

postal

technology international

2012

Media Schedule
and Advertising Rates





Publication Schedule 2012

MARCH ISSUE



- Identification solutions
- e communication
- Digital services
- Cloud computing
- Posts' role in modern social communications
- Country focus – Australia

ANNUAL REVIEW 2013



POSTAL TECHNOLOGY INTERNATIONAL SHOWCASE 2013

The annual Showcase is a comprehensive report on the international postal industry – a fully illustrated design and technology publication focused on servicing the technological and management needs of the world's posts. It is written by the industry for the industry, with white papers from the world's foremost postal organisations and industry leaders.

The annual Showcase is also the new, prestigious Postal Technology International Awards issue. Award winners from 2010 included Siemens, DHL, TNT and Prime Vision. You can see the 2011 results online at www.PostalTechnologyInternational.com

The Postal Technology International Showcase is not only distributed to postal industry insiders on the circulation list – it is also featured at all the main events in the postal sector.

JUNE ISSUE



- In the move to digital mail, postal services worldwide are stepping into the role of trusted third parties, providing communication logistics themselves. What are the standardisation, legal and logistical implications?
- Will high-profile breaches of cyber security deter key customer segments from switching away from mail and even provide them with a reason to return to postal or digital postal solutions?
- Future trends of parcel management and distribution.
- **GeoMail: ensures more efficient service and new revenue streams based on geographic products and services (geomarketing and routing)**

Online



www.PostalTechnologyInternational.com

The website increases the publication's global reach into the world's posts, with over 20,000 fully interactive, digital editions distributed each issue – in 2009, the site welcomed over 3,500 unique users every week.

This magazine portal features weekly industry news updates, blogs and, of course, access to the latest issue of *Postal Technology International*.

Furthermore, www.PostalTechnologyInternational.com gives advertisers the opportunity to secure one of a limited number of sponsorship banners for a 12-month period, as well as the option to appear in the Postal Industry Directory.





SEPTEMBER ISSUE



POST-EXPO show issue

- Find out more about all the new innovations and technologies on display at the world's largest postal exhibition

POST-EXPO 2012

18, 19, 20 September 2012,
Brussels Expo, Brussels, Belgium
www.postexpo.com

DECEMBER ISSUE



- Postal Networks
- Delivery solutions

The latest issue of Postal Technology International can be read online at www.PostalTechnologyInternational.com



CIRCULATION AND READERSHIP

Postal Technology International is the world's leading magazine dedicated to the postal sector. It provides an international communications platform for industry suppliers and business strategists.

Postal Technology International is distributed to more than 10,000 individually named and fully registered key decision-makers within the industry. Plus in 2009, PostalTechnologyInternational.com went digital, adding a further 20,900 readers to the global circulation.

Advertisers benefit from exposure to the most senior decision-makers and influencers across 191 countries worldwide from the following target sectors:

- Universal Postal Union
- National and private postal operators
- Courier and express companies
- Logistic solution providers
- Technology suppliers and integrators
- Consultants
- Parcel service providers
- Home delivery companies
- Air cargo carriers
- Freight forwarders
- Governments

POST-EXPO 2012

18, 19, 20 September 2012, Brussels Expo, Brussels, Belgium
www.postexpo.com





MAGAZINE ADVERTISING RATES

No. of insertions (cost per insertion)	DPS £ Sterling	Full page £ Sterling	Half page £ Sterling
1	8,500	4,500	3,150
2	7,835	4,260	2,940
3	7,300	4,060	2,700
4	6,800	3,925	2,500

2013 SHOWCASE ADVERTISING RATES

Full-page advert £4,500
Half-page advert £3,520



www.PostalTechnologyInternational.com

BANNER ADVERTISING RATES

(hosted for 12-month period)

Head-of-page lead banner –	£9,950
Base-of-page lead banner –	£8,450
Lead Junior banner –	£7,250
Junior banner –	£6,450

THE POSTAL INDUSTRY DIRECTORY – A COMPREHENSIVE LISTING OF THE WORLD'S LEADING POSTAL INDUSTRY SUPPLIERS

Supplier Directory entry includes:

- 200 to 300-word company profile
- Company logo
- Relevant illustration
- Company contact details
- A click through to your own website
- Coverage on the supplier directory page for the year
- Chance to update your page on a regular basis with any news or stories

Industry Directory –

£1,000 (exclusive to *Postal Technology International* advertisers and POST-EXPO exhibitors)

MAGAZINE ADVERTISING DIMENSIONS

Media: advertising and editorial material should be supplied in an electronic format. Preferred programmes for materials received: jpeg, PDF, eps.

Full page (trim size)	215mm (width) x 275mm (height)
Full page (bleed size)	221mm (width) x 281mm (height)
Half page	183mm (width) x 115mm (height)

BANNER ADVERTISING DIMENSIONS

Head-of-page lead banner	460 x 80 pixels
Base-of-page lead banner	460 x 80 pixels
Lead Junior banner	160 x 180 pixels
Junior banner	160 x 120 pixels



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