

FTD

SUPPLY CHAIN MANAGEMENT
magazine

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 forklifts 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, and GS1 NZ.



2012 MEDIA KIT

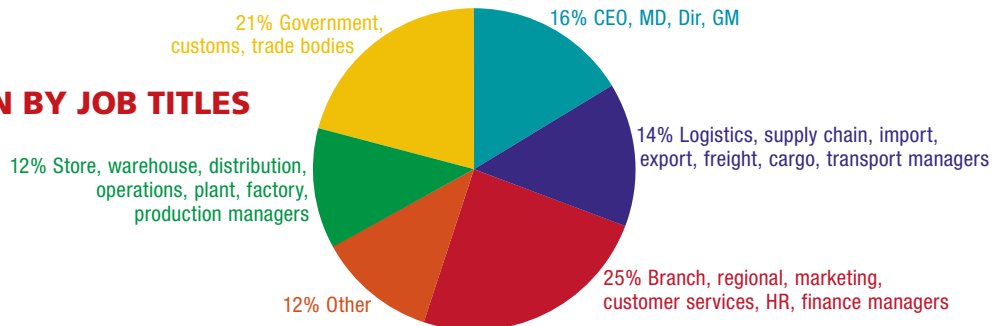
OUR TARGET AUDIENCE

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.

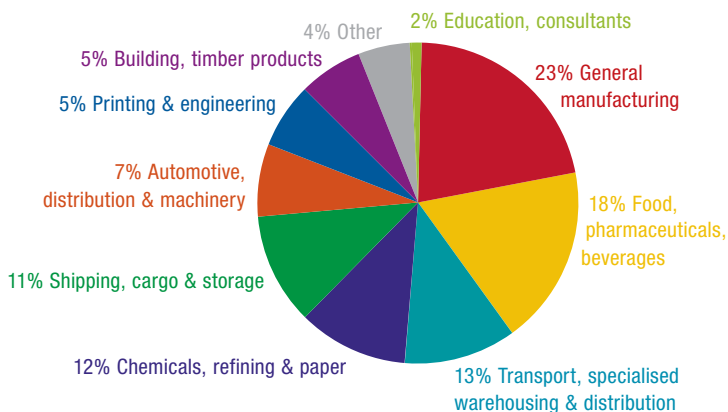
Every business has a supply chain – essentially a flow of resources from site of production through intermediate locations to the site of final use – and FTD is an integral part of this chain.

CIRCULATION = 4000

CIRCULATION BY JOB TITLES



CIRCULATION BY INDUSTRY



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2012 DATES & FEATURES L&T = Logistics & Technology F&D = Freight & Distribution MH = Materials Handling

FEB/MAR 12

LEAD FEATURE

L&T – Technology trends

- How telecommunications improve logistics
- Mobile solutions for improved productivity
- IT system design, implementation and integration

F&D – Transport modes

- 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 efficiency

- Energy generation and HVAC&R
- Conveyors and carousels
- New developments in automated storage and retrieval systems

APR/MAY 12

LEAD FEATURE

MH – Forklift products and services

- New developments from NZ distributors
- Innovations in attachments and power systems
- Options for leasing, servicing and refurbishment

L&T – Risk and disaster management

- Preparing premises and personnel for a disaster
- Storage security – reducing loss and theft in transit and onsite
- Christchurch's supply chains – one year on from the February quake

F&D – International trade

- Global supply chains – the challenges, the benefits
- Current issues and new regulations for importers and exporters
- Border security and biosecurity – an update on government initiatives

JUN/JUL 12

LEAD FEATURE

L&T – Logistics education and training

- Changing career – advice from recruiters
- Training providers, qualifications and courses
- New opportunities 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 developments
- Intermodal interaction for efficiency gains

MH – Storage and handling

- New developments for racking and materials handling equipment
- Pallet handlers and stock pickers
- Handling dangerous goods and hazardous substances

AUG/SEP 12

LEAD FEATURE

F&D – Sustainable supply chains

- Environmentally-friendly initiatives and carbon neutrality
- Reduce, reuse, recycle – waste management
- New options for energy and 'green' buildings

MH – Muscle in the warehouse

- Update on forklift developments and innovations
- Automated materials handling equipment
- Specialised attachments and other 'grunt' machines

L&T – IT systems and solutions

- Developments in warehouse management systems (WMS)
- New options using GPS and track & trace
- 3PL, 4PL, 5PL and reverse logistics

OCT/NOV 12

LEAD FEATURE

MH – Materials handling equipment

- Racking and palletising developments
- Conveyors and carousels
- New equipment for putaway, stacking and storage

L&T – Better warehouses

- Property development and planning
- Warehouse/DC design and fitout
- Sales and leasing, finance and insurance

F&D – Product ID and protection

- New developments in cartons, packaging and wrapping
- Barcoding and labelling, RF scanning
- Update on RFID initiatives here and overseas

DEC 12/JAN 13

LEAD FEATURE

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 – Commercial transport

- Commercial vehicles and fleet management
- Biofuels and 'green' vehicles
- Insurance and finance options

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

2012 DEADLINES	Feb/Mar	Apr/May	June/July	Aug/Sept	Oct/Nov	Dec2012/Jan2013
Editorial contributions	17 January	9 March	11 May	6 July	31 August	2 November
Advertising booking	20 January	14 March	16 May	11 July	5 September	7 November
Advertising material	24 January	16 March	18 May	13 July	7 September	9 November

Approximate publication dates	13 February	3 April	6 June	31 July	25 September	27 November
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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. **Need help writing your own PR or advertorial? Aston Publishing has access to a number of independent freelance writers who are available for those who struggle to write their own promotional material. These writers are specialists in their field, and have written extensively in our media and elsewhere. They are very affordable and efficient. Contact either John or Lynne for contact details.**

ADVERTISING RATES & SPECIFICATIONS

	CASUAL	3 ISSUES	6 ISSUES
Outside front cover package	4500	–	–
Double page spread	3750	3300	3000
Full Page A4	2650	2400	2150
1/2 horizontal & vertical	1750	1575	1400
1/3 page horizontal & vertical	1500	1350	1200
1/4 page horizontal	1250	1125	990
1/4 page vertical	1100	1000	900
Onserts (loose)	1800	–	–

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 six weeks prior to booking deadline.

Advert Material

Supply as **PRESS READY PDF** or **PRESS READY EPS** via email to: jclarke@astonpublishing.co.nz, or supplied on disk to: John Clarke, Aston Publishing, PO Box 340173, Birkenhead 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	NZ\$300
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

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 or flash

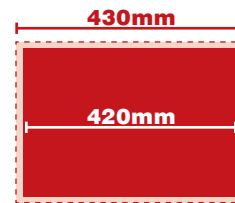


Leaderboard
728 x 90 pixels

Tower
120 x 240 pixels

Button
120 x 90 pixels

Skyscraper
120 x 600 pixels



Double page spread

420mm wide (+5mm bleed both edges)
 297mm high (+5mm bleed both edges)



Full page

210mm wide (+5mm bleed both edges)
 297 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

INHOUSE DESIGN SERVICE

Take advantage of our inhouse design service, offered at a very competitive rate. If you already have advert material which requires re-sizing, editing, or content updates, our production department is happy to help you get organised – advert makeovers are our specialty!