

# shd

Promoting excellence in logistics and materials handling



I N F O R M A T I O N

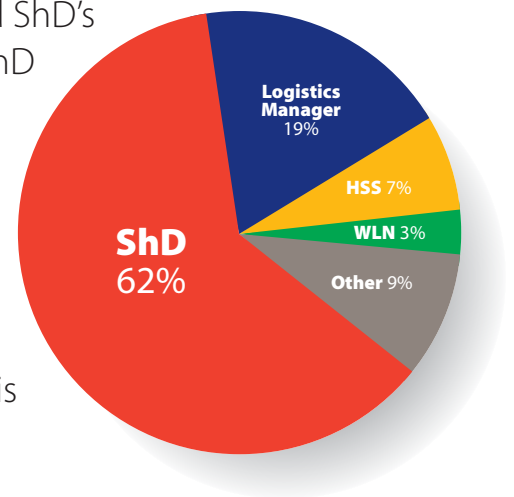
# FIRST CHOICE FOR READERS

## ShD – The magazine for materials handling and logistics professionals

Storage Handling Distribution is not only the longest serving title within its sector, it is also the most respected and best read magazine.

Heard it all before? Well, some publishers may be guilty of making statements that they can't back up but at ShD we like to deliver cold hard facts. The recent Redshift Research Industrial Truck Survey demonstrated ShD's dominance in our market. The unprompted recall for ShD as a title that buyers read was three times that of our nearest competitor and the results from the IMHX exit poll (*shown right*) back this up.

For more than 50 years ShD has, via its exciting and challenging editorial programme, promoted excellence in logistics and materials handling. We cover the topics that are of interest to today's discerning readers which is why we remain their first and most popular choice.



### ● New Look...New Features...New Benefits

2008 sees us restyle ShD giving it a more contemporary look and feel. This is an evolution of a market leading product and sees the introduction of a number of new features which will be beneficial to readers and advertisers alike.

Each issue will see us investigate the core subjects of Storage, Handling and Distribution ensuring that all aspects of materials handling and logistics are covered via in-depth product analysis and detailed case studies. This provides readers with an in-sight into how to tackle problems and increase efficiency and profit. In addition to these features we will cover Health & Safety and IT each issue allowing us to provide readers with a regular update on issues that have a real impact on their businesses.

2008 also sees us launch a series of *talking head* interviews, in which we hear from suppliers and end-users providing a unique and exclusive insight from key industry players. Tricky industry issues are also examined via our series of 'ShD Investigates' articles.

### ● Unrivalled Circulation – Reach over 35,000 readers each month

In addition to our posted copies, ShD is also available in a digital format which now allows us to reach in excess of 35,000 potential readers.

Readers are alerted to the availability of the next edition via a monthly e-cast which is sent to 29,000 contacts. They can view each issue via their web browser, and by using hyper-links they can go from an article or advert straight to the supplier's website. Readers are also able to conduct keyword searches of the current and previous issues; as well as bookmark chosen pages and email articles to colleagues. For our advertisers this provides increased longevity and additional circulation at no extra cost.

Advertisers can sponsor the monthly e-cast alerts and include video or flash files to their adverts.

For further details please contact Rob Fisher on 01895 45 44 42 or email [robfisher@quartzltd.com](mailto:robfisher@quartzltd.com)



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# FIRST FOR EVENTS



Launched in Spring 2008, these new regionally focussed events have been designed to bridge the gap between suppliers and buyers of logistics products and services.

The ShD Regional Shows are a natural extension to the ShD brand and will complement our market leading title. Each region has been chosen for its activity and growth in materials handling and logistics.

These shows are designed to be extremely cost effective and will deliver value for money. Our stand package comprises a 3m by 3m shell scheme booth and includes one fluorescent light fitting, company signage, electric point and an editorial entry in the show preview/on-site issue of ShD.

To find out more contact Rob Fisher on 01895 45 44 42, email [robfisher@quartzltd.com](mailto:robfisher@quartzltd.com) or visit [www.shdregionalshowbiz](http://www.shdregionalshowbiz)

ShD Regional Shows are organised by:



With 19,223 visitors\* over its four days, IMHX 2007 was the place to be to do serious business. It was not only exhibitors who sung its praises; our visitor survey also highlighted how successful the show was for buyers and specifiers of materials handling equipment and logistics services.

93% of visitors, when asked, rated IMHX 2007 as excellent. Furthermore a staggering 65% said that they were extremely likely to make a purchase, and when asked how likely they were to visit IMHX 2010, more than 90% indicated that they would attend to the next show.

Our plans for IMHX 2010 are well underway. To find out more contact Rob Fisher on 01895 45 44 42, email [robfisher@quartzltd.com](mailto:robfisher@quartzltd.com) or visit [www.imhx.biz](http://www.imhx.biz)

\*Total Attendance 19,223 (including 15,232 visitor attendance, 3,991 other attendance)

IMHX is jointly organised by:



Lifting Industry Standards



# CIRCULATION, RATES AND DATA

## ● Circulation Breakdown

The readers of ShD represent a highly influential and powerful group of buyers. They come from a variety of businesses, from the UK's most prestigious blue chip companies to smaller independent organisations. We vet them to ensure that they have the authority to buy or specify materials handling equipment and logistics services (see pie-charts, right).

ShD has consistently striven to improve its circulation at every available opportunity. As in previous years, we have invested significantly in circulation excellence; we are also the only publication that is able to utilise the IMHX Visitor List. This ensures that we have a circulation of the highest possible quality and calibre which is demonstrated by our ABC certificate.

## ● No 'colour separation' charges

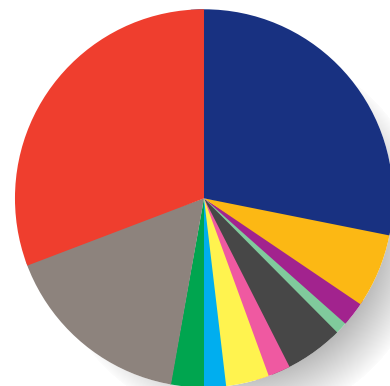
ShD's policy is to **not charge** for editorial matter. Our editorial voice therefore remains independent and we firmly believe that magazines that levy a 'colour separation' charge or insist that you pay for editorial inclusion are **shortchanging advertisers** and **misleading readers**.

## ● Advertising Rates

	Single Insertion rate	Twelve Insertion rate
Double page spread	£3,995	£3,000
Full page	£2,395	£1,895
Half page	£1,395	£1,095
Quarter page	£795	£595
Classified / Situations Vacant	£40 per single column cm	
ShD Helpline	4cm x 1cm advert for 12 months = £500	

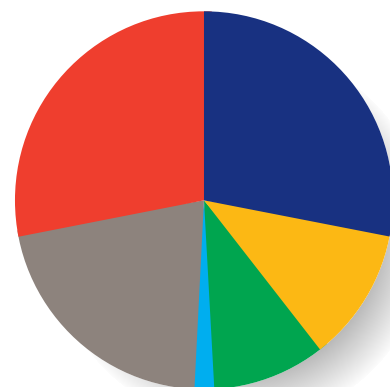
## ● Mechanical Data

	Type Area	Trim Size	Bleed Size
Double page spread	245 x 388mm	297 x 420mm	303 x 426mm
Full page	254 x 178mm	297 x 210mm	303 x 216mm
Half horizontal	124 x 178mm	146 x 210mm	149 x 216mm
Half vertical	254 x 86mm	297 x 102mm	303 x 105mm
Quarter standard	124 x 86mm		
Quarter horizontal	60 x 178mm	82 x 210mm	85 x 216mm
Quarter vertical	254 x 40mm		



### Analysis by Company Activity

- 3rd Party Storage / Warehouse & Storage / Transport **31%**
- Manufacturing / General Engineering **28%**
- Retail and Retail Distribution **16%**
- Distributor of Materials Handling Equipment **6%**
- Harbour / Docks / Container Terminal Operation **5%**
- Food / Drink / Tobacco & Consumer Durables **4%**
- Paper / Packaging / Printing **3%**
- Property Development / Architects & Consultants **2%**
- Pharmaceuticals & Chemicals **2%**
- Agriculture / Forestry **2%**
- Other **1%**



### Analysis by Readers Job Functions

- Logistics / Distribution / Transport **28%**
- Warehouse Materials Handling Management **28%**
- Company Management **21%**
- Supply Chain & IT **11%**
- Production & Project Management **10%**
- Other **2%**



**ShD total circulation:**  
**14,263**



ABC audit, November 2007

● To advertise in ShD, please contact Rob Fisher on 01895 45 44 42 or email [robfisher@quartzltd.com](mailto:robfisher@quartzltd.com)

See overleaf for Features List 2008/2009 ►

# Storage Handling Distribution 2009 Features List

	Storage Focus	Handling Focus	Distribution Focus
<b>January</b>	Flooring Carousels Warehouse Doors	Conveyors FLT - Round-up Overhead Cranes	Intermodal Logistics Weighing Systems
<b>February</b>	Temporary Warehouses Cold Storage Small Parts Storage	FLT - Power sources Warehouse Trucks	Pallet Networks Packaging & Containers
<b>March</b>	Pallets & Palletisers Racking & Shelving Warehouse Environment	Automated Handling FLT - Attachments	Logistics IT Retail Distribution
<b>April</b>	Inventory Control Order Picking	FLT - Safety Systems Loading Bays	Third Party Logistics Commercial Vehicles Automotive Supply Chain
<b>May</b>	Conveyors Management Systems	FLT - Hybrid Trucks Tyres, Wheels & Castors	Ports & Container Handling Reusable Pallets & Packaging
<b>June</b>	Rack Protection Space Optimisation Warehouse Design	FLT - Service Contracts Cranes & Hoists Manual Handling	Logistics IT Air Freight
<b>July</b>	Sortation Systems Containers Flooring	FLT - Driver Training Automated Handling	Rail Freight Third Party Logistics
<b>August</b>	Racking & Shelving Load Protection Paperless Warehouses	FLT - VNA & Reach Trucks Vehicle Loading and Unloading Systems	Road Freight Distribution of Perishable Goods
<b>September</b>	Conveyors Temporary Warehousing High-Bay Systems	FLT - Batteries and Battery Chargers Battery Chargers Manual Handling	Logistics IT Order Fulfilment
<b>October</b>	Carton Storage Systems Packaging Systems	FLT - COUNTERbalance Trucks Tyres, Wheels & Castors	Cold Chain Distribution E-Fulfilment
	<b>OCTOBER SPECIAL ISSUE – ShD GREEN WAREHOUSE GUIDE</b>		
<b>November</b>	Data Capture Systems Loading Bay Equipment	FLT-Fleet Management Pallet & Pedestrian Conveyors	Third Party Logistics Weighing Systems
<b>December</b>	Pallets & Palletisers Labelling Racking & Shelving	Hybrid Trucks Automated Handling	Logistics IT Dispatch Systems
	<b>DECEMBER SPECIAL FEATURE - IMHX 2010 UPDATE + FLTA Awards Supplement</b>		

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