



2016 RATE CARD



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ROAD AHEAD

WINGER & RATES 2016

GET A HEAD START ON YOUR COMPETITORS

ROAD AHEAD has been providing insightful content to business decision-makers and procurers within the transport sector for the past 12 years and has developed a loyal readership in that time.

The publication strives to highlight the issues, opportunities, challenges and solutions that affect these readers directly.

It also examines the ever changing technological environment facing decision-makers in this expanding dynamic industry.

Informative, unbiased and independent journalism is the hallmark of our magazine and as such, *ROAD AHEAD* provides advertisers with an unparalleled vehicle through which to communicate with decision-makers in this key sector.

EDITORIAL

Vehicle and component development and manufacturing, trailer and truck body manufacturing (refrigeration, tanking etc). Research and development, new vehicle/product launches. Tracking, tyres, transport economics and efficiency, business solutions, engine emissions, supply chain management, air cargo, warehouse management, material handling, fuels, biofuels, logistics, clutches, brakes, fleet management, security, lubrication, education and training. These are only a few of the numerous issues reported on to the benefit of our readers.

CIRCULATION

10 000 copies of *ROAD AHEAD* are distributed quarterly to all members of the Road Freight Association (RFA) as well as members of Chartered Institute of Transport and Logistics SA (CILTSA). logistics companies, commuter transporters, mines, construction companies, petroleum companies, forwarders and couriers, air cargo managers, importers and exporters, air freight agents and fleet managers.

The publication also reaches owners of large fleets of light commercial vehicles, major retailers, bus and passenger transport companies, and major suppliers to the industry such as vehicle manufacturers and related industries.

RATES – ONE EDITION

Outside Front Cover: R40 000

Outside Back Cover: R42 350

Inside Back Cover: R33 550

Inside Front Cover DPS: R42 900

Full page ad with full adv: R28 820

Full page ad: R23 980

Half page ad: R16 500

COMPANY PROFILE: R50 000 (Four pages in total)

CORPORATE PROFILE: R70 000 (Six pages in total)

Dimensions: 210mm x 275mm

Frequency: Quarterly

Print run: 10 000

All ads must have a 5mm bleed all around. 300 dpi, high resolution

Format: PDF (with crop marks) Disc/QuickCut/Websend/jpeg

Transport on the move