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*Solutions for materials handling,
logistics & distribution*



Media Information 2012



Introduction

Handling & Storage solutions is the materials handling and logistics sector's most comprehensive magazine, covering the spectrum of products and services designed to boost productivity and profitability. For busy specifiers, it is an invaluable source of knowledge and buying data.

Every issue includes eight product sections covering the latest market developments in the fields of:

Lift Trucks & Ancillaries

Storing & Containers

Distribution

Facilities Management

Lifting & Moving

Conveying

IT

Health & Safety

Tightly sub-edited, these enable specifiers to quickly find out what they need to know – without wasting time wading through waffle.

In addition to major news in the first stop section, readers can catch up with the latest industry moves and manoeuvres within the industry update slot.

Our features programme serves to further enhance editorial coverage in these sections. Special in-depth features, plus regular supplements, cater for both the broader market and more vertical niches, with largely in-house content supplemented by insights from industry experts.

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Features List

January 2012

Warehouse Trucks: The latest developments across the truck sector, including VNA, pallet and stacker trucks, helping you to increase productivity and lower operating & lifetime costs.

Automation: Properly planned automation can slash labour costs and improve productivity. HSS looks at the latest implementations, technologies, providers and integrators that can help deliver effective solutions.

Racking & Shelving: Examines how to maximise storage capacity for most effective use of space in any environment and highlights holistic solutions that take the latest safety and legislative requirements into account. We also look at live racking for perishable goods.

Warehouse & Logistics IT: IT has revolutionised logistics which this feature reflects with a focus on solutions from wms and picking to printing & labelling, as well as tracking and analysis of processes both in the warehouse and on the road.

Goods In & Out: Efficient, safe and rapid loading/unloading of goods is fundamental to any warehouse/distribution operation. HSS looks at best of breed solutions.

February 2012

Counterbalance Trucks: The next generation of the materials handling industry workhorse. Covering innovations from new and established manufacturers, their service and support packages and the latest word in lowest lifetime costs.

Heavy Duty Lifting & Moving: (inc cranes & hoists, AGVs, airfilm, powered pushers, turntables and more): The latest solutions to effectively move long, heavy and awkward loads.

Warehouse Flooring: Keeping flooring spick and span and right for the job, covering levelling, coating, markings, maintenance, repair and cleaning.

Pallets & Pallet Handling: Covering all elements pallet-related (wood and plastic, standard and Euro) & associated equipment.

Bespoke Structures: (inc temporary, portable, prefabricated, rapid-build, shelters & covers): Peak demand can stretch resources making temporary solutions indispensable, while unusual requirements call for bespoke solutions.

The Cold Store: The latest equipment and services to maintain effective, efficient cold storage and distribution, encompassing lift trucks, handling, storage, automation, temperature control, loading bay, doors & curtains, and trailers & transit.

March 2012

Conveying & Components: From simple rollers to multimillion pound installations and everything in between, HSS uncovers what's new, what works, and who it's working for.

Warehouse Safety: Products that not only improve site safety, but productivity and profitability simultaneously.

Goods In & Out: Efficient, safe and rapid loading/unloading of goods is fundamental to any warehouse/distribution operation. HSS looks at best of breed solutions.

Last mile delivery: Conquering the tricky last leg, covering carriers, e-fulfillment, route optimisation, proof of delivery, drop boxes & pallet networks.

Storage: Optimising the cube space, from racking and shelving through vertical carousels to mezzanines, flexible storage structures to whole new distribution centres - HSS has it covered.

Supplement: Forklifts, Attachments & Ancillaries

Covering every aspect of every type of forklift truck, attachments, ancillaries, engines, batteries and chargers to improve productivity, profitability and safety. Also includes a round-up of the FLTA Awards detailing the latest innovations.

April 2012

Fleet Optimisation: Operating material handling fleets in harmony with their environment, covering fleet management, servicing & maintenance, training, and all other operational factors.

Portcentric Logistics: With London Gateway due to open in 2013, portcentric promises faster, cleaner logistics. This feature explores its benefits and the kit needed to make these operations work optimally.

Truck Power Choices: After the operator, batteries and chargers represent the biggest overhead for trucks. Highlighting materials handling product options from diesel to LPG to batteries & chargers (and taking in hybrids and hydrogen along the way).

Safer Manual Handling: Manual handling injuries, insurance claims and related absenteeism costs UK plc millions of pounds every year. Keep your workforce healthy with this focus on manual handling devices, training and technology.

Facilities Focus: (incl HVAC, lighting, flooring and floorcare, and maintenance & security): Reducing overheads is key in a tight economy and the right facilities solutions can take a bite out of energy bills as well as reducing wear and tear, improving efficiency and boosting safety.

Supplement: Retail and e-tail

Focusing on a key vertical from order to delivery, covering strategy, handling equipment, storage & cold store solutions, automation, picking & packing, logistics IT and goods in & out through to In transit; packaging, last mile logistics, in cab technology & reverse logistics.

May 2012

Energy Efficient Trucks: Covering all aspects of optimising the energy use of the forklift, from fuel choice, to conservation technology, to superbly engineered machines and more.

Space Optimisation: Detailing all elements contributing to better use of space – from warehouse design, and relocatable buildings & flexible storage structures plus partitioning, mezzanine floors and racking to carousels, dynamic storage, pallet live racking and more.

Loading Bay Safety: The loading bay is a dangerous area but there are many products and processes that can be implemented to reduce the risk of accidents while maintaining productivity.

Heavy Duty Lifting & Moving: (inc cranes & hoists, AGVs, airfilm, powered pushers, turntables and more): The latest solutions to effectively move long, heavy and awkward loads.

Voice Technology: Having overcome reliability issues, voice powered technology is a valued feature in the warehouse, boosting speed, productivity and reducing reliance on labour intensive operations.

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Please send editorial contributions, feature suggestions, news alerts and article synopses to:

Simon Duddy sduddy@western-bp.co.uk & t: 01342 333711

Features List

June 2012

Specialist Trucks: (inc telehandlers, sideloaders, heavy duty trucks & container handlers): When standard doesn't cut it, send for the specialists. Here we examine heavy duty options for warehouses, ports, factories and yards tackling heavy and awkward loads in often demanding environments.

Pallets & Pallet Networks: Covering all elements pallet-related & associated equipment. Also focusing on the sharp end of distribution, highlighting the providers that deliver to the highest levels of speed and reliability.

Transit Packaging: (inc pallets, containers, temperature controlled, corrugated, shrinkwrap, strapping, weighing and dimension analysis): Solutions to make packaging more effective, affordable and environmentally friendly, including returnable and reusable packaging and bespoke single-client innovations that reduce damage and returns.

Value Added Logistics: When it is better to focus on what you do best - outsource. This feature covers 3PLs that are more than store and shift operations and add real value to your business.

Supplement: The Warehouse

Covering all facets of modern warehouses, including: Reach Trucks; Pallet Trucks & Stackers; Warehouse Safety; Racking & Shelving; Automation; IT; Loading Bays & Doors; Flexible Storage; Flooring; HVAC & Lighting.

July / August 2012

Retail & e-tail: We explore a key vertical for the handling and storage industry showcasing innovative solutions for automated storage, conveying, racking & shelving, warehouse trucks and all other equipment as well as quick and dependable delivery solutions. With speed and reliability key criteria, best-of-breed is needed whatever the product category.

Picking: Inefficient order picking can be a significant drain on the warehouse affecting the ability to implement just-in-time delivery in particular. Offering the solutions to get this right, HSS highlights pick-to-light, voice picking, ASRS, case picking, batch picking and much more.

Fleet Management & Maintenance: Outlining the best products and solutions for effective lift truck fleet performance.

Safer Manual Handling: Manual handling injuries, insurance claims and related absenteeism costs UKplc millions of pounds every year. Keep your workforce healthy with this focus on manual handling devices, training and technology.

Recycling in the Warehouse: (inc returnable and reusable packaging, balers, shredders, compactors, conveyors, banks, bins & containers; and services): Now a key supply chain requirement, we bring you the kit that makes waste management less of a chore and more of a USP.

September 2012

Lift Trucks, Attachments & Ancillaries: A focus on the latest lift trucks, the attachments that make them more versatile and the ancillaries necessary to hone competitive edge.

Storage: Optimising the cube space, from racking and shelving through vertical carousels to mezzanines, flexible storage structures to whole new distribution centres - HSS has it covered.

Warehouse Safety: Products that not only improve site safety, but productivity and profitability simultaneously.

Heavy Duty Lifting & Moving: (inc cranes & hoists, AGVs, airfilm, powered pushers, turntables and more): The latest solutions to effectively move long, heavy and awkward loads.

Supplement: The Supply Chain

Focusing on the bigger picture, the supplement will cover: Supply Chain Management; Supply Chain IT; Automation; Picking & Sortation; Distribution & Pallet Networks; Goods in & out; Transit Packaging and Reverse Logistics.

October 2012

Space Optimisation: Detailing all elements contributing to better use of space – from warehouse design, and relocatable buildings & flexible storage structures plus partitioning, mezzanine floors and racking to carousels, dynamic storage, pallet live racking and more.

Truck Power Choices: After the operator, batteries and chargers represent the biggest overhead for trucks. Highlighting materials handling product options from diesel to LPG to batteries & chargers (and taking in hybrids and hydrogen along the way).

Goods In & Out: Efficient, safe and rapid loading/unloading of goods is fundamental to any warehouse/distribution operation. HSS looks at best of breed solutions.

Racking Safety: Helping warehouse managers select the correct racking scheme for their warehouse. It's not just about capital costs, but also ongoing costs and safety implications. This feature also covers rack protection, netting, picking at height, correct use of pallets and stillages, signage, and mobile elevating work platforms (MEWPS).

Lift Truck Safety: Highlighting how dangers associated with lift trucks can be minimised with fleet management, linemarking, safety barriers, training, access management, ATEX compliance, hazard lights & alarms, clever truck design, tyre and wheel innovations etc.

November / December 2012

Counterbalance Trucks: The next generation of the materials handling industry workhorse. Covering innovations from new and established manufacturers, their service and support packages and the latest word in lowest lifetime costs.

Automation: Properly planned automation can slash labour costs and improve productivity. HSS looks at the latest implementations, technologies, providers and integrators that can help deliver effective solutions.

Warehouse Flooring: Keeping flooring spick and span and right for the job, covering levelling, coating, markings, maintenance, repair and cleaning.

Pallets & Pallet Handling: Covering all elements pallet-related (wood and plastic, standard and Euro) & associated equipment.

Bespoke Structures: (inc temporary, portable, prefabricated, rapid-build, shelters & covers): Peak demand can stretch resources making temporary solutions indispensable, while unusual requirements call for bespoke solutions.

Energy Efficient Lighting: Lighting plays a key role in cutting costs and carbon emissions in the warehouse. HSS presents the best solutions.

The HSS annual guide: The Essential Guide to Handling, Storage & Distribution

The who's who of the materials handling industry, logistics and distribution associations, manufacturers and suppliers. The annual HSD guide outlines the industry's aims for the year ahead, provides contacts for both associations and suppliers, and includes a directory of UK specialist suppliers, forming a key industry reference tool.

Please send editorial contributions, feature suggestions, news alerts and article synopses to:

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HSS magazine has constantly produced issues that offer the perfect medium in which to advertise. Over the years a range of supplements have been established to offer readers more indepth industry insight. We also produce the HSD Guide, The Essential Guide to Handling, Storage and Distribution.

Special Supplements

HSS will publish 4 supplements in 2012:

March: Lift Trucks, Attachments & Ancillaries
April: Retail & e-tail
June: The Warehouse
September: The Supply Chain

These 40 page product specials with their own set of covers, are split into specific feature sections and packed with interviews, informative case studies, and the best new product information.



HSD Guide 2012/13 Edition

November 2012 sees the eighth edition of our annual guide, HSD. This printed and online product is the who's who of the materials handling industry, listing logistics and distribution associations, manufacturers and suppliers. The annual HSD guide outlines the industry's aims for the year ahead, provides contacts for both associations and suppliers, and includes a directory of UK specialist suppliers, forming a key industry reference tool.

To view our current edition or for more information please visit www.hsdguide.com



Display Rates

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Full Page	£1935	• Special positioning requirements by arrangement.
Half Page	£1010	
Quarter Page	£490	• Insert and onsert rates, available on request.
Junior Page	£1400	
Double Page Spread	£3475	• Front cover package comprises front cover artwork plus single page cover story.
Front Cover Package	£2500	

Production Data

(All measurements are in mm and specified as width x height)

A4 full page		1/2 vertical92 x 270
trim size210 x 297		1/2 landscape190 x 130
type area200 x 287		1/4 portrait92 x 128
bleed size216 x 303		1/4 horizontal strip190 x 64
Double Page Spread		1/4 vertical strip44 x 270
trim size420 x 297		Junior page140 x 195
type area410 x 287		HSS is perfect bound so please allow 5mm of gutter allowance
bleed size426 x 303		

Copy Requirements

Email: production@western-bp.co.uk
 Files must be supplied compatible with Apple Mac, in the following formats:
Hi-resolution PDF (pass4press, or PDF/X-1a) or 300dpi .tif or .jpg

Copy Deadlines

21st of the month prior to publishing.

Send validated PDFs for £3 and find up-to-date advert spec's at:
<http://specle.net/uk/western-business-publishing>

Circulation Profile

Our circulation is key to the success of HSS Magazine and our ABC audit shows we have continued to invest in our circulation to exceed the expectations of our advertisers and ensure 100% is controlled and requested, ensuring impact of message for your campaign.

Job Titles

Directors

Managing	1188
Works / Production	542
Operations / Technical	1092
Logistics / Distribution	282
Others	115
Total Directors	3219

Managers

General	605
Works / Plant / Factory	990
Production	1817
Operations / Technical	1770
Logistics / Warehouse / Distribution	4763
Purchasing	1254
Stores	583
IT / Systems / Project	1548
Materials	164
Others	309
Total Managers	13,803

Engineers / Officers

Chief	365
Works / Plant / Services	200
Production	312
Others	101
Total Engineers / Officers	978

Circulation Total **18,000***

Industry Type

Agriculture	39	Leather & Leather Goods	40
Electricity / Gas / Water Supply	125	Timber / Wooden Furniture	235
Metal Manufacture	1038	Paper, Paper Products & Printing	755
Mining & Quarrying	70	Rubber / Plastics	422
Chemicals, Pharmaceuticals	1041	Other Manufacturing	322
Metal Goods	1148	Construction	164
Mechanical Engineering	1721	Retail Distribution	1254
Electrical & Electronic Engineering	983	Wholesale Distribution	2825
Motor Vehicles & Parts	722	Transport & Communication	2380
Other Transport Equipment	215	Government Services	110
Instrument Engineering	160	Consultancies, Banking	50
Food Drink & Tobacco	1977		
Textiles	204	Circulation Total	18,000*

Company Size

1 – 99	4280	24%	500 – 999	2703	15%
100 – 199	3890	21%	1000+	3565	20%
200 – 499	3562	20%	Circulation Total	18,000*	

Offering a clear circulation advantage

ABC audited total average net circulation per issue, Jan-Dec 2009

- **Handling & Storage Solutions** **18,027**
- Storage Handling Distribution (ShD) 13,304
- Logistics Manager 12,154
- Warehouse & Logistics News not audited**

** WLN's last available ABC audit showed 7,300 readers in February 2007 (single issue audit).

Classified Advertising

HSS offers the most comprehensive classified section in this market. The perfect place to promote a new product or catalogue is the 'Literature /Product Profiles' section. Get 12 months coverage in 'Business Connections', the market's guide for products and services or promote your website for 12 months in our popular 'Web Directory'.

Classified

Business Connections

12 months exposure
Heading to suit company products

Cost£70 per column cm

Literature / Product Profiles

Promote brochures / catalogues / new products
Up to 65 words of accompanying text + full contact details
1 full colour image

Discounts for series bookings
Cost£225

Web Directory

12 months exposure
Prime position on inside back cover
Listed under Section & Heading

Cost£150 per heading
New headings available£75



Email Newsletter & Online Advertising

The HSS email newsletter is mailed on a monthly basis directly to the inboxes of our registered readers who have chosen to receive this service.

Email Newsletter Advertising

Advertising options range from email newsletter stories and banners to a sponsorship package offering a mix of online and email advertising.

E-newsletter sponsorship package **£895**

- E-news main banner
- One article – up to 250 words plus an image
- Links to a company profile on our website
- Direct URL link to your website
- Email enquiry service

Editorial package (Series booking discounts available) **£395**

- Up to 250 words plus an image
- Links to a company profile on our website
- Direct URL link to your website
- Email enquiry service



Online Advertising

Over the last nine years www.hsssearch.com has collated thousands of published articles, providing one of the industry's most comprehensive materials handling archives.

Fully searchable by company or by sector, it provides users with unbiased solutions to every materials handling, logistics and distribution need.

A range of sponsorship packages are available across the site, tailored to suit every requirement and budget.





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