2021 Media Schedule and Advertising Rates

From the organizer of www.ParcelandPostexpo.com
Here is a selection of some market values and forecasts from many areas that make up the vibrant parcel and postal technology industry:

**Over 3,000 parcels were shipped every second in 2019 in the world’s 13 major markets**
(Pitney Bowes Parcel Shipping Index)

**United States ranks highest in the Index for parcel shipping revenue at US$130bn**
(Pitney Bowes Parcel Shipping Index)

**Global parcel volume surpassed 100 billion in 2019, reaching 103 billion**
(Pitney Bowes Parcel Shipping Index)

**Nearly 40% of posts mentioned investment in parcel sorting automation in order to tackle increasing e-commerce postal volumes**
(Escher’s Future of Posts 2021 survey)

**China extended its global lead in parcel volume in 2019, with 63 billion parcels and growth of 26% year-over-year. China’s parcel volume is more than four times that of the United States, its nearest country in terms of volume**
(Pitney Bowes Parcel Shipping Index)

**Global parcel volume likely to more than double by 2026 to reach 220-262 billion parcels**
(Pitney Bowes Parcel Shipping Index)

**Applying AI to supply chains will result in US$1.4 trillion of value in the next 20 years**
(DHL Logistics Trend Radar 2021/21)

**UK has seen exponential growth and now has the largest parcel market in Europe**
(Pitney Bowes Parcel Shipping Index)

**Amazon Logistics delivered 1.9 billion packages in the US alone through its in-house delivery network, showing 155% parcel volume growth in 2019 year-over-year**
(Pitney Bowes Parcel Shipping Index)
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 both 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 present 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 2021, October 12, 13, 14, Vienna, Austria

Parcel and Postal Technology International Online
www.parcelandpostaltechnologyinternational.com

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

www.parcelandpostaltechnologyinternational.com is not only the place to get the latest daily, real-time postal and parcel industry news, but also the only portal where you can read the very latest issue of Parcel and Postal Technology International. And online readers will receive the issue at least two weeks before the paper version is circulated.

The digital magazine is an exact copy of the established and widely read printed version of Parcel and Postal Technology International and features interactive advertisements and articles that link straight through to advertisers’ featured websites.

The digital issue will also allow several thousand more key decision makers, engineers, designers and planners to view the industry’s leading publication.

With mission-critical news compiled by our team of reporters, our stories are exclusive to www.parcelandpostaltechnologyinternational.com and are uploaded in real time as and when the stories unfold. The website also hosts industry opinion articles from experts around the world looking at key trends and challenges.

The website has gained significant growth this year. Year-on-year page views from 2019-2021, for example, have increased by 22%.
# Publication Schedule 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Issue</th>
<th>Topics</th>
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<tbody>
<tr>
<td><strong>March 2021</strong></td>
<td>1</td>
<td>- Automation in the sorting center</td>
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<td></td>
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<td>- Reverse logistics</td>
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<td>- Direct mail</td>
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<td>- Cross-border regulations</td>
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<td><strong>June 2021</strong></td>
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<td>- Robotics</td>
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<td>- Addressing</td>
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<tr>
<td></td>
<td></td>
<td>- Handheld devices</td>
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<td></td>
<td></td>
<td>- Retail – including self-service solutions</td>
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<td><strong>September 2021</strong></td>
<td>3</td>
<td>- Parcel+Post Expo special issue</td>
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<tr>
<td></td>
<td></td>
<td>- Route optimization</td>
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<tr>
<td></td>
<td></td>
<td>- Machine learning and AI</td>
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<tr>
<td></td>
<td></td>
<td>- Sustainable logistics</td>
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<td><strong>December 2021</strong></td>
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<td>- Last-mile delivery</td>
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<td></td>
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<td>- Lockers and PUDO</td>
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<td></td>
<td></td>
<td>- Delivery vehicles</td>
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<td></td>
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<td>- Corporate social responsibility</td>
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Including the winners of the Parcel and Postal Technology International Awards 2021!
Magazine advertising rates

MAGAZINE ADVERTISING RATES

Full page .................................................. £5,800
Half page ................................................. £4,150
Double-page spread .............................. £9,300
Outside back ........................................... £7,950
Inside front ............................................. £7,250
Inside back .............................................. £6,700

Series discounts:
2 issues .............................................. 5%
3 issues ............................................. 7.5%
4 issues .............................................. 10%

BANNER ADVERTISING RATES

Hosted for a 12-month period

<table>
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<tr>
<th>Position</th>
<th>Rate</th>
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<td>Head</td>
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<tr>
<td>Base</td>
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<tr>
<td>Lead</td>
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<td>Junior</td>
<td>£8,000</td>
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(Rates for magazine advertisers only)

MAGAZINE ADVERTISING DIMENSIONS

QUARTERLY ISSUES

<table>
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<tr>
<th>Media</th>
<th>Full page (trim size): 215mm (width) x 275mm (height)</th>
<th>Safe text area: 200mm (width) x 260mm (height)</th>
<th>Half page: 183mm (width) x 115mm (height)</th>
<th>Half page vertical: 90mm (width) x 250mm (height)</th>
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Full details available at: www.ukimediaevents.com/guidelines

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