

fast FORWARD

2009

DEDICATED TO TRAINING, SKILLS AND CAREERS IN LOGISTICS



MEDIA PACK

THE TEAM

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Why you should advertise in *fast*FORWARD

fastFORWARD magazine is the only industry periodical totally dedicated to training, skills and careers in the road transport and logistics industry.

Each issue is sent to 30,000 companies covering the own-account and hire-and-reward sectors. These recipients operate more than 75% of the UK's truck parc – around 300,000 heavy commercial vehicles – and employ the majority of the logistics sector's workforce. It is estimated that, with pass-on, each issue is seen by at least 120,000 decision-makers across the industry. It is also available on the web.

The Department for Transport, the Department for Work and Pensions and the Driving Standards Agency use fastFORWARD to help raise the profile of training, the Driver CPC, good employment practices and efficiency gains through adopting best practice. Realising the value of the publication, several leading independent training providers, recruitment companies, colleges and trade associations have marketed their services to the industry by placing advertisements in the magazine.

In December 2007 the sector skills council for the freight transport and logistics industry, Skills for Logistics gave the magazine its full backing.

Impressed? We hope so. We believe the facts listed above form the reasons why you must add fastFORWARD to your 2009 advertising schedule.

FEATURES LIST 2009

In addition to regular news and updates, employer case studies, training provider profiles and specialist comment, we will be including the following special features in our 2009 publications.

Spring 2009: Out May 28 2009

fastFORWARD investigation: Will insurers reward the investment in training with lower premiums? We ask how they view the Driver CPC.

Train to Gain: The government is trying to help our recession-hit industry. We take an in-depth look at what is on offer.

Further education: We all read about NVQ2s but the industry needs qualified and skilled leaders. We take a look at foundation degrees and a further education in logistics.

Fleet management and telematics: A spy in the cab or the way to influence driver behaviour and reduce costs? We find out.

Summer 2009 (Driver CPC Special): Out August 27 2009

Directory of JAUPPT approved training providers: With days to go before the introduction of the Driver CPC we publish the second edition of our comprehensive directory of JAUPPT approved training providers and update readers on the legislation and what they must do.

Driver CPC PSV: One year on, what lessons must we learn from the coach and bus sector's Driver CPC experience to date?

Training for profit: How employers can get payback from the investment they must make in their drivers.

Transport engineer: We look at how the IRTE and IMI are working to raise standards.

Autumn 2009: Out November 26 2009

Skills academies: We take a look at the network of National Skills Academies and include a special profile of the regional centres of excellence for the logistics industry.

Apprenticeships: The fastFORWARD guide to apprenticeships.

Hazardous goods: We talk to the experts about ADR and review the training specialists.

Rate Card 2009

*fast*FORWARD

*fast*FORWARD is the professional journal you should use to promote your training or recruitment services throughout the logistics industry. Advertise your products, training courses and recruitment services using the range of options listed below.

Display Advertising

Number of insertions	1	4
	£	£
Full Colour		
Double Page Spread	2,600	2,340
Full Page	1,200	1,050
Half Page	700	630
Quarter Page	375	338
Eighth Page	200	180

Black & White (Mono) – deduct 30% from full colour rates

Information Services Section

Number of insertions	1	4
	£	£
Full Colour		
Quarter Page	225	200
Eighth Page	150	135
Sixteenth Page	100	90

Special Positions – check for availability

Full colour, including bleed

Inside Front Cover 1,500

Outside Back Cover 1,500

Inside Back Cover 1,500

Insertions: Loose/Bound in £1,320 plus VAT up to and including 15g.
Anything in excess of 15g to be charged at
£25 per gram.
(guide prices based on four sides of A4).

(all prices are exclusive of VAT)

UK agency discount (BRAD listed agencies only) – 10%

For general advertisement enquiries contact Julia Brook-Brazendale

Email: j.brook-brazendale@rha.uk.net Tel: 01932 841515

For services section enquiries contact Cheryl Price

Email: c.price@rha.uk.net Tel: 01932 841515

For all other sales enquiries contact Ad Sales Manager Nick Payne

Email: nick.payne@rha.uk.net Tel: 01453 882804 Mobile: 07917 427196

Mechanical spec

*fast*FORWARD

Copy requirements

Electronic Artwork

Mac artwork in Adobe InDesign/Illustrator/Photoshop etc at 300dpi/150lpi to be supplied with all supporting images.

NB: Please note, QuarkExpress files cannot be accepted.

All files should be complete, ready to run to CMYK with all supporting fonts and images.

Each advert should be accompanied by either a colour/mono hard copy proof or as a file in Portable Document Format (.pdf) on disk or via email.

PC-generated artwork should be in Encapsulated Post Script (.eps) format with all fonts embedded. Hi-res bitmap files are also accepted as CMYK in Tagged Image File Format (.tif) or as JPEGs (.jpg) at 300dpi.

Electronic copy can be sent on CD to: Julia Brook-Brazendale, Roadway House, 35 Monument Hill, Weybridge, Surrey KT13 8RN or emailed as a high-res press quality pdf to: j.brook-brazendale@rha.uk.net

Mechanical Data (height x width)

DPS Bleed	303mm	x	426mm
DPS Trim	297mm	x	420mm
DPS Type Area	275mm	x	400mm
Full Page Bleed	303mm	x	216mm
Full Page Trim	297mm	x	210mm
Full Page Type Area	275mm	x	190mm
Half Page (Horizontal)	135mm	x	190mm
Half Page (Vertical)	275mm	x	93mm
Quarter Page (Portrait)	135mm	x	93mm
Quarter Page (Banner)	65mm	x	190mm
Eighth Page	65mm	x	93mm
Sixteenth Page	30mm	x	93mm

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Roadway Publishing, Roadway House, 35 Monument Hill, Weybridge, Surrey KT13 8RN.

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