

MEDIA PACK 2024

PORTTALK

AT THE HEART OF THE PORT COMMUNITY

Revolutionising logistics news since its formation in 2020, Porttalk serves as the premier online news hub for the logistics industry, offering an all-encompassing monthly e-newsletter.

Packed with the latest news, it delivers a mix of market intelligence, key appointments, insightful interviews, updates on the newest technology and discussions on industry challenges; it's your go-to resource for staying informed.

Porttalk's e-newsletter open rates consistently meet or exceed industry benchmarked norms. Our average open rates currently stand at 31.5% and average click rates at 10.9% compared to our peer's average performance of 4.4%.

PRODUCTS & SERVICES

E-newsletters

A cost-effective means to share your news across the logistics sector.

An opportunity to showcase your company's opinions and viewpoints through our Industry Matters feature.

'Five Minutes With...' interview opportunities. This opportunity is complementary for those who support Porttalk. The interview involves five or six questions (which we provide) and offers companies the chance to profile a member of their senior management team, or somebody on the ground who's doing a cracking job.

Branded E-shots

With a highly targetted subscription list, we work with companies to raise their profile and promote their services.

We send HTML customer emails to our subscribers on the date of your choice.

Branded e-shots can feature service updates, investments, or news announcements. Or use it to invite attendees to events or generate leads on a registration landing page.

Post-send, Porttalk provides an analytics report, including open and click rates.

2024 Features

Porttalk pays close attention to the issues which affect the logistics sector, and in the coming year, we will look at the following:

HAULAGE | WAREHOUSING & DISTRIBUTION | LOGISTIC RELATED SERVICES
FORWARDING | MULTIMODAL | SUSTAINABILITY | PORTS | SHIPPING TRUCKS
TRAINING & DEVELOPMENT | LOW EMISSIONS | TELEMATICS & AI
HEALTH & SAFETY | ENERGY & ENVIRONMENT

Website Advertising

Discover five strategic advertising positions designed to elevate your company's visibility and captivate your target audience.

All adverts can contain hyperlinks direct to any page within your own site.

FORMATS: GIF, JPEG, PNG.

Writing

For those with time constraints, Porttalk offers a writing service which ensures top-notch information is included in the Porttalk newsletter, which companies can also use on their website.

RATES & PACKAGES

News

Single story insertion fee

£75 Copy and image for inclusion.

£125 This fee is for Porttalk to draft the story on your behalf, submit for approval, and undertake any amends. It also provides permission for companies to use the story on their own websites.

Both prices include one post on Porttalk's LinkedIn page to promote the story.

Porttalk Premium

Includes a presence in three editions of Porttalk (ie, three month campaign).

£699 Providing an opportunity for companies to spread the word about their company and/or services over three editions of Porttalk, opportunities include:

x 2 news stories

Industry Matters story (penned by the company)

'Five Minutes With...' interview with a staff member

Promotion of stories across Porttalk's LinkedIn, Twitter and Instagram platforms

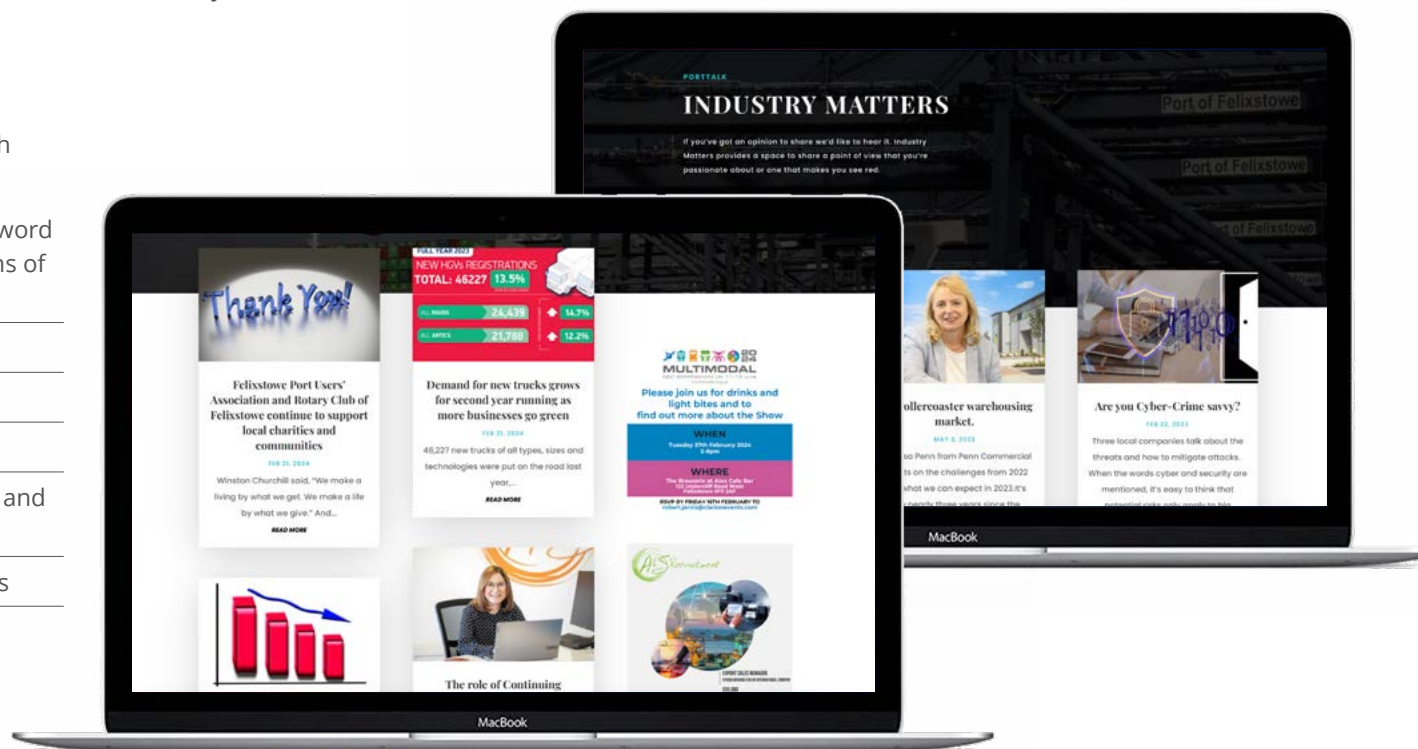
Homepage advert for one of the three calendar months

Industry Matters

£150 750 word count, the full print-ready story provided by the client.

£300 750 word count, Porttalk to draft the article with info provided by the client, submit it for approval and make any amendments. It also includes permission for companies to use the story on their website.

Both prices include one post on Porttalk's LinkedIn page to promote the story.



DIGITAL MARKETING

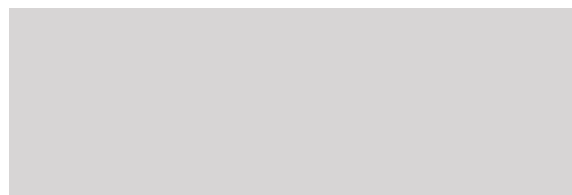
Porttalk.co.uk

Five advertising options across the Porttalk website. Ranging from £135 to £175 per month

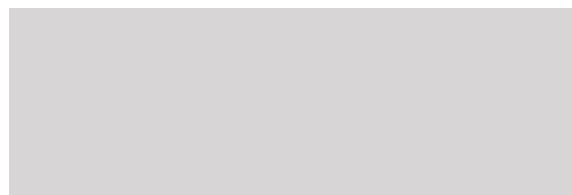
Solus/e-shots

Starting from £399 per e-shot, discounts are available for booking a minimum of 3 e-shots in a 12-month period.

Adverts must be JPEG or PNG, with a maximum size of 400kb and feature a URL click-through.



Homepage footer banner **£160**
600 x 200 pixels



Porttalk People footer banner **£150**
600 x 200 pixels



Industry Matters footer banner **£135**
600 x 200 pixels



Homeapge MPU **£175**
500 x 500 pixels



Homeapge MPU **£175**
500 x 500 pixels



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