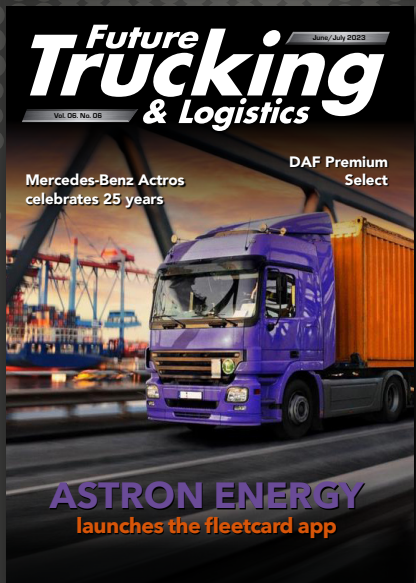
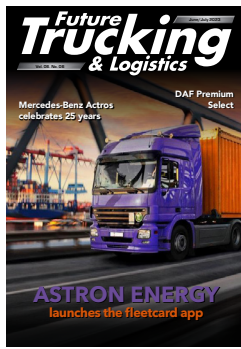


Future Trucking & Logistics



SOUTH AFRICA'S PREMIUM TRUCKING LOGISTICS & FLEET CONTENT

2025
Media Pack



Profile

Future Trucking & Logistics inc Fleet is a bi-monthly digital magazine for South Africa's Trucking, Logistics and Fleet industries.

- A product of **Ideas of the Future's** respected automotive division – publisher of past titles including **Fleet**, **Autofleet** and the **Auto Annual**, the magazine is positioned as an engaging and thought-provoking read for decision makers in the transport industry

What Makes Our Content Unique?

Future Trucking & Logistics opts for quality AND quantity, offering readers insights from local and international thought leaders; highlighting inspirational businesses and investigating new OEM and aftermarket technologies in the Trucking Logistics and Fleet sector.

DIGITAL REACH

Digi mag reader	18 000
Newsletter subscribers	32 000
Total means of distribution	50 000

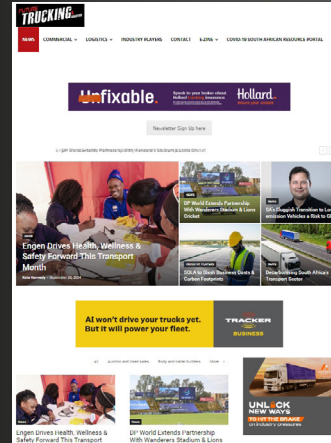
Who does Future Trucking & Logistics Reach?

Distributed directly to fleet buyers and decision makers within the commercial vehicle industry. *Future Trucking & Logistics'* enjoys one of the largest footprints in its sector. Building on the established platform offered by Fleet magazine, copies are also sent directly to members of the Road Freight Association (RFA), Chartered Institute of Logistics and Transport South Africa (CILTSA) and South African Express Parcel Association (SAEPA). The digital version also goes directly to leading data base of **18 000+ recipients**.

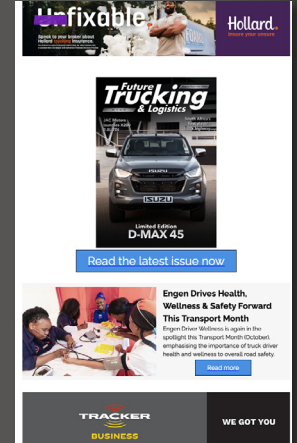
Our Digital platforms

- E-zines on our Website and Newsletter
- YouTube videos
- Bi-weekly newsletter
- Page take overs

Website



Newsletter



2025 Planned Features

FEBRUARY 2025

- Setting the Scene for 2025 – Industry Leaders' Insights

APRIL 2025

- Truck Tyres – Economy, Safety and Retreading

JUNE 2025

- Commercial Finance and Insurance

AUGUST 2025

- Bodybuilders – Tankers, Trailers and Refrigeration
- Engine and Gearbox Rebuilding/Construction and Off-road trucks

OCTOBER 2025

- Fleet Telematics, Fleet and Fuel Management

DECEMBER 2025

- People & Driver Management - Training, Recruitment and HR

2025 Rates

PREMIUM POSITIONS	1 Insertion	6 Insertions
• Cover and 3 page feature	R 36 000	N/A
• Inside Front Cover DPS (Double Page Spread)	R 28 000	R 26 000
• IFC (Inside Front Cover)	R 24 000	R 22 000
• OBC (Outside Back Cover)	R 22 000	R 20 000
• Inside Back Cover DPS (Double Page Spread)	R 26 000	R 24 000
• IBC (Inside Back Cover)	R 20 000	R 18 000
PAGE RATES		
• Double Page Spread	R 24 000	R 22 000
• Full Page	R 18 000	R 16 000
• 1/2 Page	R 12 000	R 10 000
• 1/3 Page	R 8 000	R 6 000
• 1/4 Page	R 6 000	R 4 000

Rates include agency commission and exclude VAT

Double Page Spread (DPS)	420mm (w) x 297mm (h) Copy area 368mm x 271mm	Full Page 210mm (w) x 297mm (h) Copy area 184mm x 271mm
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Material Specifications:

- Print optimised high-resolution (300dpi) PDF & Colour Proof
- All fonts are to be embedded in the PDF
- Include 5mm bleed on all sides
- Make-up of material upon request (please add a 10% design fee)

1/2 Horizontal 210mm (w) x 146.5mm (h) Copy area 190mm x 126.5mm	1/2 Vertical 103.5mm (w) x 297mm (h) Copy area 83.5mm x 277mm	1/3 Horizontal 210mm (w) x 94.5mm (h) Copy area 190mm x 74.5mm
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Deadlines:

- Frequency – Bi-Monthly
- Booking deadline – 7th of the month prior to publication
- Material deadline – 15th of the month prior to publication

1/3 Vertical 68.5mm (w) x 297mm (h) Copy area 48.5mm x 277mm	1/4 Horizontal 210mm (w) x 73mm (h) Copy area 190mm x 53mm	1/4 Vertical 103.5mm (w) x 146.5mm (h) Copy area 83.5mm x 126.5mm
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We think about your **business**

What more we have to offer:

- Branded editorial features
- Other magazine exposure that reaches like-minded audiences
- Website exposure
- Corporate reports
- Cover features
- You Tube Videos

2025 Online Rates

Home page Banners:

Size	1 month	2-4 months	5-8 months	9-12months
Leaderboard Banner (728 x 90 pixels)	R9 500	R9 000	R8 500	R8 000
Top Rectangular Banner (300 x 250 pixels)	R6 000	R5 500	R5 000	R4 500
Middle Strip (468 x 60 pixels)	R4 000	R3 500	R3 000	R2 500
Bottom Rectangular Banner (300 x 250 pixels)	R5 000	R4 500	R4 000	R3 500
Homepage Takeovers	R15 000			

Run off site Banners:

Size	1 month	2-4 months	5-8 months	9-12months
Leaderboard Banner (728 x 90 pixels)	R8 000	R7 500	R7 000	R6 500
Top Rectangular Banner (300 x 250 pixels_)	R4 500	R4 000	R3 500	R3 000
Middle Strip (468 x 60 pixels)	R3 000	R2 500	R2 000	R1 500
Bottom Rectangular Banner (300 x 250 pixels)	R3 500	R3 000	R2 500	R2 000
Homepage Takeovers	R12 000			

Newsletter Banners:

Size	1 month	2-4 months	5-8 months	9-12months
Leaderboard (728 x 90 or 680 x 150 pixels)	R6 000	R5 500	R5 000	R4 500
Newsletter takeovers	R16 000			

Industry players

Showcase your **company information, services, products** and **press releases** on our **website** and to our **newsletter subscribers**

R15 000 per year

Terms and conditions:

- Unless other credit terms have been agreed, 50% deposit is required on signed order form • The remaining 50% is due upon publication
- Rates are valid from 01 January - 31 December 2025 • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print • Rates exclude VAT and include agency commission



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We think about your business



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