

Roadway

Driving business on our roads

2025 Rate Card

Roadway, the monthly magazine of the RHA, provides a unique access route to over 6,600 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 more than 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 advert block per week

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