



COLDCHAIN NEWS

MEDIA INFORMATION 2023

In partnership with



FIRST AND BEST NEWS
FOR THE TEMPERATURE
CONTROLLED SUPPLY CHAIN



CAN YOU REACH THE TEMPERATURE-CONTROLLED LOGISTICS INDUSTRY? ... WE CAN...

In 2021 the Cold Chain Federation acquired Cold Chain News magazine, establishing a partnership that has already shown major growth in reach, impact, and quality in the trade news available to the temperature-controlled supply chain.

Cold Chain News is an editorially independent source of the first and best news about what is happening in the cold chain. The news is conveyed through our high quality, growing and constantly updated database of over 6,200 cold chain professionals every single week.

Cold Chain Federation is a non-profit organisation owned by the companies that make up its membership, all activities and income generated by the Federation is reinvested in research, lobbying and other activities that benefit the cold chain.

Cold Chain News provides advertising and editorial opportunities to businesses that are Cold Chain Federation members. We are the voice of the cold chain. Why not join us?





In partnership with


Trusted, best and editorially independent UK & global cold chain news 3 October 2022

Your weekly e-News briefing straight to your inbox

SIMON NASH JOINS MARSHALL FLEET SOLUTIONS

Cambridge, UK: Simon Nash (pictured) has joined Marshall Fleet Solutions as its new head of fleet and supplier management. Reporting to Mark Sutcliffe, operations director, Nash will develop Marshall Fleet Solutions' supplier network to support growth within the fleet management division of the business. Nash previously worked for several supermarket chains with his most recent ...

[READ MORE](#)


SUPPORT FOR NORTHERN IRELAND TRADERS EXTENDED FOR A YEAR



London, UK: A business support service that helps those moving goods between Great Britain and Northern Ireland has been extended until December 2023. More than 47,000 businesses have registered with the Trader Support Service since its launch in 2020 to help them navigate changes to the way goods move under the Northern Ireland Protocol. The free-to-use ...

[READ MORE](#)

JJ FOODSERVICE GOES SOLAR


Enfield, UK: JJ Foodservice is installing solar panels at nine of its UK depots at a cost of over £2m. The wholesaler is installing more than 2,000 panels across the roofs of its Basingstoke, Bristol, Leicester and Dagenham warehouses. These are expected to generate an estimated 1,100,000 kWh annually. Solar installation will then follow in ...




Subscribe to our newsletter >  

First and best news about temperature-controlled logistics from the UK and the world


About Your Suppliers Digital issues News Archive Advertise with us Subscribe Contact



CELEBRATING THE PEOPLE AND BUSINESSES LEADING THE WAY TO A MORE SUSTAINABLE COLD CHAIN
15TH MARCH 2023, THE SLATE, WARWICK CONFERENCES
To book your place email: info@coldchainfed.org.uk




Latest News



Viewpoint
Peak performance - a survivor's guide
Successful retailers are geared to performing well at peak. But what happens when labour is scarce and volumes are unpredictable...

Special Edition'



[View Issue](#)

Subscribe to our e-news

COLD CHAIN NEWS WEEKLY

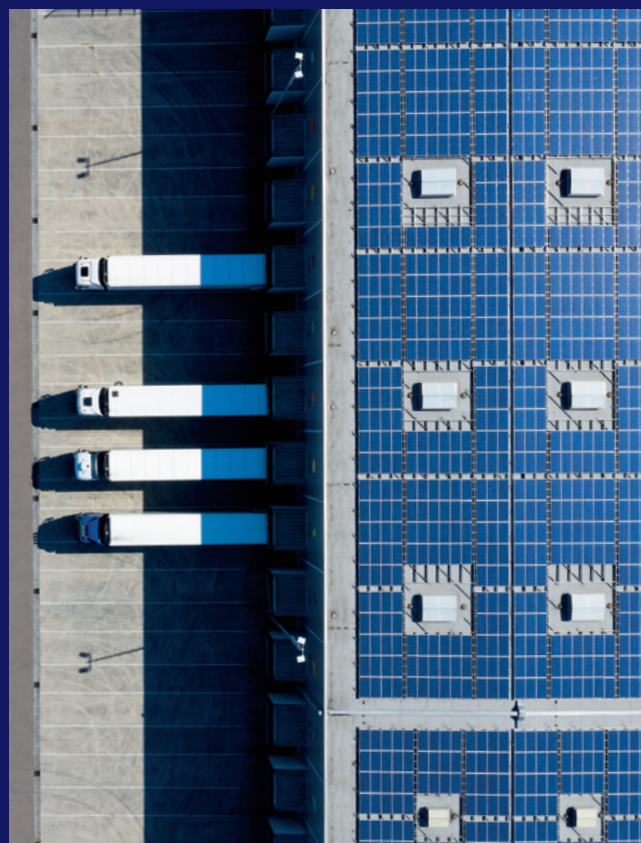
The weekly news is the heartbeat of the publication's relevance and utility to cold chain professionals. A carefully curated weekly digest of the industry, regulatory and economic news relevant to cold chain, selected and written by experienced logistics journalists. It's a must read for anyone that works in, supplies to, or is otherwise engaged in UK cold chain.

COLD CHAIN NEWS MAGAZINE

This special edition magazine distributed digitally to our whole subscriber database and in print to Cold Chain Federation members is packed with long read features, interviews, coverage of events, first look research and analysis about the cold chain. The introduction of the Quarterly Specials in 2021 saw a five time increase in the readership of the previous magazine. The quarterly carries a regular supplier directory listing the suppliers in Associate Membership of the CCF.

COLD CHAIN NEWS WEBSITE

The weekly news and quarterly magazines are backed up by the Cold Chain News microsite that is a reference and link back point for our digital and print communications. It includes headline news, long read features, the supplier directory and back editions of the magazine. All organised in an easy to navigate, archived resource of cold chain news, invaluable to everyone involved in the industry.



ADVERTISING OPPORTUNITIES



Advertising opportunities in Cold Chain News are available exclusively to Cold Chain Federation members, however membership of CCF is easy to obtain, affordable and comes with a range of fantastic benefits.

We encourage our advertisers to talk to us about how best to match their marketing and sales objectives with the Federation's many different ways to communicate and engage. We can ensure that you can marry attendance at events, online presentations and advertising/editorial together to get the most impact for your investment.

Talk to our expert – Membership Director Sharon Mughal who would be delighted to help.

COLD CHAIN NEWS WEEKLY EMAIL AND WEBSITE

- **DISPLAY ADS** – advertising link in body of email, alongside flow of new headlines

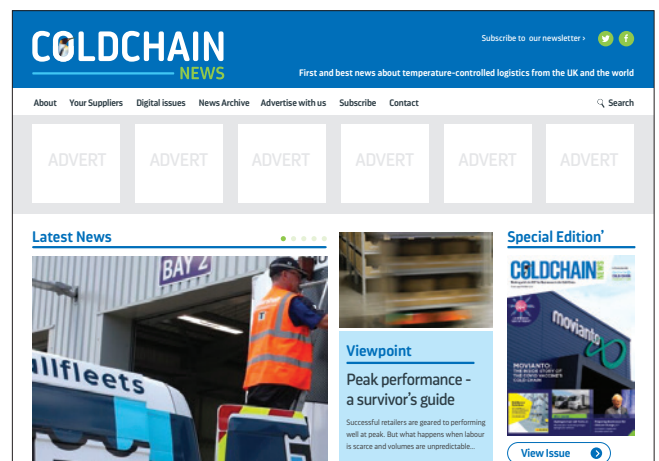
This position is sold in four week blocks and any ad booked in the weekly email will also appear on the website for the period of the booking.

COLD CHAIN NEWS MAGAZINE

- **DISPLAY ADS** – in a range of sizes and positions you can ensure you brand, service or product launch is seen by decision makers across the cold chain in a title that is not only distributed far and wide, but has a long shelf life of 3 months and beyond with relevant exclusive content every single edition.
- **EDITORIAL PARTNERSHIPS** – from supplied copy and images to features and interviews written by us, there are a range of opportunities available (subject to editorial quality control.)

SOLUS EMAIL

We provide limited opportunities for member companies to send dedicated emails to our Cold Chain News Subscriber lists. The number available is strictly limited and subject to tight editorial considerations and a first come first served approval process. To find out more contact the team.



READERSHIP

Cold Chain News brings together a loyal and longstanding organic readership for the title with the engaged membership of the Cold Chain Federation. Together this readership exceeds 6,200 and crucially it's growing.

As a result, the title is uniquely placed to reach the Chief Executives, Distribution Directors, Fleet engineers, Warehouse general managers and compliance professionals across all types of cold chain businesses. This includes the leading supermarket chains, manufacturing businesses and third-party logistics businesses.

By bringing together the immediacy and relevance of e-communications in the weekly email and the stickier, long read and reference format of the quarterly special edition magazine Cold Chain News provides a unique opportunity to get your messages across to decision makers at all levels.

CIRCULATION

Cold Chain News Digital Edition is available free of charge to anyone that subscribes through our online portal and provides us with some key data about them, their business and their reason for subscribing. They also must give us permission to contact them with the newsletter and associated marketing communications. It is also available to view online at coldchainnews.com

Cold Chain News Print Edition is available to Cold Chain Federation Member companies, allocated according to business size, locations and personal engagement. If you work at a member company and wish to receive a print copy of Cold Chain News please apply by email to info@coldchainfed.org.uk

225+



COLD CHAIN FEDERATION MEMBER COMPANIES

500+



FACILITIES IN MEMBERSHIP

30,000+



VEHICLES OPERATED BY MEMBERS

OVER

2,000



VERIFIED VISITORS TO CCF IN PERSON
OR VIRTUAL EVENTS IN 2022

6,200+



COLD CHAIN NEWS
DISTRIBUTION LIST

300,000+



UNIQUE WEBSITE USERS IN 2022

COLD CHAIN NEWS MAGAZINE ADVERTISING RATE CARD

MEMBERSHIP INCLUSIVE

- Your logo and website address will be listed in the supplier directory of Cold Chain News, published quarterly and delivered to over 6,200 cold chain professionals.

PREMIUM OPPORTUNITIES

Advertising and editorial opportunities are available at an extra cost in Cold Chain News.

| Advert size | Rate card | CCF Member Rate |
|----------------------------------|-----------|-----------------|
| • Full Page | £1,650 | £660 |
| • Front Cover Earpiece | £1,320 | £530 |
| • 1/2 Page (horizontal) | £1,320 | £530 |
| • 1/4 Page (vertical) | £660 | £265 |
| • Strap | £330 | £130 |
| • Editorial/advertorial features | £5,000 | £2,000 |



PLATINUM CLUB EXCLUSIVE

- One feature editorial and four full page display ads.

COLD CHAIN NEWS WEBSITE, WEEKLY E-NEWS AND SOLUS EMAIL

PREMIUM OPPORTUNITIES

In addition to the magazine, Cold Chain News combines a website with over 300,000 visits annually and weekly e-News distributed to more than 6,200 cold chain professionals. Both channels offer additional opportunities for brand exposure using display ads.

Advertising is sold in blocks of four weeks and any adverts booked in the weekly news will also appear on the website.

| Cold Chain News e-News & Website | Rate card | CCF Member Rate |
|-------------------------------------|-----------|--------------------|
| • Display Banner | £1,000 | £400 |

| Cold Chain News Solus Email | Rate card | CCF Member Rate |
|--------------------------------|-----------|--------------------|
| • Solus Email | £800 | £500 |

ADVERTISING SPECIFICATIONS

PLEASE SUPPLY ADVERTS WITH FULL ARTWORK AS FOLLOWS:

| Cold Chain News Magazine | Sizes – Width and Height (mm) |
|--------------------------|---|
| • Full Page A4 | 210 x 297 (+3mm bleed around all edges) |
| • Front Cover Earpiece | 65 x 65 |
| • 1/2 Page (horizontal) | 186 x 130 |
| • 1/4 Page (vertical) | 94 x 130 |
| • Strap | 186 x 45 |

FILE TYPES

- PDF – with all fonts embedded
- EPS/AI – text converted to outlines
- TIFF/JPG – uncompressed, at least 300 dpi
- Convert all images to CMYK

| Cold Chain News e-News & Website | Sizes – Width and Height (mm) |
|----------------------------------|-------------------------------|
| • Display Banner | 270 x 200 |

FILE TYPES

- File Types : JPG, PNG, GIF supply file at 72dpi, converted to RGB
- Max file size 100kb

| Cold Chain News Solus Email | Sizes – Details will be supplied on booking |
|-----------------------------|---|
| • Solus Email | TBC |

EDITORIAL ADVERTISING FEATURES 2023

| Issue | Content and themes | Advert deadline | Editorial deadline | Publication date |
|----------------|--|-----------------|--------------------|------------------|
| • JANUARY 2023 | COLD CHAIN YEAR AHEAD PLUS: • Coping with the energy crisis • Trailers and bodies | 13 January | 6 January | 19 January |
| • APRIL 2023 | COLD CHAIN SUSTAINABILITY: • Diesel free refrigeration • Digital cold chain solutions | 14 April | 7 April | 20 April |
| • JULY 2023 | COLD CHAIN REPORT 2023 (STATE OF THE NATION REPORT): • Home delivery trends • Refrigeration systems special | 13 July | 6 July | 20 July |
| • OCTOBER 2023 | COLD CHAIN LIVE! COMPANION SPECIAL: • Telematics • Financing the cold chain | 13 October | 6 October | 19 October |

COLD CHAIN MARKETING



The Cold Chain Federation offers a unique way to build brand awareness, share knowledge and build business networks. We are aware some businesses have a very sophisticated understanding of cold chain and well considered marketing strategy and messaging to deploy across our platforms.

We are also aware that some companies are newer to cold chain, maybe because you have a new product or service that is different to the core market, or your business is new to the UK market. To support businesses that want to benefit from our experience and knowledge of the cold chain logistics model, we offer a comprehensive starter pack marketing and design service to help you ensure you have the messaging and collateral in place to make the most of our advertising or editorial partnership with Cold Chain News. This service is provided by CCF partners M1 Marketing and they provide this offer at a special rate for Cold Chain Federation members.

CONTACTS

COLD CHAIN NEWS ADVERTISING AND PARTNERSHIPS

For all enquiries about advertising with Cold Chain News or partnerships with Cold Chain Federation speak to Membership Director Sharon Mughal sharon@coldchainfed.org.uk

For queries about bookings, invoicing or other administrative queries contact the team on info@coldchainfed.org.uk

COLD CHAIN NEWS PRESS ENQUIRIES

For Cold Chain News press enquiries email: info@coldchainfed.org.uk

PUBLISHER

The Publisher of Cold Chain News is the Cold Chain Federation Ltd. Cold Chain Federation holds all copyright and associated intellectual property with regard to Cold Chain News.

ADMINISTRATIVE OFFICE

Cold Chain Federation, 7 Diddenham Court, Lambwood Hil, Grazeley, Reading, RG7 1JQ

TERMS AND CONDITIONS

ADVERTISING

- Payment will be made on receipt of invoice at point of booking the advert.
- All advertising is subject to 20% VAT.

CANCELLATION TERMS

- Advertisements and other paid for material must be cancelled at least 6-weeks prior to publication.

ADVERTISING TERMS

- All advertisements or other paid for material are subject to the publishers approval. And accepted on condition the advertiser warrants they do not in anyway contravene current legislation. The Advertiser shall further indemnify Cold Chain Federation in respect of any claims, costs, and expenses that may arise from anything contained within the advertiser's advertisements or other paid material and published on the advertiser's behalf.
- No guarantee is given that advertisements or other paid for material will be placed in any specified position on any specific page, without written agreement.
- The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will deemed an acceptance of each and all of the above conditions.





COLD CHAIN

Live!

SAVE THE DATE
14-15 SEPTEMBER 2023

ACC, Liverpool



COLD CHAIN FEDERATION IN 2023

IN PERSON

COLD CHAIN CLIMATE SUMMIT

MARCH
15



CELEBRATION OF PEOPLE IN THE COLD CHAIN

MAY
16



COLD CHAIN SUMMER PARTY

JULY
13



COLD CHAIN LIVE! CONFERENCE

SEPTEMBER
14-15



VIRTUAL

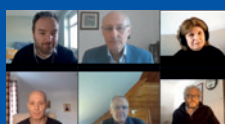
CONNECT SERIES

Most Tuesday
lunchtimes



CONVERSATION SERIES

3-6
throughout
the year



INSIGHT SERIES

4-6
throughout
the year



ONLINE

COLD CHAIN NEWS

Quarterly
special edition
digital
magazine



Website
and weekly
e-news

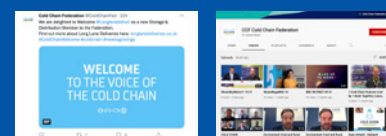


COLD CHAIN PODCAST

1-2
per month



SOCIAL MEDIA: LINKEDIN, TWITTER & YOUTUBE



AND MUCH MORE...

The Cold Chain Federation is a not-for-profit trade body owned by its members.

We budget our activities to cover their costs. The income we receive helps us invest in quality content, research and other activities; strengthening our role as the representative and unique network for the UK cold chain.



The Cold Chain Federation is a not-for-profit trade body owned by its members. We budget our activities to cover their costs. The income we receive helps us invest in quality content, research and other activities; strengthening our role as the representative and unique network for the UK cold chain.



For further information on our marketing, events programme and partnership opportunities please contact:

Jane Jones, Marketing & Events Manager
Sharon Mughal, Membership Director

T 0118 988 4468
E info@coldchainfed.org.uk

Cold Chain Federation
7 Diddenham Court, Lambwood Hill,
Grazley, Reading, Berkshire RG7 1JQ