

Roadway

THE VOICE OF ROAD TRANSPORT

MEDIA PACK AND FEATURES LIST 2023



Distributed to **4,500** member companies and logistics' service providers.
Reaching **10,000** operating centres across the UK and the operators of
250,000 commercial vehicles

Features regular updates from the **RoadwayLive** news app

Pete Short, Head of Business Development: **07824 562 530** Email: p.short@rha.uk.net

RHA

Registered office: Roadway House, Bretton Way, Bretton, Peterborough PE3 8DD

www.rha.uk.net



WELCOME

Just a few reasons why you should advertise in ROADWAY:

- ROADWAY magazine is read by the executive decision-makers across 4,500 road haulage and logistics companies every month, and now includes the regular columns: LCV View, and RHA Coach.
- Features monthly updates from RoadwayLive, the RHA's industry information and news app.
- 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 running over 250,000 vehicles of the UK fleet, and in charge of 10,000 operating centres as well as 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 regulatory, employment, compliance updates, produced by RHA policy, technical and legal experts who work with legislators and regulators to help shape the future of the industry.
- 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, supplements and the RoadwayLive app provide sponsorship opportunities enabling you to align your business and brand with a magazine at the cutting edge of road transport industry publishing.





2023 FEATURES LIST

- The planned features for Roadway 2023 cover market changes, technical developments and regulatory changes. Information essential to the efficient and cost-effective running of a haulage and logistics business.
- The final deadline for press information is 14 working days prior to publication.
- The final date for advertising copy is 12 working days from publication.
- While every effort will be made to adhere to this forward features programme, if circumstances require us to cancel or alter the scheduling of the listed features at short notice we cannot accept liability.

FEBRUARY: Publishing 27 January

TELEMATICS: Their use in fleet management systems.

ELECTRIC TRUCKS: Charging infrastructure and what essential support OEMs are offering potential customers.

MARCH: Publishing 24 February

WHEEL AND TYRE SAFETY: The management and sensor systems now available to ensure safe operation.

BRAKE TESTING: A compliance essential. We look at the capabilities and the cost of the latest equipment.

APRIL (CV Show Issue distributed at the event): Publishing 31 March

CV SHOW PREVIEW: A guide to one of the biggest commercial vehicle events of the year.

CAMERA SYSTEMS: How networked cameras are an essential to effective fleet management and driver training.

SKILLS AND TRAINING: The breadth of training schemes assessed. The routes into them and the sources of funding available.

MAY: Publishing 28 April

WAREHOUSING: A report on the current and developing markets, and prime locations.

PALLET NETWORKS: A review of the networks in 2023, with operator insights.

JUNE: Publishing 26 May

FORS AND COMPLIANCE SCHEMES: A frank assessment of what they provide operators.

HVO AND DROP-IN FUELS: A guide to what they are, how they are used, and how they can help hauliers towards Net Zero operations.

JULY: Publishing Friday 30 June

TRUCKSTOPS AND DRIVER FACILITIES: Is the availability of decent facilities improving? Are road developments taking safe parking, and driver welfare into account?

LOAD SECURITY: A review of equipment and safety procedures to keep loads safe and compliant.

AUGUST: Publishing Friday 28 July

USED LCV: A current market guide.

ELECTRIC VEHICLES AND LAST MILE DELIVERY: A sector review and vehicle assessment.

SEPTEMBER: Publishing 25 August

LUBRICANTS: Manufacturers' responses to the latest engine developments.

TYRE TECHNOLOGIES: New developments in tyres as commercial vehicles go electric and the last mile sector expands.



2023 FEATURES LIST

OCTOBER: Publishing 29 September

TRAILER RENTAL: Current market report.

TRUCK RENTAL: Availability and prices assessed.

NOVEMBER: Publishing 27 October

RETREAD TYRE MARKET: The multi-life tyre, how cost effective are they? A manufacturer report.

USED TRUCK MARKET: What are current big sellers in 2023?

DECEMBER: Publishing 1 December

DRIVER HEALTH AND HEALTH SCREENING: The importance of screening and the availability of services on offer.

TEMPERATURE CONTROLLED MARKET: Innovations in temperature-controlled logistics.

RHA MAINTENANCE WALLPLANNER: Published free with this issue. An ideal opportunity to keep your company and services in the fleet manager's eye.

CONTRACT PUBLISHING AND INSERTS

Roadway offers editorial services for the production of pamphlets and insert booklets

- Printed inserts should be available at our printer within 10 working days of publication.
- Please contact Pete Short, Head of Business Development: **07824 562 530** Email: **p.short@rha.uk.net**



Advertising copy enquiries:

Pete Short, Head of Business Development: **07824 562 530** Email: **p.short@rha.uk.net**



RoadwayLive

- RoadwayLive is the RHA news app. It features news from the Association, its members and across the industry. Regular users will find out the latest on RHA campaigning, operational updates, legislation, member stories, media appearances and much more.
- The app – which can be downloaded for free from Apple and Android stores – is the RHA's digital content powerhouse and works in sync with its social media channels to maximise exposure to its myriad audiences.
- More than 15,000 people use RoadwayLive on average each month – with page views of around 20,000.
- The app has been downloaded more than 30,000 times since its launch in 2018.

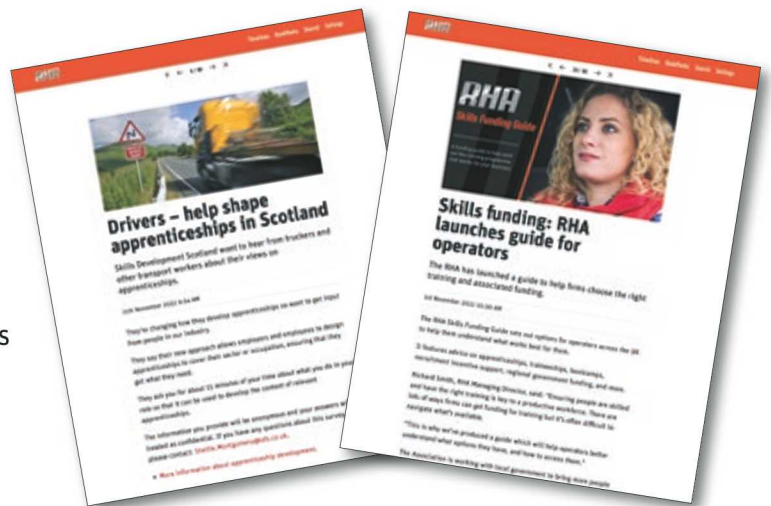
RoadwayLive: News based live APP with content delivered daily

Frequency: Daily

Advertising: Banner slots and sponsored news stories

Advertisement Size: 1400 pixels wide x 400 pixels high with URL click through

Cost: £250 plus Vat per week per advertisement



ROADWAY UPDATE

- E-Newsletter is 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.

Advertising copy enquiries:

Pete Short, Head of Business Development: 07824 562 530 Email: p.short@rha.uk.net





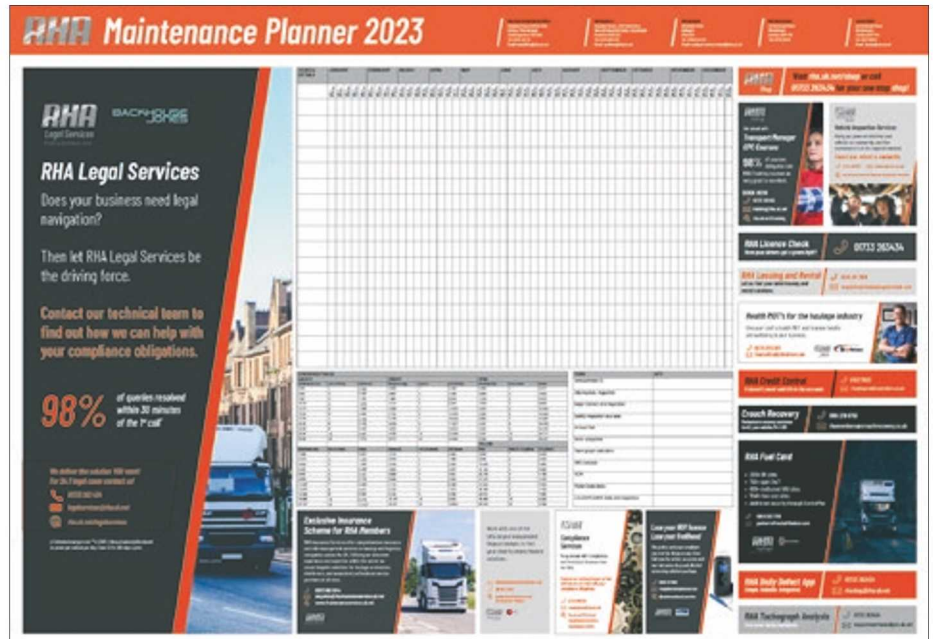
MAINTENANCE WALLPLANNER

Published as an insert in the December issue of *Roadway*, the maintenance wallplanner, produced with the assistance of the RHA technical department, is distributed to all subscribers, and included with the welcome packs of all new association members throughout the year.

The planner is 690mm deep x 990mm wide

There are 24 advertising spaces available. From top left:

- 1 Eighth page banner 30mm deep x 192mm wide **Cost: £400+Vat**
- 2 Eighth page banner 30mm deep x 192mm wide **Cost: £400+Vat**
- 3 Eighth page banner 30mm deep x 192mm wide **Cost: £400+Vat**
- 4 Quarter page portrait 133mm deep x 94mm wide **Cost: £600+Vat**
- 5 Half page vertical 271mm deep x 94mm wide **Cost: £800+Vat**
- 6 Quarter page portrait 133mm high x 94mm wide **Cost: £600+Vat**
- 7 Quarter page portrait 133mm deep x 94mm wide **Cost: £600+Vat**
- 8 Quarter page portrait 133mm deep x 94mm wide **Cost: £600+Vat**
- 9 Quarter page portrait 133mm deep x 94mm wide **Cost: £600+Vat**
- 10 Half page horizontal 133mm deep x 192mm wide **Cost: £800+Vat**
- 11 Quarter page portrait 133mm deep x 94mm wide **Cost: £600+Vat**
- 12 Quarter page banner 65mm deep x 192mm wide **Cost: £600+Vat**
- 13 Classified eight page banner 52mm deep x 94mm wide **Cost: £400+Vat**
- 14 Half page horizontal 133mm deep x 192mm wide **Cost: £800+Vat**
- 15 133mm deep x 75mm wide **Cost: £400+Vat**
- 16 Half page horizontal 133mm deep x 192mm wide **Cost: £800+Vat**



- 17 Eighth page banner 30mm deep x 192mm wide **Cost: £400+Vat**
- 18 Eighth page banner 30mm deep x 192mm wide **Cost: £400+Vat**
- 19 Eighth page banner 30mm deep x 192mm wide **Cost: £400+Vat**
- 20 Half page vertical 271mm deep x 94mm wide **Cost: £800+Vat**
- 21 Quarter page portrait 133mm high x 94mm wide **Cost: £600+Vat**
- 22 Quarter page portrait 133mm high x 94mm wide **Cost: £600+Vat**
- 23 Half page horizontal 133mm deep x 192mm wide **Cost: £800+Vat**
- 24 Quarter page banner 65mm deep x 192mm wide **Cost: £600+Vat**





ADVERTISEMENT MECHANICAL SPECIFICATIONS

Copy Requirements

Electronic Artwork

- Hi-resolution print-ready pdfs should be sent via email or the web to: a.hall@rha.uk.net
 - 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.

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



Advertising copy enquiries:

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SUBSCRIPTIONS

Subscription Application Form

Mr Mrs Miss Ms (please tick) Initials Surname

BLOCK CAPITALS PLEASE

Job Title

Company

Address

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..... Postcode

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Email

(please tick as appropriate)

- 12 issues £42 UK rate (£3.50 per copy, including postage & packing)
- 12 issues £54 Europe rate (£4.50 per copy, including postage & packing)
- 12 issues £84 Overseas rate (£7.00 per copy, including postage & packing)

Number of copies Total amount payable £

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* the sum of £ (*delete as applicable)

Card No:

Expiry Date / Valid from / Security No:

Signature Date

Please send your order form and payment to:

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

Enquiries:

Jessica Bridge: j.bridge@rha.uk.net

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