



THE LOADSTAR

MAKING SENSE OF THE SUPPLY CHAIN

MARKETING SOLUTIONS

[theloadstar.com](http://theloadstar.com)

Advertising | Content Marketing | Data | Events

A long train of colorful intermodal containers on tracks at sunset. The containers are in various colors including red, blue, green, and orange. The sky is a mix of orange, yellow, and blue, indicating a sunset or sunrise. The train is moving along a set of tracks that curve into the distance.

"The Loadstar's unique insight into the financial workings of the logistics industry makes its Premium news and analysis service compulsory, if not always very comfortable reading! Having been on the receiving end of its commentary on numerous occasions I can safely say that it is an impartial observer which paints an interesting picture of our industry!"

**Xavier Urbain, CEO, CEVA Logistics**

## Consider us your marketing partner

### We create opportunity

The Loadstar is considered by many in the world of logistics and supply chain as the Number One source for news, analysis and commentary on the global movement of cargo. Our focus is independent, high quality journalism that allows our million plus readers to make the best decisions possible to improve their businesses.



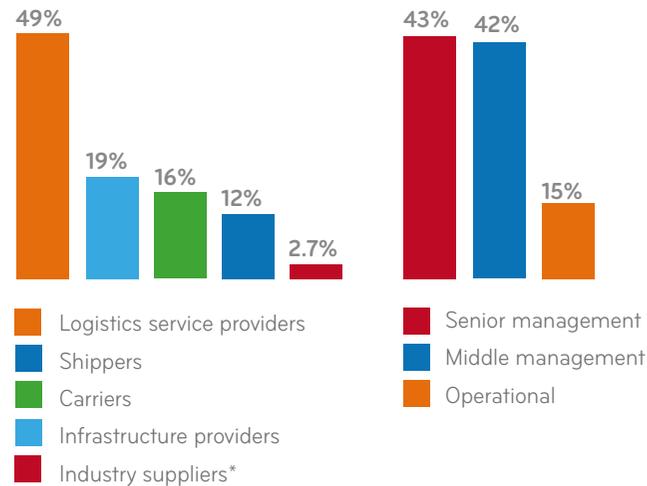
### We deliver successful, measurable marketing outcomes

Making smart marketing investments that generate both new business from prospects and loyalty from existing customers is a real challenge. The Loadstar's suite of marketing solutions have been specifically designed to allow our customers to open the doors of the world's shippers, logistics service providers, carriers, ports and airports.



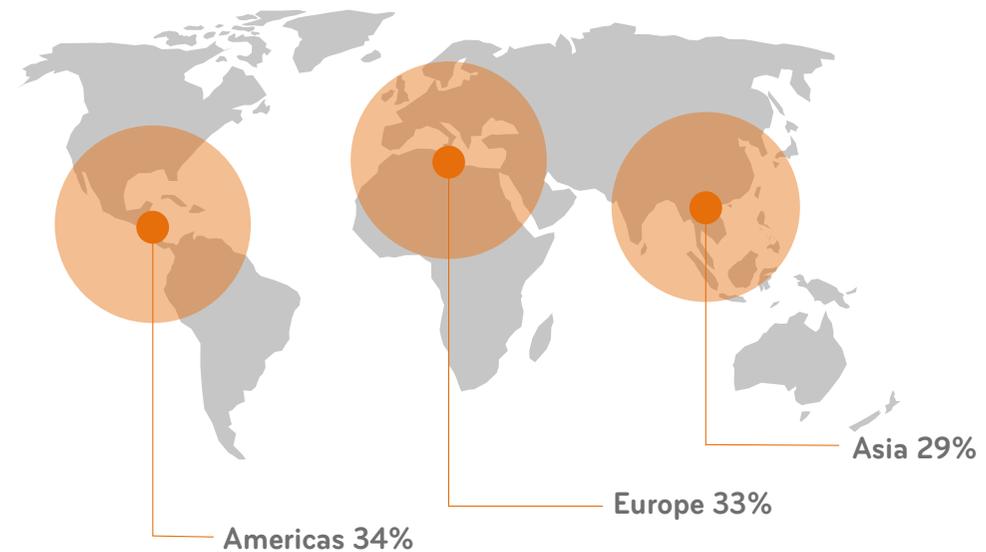
# Logistics' most influential digital community

## Who reads The Loadstar?



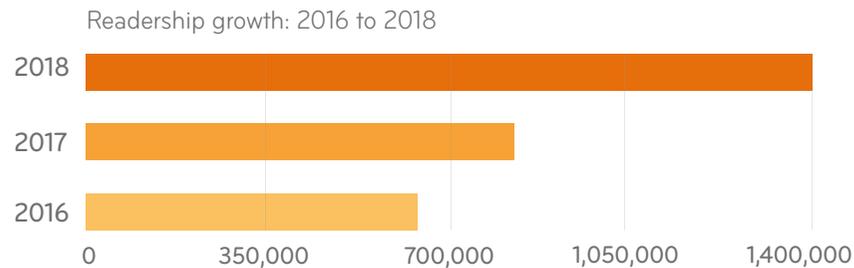
\*Industry suppliers break down into banks, unions, IT, consultants, researchers, legal, insurance

## Where do they read it?



## How many people read it?

In the last two years **The Loadstar** has more than **doubled** its readership to **1.36 million** users in 2018.



All data collated from Google Analytics, WordPress and The Loadstar's Daily News Email registration form

# Solutions with measurable impact

The Loadstar's marketing solutions bring together audience, industry knowledge and sophisticated marketing capabilities to drive new business relationships and further loyalty from existing customers.



**AUDIENCE**

+



**KNOWLEDGE**

+



**MARKETING  
CAPABILITIES**

=



**SUCCESSFUL  
OUTCOMES**

### Influential audience

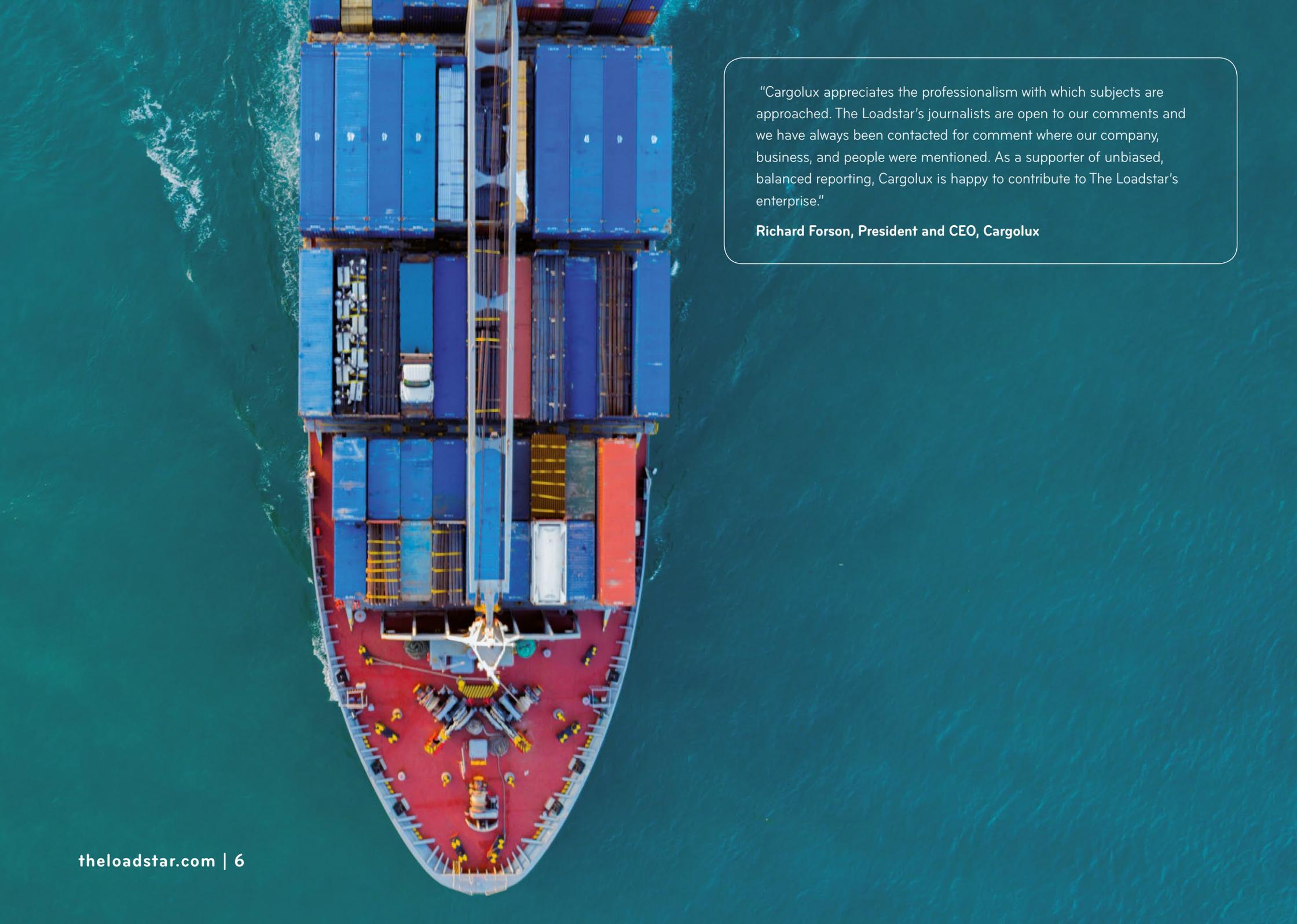
We connect you to the most engaged senior audience within the global supply chain. Build relations with your target personas within our community of 1.36 million decision makers.

### Shipping knowledge

Our deep understanding of the global freight industry and how our readers interact with our content means your marketing activity will be consumed by your target audience at the right time and in the right place.

### Marketing capabilities

Our marketing services are proven, measurable and delivered by a team of experts in their fields.



"Cargolux appreciates the professionalism with which subjects are approached. The Loadstar's journalists are open to our comments and we have always been contacted for comment where our company, business, and people were mentioned. As a supporter of unbiased, balanced reporting, Cargolux is happy to contribute to The Loadstar's enterprise."

**Richard Forson, President and CEO, Cargolux**

# Powerful marketing solutions for today's global freight market



## ADVERTISING

### Advertising on website and daily news email

We can position your message next to the content that is read by your target audience, ensuring an effective and measurable way to target your prospects and customer base. Our daily news email gives you access to the most savvy practitioners in freight. If you want to be first with a message it is the place to start.



## DIRECT MARKETING

### Email marketing

Exclusively engage and win business from The Loadstar's subscriber base by sending our readers a personalised HTML email.



## CONTENT MARKETING

### Sponsored content channel

Promote your capabilities to freight's most influential audience by letting us create your very own content channel within our community.

### Other content creation services

Let us create and distribute informative content about your business that will educate and influence a clearly defined audience within our community of over a million readers.



## EVENTS

### Webinars

Our sponsored webinars are all about generating leads with the individuals in the supply chain most likely to buy your services or products.

### Roundtables

Make a lasting impression by sponsoring an executive roundtable where The Loadstar uses its brand to bring together your prospects in a face to face exclusive learning experience.

## Advertising on website and daily news email

Reach your target customers on the websites and news emails they trust.



Buyers connect with your brand at various stages of the buying cycle; so it's vital to give them opportunities to engage with your brand across multiple channels and devices. Our digital advertising solutions are a great way to increase brand awareness, improve brand recall, drive traffic to your websites and build relationships with potential customers as they research new product and solution purchases.

### Useful for

- Lead generation
- Building brand awareness
- Product releases and offers
- Nurturing prospects at various buying stages
- Consistent presence across the industry

## Sponsored Content Channel

Align your brand around a focused industry topic.

Align your products and services with The Loadstar to generate awareness and position your company as a thought leader in the supply chain. Our Content Channels give you an exclusive, competitor-free environment to surround your brand with a relevant topic of your choice. Your assets live on a dedicated landing page within our brand-trusted editorial content.

### Details

- 100% exclusivity
- Customized channel design
- Mix of editorial and sponsor content
- Option to run banners across associated pages
- Promotional marketing campaign included
- Monthly performance metrics reporting
- Minimum 6 month commitment
- 15 editorial pieces over 6 months

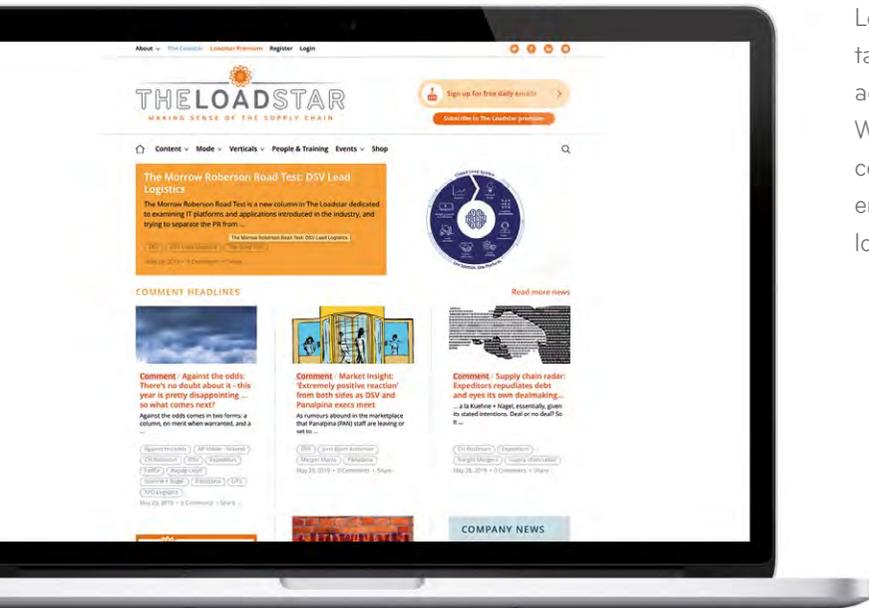
### Enhancement options

- Custom newsletter to drive traffic
- Custom content development
- Incremental sponsored content posts
- Webinars



## Other Content Creation Services

Content marketing assets that capture attention.



Leverage The Loadstar's content experts, creative talent and marketing savvy to add a powerful advantage to your content marketing campaigns. We have the experience and know-how to develop content assets that resonate with your target audience – you get unique, custom content that offers long-term marketing value.

### Types of custom content

**Case Studies** - Illustrating solutions to your customer's pain points is a valuable way to connect with buyers at all stages of the sales cycle.

**Fact Sheets** - (aka FAQs) A no-nonsense, easy-to-understand format that answers common questions about a particular topic, issue or trend.

**Top 10 Cards Brief** - punchy pieces that provide a series of tips or steps that help solve a problem or guide readers in a buying decision.

**Ask the Expert Showcase** - the perspective of one of your executives or product experts to offer readers valuable experience and insights.

**Sponsored Articles** - The key to sponsored, native content success is its quality and relevance to readers. Our writers are industry experts and help develop ideas and valuable content.

## Email Marketing

Message directly the inboxes of targeted decision makers.

Email is one of the most effective methods for targeting and reaching potential customers with specific messaging. Leverage the power and scale of The Loadstar's subscriber database. Based on your objectives and goals, we'll set up and deploy targeted email campaigns that engage the prospects you want to reach.

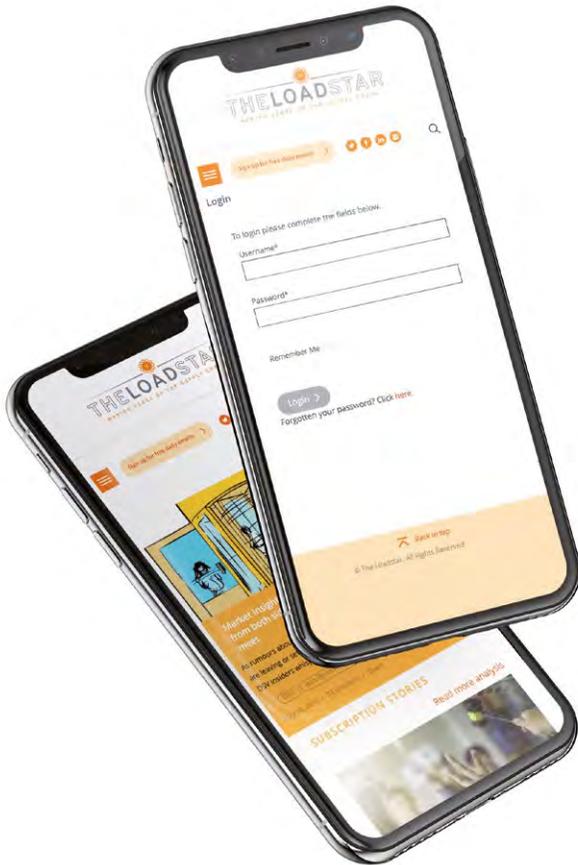
### Useful for

- Driving traffic to your site
- Promoting a new product
- Generating interest in your services
- Account-based marketing campaigns



## Webinars

Elevate your experts, generate qualified leads and maximize ROI.



Position your company as an industry expert and connect with prospects who are actively looking for education on a key topic, or solution to their challenge. Our webinars are an effective way to create powerful, engaging content that generates a large number of leads and allows you to connect directly with prospects.

### Detail

- Up to 1 hour in length, with live Q&A
- Industry expert moderator
- User-friendly production and recording
- Marketing and promotions included
- Attendance reporting upon completion

### Useful for

- Generating leads
- Increasing ROI
- Elevating expert recognition
- Placing your message, product or service in front of targeted professionals

## Executive Roundtables

Get a face to face opportunity with the leaders from your target accounts.

Our roundtable events leverage the best contact book in freight to get a select number of top executives from your target accounts into a room so you can directly connect with them on the subjects that matter most to their businesses.

### Details

- Up to 2 hours in length
- Industry expert moderator
- Managed and delivered by The Loadstar
- All marketing included

### Useful for

- Nurturing leads
- Elevating expert recognition
- Placing your message, product or service in front of the C-Suite



# Ratecard

Advertising	Rates	Additional information
Homepage	Top Banner (1210x120px) £2,850 per month Ticker (980x52px) £2,350 per month Top MPU (290x400px) £2,350 per month Middle Banner (728x90px) £1,995 per month	Maximum of 2 advertisers Maximum of 2 advertisers Maximum of 2 advertisers Maximum of 2 advertisers
By section - Air, Sea or Supply Chain	Pop-Up Banner (620x420px) £2,850 per month Top Banner (1210x120px) £2,850 per month Ticker (980x52px) £2,350 per month Top MPU (290x400px) £2,350 per month Middle Banner (728x90px) £1,995 per month	1 advertiser only Maximum of 4 advertisers Maximum of 4 advertisers Maximum of 4 advertisers Maximum of 4 advertisers
All other sections	Pop-Up Banner (620x420px) £2,350 per month Top Banner (1210x120px) £1,650 per month Ticker (980x52px) £1,650 per month Top MPU (290x400px) £1,350 per month Middle Banner (728x90px) £995 per month	1 advertiser only Maximum of 4 advertisers Maximum of 4 advertisers Maximum of 4 advertisers Maximum of 4 advertisers
Run of Site	MPU 2 (290x400px) £1,350 per month MPU 3 (290x400px) £995 per month MPU 4 (290x400px) £995 per month Banner 3 (1210x120px) £750 per month	Maximum of 4 advertisers Maximum of 4 advertisers Maximum of 4 advertisers Maximum of 4 advertisers
Daily News Email	Top Banner (728x90px) £2,350 for 4 weeks/20 insertions Banner 2 (728x90px) £550 for 4 weeks/20 insertions MPU (290x400px) £1,350 for 4 weeks/20 insertions	1 advertiser only 1 advertiser only 1 advertiser only
Weekly "Most-Read Stories" Email	Top Banner (728x90px) £675 for 4 weeks/4 insertions Banner 2 (728x90px) £550 for 4 weeks/4 insertions MPU (290x400px) £425 for 4 weeks/4 insertions	1 advertiser only 1 advertiser only 1 advertiser only
Content Marketing	Rates	Additional information
Sponsored Content Channel	Call for pricing	Exclusive opportunity
Case Studies	£6,000	1500-2000 words
Fact Sheets	£4,000	1000-1500 words
Top 10 Cards	£4,000	1000-1500 words
Ask The Expert	£4,000	1000-1500 words
Sponsored Feature	£2,500	500-750 words
Direct Marketing	Rates	Additional information
Email Marketing	Call for pricing	Exclusive opportunity
Events	Rates	Additional information
Sponsored Webinar	Call for pricing	Exclusive opportunity
Executive Roundtable	Call for pricing	Exclusive opportunity





### Contact us

**Nick Marsh**

+44 (0)7541 370812  
nick@theloadstar.com

**Jaye Tucker**

+44 (0)7841 522273  
jaye@theloadstar.com

The Loadstar Media Ltd | Sagitta | Tower Bridge Moorings | 31 Mill Street | London | SE1 2AX | UK

Registered in England & Wales No. 08550111 | VAT No. 171306729