



# COLDCHAIN

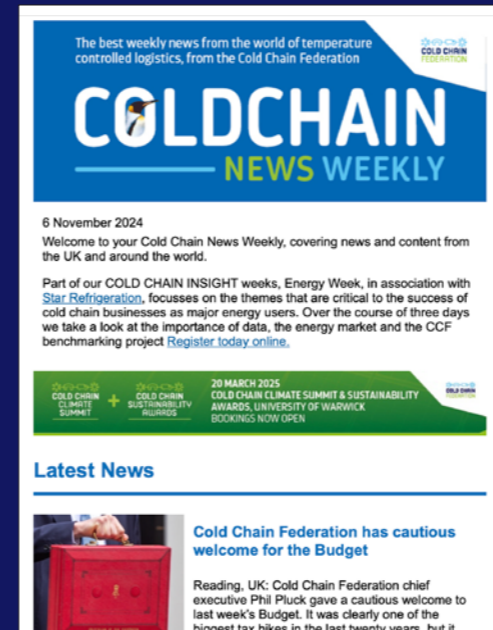
## NEWS



MEDIA INFORMATION 2025

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 7,000 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?

### COLD CHAIN NEWS WEEKLY

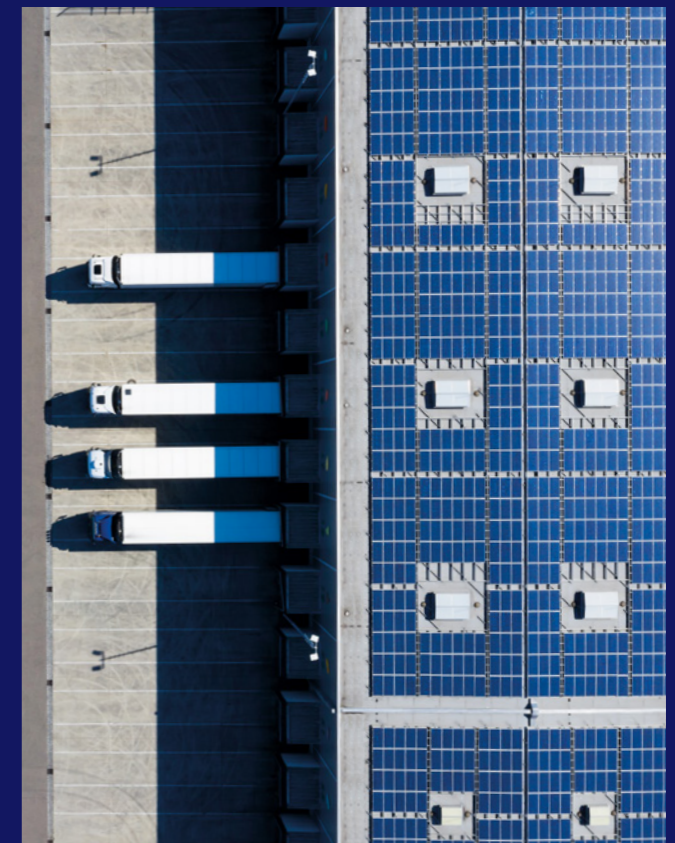
The weekly news is the heartbeat of the publication's relevance and utility to cold chain professionals. A carefully curated weekly digest of the industry, regulatory and economic news relevant to cold chain, selected and written by experienced logistics journalists. It's a must read for anyone that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

For further information on contact: [rachel@coldchainfed.org.uk](mailto:rachel@coldchainfed.org.uk)

### 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.

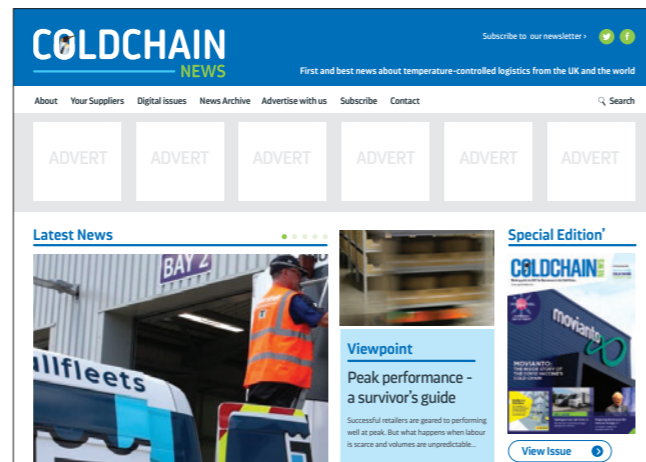
### COLD CHAIN NEWS MAGAZINE

- **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 700 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](http://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](mailto:info@coldchainfed.org.uk)

OVER **250** COLD CHAIN FEDERATION MEMBER COMPANIES

**500+** FACILITIES IN MEMBERSHIP

**40,000+** VEHICLES OPERATED BY MEMBERS

OVER **2,500** VERIFIED VISITORS TO CCF IN PERSON OR VIRTUAL EVENTS IN 2023

**6,200+** COLD CHAIN NEWS DISTRIBUTION LIST

**48,000** ACTIVE WEBSITE USERS IN 2024 A 60% INCREASE IN VIEWS

## 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	Cold Chain News Solus Email	Rate card	CCF Member Rate
• Display Banner	£1,000	£400	• 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





## CONTACTS

### COLD CHAIN NEWS ADVERTISING AND PARTNERSHIPS

For all enquiries about advertising with Cold Chain News or partnerships with Cold Chain Federation email the team on: [rachel@coldchainfed.org.uk](mailto:rachel@coldchainfed.org.uk)

For queries about bookings, invoicing or other administrative queries contact the team on: [rachel@coldchainfed.org.uk](mailto:rachel@coldchainfed.org.uk)

### COLD CHAIN NEWS PRESS ENQUIRIES

For Cold Chain News press enquiries email: [rachel@coldchainfed.org.uk](mailto:rachel@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

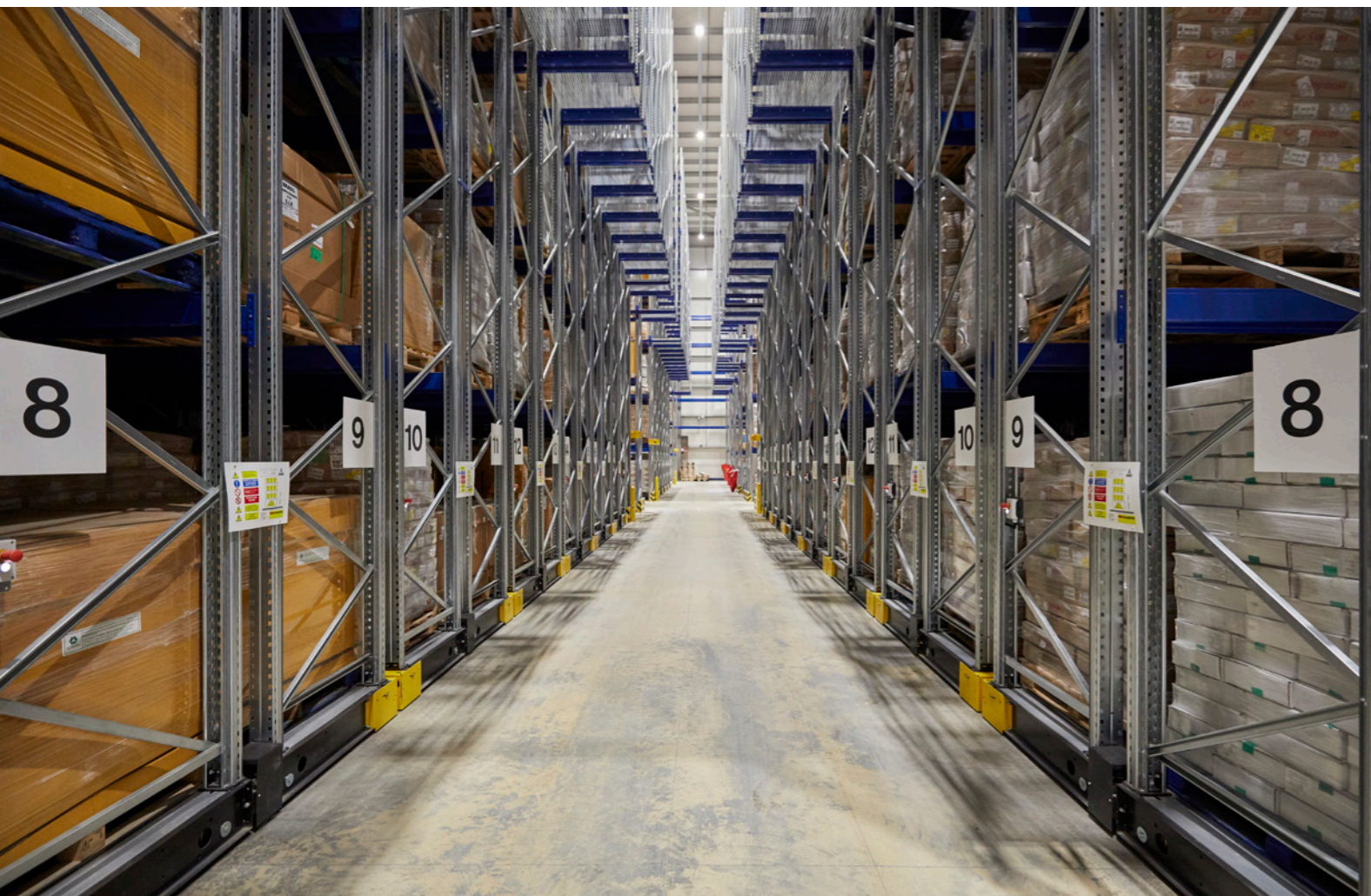
- Payment will be made on receipt of invoice at point of booking the advert.
- All advertising is subject to 20% VAT.

### 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.







**SAVE THE DATE**  
**15-16 OCTOBER 2025**  
Telford International Centre

## COLD CHAIN FEDERATION IN 2025

### IN PERSON

COLD CHAIN CLIMATE SUMMIT



PARLIAMENTARY RECEPTION



COLD CHAIN SUMMER PARTY



COLD CHAIN LIVE! CONFERENCE



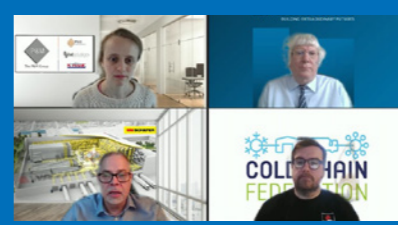
### VIRTUAL

CONNECT SERIES



INSIGHT SERIES

Three Insight weeks planned for 2025



### ONLINE

COLD CHAIN NEWS

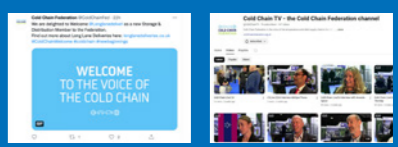
Quarterly digital and print magazine



Website and weekly e-news



SOCIAL MEDIA: LINKEDIN, X (FORMERLY TWITTER) & YOU TUBE



### AND MUCH MORE...

The Cold Chain Federation is a not-for-profit trade body owned by its members. The income we receive from our events 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 events programme and partnership opportunities please contact Rachel Nunn

T 0118 988 4468

E [rachel@coldchainfed.org.uk](mailto:rachel@coldchainfed.org.uk)

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Grazeley, Reading, Berkshire RG7 1JQ

