV Show 23-25 April

MAY

Copy Deadline: **Friday 12 April**

Publishes: **Friday 26 April**

JUNE

Copy Deadline: **Wednesday 17 May**

Publishes: **Friday 31 May**

JULY

Copy Deadline: **Friday 14 June**

Publishes: **Friday 28 June**

AUGUST

Copy Deadline: **Friday 12 July**

Publishes: **Friday 26 July**

SEPTEMBER

Copy Deadline: **Friday 16 August**

Publishes: **Friday 30 August**

OCTOBER

Copy Deadline: **Friday 13 September**

Publishes: **Friday 27 September**

NOVEMBER

Copy Deadline: **Friday 11 October**

Publishes: **Friday 25 October**

DECEMBER

Copy Deadline: **Friday 22 November**

Publishes: **Friday 6 December**
