

## About FTD

FTD has grown from its freight, transport and distribution roots to its current status as a magazine dedicated to supply chain management solutions.

Whether it's forktrucks or container handlers, shelving or racking, labelling or RFID, automation or materials handling, rail or road, sea ports or airfreight, we showcase the current products and services. Published every two months, FTD's emphasis is unashamedly on New Zealand. However, we also keep an eye on developments in Australia and within the Asia-Pacific region.

With three features per edition (see following) plus general news and views, FTD aims to inform and provoke discussion on a wide range of supply chain management issues.

FTD sources industry news from government agencies, key industry players, and a number of business associations, including CILT (Chartered Institute of Logistics and Transport), CBAFF (Customs Brokers and Freight Forwarders Federation of NZ), RTF (Road Transport Forum), Infrastructure NZ, ExportNZ and GS1 NZ.

CIRCULATION =  
3000

## Our Target Audience

Our readers are essentially decision-makers at a senior management level involved in materials handling, warehousing, logistics and technology, packaging, freight forwarding and distribution. FTD is distributed to a wide range of industries, including shipping, cargo storage, general manufacturing, printing and engineering, transport, building and timber products, automotive distribution and machinery, and food, beverage and pharmaceuticals. Every business has a supply chain – essentially a flow of resources from site of production through intermediate locations to the site of final use – and FTD is an integral part of this chain.

## The Team

### Editor:

Lynne Richardson

E: [lrichardson@astonpublishing.co.nz](mailto:lrichardson@astonpublishing.co.nz)

T: +64 9 481 3005

M: 0275 759 333

F: +64 9 480 4768

### Advertising:

David Silver

E: [dsilver@astonpublishing.co.nz](mailto:dsilver@astonpublishing.co.nz)

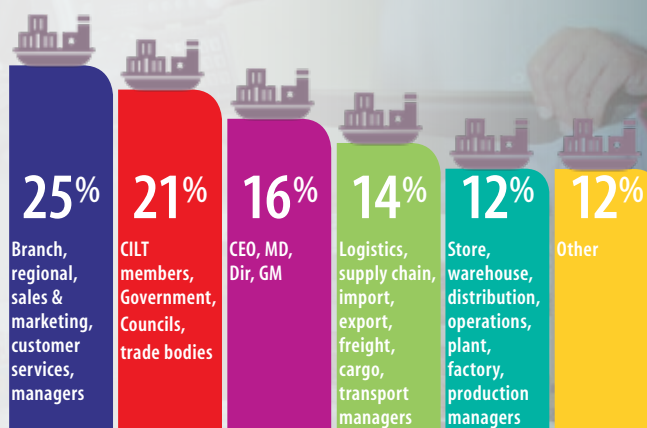
T: +64 9 481 3005

F: +64 9 480 4768

## Circulation by industry



## Circulation by job titles



FTD MAGAZINE IS PROUDLY PUBLISHED BY ASTON PUBLISHING

T: +64 9 481 3005 F: +64 9 480 4768

PO Box 340173, Birkenhead, Auckland 0746, New Zealand



## 2020 Dates & Features

L&T = Logistics & Technology F&D = Freight & Distribution MH = Materials Handling

### FEB/MAR 20

#### L&T – Technology trends

- Disruptive technologies, AI, VR, IoT
- Mobile solutions for improved productivity
- IT system design, implementation and integration

#### F&D – Transport modes

- Road, rail, sea, air – new developments in operations
- Sea and inland ports, airports and rail hubs – advances in operations
- New initiatives for safety and supply chain delivery

#### MH – Warehouse efficiency

- Energy efficiency and sustainability
- Next-generation MHE, including robotics and AGVs
- New developments in automated storage and retrieval systems

### APR/MAY 20

#### L&T – Risk and disaster management

- Preparing premises and personnel for a disaster
- Secure logistics – reducing loss and theft, cybersecurity
- Risk management and business continuity planning

#### F&D – International trade

- Global supply chains – opportunities, risks, challenges and benefits
- Current issues and new regulations for importers and exporters
- Border security and biosecurity

#### MH – Forklift products and services

- New machines, safety developments, driver training
- Innovations in attachments and power systems
- Options for leasing, servicing and refurbishment

### JUN/JUL 20

#### L&T – Logistics education and training

- Changing career – advice from recruiters and career advisors
- Training providers and apprenticeships
- New opportunities and courses for young achievers and professionals

#### F&D – Freight handling innovations

- Better means for moving freight in transit and on the ground
- Specialised vehicles and transport: autonomous vehicles, electric vehicles, alternative fuels
- Freight management – improving supply chain visibility and traceability

#### MH – Storage and handling

- New developments for racking and materials handling equipment
- Containers, pallets, pallet handlers and stock pickers
- Storage and retrieval systems – progress and development

### AUG/SEP 20

#### L&T – IT systems and solutions

- Developments in WMS, ERP and systems integration
- New hardware and software developments
- 3PL, 4PL, 5PL and reverse logistics

#### F&D – Sustainable distribution

- Environmentally-friendly initiatives for going green
- Reduce, reuse, recycle – waste management
- New options for green energy, power, buildings and fuel

#### MH – Muscle in the warehouse

- Update on forklift developments and attachments
- Developments in materials handling equipment
- Specialised machines for product handling and other 'grunt' machines

### OCT/NOV 20

#### L&T – Productivity gains through IT

- New devices for improved efficiency
- Labelling, scanning and printing – new developments
- Improved inwards goods and dispatch systems

#### F&D – Better distribution

- Property development and planning, land development
- Warehouse/DC design and fitout
- Safety and security systems – lighting, barriers, protection, signage

#### MH – Handling sensitive goods

- Specialised equipment for cold storage and distribution
- Dangerous goods and hazardous substances
- Handling fragile freight, time-sensitive goods and valuable cargo

### DEC 20/JAN 21

#### L&T – Human resources

- Education, qualifications and recruitment
- A new year, a new you – improving your options for employment
- Initiatives for training, apprenticeships and industry awards

#### F&D – Product ID and protection

- New developments in cartons, packing, packaging and wrapping
- Barcoding, labelling and scanning
- Packaging standards, waste minimisation and product stewardship

#### MH – Materials handling equipment

- Racking and palletising developments
- Automated storage, including conveyors and carousels
- New equipment for putaway and retrieval

## 2020 Deadlines

	Feb/Mar	Apr/May	Jun/Jul	Aug/Sept	Oct/Nov	Dec 2020/ Jan 2021
Editorial contributions	17 Jan	6 Mar	1 May	3 Jul	4 Sept	6 Nov
Advertising booking	22 Jan	11 Mar	6 May	8 Jul	9 Sept	11 Nov
Advertising material	24 Jan	13 Mar	8 May	10 Jul	11 Sept	13 Nov
Front cover / double page advert	17 Jan	6 Mar	1 May	3 Jul	4 Sept	6 Nov
Approximate publication dates	10 Feb	30 Mar	26 May	28 Jul	29 Sept	30 Nov

Plus our usual news, case studies and articles on supply chain management, here in New Zealand and overseas, and updates for workplace health and safety.

## Editorial Submissions

We seek top-quality, exclusive editorial articles for each edition of FTD, accompanied by high-resolution photos and/or illustrations. Preference will be given to articles relating to New Zealand projects, products and/or services, or those projects overseas involving New Zealanders and New Zealand-sourced products/services.

Potential contributors should in the first instance contact the editor to discuss their article, the number of words and the deadline for submission. Editorial should be sent as a

Word document, with images sent as separate attachments (not embedded in the Word document or main body of the email) with preferred captions for each photo. Images must be of good quality, in focus and taken at a high resolution – ideally 300 dpi. We cannot reproduce images that have been downsized for email or web purposes.

The editor reserves the right to edit material and to reject submissions. The accuracy of the material is the responsibility of the contributor.

While we welcome material from commercial sources, it should be as independent as possible. 'Advertorial' mate-

rial (which reads like a brochure, and overtly promotes a business's products/services) will not be considered unless accompanied by paid advertising. Unsolicited editorial will only be considered for publication if space permits.

### Need help writing your own PR or advertorial?

We have access to a number of independent freelance writers who are available at very cost-effective rates to write editorial on your behalf. These writers are specialists and have written extensively for trade media. Ask us for their contact details.

## Advertising Rates & Specifications

	(Rates are per issue)			ADVERT MAKE-UP
	CASUAL	3 ISSUES	6 ISSUES	
Outside front cover package	4750	—	—	
Full Page A4	2650	2400	2150	250
1/2 page horizontal & vertical	1750	1575	1400	150
1/3 page horizontal & vertical	1250	1125	1000	100
1/4 page horizontal	1100	990	880	100
1/4 page vertical	875	790	700	75
1/6 page vertical	600	550	500	50
Onserts (loose)	1500	—	—	

Requests for specific page placement will attract a 15% premium.

Rates are in NZ dollars, and exclusive of GST, and are invoiced following publication of each issue.

Front cover: Combined with IFC Double Page Spread. Cover image requires design approval.

Cancellations to be in writing four weeks prior to booking deadline. The publisher reserves the right to use previous material if copy is not supplied by deadline, and to charge in full for advertising cancelled within the four week period prior to deadline.

### Advert Material

Supply as **PRESS READY PDF** or **PRESS READY EPS** via email to:

dsilver@astonpublishing.co.nz, or supplied on disk to:

David Silver, Aston Publishing, PO Box 340173, Birkenhead 0746, Auckland.

### Loose Onserts

Maximum size: 297mmH x 210mmW (A4). Maximum weight: 100g.

Folded onserts must have a 'closed' edge to enable automatic feeding on the bindery equipment.

Concertina folds are NOT suitable.

## Online Advertising

Banner				E-Newsletter
Type	Size	Per month	3 month package	Per month
Website Leaderboard	960 x 90 pixels	300	750 – save 150	—
Website Medium Rectangle	280 x 233 pixels	200	500 – save 100	—
E-news Leaderboard	700 x 100 pixels	—	—	300
E-news Tower	120 x 240 pixels	—	—	150

Rates for online and e-newsletter advertising are non-commission bearing. Online advertising material specifications: Max file size = 50 kilobytes. File format can be either jpeg, gif, animated gif or html5. Rates are in NZ dollars, and exclusive of GST.

**LEADERBOARD**  
960 wide x 90 pixel height

**E-NEWS LEADERBOARD**  
700 wide x 100 pixel height

**MEDIUM RECTANGLE**  
280 wide x 233 pixel height  
This is a proportional reduction of the Industry Standard Size 'Medium Rectangle' (300x250px)



### Full page

210mm wide (+5mm bleed both edges)

297mm high (+5mm bleed both edges)



### Half page horizontal

W178mm x H130mm



### Half page vertical

W87mm x H260mm



### Third page horizontal

W178mm x H85mm



### Third page vertical

W56mm x H260mm



### Quarter page horizontal

W178mm x H65mm



### Quarter page vertical

W87mm x H130mm



### Sixth page vertical

W87mm x H85mm

## Inhouse Design Service

Take advantage of our inhouse design service, offered at a very competitive rate. If you have advert material which requires re-sizing, editing, or content updates, we can help. We also produce interactive pdfs, marketing catalogues, brochures, mailers (just about anything!) for any type of print or web.