FTD
SUPPLY CHAIN MANAGEMENT
magazine

2010 MEDIA KIT

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 (the Chartered Institute of Logistics and Transport), CBAFF (Customs Brokers and Freight Forwarders Federation of NZ), Export New Zealand, Tranzqual, the NZ Cold Storage Association, BARNZ (Board of Airline Representative of NZ), GS1 NZ, and IIR (Intermodal International Repairers).

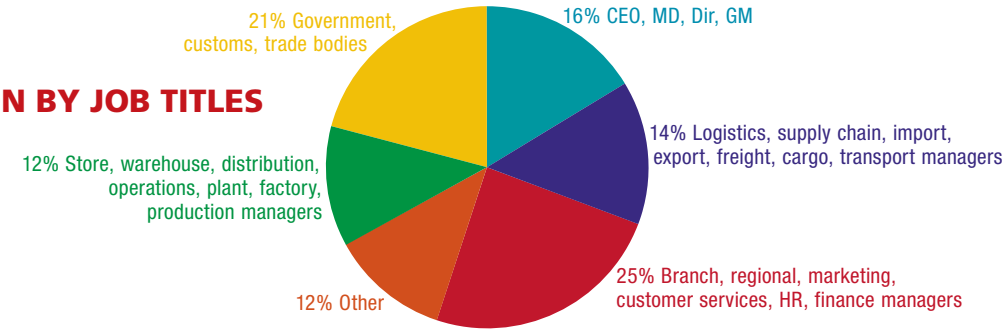
OUR TARGET AUDIENCE

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.

CIRCULATION = 4500

CIRCULATION BY JOB TITLES



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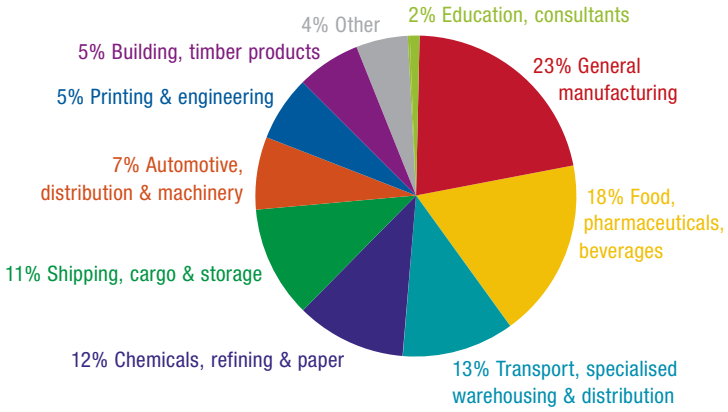

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ASTON PUBLISHING

2010 DATES & FEATURES

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

FEB/MAR 10

L&T – Recruitment & training
- Changing career – advice from recruiters
- Training providers and apprenticeships
- New opportunities for young achievers

F&D – Freight handling innovations
- Better means for moving freight efficiently
- Equipment innovations
- Handling dangerous and fragile freight

MH – Automation in the workplace
- Automated materials handling equipment
- Conveyors and carousels
- New developments in picking & putaway

APR/MAY 10

L&T – Supply chain security
- Border security and biosecurity – an update on government initiatives
- Storage security – reducing loss and theft in transit & on site
- Track and trace – new developments in technology

F&D – International freight forwarding
- Trading internationally – what it means to go global
- Issues & regulations for importers & exporters
- Developments from Customs and freight forwarders

MH – Forklifts & attachments
- New developments from NZ distributors
- Innovations in attachments and power systems
- Driver training and safety initiatives

JUN/JUL 10

L&T – Technology trends
- How technology & telecommunications improve logistics
- Mobile solutions for improved productivity
- Gadgets & gizmos in the supply chain of tomorrow

F&D – Domestic transport
- Road, rail, sea, air – the part they play and how they interoperate
- Sea and inland ports, airports and rail hubs – advances in operations
- Specialised transport for domestic delivery

MH – Warehouse management
- Racking developments
- Conveyors & carousels
- Voice picking and other technologies

AUG/SEP 10

SPECIAL FEATURE – FTD CELEBRATES 25 YEARS!!
- 25 years of business … and the next 25 years

L&T – Human resources
- Getting the right people with the right mix of skills and experience
- Education, qualifications and recruitment
- Initiatives for training, apprenticeships and industry awards

F&D – Environmental awareness
- The sustainable supply chain – environmentally-friendly initiatives
- What it means to go carbon neutral
- Reusable packing & packaging – benefits and costs

MH – Muscle in the warehouse
- Update on forklift developments and innovations
- Automated materials handling equipment
- 'Grunt' machines – the widest, the heaviest, the largest and the ugliest

OCT/NOV 10

L&T – Logistics solutions
- New developments in mobility, including GPS technology
- New technology for today's distribution centres
- 3PL/4PL and reverse logistics

F&D – Packing & packaging
- New developments in cartons, pallets and wrapping
- Bar coding and labelling for product ID
- Update on RFID initiatives here and overseas

MH – Handling sensitive goods
- Specialised MHE for chilled storage and distribution
- Dangerous and hazardous goods – a specialised industry
- Handling fragile freight, time-sensitive goods and valuable cargo

DEC 10/JAN 11

L&T – Risk & disaster management
- Preparing premises and personnel for a disaster
- Risk assessment and management
- Contingency planning – when supplies don't get through

F&D – Commercial transport
- Commercial vehicles and fleet management, including 'green' vehicles
- Biofuels and electric vehicles
- Driver training and transport schools

MH – Storage solutions
- New developments for racking and materials handling equipment
- Pallet handlers and stock pickers
- Handling dangerous & hazardous goods

2010 DEADLINES	Feb/Mar	Apr/May	June/July	Aug/Sept	Oct/Nov	Dec/Jan 2010-11
Editorial contributions	15 Jan	12 Mar	7 May	9 July	3 Sept	12 Nov
Advertising booking & material	20 Jan	17 Mar	12 May	14 July	8 Sept	17 Nov
Approximate publication dates	8 Feb	6 April	31 May	2 Aug	27 Sept	6 Dec

Editorial Material

We seek top-quality, exclusive editorial articles and case studies, accompanied by high-resolution photos and/or illustrations, for each issue of FTD magazine. 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 and services.

Potential contributors should in the first instance contact the editor to discuss their article. 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. We welcome material from commercial sources.

ADVERTISING RATES & SPECIFICATIONS

	CASUAL	3 ISSUES	6 ISSUES
Outside front cover package	3950		
Double page spread	3400	3000	2700
Full Page A4	2500	2250	2000
1/2 horizontal & vertical	1750	1575	1400
1/3 page horizontal & vertical	1500	1350	1200
1/4 page horizontal & vertical	1250	1125	990
Onserts (loose)	2000		

Rates are in NZ Dollars, and exclusive of GST.
Front cover: Combined with IFC Double Page Spread. Cover image requires design approval.
Cancellations to be in writing six weeks prior to booking deadline.

Advert Material
Supply as **PRESS READY PDF** or **PRESS READY EPS** via email to: alan@astonpublishing.co.nz, or supplied on disk to: Alan Reid, Aston Publishing, PO Box 340173, Birkenhead 0746, North Shore City 0746, Auckland.

Loose Onserts
Maximum size: 297mmH x 210mmW (A4). **Maximum weight:** 100gsm. **Maximum no. of pages:** 4. 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
Leaderboard	728 x 90 pixels	NZ$300	$750 – save $250	–
Skyscraper	120 x 600 pixels	NZ$200	$400 – save $200	–
Tower	120 x 240 pixels	NZ$150	$300 – save $150	NZ$250
Button	120 x 90 pixels	NZ$100	$200 – save $100	NZ$200
Button	120 x 60 pixels	NZ$50	$100 – save $50	NZ$100

Leaderboard
728 x 90 pixels

Skyscraper
120 x 600 pixels

Tower
120 x 240 pixels

Button
120 x 90 pixels

Sml Button
120 x 60 pixels

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Double page spread
Live: W388mm x H270mm
Trim: W420mm x H297mm
Bleed: W430mm x H307mm

Full page (including covers)
Live: W183mm x H270mm
Trim: W210mm x H297mm
Bleed: W220mm x H307mm

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

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– advert makeovers are our specialty!