

# parcel

and **postal technology**  
INTERNATIONAL

From the organizer of

**PARCEL+POSTEXPO**  
POSTAL • COURIER • EXPRESS

[www.parcelandpostexpo.com](http://www.parcelandpostexpo.com)

# 2025

## Media Schedule & Advertising Rates

- PUBLICATION SCHEDULE
- ADVERTISEMENT RATES
- MECHANICAL DETAILS
- CONTACT DETAILS



“Parcel and Postal Technology International offers a valuable glimpse into the evolving landscape of parcel and postal services. It's a great resource for staying updated on the latest innovations, trends and challenges within the industry. Whether you're a professional in the field or just curious about how your packages get from A to B, this publication provides insightful articles and analysis in an accessible manner.”

Senior management, Singapore Post

# parcel and postal technology INTERNATIONAL



## CIRCULATION AND READERSHIP

Parcel and Postal Technology International is distributed globally (per individual request) to approximately 16,000 key decision makers in over 80 countries. The publication provides in-depth coverage of all the latest developments, trends and challenges in the parcel, post and logistics industry, including the best innovations in AI, automation, robotics, sorting hubs, delivery vehicles and digital platforms. It also highlights new revenue-generation solutions and future growth opportunities for the industry.

The magazine benefits from additional bonus distribution at major industry exhibitions and conferences around the world, as well as being the official media partner for Parcel+Post Expo.

**PARCEL+POST EXPO**  
POSTAL · COURIER · EXPRESS  
OCTOBER 21, 22 & 23, 2025  
AMSTERDAM, NETHERLANDS

### DIGITAL EDITION

Each issue of Parcel and Postal Technology International is also available in an interactive, digital format, sent directly to 16,000\* subscribers. The digital issue opens up greater creative opportunities for advertisers to engage readers, such as integrating playable and interactive media into technical articles and display adverts. This includes videos, animations and even audio files. The digital edition is extremely popular, with over 9,000 readers\* per issue and an average click-through rate of 0.7%\*\*

\*Publisher's statement  
\*\*Industry average 0.46%



\*Advertisers may be able to take advantage of technical editorial opportunities, depending on availability.

## READER SURVEY<sup>1</sup>

### READERSHIP

**70%** 3PLs and postal operators  
**70%** final decision makers or influencers

### QUALITY OF CONTENT

**98%** say it's good/very good/excellent

### RELEVANCE OF CONTENT

**84%** say the content is relevant to them and their role

### FORMAT

**67%** read the print magazine  
**32%** prefer to read the digital version

### NEWSLETTER READERS

**65%** of respondents subscribe to the weekly newsletter  
Of which **89%** rated the newsletter as good/very good/excellent

**76%** of readers share their copy with colleagues (on average 2-3)

**86%** of readers find the magazine useful for sourcing new products

**45** Net Promoter Score

<sup>1</sup> Reader survey conducted May 2024, by the publisher of PPTI



## PUBLICATION SCHEDULE 2025

“Very insightful and useful to keep up to date with technology innovations and the automation market”  
Senior management, Vanderlande

### MARCH 2025

- Automation
- Cross-border e-commerce
- Reverse logistics

### JUNE 2025

- Robotics
- E-commerce fulfilment
- Route optimization
- Business diversification

Bonus distribution: E-Commerce Expo



### SEPTEMBER 2025

- Parcel+Post Expo show issue



### DECEMBER 2025

- Last-mile delivery
- Lockers/PUDO
- Delivery vehicles
- E-commerce optimization

Bonus distribution: Logimat 2026

Including the winners of the Parcel and Postal Technology International Awards!



## MAGAZINE ADVERTISING RATES

Double-page spread .....	<b>£6,950</b>
Full-page special positions (inside front cover, outside back cover, inside back cover).....	<b>£5,950</b>
Full page .....	<b>£4,950</b>
Half page .....	<b>£3,450</b>

### Series discounts:

2 issues .....	5%
3 issues .....	7.5%
4 issues .....	10%

## MAGAZINE ADVERTISING DIMENSIONS

<b>Media:</b>	Advertising and editorial material should be supplied in an electronic format
<b>Full page (trim size):</b>	215mm (width) x 275mm (height)
<b>Safe text area:</b>	200mm (width) x 260mm (height)
<b>Half page:</b>	183mm (width) x 115mm (height)
<b>Half page vertical:</b>	90mm (width) x 250mm (height)

Full details available at:  
[www.ukimediaevents.com/guidelines](http://www.ukimediaevents.com/guidelines)

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## PARCEL AND POSTAL TECHNOLOGY INTERNATIONAL ONLINE

[www.ParcelandPostalTechnologyInternational.com](http://www.ParcelandPostalTechnologyInternational.com) hosts a fully interactive version of *Parcel and Postal Technology International* magazine.

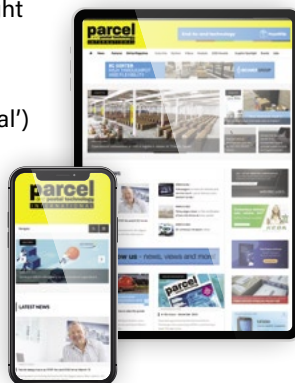
[www.ParcelandPostalTechnologyInternational.com](http://www.ParcelandPostalTechnologyInternational.com) hosts a fully interactive version of *Parcel and Postal Technology International* magazine, plus all the latest news, exclusive features, videos and more!

Content from [www.parcelandpostaltechnologyinternational.com](http://www.parcelandpostaltechnologyinternational.com) is distributed via a weekly e-newsletter sent to 16,000 industry professionals (per individual request) every Thursday. The website also hosts all digital editions of the magazine – featuring interactive advertisements and articles that link straight through to advertisers' featured websites.

An exclusive Apple or Android app ('Parcel and Postal Technology International') is also available to download.



**FREE APP**  
download now!  
SEARCH PARCEL AND POSTAL TECHNOLOGY IN YOUR APP STORE NOW



### WEBINARS

PPTI can run and host an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

PPTI webinars are run on Swapcard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar. It can host product PDFs, case study documents and additional video content.

### DIGITAL ADVERTISING RATES

[www.ParcelandPostalTechnologyInternational.com](http://www.ParcelandPostalTechnologyInternational.com)

(hosted for a 12-month period)

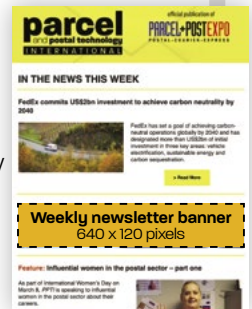
- Site header banner.....600 x 75 pixels..... **£13,100**
- Main menu banner.....900 x 90 pixels..... **£9,550**
- Large banner.....300 x 300 pixels..... **£8,600**
- Junior banner.....300 x 150 pixels..... **£7,000**



### WEEKLY E-NEWSLETTER

Sent to more than 16,000 key industry professionals weekly, our e-newsletter keeps the parcel and postal industry up to date with the latest industry news and developments.

- 12 months ..... **£8,950**
- 6 months ..... **£6,650**
- 3 months ..... **£4,450**



### EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 22,000 key industry professionals.

Single emailer..... **£3,850**

**FOR MORE THAN ONE MAILER IN A PACKAGE PLEASE INQUIRE**

### PROMOTED CONTENT

In partnership with our editorial team, we can produce and publish 'promoted' content (news, technology showcases, etc) on our website, relating to your innovation, service or product. Content included in weekly email newsletter.

**PACKAGES STARTING FROM £2,000**

### CONTACT US:

For further information, please contact: Sally James,  
Email: [sally.james@ukimediarevents.com](mailto:sally.james@ukimediarevents.com). *Parcel and Postal Technology International*: UKi Media & Events, Parsonage House, Parsonage Square, Dorking, RH4 1UP, UK.  
Tel: +44 1306 743744

# PARCEL+POST EXPO

POSTAL • COURIER • EXPRESS

Co-located with

**the HUB**  
Logistics for E-Commerce Summit

October 21, 22 & 23, 2025, RAI Amsterdam, Netherlands

## EXHIBITING OR SPEAKING AT PARCEL+POST EXPO OR THE HUB LOGISTICS FOR E-COMMERCE SUMMIT?

Promote your company's expertise to exhibition visitors and conference delegates – and the wider industry – before, during and after the event:

- Advertise and share your latest customer case study or technology innovation in an exclusive article in an issue of your choice;
- All advertisers in the pre-show issue are guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Secure an exclusive interview (limited availability) in the dedicated event preview published in the pre-show issue (with advert);
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event - with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;
- Take an ad in the official show guide - the on-site catalogue used by visitors to navigate the show;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event;
- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included.

PROMOTE  
YOUR  
COMPANY  
HERE!



LIVE VIDEO  
INTERVIEWS

EXCLUSIVE  
EXHIBITOR  
AND SPEAKER  
INTERVIEWS

ADVERTISE  
IN THE  
SHOWGUIDE



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