

# Roadway

Driving business on our roads

## Media pack and features list 2025



**Roadway** is distributed to **6,600** members, associate companies, and service providers. Reaching **10,000** operating centres across the UK and the operators of **275,000** commercial vehicles

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

**RHA**

Registered office: Worldwide House, Thorpe Wood, Peterborough PE3 6SB

[www.rha.uk.net](http://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 6,600 road haulage and logistics companies every month, and includes the regular columns: LCV View, and RHA Coach.
- *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 275,000 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 and supplements provide sponsorship opportunities enabling you to align your business and brand with a magazine at the cutting edge of road transport industry media.



## 2025 features list

- The planned features for **Roadway** 2025 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 31 January**

**HVO:** The fossil-free fuel alternative. A guide to what it is, how it is used, who is using it, and how the fuel can help hauliers towards the transition to Net Zero operations.

**DRIVER HEALTH:** The challenge to employers to keep their drivers healthy, and safe in the cab.

### **MARCH: Publishing 28 February**

**DIESEL INNOVATIONS:** OEMs are still investing in diesel technologies. We assess the latest developments in efficiency and emissions' control.

**FREIGHT CRIME:** The extent of the problem, the cost of the offence, and what law enforcement and government is doing to tackle it.

### **APRIL: Publishing 28 March**

**CV SHOW 2025 PREVIEW:** A guide to one of the biggest commercial vehicle events of the year.

**ROAD INFRASTRUCTURE:** Promises and reality.

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

### **MAY (CV Show Issue distributed at the NEC over three days): Publishing 25 April**

**EHGVS:** Battery facts. Issues of safety and maintenance, and issues of TOC. When you run an eHGV is the asset the truck, or the batteries?

**TRANSPORT MANAGEMENT SYSTEMS:** The latest systems available, and the benefits they offer operators.

### **JUNE: Publishing 30 May**

**CV SHOW 2025 REVIEW**

**TRAILER TELEMATICS:** Getting the best use out of the systems now available.

**CAMERA SYSTEMS:** The safety and security options.

### **JULY: Publishing Friday 27 June**

**HYDROGEN:** Promises and the reality of this fuel alternative.

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

### **AUGUST: Publishing Friday 25 July**

**AGENCY WORKERS AND DRIVERS:** Market assessment and employer checklist.

**TRUCKSTOPS AND DRIVER FACILITIES:** Is the availability of decent facilities improving? What planning problems are developers finding?

### **SEPTEMBER: Publishing 29 August**

**TRAILER RENTAL:** Current market report.

**WHEEL AND TYRE SAFETY:** A report on tyre management systems.

## 2025 features list

**OCTOBER: Publishing 26 September**

**TRUCK RENTAL:** Availability and prices assessed.

**COMPLIANCE SCHEMES:** The scope and practical use of schemes such as FORS.

**NOVEMBER: Publishing 31 October**

**RETREAD TYRE MARKET:** Multi-life tyres. What are manufacturers offering, and how cost effective are they?

**USED TRUCK MARKET:** What have been the main movers in 2025?

**DECEMBER: Publishing 5 December**

**TEMPERATURE CONTROLLED MARKET:** Innovations in temperature-controlled logistics.

**eHGVS:** Recharging infrastructure. Issues of availability on the road network.

**RHA VEHICLE MAINTENANCE WALLCHART:** Published free with this issue.

## 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.



Advertising copy enquiries:

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

## Roadway update

- E-Newsletter delivered to over 13,000 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: £300 plus VAT per week.



### Advertising copy enquiries:

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## Advertisement digital specifications

### Copy Requirements

#### Electronic Artwork

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

- 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



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## Subscriptions

### Subscription Application Form

Mr  Mrs  Miss  Ms  (please tick) Initials ..... Surname .....

BLOCK CAPITALS PLEASE

Job Title .....

Company .....

Address .....

.....

..... Postcode .....

Tel ..... Fax ..... Mobile .....

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:**  
RHA, Worldwide House, Thorpe Wood, Peterborough PE3 6SB

### Enquiries:

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Please note: Subscriptions start with the next issue