

POST & PARCEL

2017/18
MEDIA PACK



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TRIANGLE

POST & PARCEL

The definitive voice of the delivery industry...

Post&Parcel is the market leading news and information resource dedicated to the global mail and express industry. Every week P&P features the latest news, analysis, viewpoints, events and exclusive interviews with leading industry experts. With over 65,000 visitors per month, it's the perfect place to get your brand in front of the key industry players.

CIRCULATION & READERSHIP

Frequency:

Website is updated daily

Target audience:

All users, suppliers and operators in the global mail and express industry.

Visitors

65,000 average sessions per month
12,000 newsletter subscribers

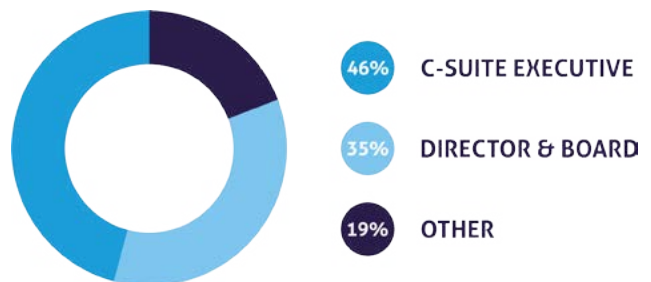
Readership by location

Post&Parcel has global reach with readers in over **140 countries** worldwide, breaking down as follows:

- 53% Europe
- 30% Americas
- 12% Asia
- 3% Oceania
- 2% Africa

WHY ADVERTISE IN POST&PARCEL?

Advertising in Post&Parcel will give you unprecedented reach and exposure to senior decision makers in the post, parcel and delivery industry. With a global readership and over **65,000 visitors** every month we can boost your brand presence with a range of tailored advertising packages.



Breakdown of our digital subscribers by job title

A VITAL INDUSTRY RESOURCE

Post& Parcel challenges, informs, inspires and entertains its readers with unique and valuable content in the rapidly changing world of mail, express and e-commerce. We combine daily news with exclusive insight and collaborative expert interviews to keep our audience informed of the key trends in the mail and express community. We offer an extensive array of advertising options but we can create a bespoke package to suit your needs.



BANNER ADVERTISING OPTIONS

Banner Advertising	Subscription	Price (€)	Dimensions
Leaderboard	Yearly	25,000	970 x 90
Top of page/newsletter	Monthly	1,650	468 x 60
Pushdown	Monthly	1,650	970 x 90
Billboard	Monthly	2,000	970 x 250
Filmstrip	Monthly	1,650	240 x 400
Medium Rectangle	€1,650	1,500	240 x 240



Leaderboard

Subscription: **Yearly**
 Cost: **€25,000**
 Dimensions: **970 x 90**
 Max File Size: **40KB**
 File Type: **JPG or GIF**



Top of Page

Subscription: **Monthly**
 Cost: **€1,500**
 Dimensions: **240 x 240**
 Max File Size: **40KB**
 File Type: **JPG or GIF**



Filmstrip

Subscription: **Monthly**
 Cost: **€1,750**
 Dimensions: **240 x 400**
 Max File Size: **40KB**
 File Type: **JPG or GIF**



Pushdown

Subscription: **Monthly**
 Cost: **€1,750**
 Dimensions: **970 x 90**
 Max File Size: **40KB**
 File Type: **JPG or GIF**



Billboard

Subscription: **Monthly**
 Cost: **€2,000**
 Dimensions: **970 x 250**
 Max File Size: **40KB**
 File Type: **JPG or GIF**



Medium Rectangle

Subscription: **Monthly**
 Cost: **€1,500**
 Dimensions: **240 x 240**
 Max File Size: **40KB**
 File Type: **JPG or GIF**

BESPOKE EMAIL BLASTS

Reach out to our database of over 5,000 opted in subscribers with your own bespoke email campaigns.

Bespoke Emails	Quantity	Price (€)
3 Month Package	6	3,600 (600 each)
6 Month Package	12	5,400 (450 each)
12 Month Package	24	8,400 (350 each)
Packages are based on 2 emails per month.		

BUSINESS DIRECTORY LISTING

Let our audience find your business with an enhanced listing on the Post&Parcel business directory.

Enhanced Business Directory Listing - 12 month Subscription	Price (€)
<p>Company listing: 200-300 word company profile, logo, contact information, email address, postal address, website link, video/images embedded.</p> <p>Promotional activity: tagged to all relevant news stories, rotating placement on homepage and in daily or weekly newsletters as a featured supplier for one month.</p>	750

EVENT DIRECTORY LISTING

Want mail and express experts at your next event? An enhanced listing on our events directory will drive more potential delegates your way.

Enhanced Event Directory Listing - 12 month Subscription	Price (€)
<p>Event listing: 200-300 word event profile, logo, contact information, email address, venue address, website link, video/images embedded.</p> <p>Promotional activity: tagged to all relevant news stories, rotating placement on homepage and in daily or weekly newsletters as a featured event for one month.</p>	750

For advertising enquiries, contact [Tom Ross-Joannou](#) or [Stephen Clark](#) or call us on +44 (0)1628 642910 to discuss your options in more detail.

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