

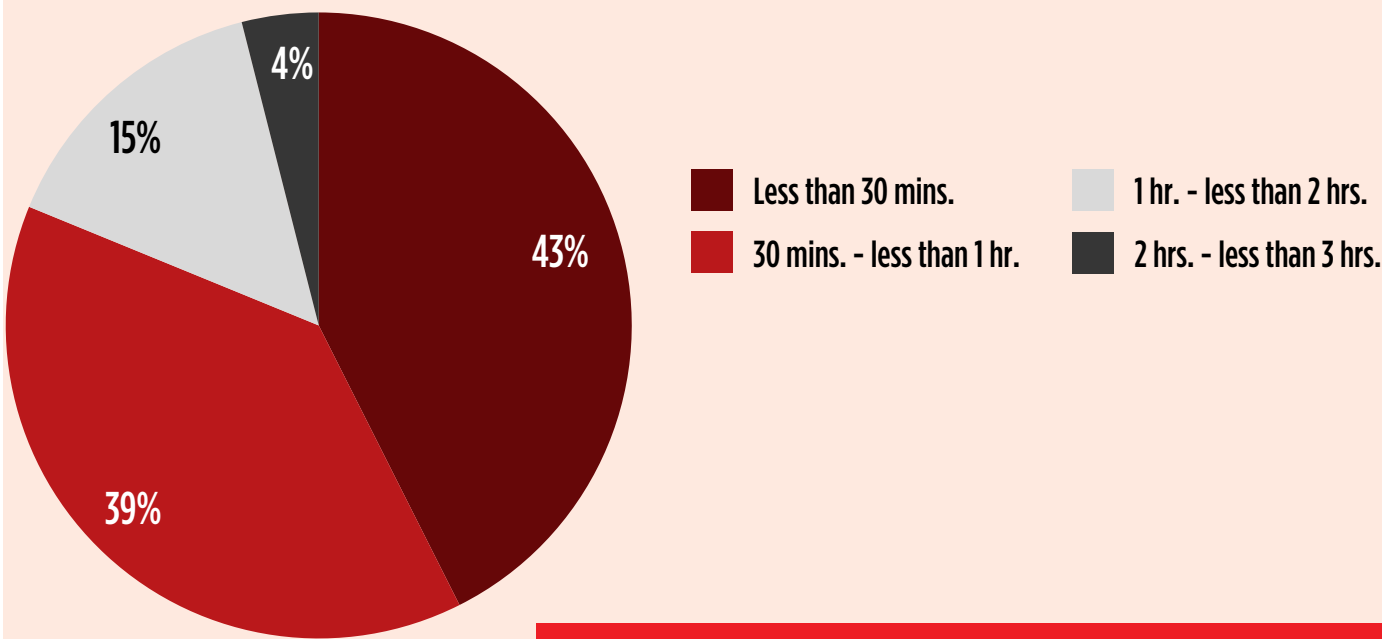


INSIDE **logistics**

MEDIA KIT 2026

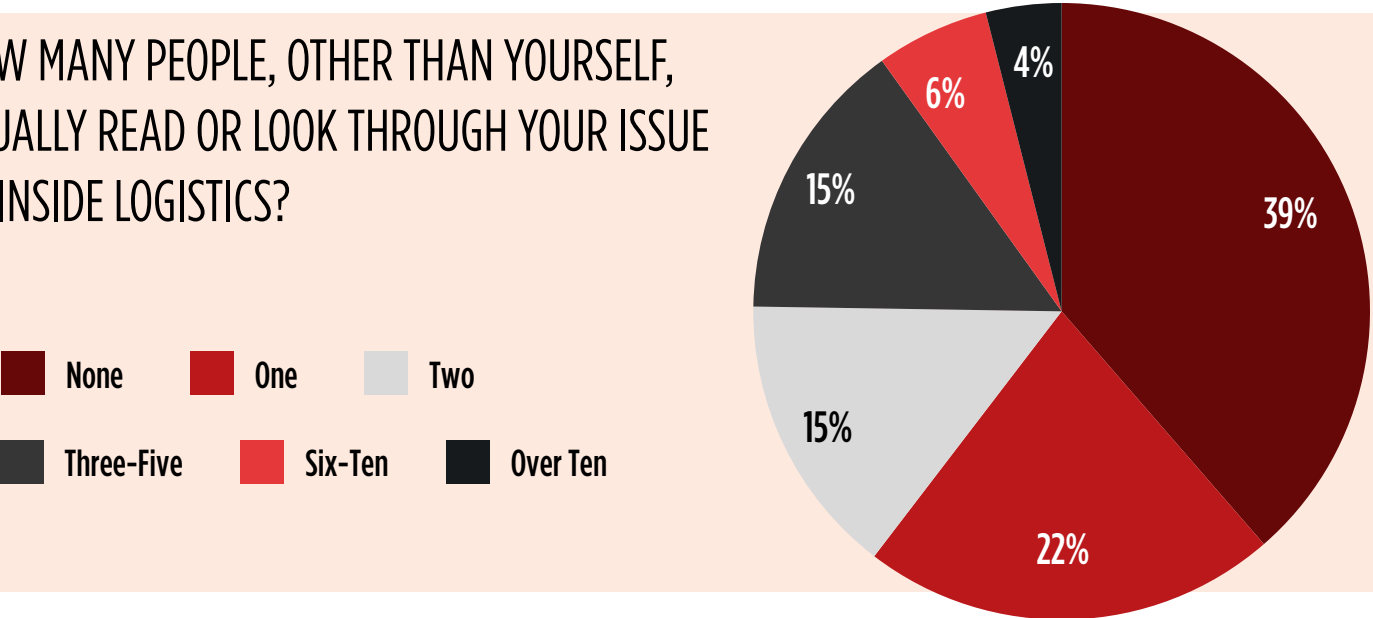
The only nationally audited supply chain media
publication in Canada reaching... TRANSPORTATION,
WAREHOUSE, DC & LOGISTICS MANAGERS & EXECUTIVES

CONSIDERING ALL THE TIMES YOU PICK IT UP, ABOUT HOW MUCH TIME, IN TOTAL, DO YOU SPEND READING OR LOOKING THROUGH A TYPICAL ISSUE OF INSIDE LOGISTICS?



READERS SPEND ON **AVERAGE 42.3 MINUTES** READING THE MAGAZINE

HOW MANY PEOPLE, OTHER THAN YOURSELF, USUALLY READ OR LOOK THROUGH YOUR ISSUE OF INSIDE LOGISTICS?



81% of readers have taken one or more action as a result of reading the magazine (bought or recommended products, requested additional information, visited advertiser's website)



Reader preference: **76% of subscribers** still prefer receiving a **printed copy** of the magazine



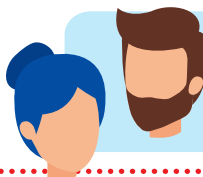
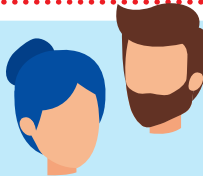
62% agree that the **advertising** in Inside Logistics **educates** and is **important**

WHAT READERS SAY



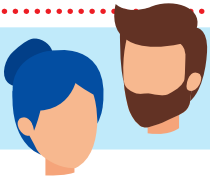
"It keeps me updated on advances and developments in the supply chain industry and helps me to understand what can enhance the effectiveness and improve productivity for our company."

"I feel Inside Logistics provides knowledge of the current situations globally, and provides advertisements for products and services related to my needs."



"It's always informative and provides information on new developments and offerings."

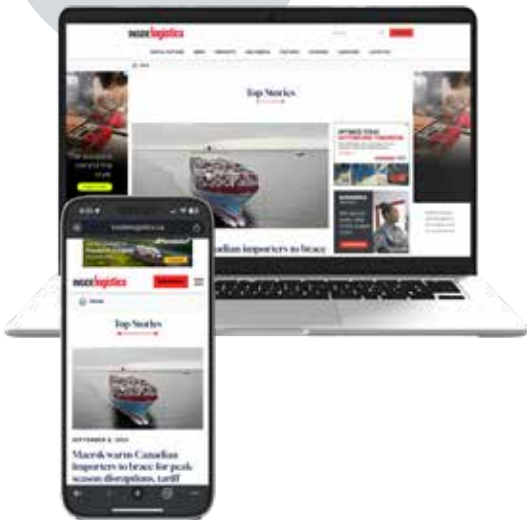
"It helps a professional to stay informed and updated, as well see news or ads from companies."



How we reach your target audience

Inside Logistics reaches the key decision-makers in Canada’s transportation, distribution, logistics and warehousing businesses. They procure, move, store, track and deliver the goods that keep business moving and consumers satisfied. They buy the transportation, warehousing, equipment, software and third-party services that moves Canada’s supply chain forward.

Daily news, features, e-editions, events and more on our newly launched website



Podcasts featuring industry experts discussing the issues you care about



Twice-weekly newsletter, helping you reach our extensive marketplace



REACH YOUR TARGET AUDIENCE THROUGH OUR SISTER PUBLICATIONS

Placing your ad in Turnkey Media’s Inside Logistics and Jobber News offers unique crossover advertising opportunities, connecting your brand with engaged audiences in both the Canadian supply chain sector and automotive repair industry. Advertising in both magazines maximizes your company’s reach and impact with decision-makers across two complementary markets.

LET US HELP YOU REACH OUR MARKETPLACE

MORE WAYS TO REACH YOUR TARGET AUDIENCE - **PRINT, DIGITAL, AUDIO AND TWICE-WEEKLY NEWSLETTERS.**

ASK

DELON RASHID or VICTORIA JONES,
YOUR SALES & MARKETING
REPRESENTATIVE,
FOR MORE INFORMATION

416 459-0063
delon@turnkey.media

INSIDElogistics | MAGAZINE EDITORIAL SCHEDULE

FEBRUARY
OPERATIONS: Technology and Innovation
MODE: Truck
► **SPACE CLOSE** February 2
► **AD MATERIAL DUE** February 9

APRIL
OPERATIONS: Freight forwarding
MODE: Courier
► **SPACE CLOSE** March 18
► **AD MATERIAL DUE** March 25

JUNE
OPERATIONS: Equipment and Security
MODE: Ocean
► **SPACE CLOSE** May 20
► **AD MATERIAL DUE** May 27

Canadian Rates

PRINT ADVERTISING RATES CAD

Full	\$4,500
2/3	\$3,600
1/2 island	\$3,150
1/2	\$2,800
1/3	\$2,025
1/4	\$1,575

Our 2026 pricing remains the same as last year.

Outside Back Cover: 15% premium
Inside Front/Back Cover: 10% premium

US CONVERSION IS \$1.25

ADVERTISEMENT SIZE SPECIFICATIONS

8.375 x 11
1 Page
BLEED

16.5 x 11
Double Page Spread
BLEED

7 x 10
Type Safety

4.5 x 10
2/3 Page
Vertical

7.125 x 4.875
1/2 Horiz.

8.375 x 5.375
1/2 Horiz.
BLEED

4.5 x 7.25
1/2 Page
Island

4.5 x 4.875
1/3 Page
Square

3.375 x 4.875
1/4 Page
Sq.

3.375 x 10
1/2 Page
Vert.

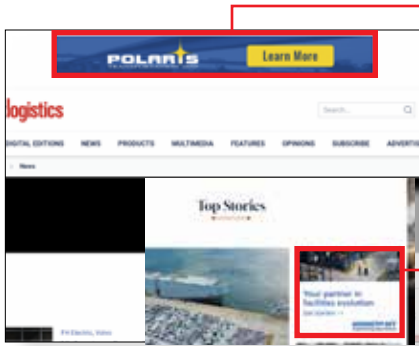
2.125 x 10
1/3 Page
Vert.

7 x 2.25
1/4 Page
Horizontal

INSIDElogistics | ONLINE AND DIRECT MARKETING

Pricing: Flat Monthly Rates

RUN OF SITE: STANDARD



Leaderboard
\$1,500/mo
Size: 728x90
Mobile: 300x90

Big Box
\$1,800/mo
Big Box: 300x250

WALLPAPER



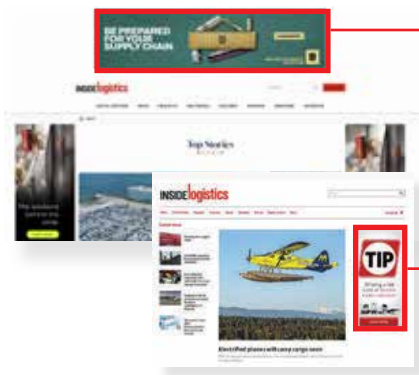
\$3,000/mo
maximum impact;
maximum visibility
Size: 250x800

NATIVE ARTICLES



\$1,500 each
Sponsored content
posted in our newsletter
and on the website.
Stays on website
indefinitely

RUN OF SITE: MAXIMUM EXPOSURE



Billboard
\$2,500/mo
Size: 970x250
Mobile: 300x90

Tall Box
\$2,500/mo
Size: 300x600

INSIDE LOGISTICS NEWS FIRST (TUESDAYS AND THURSDAYS)



Leaderboard: \$1,500
Box: \$1,800
Leaderboard:
640x90
Mobile: 300x90
Box ad format:
300x250

E -BLAST



\$3,000 PER E-BLAST
CASL compliant
email list

INSIDElogistics | COVER OPPORTUNITIES

LET US TELL YOUR STORY WITH CUSTOM CONTENT



ASK US FOR MORE DETAILS!

- Digital or print supplements
- Sponsored feature
- Podcast or Webinar
- and more...

YOU HAVE A UNIQUE MARKETING PROJECT? TALK TO US ABOUT IT

The cover story package is a unique marketing opportunity that combines an editorial feature with your advertising campaign, bringing significant selling power to your business. Shine the spotlight on your company's latest innovations, new product developments, business growth and achievements in a two-page feature article.

- Your company logo featured on the cover of *Inside Logistics*.
- Shine a spotlight on your company or product with a feature article written by our editorial professionals that reaches our entire readership. Prior to publication, you will review the article to ensure it meets your standards and style, with a final proof including images to make sure your cover story meets your expectations.
- Copies will be sent to your location so you can distribute to your customers, clients and prospects.
- The cover story package includes both online and printed media.

Although a cover story is typically bundled into a larger campaign, we are able to sell this feature a-la-carte.



INSIDElogistics | READER DEMOGRAPHICS

CANADA'S SUPPLY CHAIN

- More than **900,000** people work in the Canadian supply chain sector, not including trucking
- Almost **190,000** businesses
- The sector contributes **\$66 billion** to the economy every year
- The sector handles over **\$1 trillion** worth of goods in a year

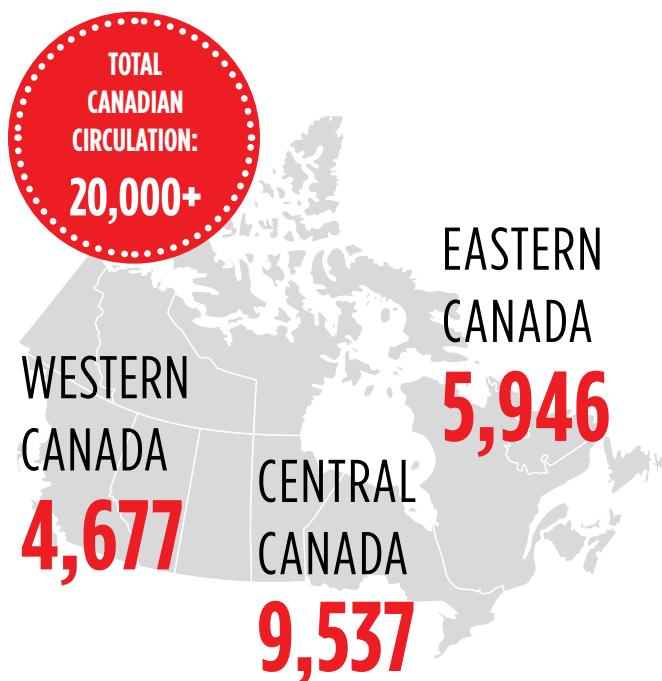
The following technologies are identified as expected to create the most competitive advantage:

- Robotics & Automation **65%**
- Predictive analysis **62%**
- Internet of Things **59%**
- Artificial Intelligence **53%**
- Inventory and Network Optimization **53%**
- Driverless Vehicles & Drones **52%**
- Wearable & Mobile Technology **45%**

TOP INDUSTRIES SERVED

- Food & Beverage
- Manufactured Industrial Inputs
- Distribution
- Lumber & Building Materials
- Transportation Services
- Storage & Warehousing
- Computer & Electronics
- Paper & Print
- Retail Trade
- Construction

GEOGRAPHIC DISTRIBUTION



INSIDElogistics

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