

BIFAlink Media Pack



Point your advertising in the right direction with BIFAlink. Your route to the UK freight forwarder, logistics and supply chain management provider.

BIFALink is the A4 full-colour customised monthly publication for Members of the British International Freight Association (BIFA). It gives up-to-date news and information that affects the business of forwarding, logistics and supply chain management companies.

BIFA Member companies control a massive proportion of a £75 billion industry that is vitally important to the UK economy. **BIFALink** provides you with an amazing opportunity to advertise to this unique body of industry professionals.



Essential reading

First published in September 1990, **BIFALink** is now established as an essential read for all those involved in forwarding logistics and supply chain management. Every issue contains something of real importance, from which your advertising budget can benefit. Regular features and topics include:

- Director General's Column
- Newsdesk
- Legal Eagle
- Policy and Compliance
- Profiles
- Training
- Membership
- Events

What BIFA members buy

It is the only publication guaranteed to reach senior managers in the freight forwarding community. They are the individuals who decide on what software to buy, insurance services, legal services, storage and warehousing, etc, as well as shipping services by land, sea and air. BIFA Members control over 80% of total cargo movements (over 95% for air freight) in and out of the United Kingdom. They also buy:

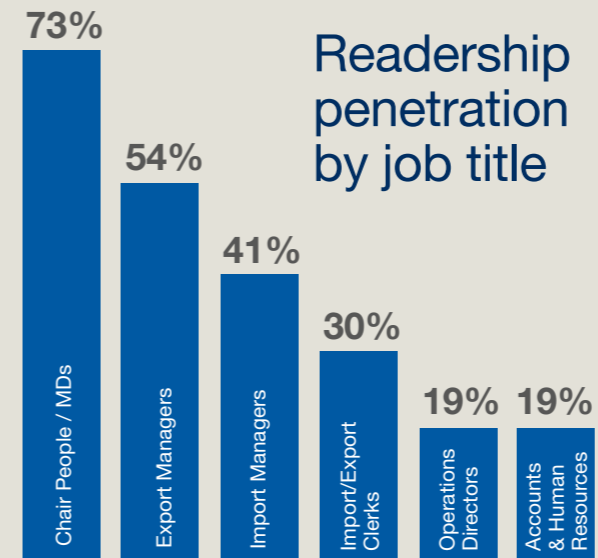
- Local haulage
- Warehousing, space and equipment
- Storage
- Third-party customs clearance services
- Trucks and trailers
- Computer software and hardware
- Legal services
- Insurance services
- Forklifts
- Racking
- Office equipment
- Security services
- Financial services

Based on BIFA research:

92% of respondents rated the magazine **above average or excellent**

High pass-on readership

4.5 readers per copy



Circulation by industry



Readers' Comments

"Excellent format – always worth reading"

"Provides me with vital information that is specific to my business that I rarely find elsewhere"

"Going from strength to strength"

"I feel I am receiving real value for my membership"

Circulation Readership circa **21,000**



By Industry

BIFALink is distributed to

3,500



Members and Associate Members of the British International Freight Association (BIFA)

98%

of the BIFA membership is UK Freight Forwarders



Advertisement Sizing

| | Height | Width |
|-------------------------|-------------------|-------------------|
| Full Page | Type area 277 mm | Type area 190 mm |
| | Trim size 297 mm | Trim size 210 mm |
| | Bleed size 303 mm | Bleed size 216 mm |
| Half Page Horizontal | 130 mm | 190 mm |
| Half Page Vertical | 265 mm | 90 mm |
| Quarter Page Horizontal | 62 mm | 190 mm |
| Quarter Page Vertical | 130 mm | 90 mm |

Mechanical Data

Adverts should be supplied as print-optimised pdfs set to 300 dpi and CMYK, with fonts embedded and layers flattened. Jpg, EPS and Tiff files can also be accepted, set to 300 dpi and CMYK.

Advertising rates

Full colour throughout

| Adverts | |
|---|------------------------|
| Double page spread | £3,995 |
| Full Page | £2,495 |
| Half Page | £1,595 |
| Quarter Page | £995 |
| Outside Back Cover | £3,125 |
| Inside Front Cover | £3,125 |
| Inside Back Cover | £2,995 |
| Inserts | |
| Inserts - single A4 sheet (maximum 115 gsm) | £995 |
| Inserts - larger/heavier weight | quoted based on weight |

To find out more please contact:

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Inserts

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