



An inclusive trade association and a thriving magazine

Between them UKWA members operate nearly 100 million square feet of warehousing and distribution centre space from no less than 1300 sites across the UK. They spend millions of pounds every year on a host of materials handling products and services. Would you like to target them with your advertising?



its lively appearance and mix of informative feature articles and industry news and new product items, WAREHOUSE is regarded as one of the key benefits of membership – a sure indication that each issue is read by the people it is aimed at.

UKWA distributes over 1500 printed copies of WAREHOUSE. For 2011 an electronic version – with the latest page turning facility – will be delivered to an additional email database of 7,000 named individuals in the logistics industry, via a monthly email newsletter link. Advertisers will be able therefore to target not only the third party logistics sector but also own account operators in the retail, manufacturing and wholesale sectors through campaigns in WAREHOUSE.

The new e-version of WAREHOUSE also offers the extra benefits of live web and email links on advertisements and promotions, plus every issue of WAREHOUSE is available to download on the UKWA website for 12 months.

Every issue of WAREHOUSE is dedicated to coverage of the issues that matter most to the modern logistics professional and for advertisers the publication represents an opportunity for suppliers to the logistics sector and, indeed, 3PLs themselves, to put their sales message before a precisely targeted and highly influential mix of key decision makers in an extremely cost-efficient way.

So, if you want your advertising to be seen by decision makers in companies that spend millions of pounds every year on a host of materials handling products and services, choose WAREHOUSE as

“ WAREHOUSE reaches the widest possible but relevant audience of key decision makers in an extremely cost efficient way ”

Representing over 600 companies in the third party or public warehousing and distribution sector, the United Kingdom Warehousing Association (UKWA) has long been established as the UK’s only trade association dedicated to serving the vitally important third party logistics industry.

UKWA’s membership covers a remarkable 80+ per cent of the third party warehousing market – including 20 of the top 30 logistics companies operating today. Between them, members control nearly 100 million square feet of warehousing space from 1300 locations across the UK and provide a wide range of logistics services to customers at home, in Europe and across the world.

Every member is sent the monthly journal, WAREHOUSE, to keep them abreast of developments in the warehousing and wider logistics sectors.

Since its launch, readership of WAREHOUSE has risen steadily. Each issue is sent to a named contact within every UKWA member company – usually either the owner of the business or a senior board member – and UKWA’s own research indicates a high pass-on readership rate. Indeed, a recent survey undertaken by UKWA indicated that, with



The right audience at the right price

Forklift trucks, racking and shelving, conveyors, warehouse management systems, loading bay equipment and warehouse maintenance machines are all specified in huge numbers by members of the United Kingdom Warehousing Association. **WAREHOUSE** gives you cost-effective access to them



The right website

UKWA's website attracts around 3,000 visitors each month. The site is the top non-sponsored website for the search term, warehousing, on google.

The site contains a wide range of news, details of industry events/publications and other information about the third party logistics sector which ensures impressive visitor credentials. Banner advertisement sites are available on the following pages:

- Home page banner - £750 plus VAT for six months
- Finding a logistics partner - £650 plus VAT for six months
- News and Events; Trade Suppliers; Community and 3PL Search pages - £600 plus VAT for six months

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The right audience

Between them UKWA members operate nearly 100 million square feet of warehousing and distribution centre space from no less than 1300 sites across the UK. Members include:

- Amethyst Group
- AHC (Westlink) Ltd
- Bibby Distribution Ltd
- Bougey Distribution Ltd
- CEVA Logistics Ltd
- Cert Octavian Plc
- DFDS Tor Line Plc
- Denby Transport Ltd
- DSV Road Ltd
- Global Shipping Services Logistics Ltd
- Great Bear Distribution Ltd
- Howard Tenens Associates Ltd
- IDS Logistics (UK) Ltd
- iForce Ltd
- Kerry Logistics UK Ltd
- Kuehne and Nagel Ltd
- The Lloyd Fraser Group
- London City Bond Ltd
- Norbert Dentressangle UK Ltd
- NYK Logistics UK Ltd
- PD Ports Plc
- Port of Tyne Authority
- The Potter Group Ltd
- Stiller Group
- Turners (Soham) Ltd
- Unipart Logistics
- WH Malcolm Ltd
- Wincanton Group Ltd

Remember, UKWA members spend millions of pounds every year on a host of materials handling products and services. Forklift trucks, racking and shelving, conveyors, warehouse management systems, loading bay equipment and warehouse maintenance machines are all specified in huge numbers. You can reach these key specifiers cost-effectively by choosing **WAREHOUSE** as part of your marketing mix....

The right price

Full A4 Page £950 + VAT

(254mm x 288mm- type or 303mm x 216mm - bleed)

Half Page £550 + VAT

(124mm x 178mm or 254mm x 86mm)

Quarter Page £325 + VAT

(124mm x 86mm or 60 x 178mm)

Inserts (loose or bound) are accepted and prices are available on application

Features 2011

- January:** Lighting and Energy Efficiency
- February:** Food & Drnk Logistics
- March:** Ports; Multimodal 2011
- April:** WMS/Hand-held technology
- May:** Racking and Shelving; Automation
- June:** Fleet Management
- July/August:** UKWA Warehousing Awards
- September:** Forklift Trucks
- October:** Facilities Maintenance
- November/December:** Forklift Power Sources

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