2022 Media Schedule & Advertising Rates

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www.ParcelandPostalTechnologyInternational.com
Keep 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:

- **US parcel volume** grew 37% year-on-year for 2020, reaching 20 billion, up from 15 billion in 2019 (Pitney Bowes Parcel Shipping Index 2021)
- **Parcel revenue** for 2020 reached US$429.5bn, up 22% since 2019 (Pitney Bowes Parcel Shipping Index 2021)
- **Highest CAGR 2014-20** for parcel volume was generated by China at 35% followed by Brazil at 18% and India at 15% (Pitney Bowes Parcel Shipping Index 2021)
- **Four out of five millennials** (aged 25-40) in the UK consider flexibility as a key element of delivery compared with just half (53%) of boomers (aged 57-65) (Escher Future of Posts 2021 report)
- **Seven out of 10 UK consumers** are willing to pay extra for green deliveries (Sendcloud survey)
- **Delivery emissions** could be reduced by as much as 30% by 2030 if the public and private sectors work together to prioritize carbon reduction (World Economic Forum research)
- **Eight out of 10 UK consumers** are willing to pay extra for green deliveries (Sendcloud survey)
- **36% of Posts currently** use real-time data analytics, with 16% of Posts planning to do so over the next 12 months (Escher Future of Posts 2021 report)
- **75% of Posts** expect to introduce mobile apps over the next one to three years (Escher Future of Posts 2021 report)

**UNPRECEDENTED GROWTH AHEAD**

Parcel and Postal Technology International
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 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 2022, SEPTEMBER 27, 28, 29, FRANKFURT, GERMANY

*Advertisers may be able to take advantage of technical editorial opportunities, dependent on availability.*
MARCH 2022
- Automation and Robotics Special Issue

JUNE 2022
- E-commerce post Pandemic
- Handheld Devices
- Retail
- Route Optimization

SEPTEMBER 2022
- Parcel+Post Expo special issue

DECEMBER 2022
- Last Mile Delivery Special issue
- Lockers and PUDO
- Delivery Vehicles

MAGAZINE ADVERTISING RATES

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<th>Type</th>
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<tr>
<td>Full page</td>
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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

www.parcelandpostaltechnologyinternational.com delivers the latest daily, real-time postal and parcel industry news, while also hosting the very latest issue of Parcel and Postal Technology International - online readers receive the digital issue at least two weeks before the print version is circulated. The digital version features interactive advertisements and articles that link straight through to advertisers’ featured websites. The digital issue also allows several thousand more key decision makers, engineers, designers and planners to view the industry’s leading publication.

An exclusive Apple or Android app (‘Parcel and Postal Technology International’) is also available to download, online, featuring the latest news, current issue, and back issue catalogue, optimized for mobile or tablet viewing. The app automatically updates to show new issues as they are published.

Content from www.parcelandpostaltechnologyinternational.com is distributed via a weekly e-newsletter sent to over 25,000 industry professionals. With mission-critical news compiled by our team of specialized reporters, our stories are exclusive to the website and are uploaded in real time, with independent features, videos and opinion adding further appeal.

DIGITAL ADVERTISING RATES

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

- Head Page Banner 600 x 75 pixels £12,500
- Lead Banner 900 x 90 pixels £9,100
- Junior Banner 300 x 150 pixels £8,200

WEEKLY E-NEWSLETTER

Sent to more than 25,000 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 £8,500
- 6 months £6,350
- 3 months £4,250

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 £2,500

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.

RATES AVAILABLE UPON REQUEST

www.ParcelandPostalTechnologyInternational.com