

parcel

and postal technology
INTERNATIONAL

www.parcelandpostaltechnologyinternational.com

The global showcase highlighting
innovation, opportunities and disruption
across the postal and logistics industries

Media and advertising data 2026



CONTACT US

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The official publication of

PARCEL+POSTEXPO
THE PARCEL INDUSTRY INNOVATION HUB

Media stats

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75,000

Individual subscribers
to the digital magazine
and newsletter



135

Countries
across six
continents



3

Dedicated
print editions
per year



24,000

Magazines printed
per year



389,000

Unique website
visitors per year
(2024)



501,000

Website page
views per year
(2024)



80,000

Average monthly
website advert
impressions



8,881

LinkedIn company
page followers
(magazine and events)



606,177

Annual impressions
across combined
LinkedIn platforms

Reader survey*

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Readership

70% 3PLs and postal operators

70% are final decision makers or influencers

Format

67% read the print magazine

32% prefer to read the digital version

Quality of content

98%

say it's good/very good/excellent

Relevance of content

84%

say the content is relevant to them and their role

Newsletter readers

65% of respondents subscribe to the weekly newsletter

Of which **89%** rated the newsletter as good/very good/excellent

76%

of readers share their copy with colleagues

(on average 2-3)

86%

of readers find the magazine useful for sourcing new products

45

Net Promoter Score

*Reader survey conducted by publisher, May 2024

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Website

www.ParcelandPostalTechnologyInternational.com is the leading news platform for the parcel and postal technology sector.

www.ParcelandPostalTechnologyInternational.com continues to grow, with an average of 32,400 unique monthly visitors (2024), and a weekly e-newsletter sent to 16,000 industry professionals.

Alongside breaking news, the website hosts a fully interactive version of *Parcel and Postal Technology International* magazine and archive issues, and includes exclusive features, opinion and videos, as well as opportunities for brands to showcase their expertise and thought leadership via custom-crafted content such as their own webinar, white paper, opinion piece, supplier interview, etc.

Website banner rates*

Wallpaper banner
300 x 950 pixels – **£1,500 per month**

Main menu banner
900 x 90 pixels – **£1,200 per month**

Site header banner
600 x 75 pixels – **£1,000 per month**

Large banner
300 x 300 pixels – **£650 per month**

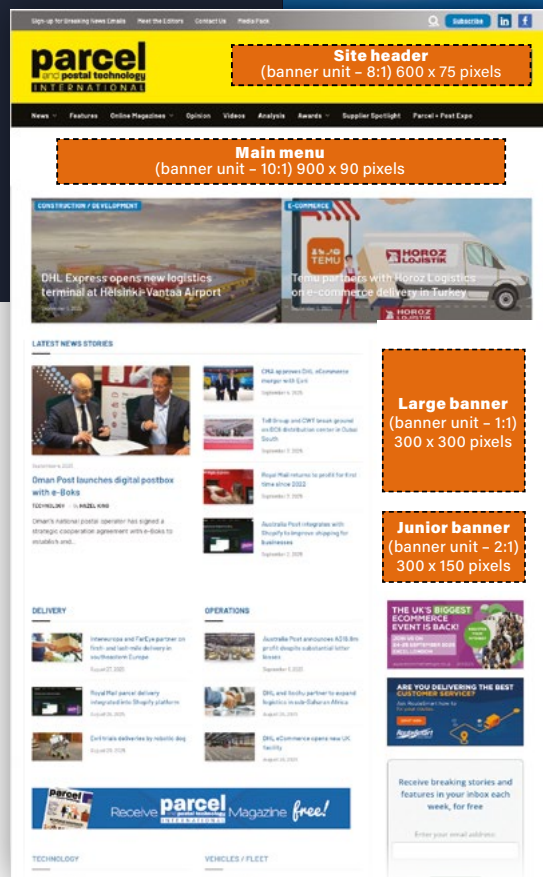
Junior banner
300 x 150 pixels – **£400 per month**

*Banners are available for a minimum of 3 months

Click here for specifications and sizes

Website traffic:
32,400
unique monthly visitors (2024 average)

0.2%
average banner CTR



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Weekly e-newsletter

Sent to more than 16,000 key industry professionals weekly, our e-newsletter keeps the parcel, postal and logistics sector up to date with the latest industry news and developments.

E-newsletter banner rates

3 months (13 emails)
£3,950

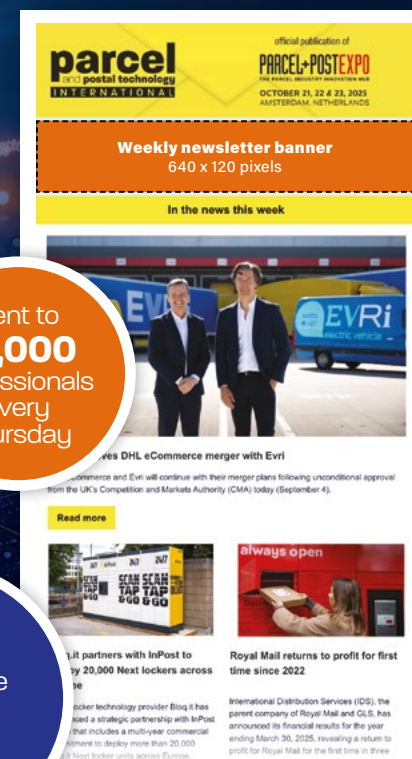
6 months (25 emails)
£6,950

12 months (50 emails)
£12,500

Sent to
16,000
professionals
every
Thursday

18%
average
opening rate

1%
average
CTR



Click here for an example of a weekly e-newsletter

www.parcelandpostaltechnologyinternational.com

E-blast service

Ideal for new product announcements or an invitation to arrange meetings at a trade show that you will be attending.

You can send your own message to our circulation database on a date and time of your choice, with links to your website or email address.

We can provide a post-activity report to confirm the following:

- Number delivered to
- Opening rate
- Click-through rate

International emails (full data) are
£3,950 per email (series discounts
available on request)

Regional/expo emails are **£2,500
per email**

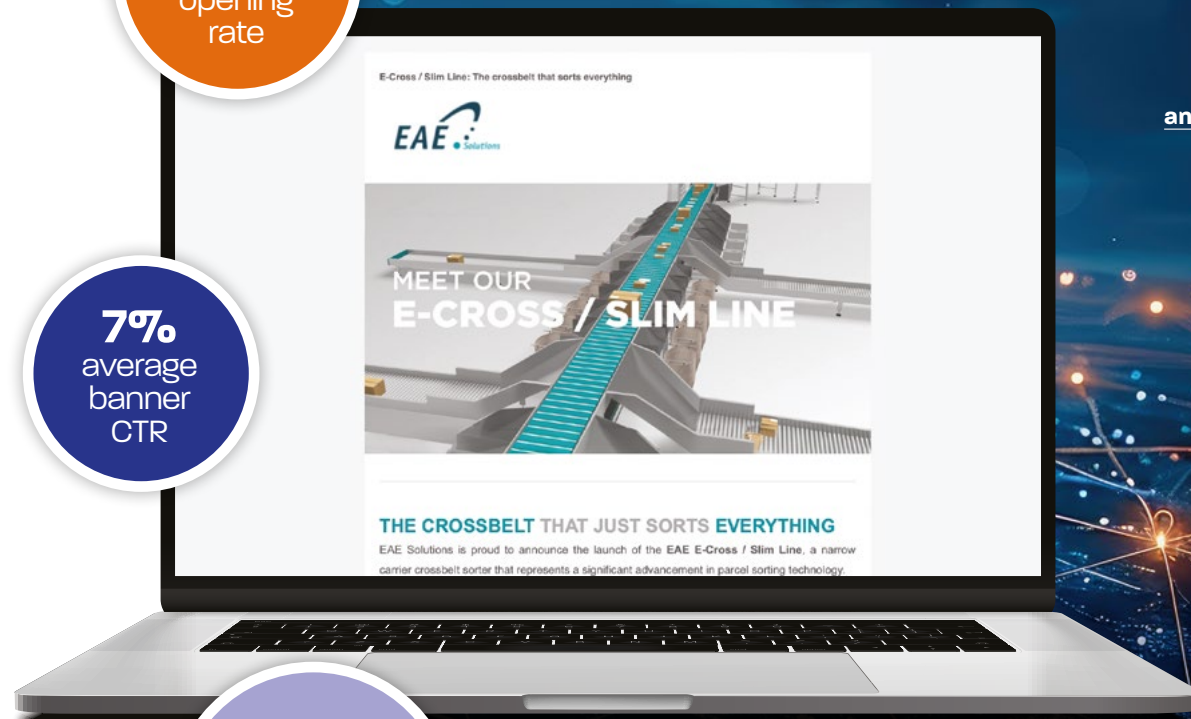
30%
average
opening
rate

7%
average
banner
CTR

Sent to
26,000
industry
professionals

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[Click here for
an example of a
partner email](#)



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Webinars

Parcel and Postal Technology International can create, host and help promote an end-to-end digital webinar service that includes:

- Audience marketing and engagement via two dedicated e-blasts, web/newsletter and social
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

We can run and help promote a webinar on your chosen topic with your chosen speakers. There is also an option for the editorial team to moderate the Q+A and provide an intro. Webinars are run on Swapcard, which combines the interactions of an in-person meeting with the international reach and scalability of a webinar. Product PDFs, case study documents and additional video content can be included.

Webinar rates

Silver level - £5,000

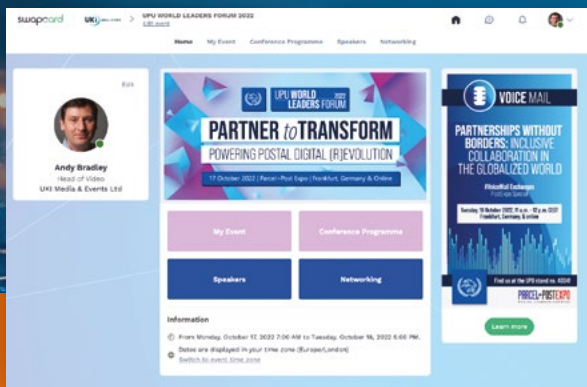
Webinar promotion package (host and promote only)

Gold level - £8,000

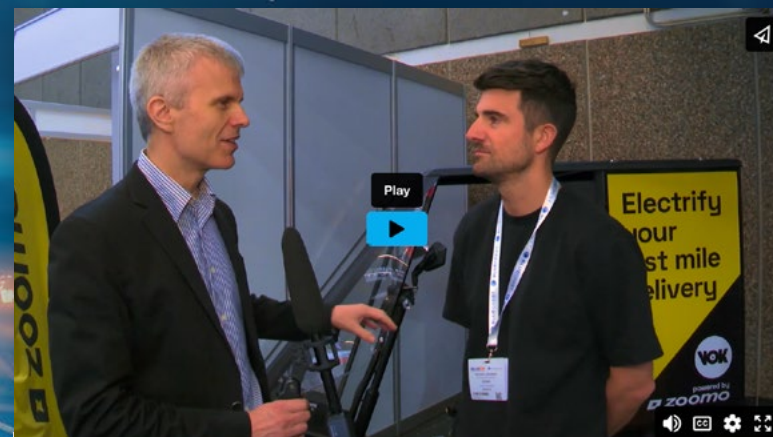
Webinar creation package (create, host and promote)

Platinum Level - £12,000

Live webinar creation package (create, host and promote)



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Video content

Parcel and Postal Technology International can also produce custom editorial video content, including interviews, for hosting on our website and promoted via the weekly e-newsletter and our social channels. See exhibitor promotion (page 13) for live video opportunities around our events.

£2,500

Print edition

Circulation

Parcel and Postal Technology International is distributed globally (per individual request) to approximately 16,000 key decision makers in over 80 countries. The publication provides in-depth coverage of all the latest developments, trends and challenges in the parcel, post and logistics industry, including the best innovations in AI, automation, robotics, sorting hubs, delivery vehicles and digital platforms. It also highlights new revenue-generation solutions and future growth opportunities for the industry.

The magazine benefits from additional bonus distribution at major industry exhibitions and conferences around the world, as well as being the official media partner for Parcel+Post Expo.

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THE PARCEL INDUSTRY INNOVATION HUB

Sample subscribers

- CEO, Royal Mail, UK
- Senior project lead, Vanderlande, India
- Business Development Manager, Posten Bring, Norway
- Senior Account Executive, DPD Ireland, Ireland
- Director, Egypt Post, Egypt
- Head of Transport Management, Pos Malaysia Berhad, Malaysia
- Head of Pricing, Poste Italiane, Italy
- Sales Director EMEA, PostNL, The Netherlands
- International Growth Advisor, UPU, Switzerland
- EAD Specialist, Korber Supply Chain Logistics, Germany
- Senior Manager, Thailand Post, Thailand
- R&D Lead, Purolator, Canada



Advertisers may be able to take advantage of technical editorial opportunities, dependent on availability

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Publishing schedule

APRIL 2026

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

Editorial deadline: March, 2026

Advertisement deadline: March, 2026

SEPTEMBER 2026

PARCEL+POST EXPO SHOW ISSUE

- Robotics
- E-commerce fulfilment
- Business diversification

PARCEL+POSTEXPO
THE PARCEL INDUSTRY INNOVATION HUB

Editorial deadline: July, 2026

Advertisement deadline: July, 2026

DECEMBER 2026

- Last-mile delivery
- Lockers/PUDO
- Delivery vehicles
- E-commerce optimization

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

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Awards

Editorial deadline: November, 2026

Advertisement deadline: November, 2026

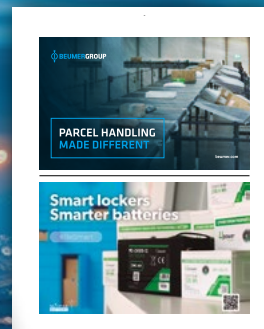
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Print opportunities

Full- and half-page advertisements



Full-page and half-page options



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Cover flap advertisement

Price available on request



Belly band advertisement

Price available on request



Bound and loose inserts

Price available on request



Advertisement rates

FULL PAGE

£4,950* – with up to 600 words for a white paper or case study (by invitation only)

HALF PAGE

£3,450* – with up to 300 words for a white paper or case study (subject to availability and by invitation only)

*excluding cover positions, price on request

[Click here for advertiser's guidelines](#)

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Digital edition

[Click here
to view the
digital edition](#)

Each digital edition of *Parcel and Postal Technology International* is sent to the full subscriber database via a dedicated e-blast, as well as being hosted on the magazine website (along with an extensive archive of past issues). Each issue is fully interactive. Advertisers can choose to embed video content into their adverts or articles, and readers can opt for mobile-friendly presentation and the option to listen to articles on the move.

Sponsor the digital edition

- A 'presentation page' ad. This full-page ad will appear directly opposite our front cover on the digital PDF replica of the issue
- Two 'interstitial ads'. These ads pop up automatically between pages as you flick through the digital edition
- A logo in the email blast sent by *Parcel and Postal Technology International* to the full subscriber database upon digital publication

Price available on request

E-COMMERCE FULFILLMENT

"DELIVERY SPEED HAS EVOLVED FROM A 'NICE-TO-HAVE' TO A KEY DRIVER OF CONSUMER CHOICE"
By Chris Carter



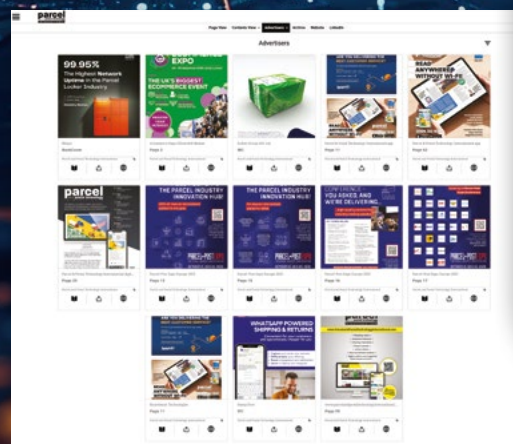
DRIVING DELIVERY SPEED EXPECTATIONS

As the global e-commerce market continues to grow, delivery speed has become a key driver of consumer choice. This is particularly true for the UK, where delivery speed is a key factor in consumer choice. The UK e-commerce market is growing rapidly, and delivery speed is a key factor in consumer choice. The UK e-commerce market is growing rapidly, and delivery speed is a key factor in consumer choice.

"AMAZON HAS TAUGHT US WHAT IT MEANS TO BE SMART AND ALWAYS CUSTOMER-OBSSES"
Helen Jones, CEO

20,000
Digital issue visits

[Click here to view the
advertiser's page](#)



E-COMMERCE FULFILLMENT

\$587bn
The global e-commerce market is worth over \$587bn in 2025

E-COMMERCE FULFILLMENT

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220,000
Page views

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PPTI Awards

The Parcel and Postal Technology International Awards recognize and reward the latest achievements and developments in the parcel, postal and logistics sector. The awards cover various areas of the industry and nominations can be put forward by anyone working in the sector.

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Awards

The categories have been developed to recognize the scope of innovation and achievement across the industry over the past 12 months

The awards are coordinated by *Parcel & Postal Technology International* magazine and officiated by a panel of judges consisting of postal experts and high-level executives from postal and parcel companies around the world. The winners will be announced at Parcel+Post Expo, when all visitors, delegates and exhibitors are invited to join the official networking drinks reception and award ceremony.

Sponsor the awards

Headline sponsorship package available, including an opportunity to make a live presentation during the awards ceremony, as well as digital sponsorship – please inquire for full details

PARCEL+POST EXPO
THE PARCEL INDUSTRY INNOVATION HUB

Presented live at
Parcel+Post Expo

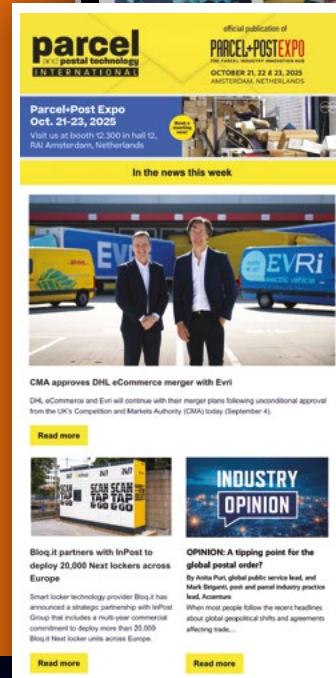
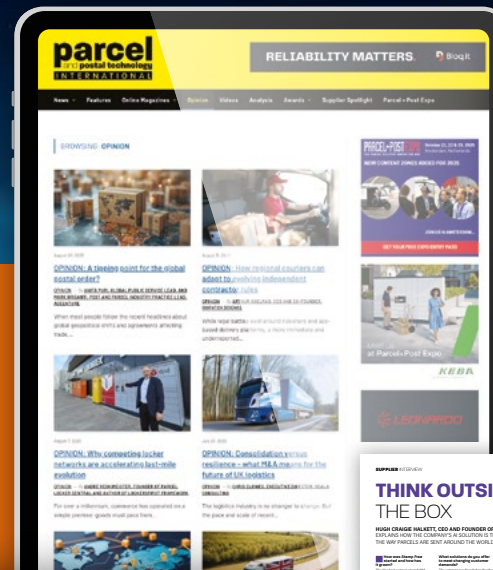
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Thought leadership

Publish insight articles, case studies and white papers to demonstrate expertise within your capability area:

- **Exclusive supplier interview** – a two-page interview in the magazine, hosted on the website and promoted on the e-newsletter and our social channels
- **Opinion** – a 600-word opinion piece, published in the first quarter of the magazine and hosted on the website and promoted on the e-newsletter and our social channels
- **Feature inclusion** – inclusion as an expert source in an independently written magazine feature on a relevant topic, coordinated by our editorial team
- **Technical article** – a 600-word magazine article, highlighting your latest research, commenting on a new market trend or demonstrating your expertise via a customer case study
- **White paper** – host your latest white paper on our website, with full data capture and promotion via our weekly e-newsletter and social channels
- **Video interview** – our expert editorial and video team can interview you on a topic of your choosing, with the content hosted on our website and promoted via our weekly e-newsletter and socials



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Thought leadership package

Combine all of the above across three print issues, the website and a targeted print and digital advertising campaign. Price available on request

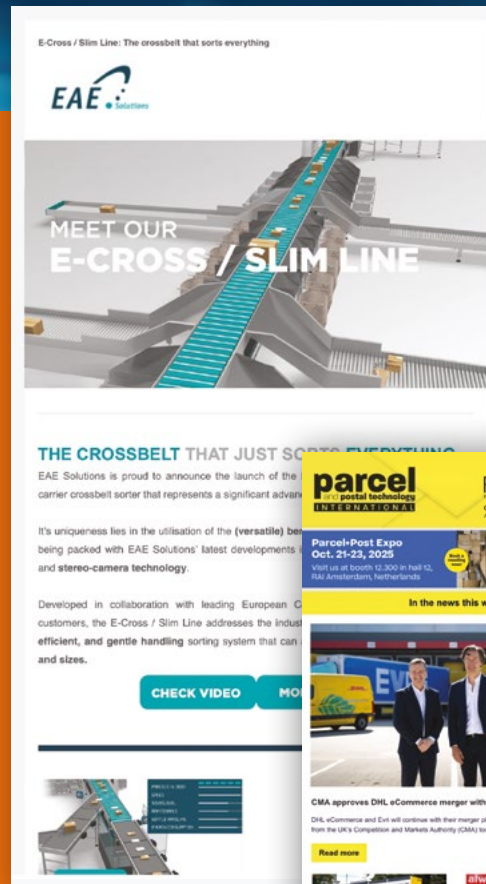
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Awareness/ branding

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Shine a spotlight on your company through news content, banner advertising and targeted e-blasts:

- **Publish a press release** – up to three press releases per year on our website, and promoted on the weekly e-newsletter and our social channels
- **Technical article (and advert)** – a 600-word magazine article, highlighting your latest research, commenting on a new market trend or demonstrating your expertise via a customer case study
- **High-profile banner advertising online and in email** – position your banner alongside our much-acclaimed technical content to reach thousands of industry professionals
- **Dedicated e-blast** – email to our full database, highlighting your latest product



Awareness/branding package

Combine all of the above across three print issues and a full calendar year.
Price available on request

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Expo opportunities

Pre-show promotion

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Present your star product, new launch or customer case study in a detailed one- or two-page technical article (with advert) in the pre-show issue of the magazine.

Secure an exclusive one- or two-page exhibitor interview (limited availability) in the pre-show issue (with advert).

- All advertisers in the pre-show issue are also guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event – with copies at every entrance, on the magazine's dedicated booth and booth drops throughout the hall, promoted via the event app

- Exhibitor show news from advertisers can also appear in online editorial content promoting the show, the show daily news e-blasts, the official show review and other marketing assets

From £3,950

Official showguide advertisement

- Take an ad in the official showguide – the on-site catalog used by visitors
From £2,000

Dedicated e-blast

- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event
From £2,500

Exclusive webinar

- Book an exclusive webinar (before or after the event) for highly targeted lead-generation brand awareness, with full e-newsletter/social media promotion included
From £5,000



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THE PARCEL INDUSTRY INNOVATION HUB

Exhibitor promotion package
Four levels available – see page 15

Live at-show promotion

Secure an exclusive on-site video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter and our expo and social channels

From £2,500 (discount available to magazine advertisers)



Exclusive photo booth sponsorship. A custom-built photo booth featuring a human-scale perspex magazine cover and your logo, in a prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken for sharing on social media
€10,000 (includes advert in showguide)



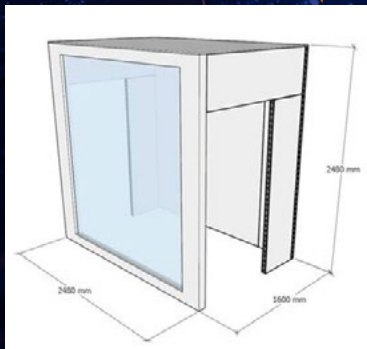
www.parcelandpostaltechnologyinternational.com



Exclusive photo booth sponsorship

A custom-built photo booth featuring a human-scale perspex magazine cover, in a prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken, for sharing on social media, etc

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Sample
booth



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- **Your company logo clearly visible** on the perspex magazine cover, with option to include social media hashtag or handle
- Photo booth alongside the *Parcel and Postal Technology International* magazine and Parcel+Post Expo booths, which will promote the photo opportunity to all visitors
- **A double-page advert** in the official event showguide (in first 15 pages or centerfold) promoting your company at this year's exhibition
- A single-page 'house' **advert promoting the photo booth** opportunity in the official event showguide
- **A push notification to all attendees** via the official showguide app to come and have their photo taken
- **Social media posts** via the *Parcel and Postal Technology International* magazine and Parcel+Post Expo LinkedIn company pages (15k+ followers) promoting the opportunity to have a photo taken
- Reference to the photo booth within our **pre-show marketing** content
- Inclusion of the photo booth within the **official post-show report** published after the event

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Packages

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Magazine advertising

OPPORTUNITY	BRONZE	SILVER	GOLD	PLATINUM
Press release on website	1	1	2	3
Website feature (interview, opinion, etc)	–	–	1	2
Technical editorial	2 x half page	2 x 2 page	3 x half page	3 x full page
Advert	2 x half page	2 x full page	3 x half page	3 x full page
E-blast	1 x regional	1	2 x regional	3
Webinar	–	–	–	1
PACKAGE VALUE	£9,400	£13,850	£15,350	£31,700
TOTAL	£7,000	£10,000	£11,000	£22,500



Digital advertising

Press release on website	–	1	2	3
Website feature (interview, opinion, etc)	–	–	1	2
Website junior banner	3 months	3 months	6 months	12 months
Newsletter banner	1 month	3 months	3 months	6 months
E-blast	1 x regional	1 x regional	2	3
Video interview	–	–	1	1
Webinar	–	–	–	1
PACKAGE VALUE	£5,020	£7,650	£16,750	£31,100
TOTAL	£3,500	£5,300	£11,500	£21,000



Exhibitor package

Advert in pre-show issue	Half page	Half page	Full page	Full page
200-word show news in preview	1	1	1	1
Exhibitor interview / technical article	Half page	Half page	Full page	Full page
Showguide advert	Full page	Full page	Full page	Full page
E-blast to pre-show data	–	–	1	1
Live video interview	–	1	–	1
PACKAGE VALUE	£5,450	£7,950	£9,450	£11,950
TOTAL	£3,800	£5,000	£6,600	£8,500

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