

# MY LOGISTICS MAGAZINE



# Who we are

## **My Logistics Magazine: A magazine produced with CARE.**

My Logistics Magazine is an online magazine dedicated to providing comprehensive coverage of the intermodal logistics industry.

My Logistics Magazine is not a news magazine. We are a magazine produced with CARE (Commentary, Analysis, Reflection and Experience). Our readers value our content because it provides them with insight from some of the smartest minds in the business.

Our articles are aimed at helping readers make informed business decisions that will, in turn, help them get the right product to the right place in the right quantity at the right time, in the best condition and at an acceptable cost.

Our editorial includes insights from the world of road, rail sea and air. We also provide thought-provoking analysis and comment from our team of expert journalists and logistics professionals from all over the world. As an intermodal publication, our base is in Europe but our outlook (and readership) is global.

## **My Logistics Magazine editor Kizzi Nkwocha**



Kizzi Nkwocha is a former editor of logistics title, IFW, published by Informa. He has been a journalist for over 20 years. In 2011 his team won the SIPA award for best use of social media.

His books have included the business guide books: Business, Business, Business !, Mind Your Own Business, Insiders Know-How: Public Relations and the international bestseller SocMed: Social Media For Business.

# READERSHIP BREAKDOWN

My Logistics Magazine.com receives an average of 18,000 unique visits a month.

## Readership Job Titles

CEO, President, Owner, Managing Director, General Manager - 27 %

Fleet Manager, Logistics Manager, Warehouse Manager - 14 %

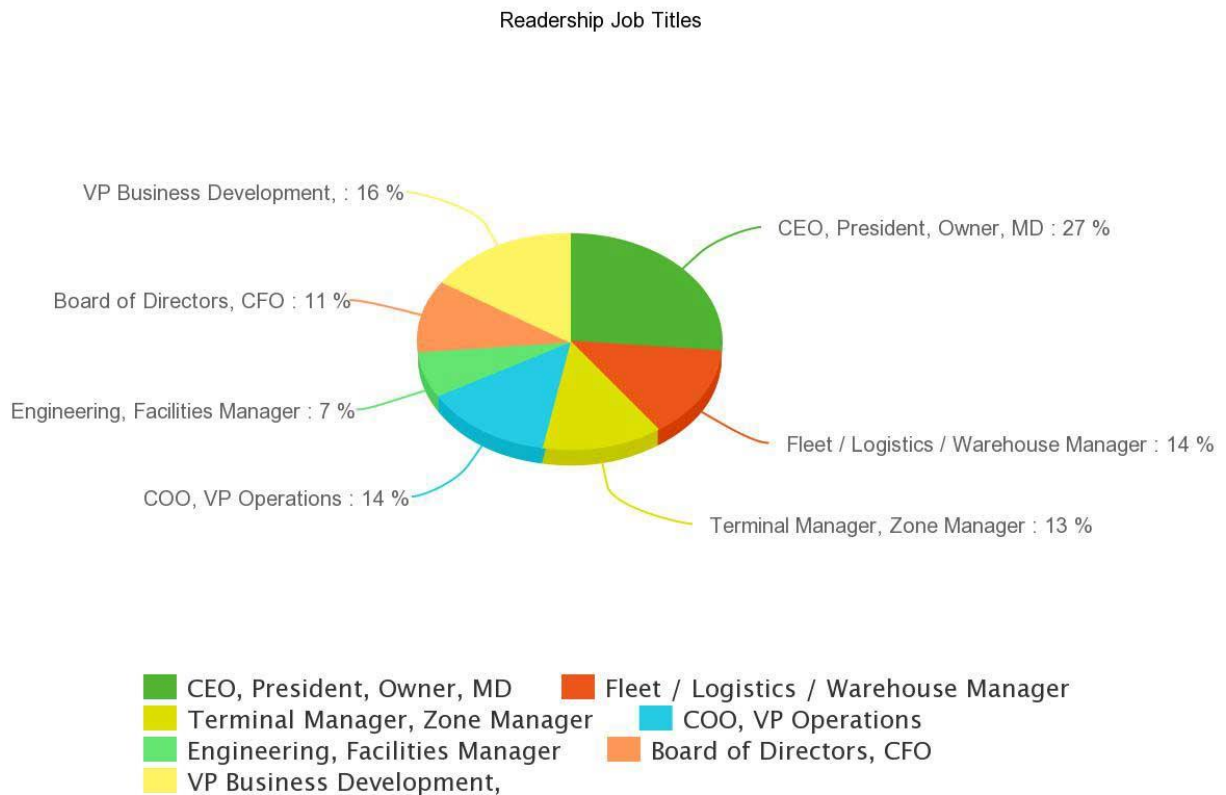
Terminal Manager, Zone Manager - 13 %

COO, VP Operations, Operations Manager - 14 %

Engineering, Facilities Manager - 7 %

Board of Directors, CFO, Institutional! Investor, Investor Relations - 11 %

VP Sales, VP Business Development, Marketing, Sales Manager - 16 %



**Global Reach**

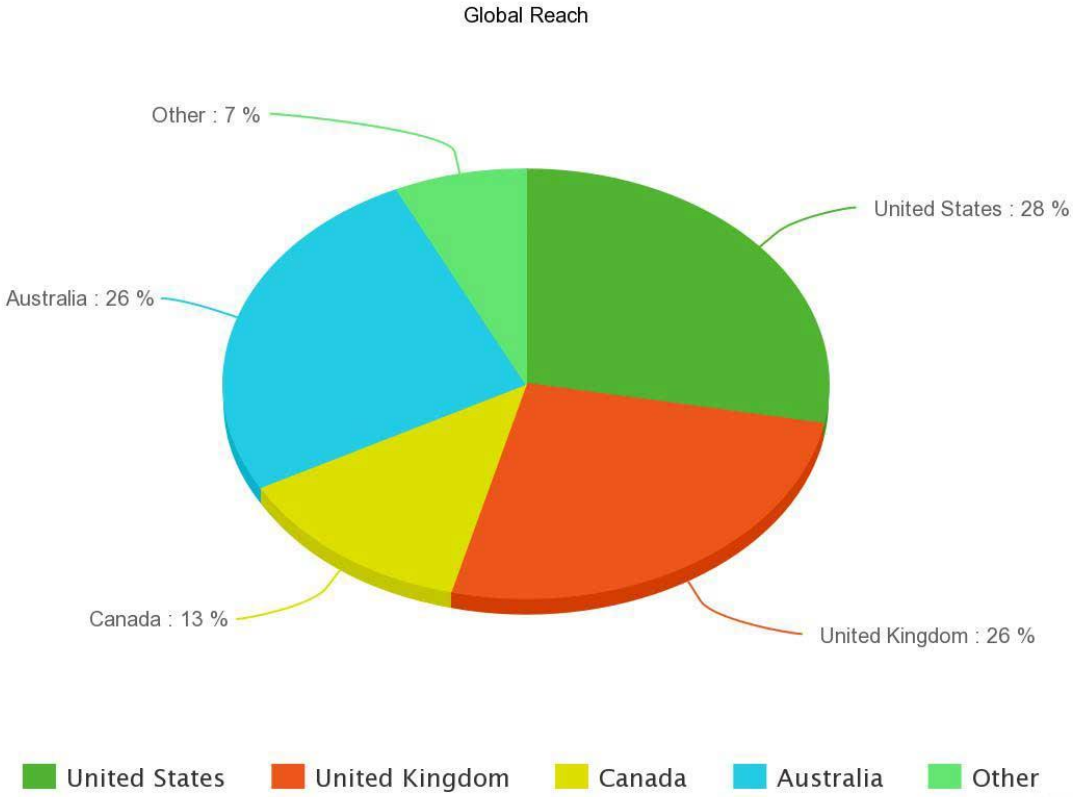
United States - 28 %

Canada - 13%

Australia - 26%

United Kingdom - 26%

Other – 7%



# Promote your business



## Advertising Rates

My Logistics Magazine will be offering offers four ways to promote your business in our online magazine. They are the sponsored post, front page banner, medium banner and the box ad. To discuss how we can work with you to promote your business, please email [businesseditor@email.com](mailto:businesseditor@email.com) or call 0033637982425 or 07010-120458

## Sponsored Post

To place a sponsored article in My Logistics Magazine costs just £90 / \$160 a month. Articles are between 300 – 1,000 words and may include up to 3 images.

Front page banner (728 x 90)

A light gray rounded rectangular box containing the text "Your ad here 728x90". The text "Your ad here" is in a dark gray serif font, and "728x90" is in a larger, bold red serif font.

Your ad here **728x90**

1 year £400    6 months £300

Medium banner (468 x 60)

A solid green rectangular box containing the text "468 x 60" in a large, white, bold sans-serif font.

**468 x 60**

1 year 300    6 months £200

Box ad (200 x200)

A blue square box with a gradient from dark blue at the top to a lighter blue at the bottom. It contains the text "200 X 200" and "BANNER" in white, bold, sans-serif font.

**200 X 200**  
**BANNER**

1 year £200    6 months £150

