



road ahead

Magazine Ratecard
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Transport
on the move

2017

ROAD AHEAD is a premier quarterly publication that serves as the mouthpiece for the trucking and logistics industry to speak directly to this dynamic sector. Over the last 25 years it has established itself as the go-to business to business publication in this highly competitive arena. Its hand picked distribution reaches the top echelons of the Sub Saharan transport hub, and enjoys bulletproof ABC certification.

road ahead

Transport on the move

The best of the best

Edited by PICA award winning editor, Gregory Simpson, the content is aimed at fleet managers and owners in all sectors of the transport industry including freight transport (rail, air, sea and road), JSE listed companies, BEE companies. ROAD AHEAD enjoys a carefully crafted distribution throughout Southern Africa via relevant expo's as well as the industry itself, all members of the RFA (Road Freight Association), Chartered Institute of Logistics in SA (CILTA) and all SABOA members.

Cutting edge reporting

Regular articles and features to look forward to include - but are not limited to - a look at highlighting driver health, emissions, road infrastructure, new trucks, driver training, financing, insurance, supply chain management, education, engine development, fuel, forensic investigations, hijacking, trailers as well as Intra-Africa Trade (freight and logistics).

Clients wishing to take the Specialist Package and Blue Chip Package will have the opportunity to be video interviewed by the publication's dynamic editor, giving further scope for your message to be heard on our digital platforms—website, online newsletter and Facebook page.

Getting your message across borders

The readership and audience includes Botswana (Botswana Hauliers Association), Kenya (Kenya Transport Association), Malawi (Road Transport Operators), Namibia (Namibia Logistics Association), South Africa (Road Freight Association & SA Association of Freight Forwarders), Tanzania (Tanzania Truck Owners' Association), Zambia (Fedhaul), and Zimbabwe (Transport Operators Association) in the continual creation of business partnerships with South Africa. This is a portal for building and strengthening business ties beyond SA borders. We have finalised negotiations with Mozambique, Angola and recently, Sudan.

Should you require any further information or assistance herein, do not hesitate to contact ROAD AHEAD Project Manager extraordinaire, Linda Smith, and she will gladly tailor-make a package to suit your needs.

KEY FACTS

Website: www.roadaheadonline.co.za

Frequency: (January, April, July and October)

Events that ROAD AHEAD will partner with in 2017 include: RFA Convention, SABOA Conference and the SA Association of Freight Forwarders Congress (SAAFF).

Advertising rates

Half page advert: R16 500

Full page advert: R23 980

Full page advert with full page: advertorial R28 500

DPS advert: R32 500

IFC DPS advert: R42 900

Corporate Package: Full page advert with four pages advertorial/case study/expert opinion piece: R60 000

Specialist Package: R80 000

Full page, full colour advert

Video interview with editor on website, online newsletter and facebook page

Above interview transcribed and printed in publication with visual imagery (four pages)

Blue Chip Package: OFC R150 000

Vehicle of choice and/or CEO on cover

Full page, full colour advert

Video interview with editor on website, online newsletter and facebook page

Above interview transcribed and printed in publication with visual imagery (four pages upfront)

Contact

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