

parcel

and **postal technology**
INTERNATIONAL

From the organizer of

PARCEL+POSTEXPO
POSTAL • COURIER • EXPRESS

www.parcelandpostexpo.com

2024

Media Schedule & Advertising Rates

- PUBLICATION SCHEDULE
- ADVERTISEMENT RATES
- MECHANICAL DETAILS
- CONTACT DETAILS



UNPRECEDENTED GROWTH AHEAD

Stay abreast of all the latest innovations and developments to keep your business one step ahead, through the pages of *PPTI* magazine. Here is a selection of some market values and forecasts from many areas that make up the vibrant parcel and postal technology industry:

72% of postal operators noticed an increase in parcel volumes in 2022

Source: Escher Future of Posts 2022

Global parcel volumes are expected to reach 266 billion in 2026

Source: Statista Parcel Shipping Volume Worldwide 2013-2026



The global courier and delivery services market was worth US\$440.5bn in 2022

Source: IBISWorld Global Courier & Delivery Services industry report



The global courier, express and parcel (CEP) market will witness a CAGR of 10% between 2018 and 2027

Source: Mordor Intelligence Courier, Express and Parcel (CEP) Market – Growth, Trends, Covid-19 Impact and Forecasts (2022-2027)

52% of European shoppers choose to purchase from one online store over another if the environmental impact of its delivery is lower

Source: Sendcloud E-commerce Delivery Compass 2021/2022



83% of posts believe e-commerce will have the biggest impact on the industry in the next five years

Source: Escher Future of Posts 2022

By 2025, e-commerce will account for 23.6% of global retail sales, up from 20.3% in 2022

Source: Shopify Global Ecommerce Sales Growth Report for 2020-2025



CIRCULATION AND READERSHIP

Parcel and Postal Technology International is the world's leading magazine in the postal technology sector. It is distributed to 135+ countries and reaches approximately 21,000 key decision makers through its print and online issues. The publication covers all the latest developments, trends and challenges in the industry, including new investments in sorting hubs, delivery vehicles and digital platforms. The publication also covers new revenue-generation solutions and future growth opportunities for the industry. **Parcel and Postal Technology International** is globally acknowledged as the most readable and best-designed publication in the sector, offering analyses of the biggest trends and issues in the postal industry.

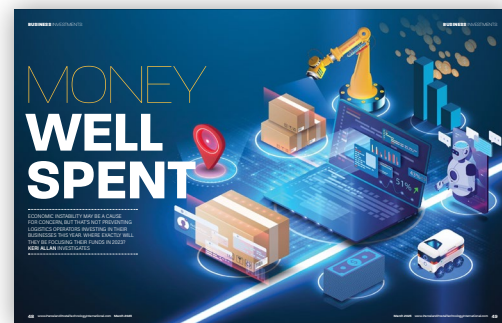
Advertisers benefit from exposure to the most senior decision makers and decision influencers in the postal, parcel and logistics sector in 135+ countries. They include:

- Postmasters general
- Managing directors/CEOs
- Senior global procurement managers
- Heads of distribution
- Managers of transportation
- Freight forwarders
- Sales directors
- Senior advisors

Most issues also benefit from additional distribution at major industry exhibitions and conferences around the world, including:

PARCEL+POST EXPO 2024,
OCTOBER 22, 23, 24,
AMSTERDAM, THE NETHERLANDS

PARCEL+POST EXPO
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*Advertisers may be able to take advantage of technical editorial opportunities, depending on availability.



PUBLICATION SCHEDULE 2024

MARCH 2024

- Automation
- Cross-border e-commerce
- Reverse logistics

JUNE 2024

- Robotics
- Handheld products
- Route optimization
- Business diversification

SEPTEMBER 2024

- Parcel+Post Expo show issue

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DECEMBER 2024

- Last-mile delivery special issue
- Lockers/PUDO
- Delivery vehicles

Including the winners of
the Parcel and
Postal Technology
International Awards!

parcel
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INTERNATIONAL
Awards

MAGAZINE ADVERTISING RATES

Full page.....	£6,300
Half page.....	£4,500
Outside back.....	£8,600
Inside front.....	£7,850
Inside back.....	£7,250

Series discounts:

2 issues.....	5%
3 issues.....	7.5%
4 issues.....	10%

MAGAZINE ADVERTISING DIMENSIONS

Media: Advertising and editorial material should be supplied in an electronic format

Full page (trim size): 215mm (width) x 275mm (height)

Safe text area: 200mm (width) x 260mm (height)

Half page: 183mm (width) x 115mm (height)

Half page vertical: 90mm (width) x 250mm (height)

Full details available at:
www.ukimediaevents.com/guidelines

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PARCEL AND POSTAL TECHNOLOGY INTERNATIONAL ONLINE

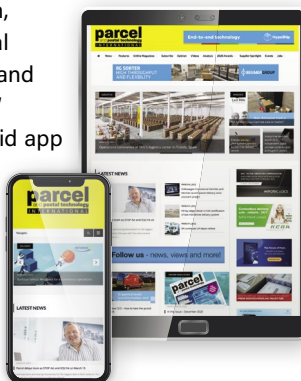
www.ParcelandPostalTechnologyInternational.com hosts a fully interactive version of *Parcel and Postal Technology International* magazine.

www.ParcelandPostalTechnologyInternational.com hosts a fully interactive version of *Parcel and Postal Technology International* magazine, plus all the latest news, exclusive features, videos and more!

Content from www.parcelandpostaltechnologyinternational.com is distributed via a weekly e-newsletter sent to 21,000 industry professionals every Thursday. With mission-critical news compiled by our team of specialized reporters, our stories are uploaded in real time, and are supplemented with exclusive, independent features, videos, opinion, interviews, etc. The website also hosts all digital editions – featuring interactive advertisements and articles that link straight through to advertisers' featured websites. An exclusive Apple or Android app ('Parcel and Postal Technology International') is also available to download.



FREE APP
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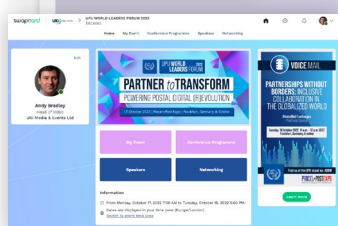
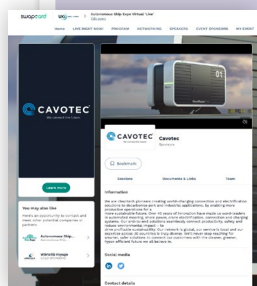


WEBINARS

PPTI can run and host an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow up

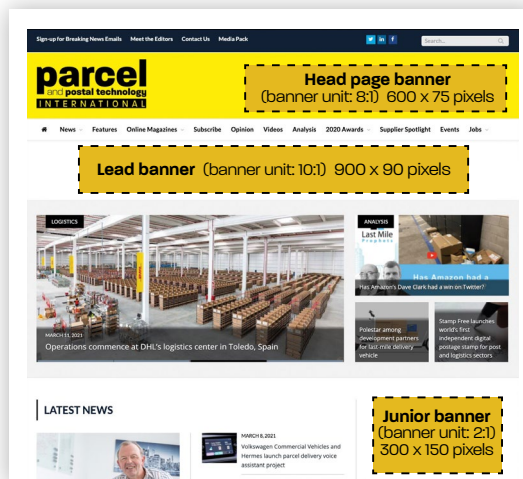
PPTI webinars are run on SwapCard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar, which can host product PDFs, case study documents and additional video content.



DIGITAL ADVERTISING RATES

www.ParcelandPostalTechnologyInternational.com
(hosted for a 12-month period)

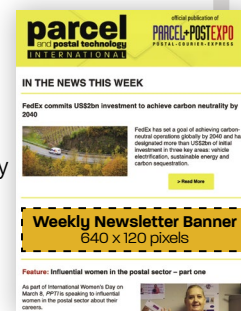
Head page banner600 x 75 pixels **£13,100**
Lead banner900 x 90 pixels **£9,550**
Junior banner300 x 150 pixels **£8,600**



WEEKLY E-NEWSLETTER

Sent to more than 21,000 key industry professionals weekly, our e-newsletter keeps the parcel and postal industry up to date with the latest industry news and developments.

12 months **£8,950**
6 months **£6,650**
3 months **£4,450**



EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 25,000 key industry professionals.

Single emailer **£3,000**

**FOR MORE THAN ONE MAILER IN A PACKAGE
PLEASE INQUIRE**

PROMOTED CONTENT

In partnership with our editorial team, we can produce and publish 'promoted' content (news, technology showcases, etc) on our website, relating to your innovation, service or product. Content included in weekly email newsletter.

PACKAGES STARTING FROM £2,000

CONTACT US:

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