

FOCUS

ON TRANSPORT AND LOGISTICS

2019 MEDIA PACK

FOCUS on Transport and Logistics is South Africa's leading transport magazine. Established more than 36 years ago and covering transport by road, air, sea and rail, it is by far the most widely read magazine in its sector.

We publish 12 print editions a year as well as a weekly online newsletter, both of which are supplemented and supported by our dynamic website.

Each of these channels – or a combination of all three – can be used to help you reach your target market effectively. We offer competitive advertising placement rates and attractive corporate profile options.

As the largest ABC-certified transport publication, you can be sure that your message is going to reach the right people – in arguably the best way possible.

- **FOCUS** is the only magazine to actively participate in matters affecting the transport and logistics industries.
- **FOCUS** is the driving force behind the highly anticipated Truck Test, now an annual event.
- **FOCUS** publishes the authoritative annual Transport Manager's Handbook each January.
- **FOCUS** initiated the Caring Truckers Aids Drive in conjunction with Bridgestone in 2000. Since then, countless lives have been touched by the generosity of the caring members of the transport industry – the most recent being the Ethembeni Babies Home in Doornfontein in Johannesburg, which received a much-needed set of wheels in August 2012.
- **FOCUS** really is the only magazine that is truly part of the industry. If there's a story to be told, the industry knows that we are guaranteed to publish it first!

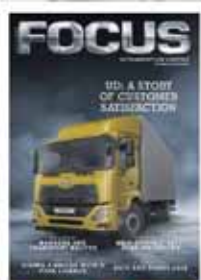
READER PROFILE

Our readers include decision-makers in the transport arena, those working in the freight transport and trucking sectors, rail transport, air transport, maritime transport, bus and coach operators, suppliers of goods and services to the industry, various labour organisations, government agencies and non-governmental organisations.

In addition to individual subscribers, **FOCUS** is distributed to members of:

- The Road Freight Association
- The Road Freight Employers' Association
- The Truck Rental Association of South Africa
- The Professional Movers Association
- The Abnormal Loads Committee
- The Dangerous Goods Committee
- The Cross-Border Committee
- The Association for Coal Transport and Related Industries
- The Emerging Transporters' Forum
- The South African International Movers Association
- Business Unity South Africa
- The Federation of East and Southern African Road Transport Associations

We also have close working relationships with: The Institute of Road Transport Engineers (IRTE), The Southern African Bus Operators Association (SABOA), The South African Vehicle and Body Builders' Association (SAVABA), The Retail Motor Industry Organisation (RMI), The National Association of Automobile Manufacturers of South Africa (Naamsa), The University of Johannesburg Department of Transport and Supply Chain Management, and many other leading industry organisations.



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EDITORIAL

FOCUS keeps the industry up to date on the latest developments affecting the road transportation of goods and services in the region. The magazine talks to all sectors of the industry, from long-distance and cross-border transportation to retail fast-moving consumer goods (FMCG) distribution, truck rental, bus and coach operators and hauliers of timber and sugar cane. On being published in the magazine and newsletter, content is immediately posted to the **FOCUS** website.



A comprehensive round-up of news, views, reviews and in-depth feature stories each month.

Editorial deadline: four weeks prior to publication.

Pertinent issues are covered throughout the year, from changes in labour legislation and cross-border policy to fleet optimisation through logistics, warehousing and distribution. Operational issues such as vehicle security, tyre maintenance and fleet management are covered regularly. In addition, each issue deals with key transport themes, where experts from various fields offer their viewpoints.

COMPANY PROFILES

FOCUS has become renowned for the inclusion of company profiles in each issue of the publication. These profiles have proved to be extremely popular among fleet operators and readers alike. Prices are available on request. For further information on these profiles, contact 011 782 1070 and speak to a member of the sales team.

INTERNATIONAL TRUCK OF THE YEAR

In January 2014, **FOCUS** was awarded Associate Member status to the International Truck of The Year (ITOTY) jury. This is a truly significant achievement – it means the global trucking world recognises the significance of **FOCUS** and the South African trucking industry. It is the first time a publication, or country, outside of Europe has been represented on this prestigious body.

The membership allows us exclusive access to ITOTY editorial, while other members will receive material from us. In doing so, we broaden the scope of our own magazine and put developments in the South African trucking industry on the international map.





ADVERTISING RATES 2019

Effective January 2019
Rates exclude VAT.

MAGAZINE

Number of insertions	Rate per insertion			Trim size
	1 - 3	4 - 6	7 - 12	Height x width (mm)
Double page spread	R60 000	R58 000	R56 000	297 x 420
Full page	R36 000	R34 000	R32 000	297 x 210
Half page A5	R28 000	R25 000	R23 000	210 x 148
Half page vertical	R23 000	R22 000	R21 000	297 x 105
Half page horizontal	R23 000	R22 000	R21 000	148 x 210
Third page vertical	R22 000	R21 000	R20 000	297 x 70
Third page horizontal	R22 000	R21 000	R20 000	99 x 210
Quarter page	R15 000	R13 000	R12 000	148 x 105
Quarter page strip	R15 000	R13 000	R12 000	74 x 210
Eighth page strip	R14 000	R12 000	R11 000	37 x 210

Inserts	One to four pages Five plus pages	R34 000 on request
Special positions	Outside front cover Inside front cover Outside back cover Inside back cover	+ 50% + 25% + 25% + 15%
Advertorials	R1500 excluding cost of page. Please note that contact details and company logos will not be added to advertorials. This is in the interest of retaining the credibility of the articles.	

Advertorial package

Four pages: R85 000

Three pages: R75 000

Two pages: R55 000

Single page: R36 000

Cost includes one set of proofs, thereafter an additional charge of R750 00 per page will be applicable.

Advertorial costs exclude VAT and agency commission and any travel incurred outside of Gauteng.

QR CODES

Each page will receive a unique QR (Quick Response) code that readers can scan with their mobile device. This will link to the website related to the published content, or any web page of the advertiser's choosing, instantly giving readers access to further information.

Deadlines

Booking deadline: 3 weeks prior to month of publication

Material deadline: 2 weeks prior to month of publication

Material requirements

On CD or by e-mail (if to be repeated, please supply CD).

- Press-optimised pdf files (high resolution) at 300 dpi with trim marks - 5 mm bleed.
- All images CMYK at 300 dpi.
- Convert pantone/spot colours to relevant CMYK (colour repro subject to CMYK constraints).
- **FOCUS** is not responsible for colour accuracy should a colour proof or chromalin not be supplied.

ADVERTISING RATES 2019

WEBSITE

A free link to your website is included.

Position	Size in pixels (height x width)	Price per month
Lead Banner 1	70 x 486	R16 500
Lead Banner 2	80 x 650	R16 500
Standard Banner	250 x 280	R11 000
Footer Banner	90 x 728	R7 000

Design costs (all sizes)

Static banner	R2 200
Animated banner	R3 300

Material requirements

- Banner formats: JPG or GIF

Deadlines

Booking deadline: 48 hours prior to publication

Material deadline: 24 hours prior to publication

Terms of Payment

- Advertising agencies – strictly 45 days
 - Direct clients – strictly 30 days
- Thereafter, two percent interest will be levied monthly.

Lead Banner 1



Lead Banner 2



Standard Banner



Footer Banner



NEWSLETTER

Position	Description/Size (height x width)	Price per week
Featured Banner + Article	Top Picture + Main Story	R12 000
Standard Article	Column Article	R9 000
Lead Banner	70 x 550	R3 900
Standard Banner	250 x 280	R2 900
Foot Banner	70 x 550	R1 900

* The FOCUS Newsletter is published weekly excluding weeks 1, 51 and 52



ADVERTISING RATES 2019

VIDEO

Weekly video package

Flat rate per week R9 500

The video will be placed in the Weekly Newsletter that goes out every Thursday, as well as on the home page of the **FOCUS** website for the week running Thursday to Wednesday. Thereafter the video will be placed in a video library on our mobile app. Finally we will upload the video to our Facebook page and You Tube Channel.

CORPORATE TRAINING VIDEO

Leverage the Power of a Video. Let Charmont Media produce a professional 3-5 minute customer testimonial, product promotion or event video for use on our digital platforms and yours (websites, Facebook, e-newsletters, sales presentations, etc.). Each video includes a 550-word written article published in **FOCUS** on Transport magazine plus photographs – price on request.



MOBILE APP

Available on iOS and Google Play. A free link to your website is included.

Banner - Phone

Size in pixels	1-3 months	4-6 months	7-12 months
On request	R5 500	R5 000	R4 500

Banner - Tablet

Size in pixels	1-3 months	4-6 months	7-12 months
On request	R6 500	R6 000	R5 500

Splashscreen - Phone

Size in pixels	1-3 months	4-6 months	7-12 months
On request	R8 500	R8 000	R7 500

Splashscreen - Tablet

Size in pixels	1-3 months	4-6 months	7-12 months
On request	R10 000	R9 500	R9 000



FEATURES LIST 2019

All issues of FOCUS on Transport are available in major airport lounges and distributed to the membership base of FESARTA.

ISSUE 1



FOCUS ANNUAL:
TRANSPORT MANAGER'S
HANDBOOK



ISSUE 2



- Buses, coaches and public transport: commuter transport
- Oils, fuels, lubricants and additives
- Vehicle maintenance
- World on Wheels – Africa
- Tyres

- Aftermarket focus: batteries
- Sector spotlight – petrochemical and dangerous goods
- Spotlight on aluminium, trailers, bodies, tankers and refrigerated transport
- Logistics: warehousing

Distributed at
Energy Indaba
(19 - 20 March)

ISSUE 3

- Used vehicles
- Budget speech report back
- Vehicle finance and insurance
- Buses, coaches and public transport: long distance
- Supply chain management
- Sector spotlight – coal mining and transportation



- World on Wheels – Americas
- Aftermarket focus: diagnostics
- Energy Indaba report back

Distributed at
Energy Indaba
(19-20 March)

ISSUE 4



- Buses, coaches and public transport: BRT
- Sector spotlight – forestry
- World on wheels – SADC focus
- Aftermarket focus: suspension

- FOCUS on light commercial vehicles
- Technology in logistics
- Fleet management
- Fleet focus
- Tyres
- Logistics: systems and software

Distributed at
Nampo (14 - 17 May)
RFA Conference (TBA)
SABOA (22-23 May)
SA Manufacturing Expo
(21-23 May)

ISSUE 5

- Vehicle testing and roadworthiness
- Nampo preview
- Oils, fuels, lubes and additives
- Spotlight on aluminium, trailers, bodies, tankers and refrigerated transport
- Buses, coaches and public transport: taxi sector

- SHEQ management in the transport industry
- World on Wheels – Europe and UK
- Sector spotlight – agriculture
- Aftermarket focus: warranties and transport solutions



Distributed at
Nampo (14-17 May)
A-OSH (14-16 May)
RFA Conference (TBA)
SA Manufacturing Expo
(21-23 May)
SABOA (22-23 May)

ISSUE 6

- FOCUS on medium commercial vehicles
- Nampo review
- Buses, coaches and public transport: fleet focus
- Drivetrains (engines, turbochargers, etc)
- Saboa report
- Nampo report



- World on Wheels – Russia
- Aftermarket focus: lubrication
- Sector spotlight – food and beverage
- FOCUS on Africa
- Insurance
- Logistics: materials and packaging

Distributed at
FDT and IFAT
(9-11 July)
KITE
(24-26 July)

To participate in any of our features, contact the FOCUS team on 011 782 1070

FEATURES LIST 2019

All issues of FOCUS on Transport are available in major airport lounges and distributed to the membership base of FESARTA.

ISSUE 7

- Tyres
- Fleet management
- Buses, coaches and public transport: bus bodies
- Road Freight Association (RFA) Conference report

- World on Wheels – India
- Interbuild preview
- Aftermarket: accessories
- Supply chain management
- Fleet focus



Distributed at
FDT and IFAT (9-11 July)
KITE (24-26 July)
Interbuild (15-18 Aug)

ISSUE 8



- FOCUS on heavy commercial vehicles
- Buses, coaches and public transport: bus chassis
- Women in transport
- World on Wheels – SADC focus
- Logistics: forklifts

- Technology in logistics
- Aftermarket: lights
- Sector spotlight – construction
- SHEQ management in the transport industry

Distributed at
Interbuild (15-18 Aug)

ISSUE 9

- Oils, fuels, lubes and additives
- Buses, coaches and public transport: components and accessories
- Fleet management
- World on Wheels – Middle East

- FOCUS on used vehicles
- LCVs in industry
- Aftermarket focus: rims
- Sector spotlight – mining
- Vehicle finance and insurance



Distributed at
Automechanika
(18-21 Sept)

ISSUE 10



- Trailers, bodies, tankers and refrigerated transport
- Transport month feature
- Buses, coaches and public transport: legislation

- World on Wheels – Japan
- Sector spotlight – local deliveries/FMCG
- Interbuild review
- Aftermarket focus: filters
- Aerodynamics
- Logistics: automation



ISSUE 11

- Tyres
- Buses, coaches and public transport: technology
- World on Wheels – China
- Used vehicles
- Vehicle testing and roadworthiness



- FOCUS on extra-heavy commercial vehicles
- Aftermarket focus: brakes
- Transport solutions
- Vehicle maintenance and parts



ISSUE 12



- Captains of industry
- Fleet management
- Buses, coaches and public transport: global perspective
- Legislation update
- Logistics: health, safety and security

- World on Wheels – SADC focus
- Aftermarket focus: load securing
- LCVs in industry
- SHEQ management in the transport industry



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Face to Face
ITTOY Exclusive
Global Focus News
Shot Hauls (Industry News)
Light Brigade
Future Concepts and Technology
Monthly Vehicle Tests



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TRANSPORT MANAGER'S HANDBOOK

The Transport Manager's Handbook is in its 17th year and this annual publication for transport managers and fleet operators is as essential as ever!

With users referring to it constantly as a guide for their business, demand for the Transport Manager's Handbook grows every year. In 2018 more than 8 500 copies will be printed.

Importantly, the publication has a shelf life of one year!



THE TRANSPORT MANAGER'S HANDBOOK 2020 INCLUDES INFORMATION DETAILING:

- Industry associations and Department of Transport contact details
- Details of training providers
- Vehicle combination and axle mass loads
- Toll fees and abnormal permit fees
- Licence fees per province
- Border post operating hours
- Visa information
- Vehicle financing advice
- Fleet management and advice pertaining to fuel, and how to manage costs
- Materials handling/logistics
- Full vehicle and engine specifications and applications across all market categories, also compiled into an easy-to-read Quick Reference Guide
- Tyres and tyre specifications
- Trailers and tankers specifications
- Suspensions, transmissions, chassis, lights, brakes and components
- Truck stops
- Corporate profiles
- A glossary of transport terms
- A comprehensive dealer listing

Half page advertising	R21 500		
Full page advertising	R31 500		
Pages	One page	Two pages	Three pages
Profiles/applications/ specifications	R35 000	R54 000	R72 000
Specs on the FOCUS website	R16 000	R30 000	R42 000

Profiles/applications/specifications over and above three pages, the rate becomes R15 000 per additional page. Advertising rates ex VAT and include agency commission.

Profiles/applications/specifications in the magazine are also available in the eMAG on the FOCUS website. Profiles / applications / specifications rates ex VAT and agency commission.

SA MOVER 2019 – A TRULY “MOVING” ADVERTISING OPPORTUNITY

Are you looking for a way to move your advertising in a new direction? Looking for a publication that offers niche market targeting, quality content, and guaranteed, comprehensive distribution? Then the 2018 SA MOVER magazine is what you have been waiting for!

The SA MOVER is the official voice of the PMA (Professional Movers Association of South Africa) and SAIMA (South African International Movers Association). Aside from offering an updated listing of the organisation’s annual directory, interesting and informative articles make the magazine an essential read for new homeowners and businesses across the country.

Each year, SA MOVER magazine is distributed at the increasingly popular international PMA Congress. SA MOVER is also distributed with the September issue of FOCUS on Transport and Logistics magazine and the September/October issue of SHEQ Management magazine. In addition SA Mover will be available as an E-mag on the Focus on Transport, Sheq Management and the PMA websites. By placing your companies advertisement in SA MOVER this will guarantee you a readership of 40 000 readers. This unbelievable advertising opportunity is not to be missed!

The SA MOVER magazine is distributed to:

- 250 PMA Congress delegates, members, customers and decision-makers within the moving industry.
- 6686 FOCUS on Transport readers (ABC certified).
- 5577 SHEQ MANAGEMENT readers (ABC certified)

In addition to a comprehensive list of all PMA and SAIMA members with their contact details, the SA MOVER magazine will also include editorial regarding the PMA from, past, present and future.



Advertising Rates:

- | | |
|----------------------|---------|
| • Double page spread | R44 000 |
| • OBC | R31 500 |
| • IFC, IBC | R28 500 |
| • Full page | R25 000 |
| • Half page | R18 500 |
| • Quarter page | R9 900 |
| • Logo's | R4 000 |

Advertorial Rates

For advertorials an extra R1 500.00 will be charged for writing, editing and proofing, design and excludes agency commission.

All prices ex VAT

Advertorials ex VAT and agency commission.



EDUTRANS

The skill shortage in the wheels game is troubling, with too few young people coming into the industry. Enter *Edutrans* – a funky 68-page book showcasing careers in the automotive and transport sectors. Conceived, created and produced by Charmont Media, it unashamedly aims to nudge youngsters into the transport arena.

