Guiding successful business outcomes

Since 1853 Lloyd’s Loading List has been the essential work tool shippers turn to when looking for a solution to their global freight needs.

Amidst uncertainty and change in the marketplace, marketing and advertising decisions have become more complex. Trying to evaluate return on investment and making the correct choices from so many options, has only made this process more difficult to navigate.

Lloyd’s Loading List gives advertisers reach into a loyal global subscriber base comprising of senior decision-makers across the global freight sector. We understand how our subscribers behave online which means we can advise you on how best to communicate with them. By using a wide range of marketing solutions your message will be seen by the key people who need your products and services.

Consider us your marketing partner – to deliver business outcomes with measurable results
Solutions with impact

Our advanced marketing solutions bring together Audience + Knowledge + Capabilities to power customer acquisition, retention, growth, loyalty and winning programs with optimal results.

Influential audience
We connect you to the most influential audience within the global freight industry. Reach an engaged community of over 500,000 cargo owners, freight forwarders, transport operators and port owners, who are interested in solutions to grow their business.

Maritime freight knowledge
Our deep knowledge of the freight and shipping markets ensures we deliver successful marketing outcomes from content creation to campaign optimisation – to activate lasting business results.

Sophisticated capabilities
Take advantage of our proven marketing capabilities, deep understanding of the freight industry and turnkey services to engage, educate and influence your target customers.

Editorial prowess: For decades, Lloyd’s Loading List has expertly combined news, data, insight and analysis giving the freight industry the short, medium and long-term trends and what it means for their business. From data-driven analysis to up-to-the-minute news, we provide insight which integrates with market influencers workflow to make complex decisions simple.
Partnering with Lloyd’s Loading List gives you access to a subscriber base comprised of senior decision makers across the global freight market.

**Industry types**
- Freight forwarders: 46%
- Transport operators including shipping lines and NVOCCs: 20%
- Cargo owners: 20%
- Other related industries including port operators and liner agents: 14%

**Audience geo-split**
- Americas: 16%
- EMEA: 66%
- APAC: 18%

**Engagement behaviour**
- Monthly unique visitors: 34,386
- Monthly page views: 109,553
- Average time on site: 3.12 minutes
- Pages per visit: 2.4 pages

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Layer your story into the buyer’s journey

We are experts in creating marketing content that speaks to your target audience. Align audience needs with your message – delivering the right content at the right time.

**USER**

- I have a new business challenge
- I’m absorbing information and discussing with peers
- I’ve identified features and I’m evaluating solution providers
- I need to validate that I’m selecting the best solution
- I need my company to realise success from this purchase

**MARKETER**

- Understand customer needs and pain points
- Associating brand with topics audiences care about
- Communicating product benefits with needs
- Converting qualified leads to buyers
- For customers to see ROI in their purchase

**DISCOVERY**

- Research
- Advertising

**AWARENESS**

- Direct marketing
- Infographics

**CONSIDERATION**

- Webinars
- Content channels
- White papers

**PURCHASE**

- Lead nurturing
- Events

**ADVOCACY**

- Demos
- eBooks
Driving outcomes that enable business growth

Our state-of-the-art marketing solutions are a measurable and cost-effective way of reaching into the global freight community, delivering the right message every step of the way.

• We use sophisticated tools to analyse and optimise engagement and conversion providing true insights into your marketing program’s effectiveness.

• Our experienced team of experts ensure your campaign delivers the results to support initiatives, lift response, and drive performance.
Powerful marketing solutions for today’s global freight market

**ADVERTISING**

**Display advertising (website)**
Our online advertising solutions are an effective, measurable and economical way of marketing to freight and logistics audiences. High impact ad formats are designed to drive engagement and awareness of an advertiser’s brand and messaging.

**Display advertising (email bulletins)**
The daily email bulletin gives you access to our most engaged subscribers and is proven to be highly-effective for direct response campaigns.

**Audience extension (the web)**
Deepen awareness and increase the frequency in which your targeted audience views your ads by reaching them via display ads across the web and in their Facebook newsfeed.

**Print advertising (weekly directory)**
Our print directory has been published every week since 1853. Today it is received by 4,200 subscribers and is used by hundreds of advertisers every week to win spot freight business from freight forwarders and cargo owners.

**Print advertising (display advertising)**
With over 100,000 shippers a year reading our weekly printed news publication and directory your adverts will be some of the most viewed adverts in the UK freight market.

**CONTENT MARKETING**

**Content creation services**
Our content marketing services provide you with a strategic marketing approach focused on creating and distributing informative, relevant and valuable content to stimulate, educate and influence a clearly defined target audience.

**StoryScapes / Interactive white papers**
Turn your thought leadership content or white paper content into a visually-stunning, mobile-friendly web experience that guides readers through your topic in a deeply engaging way.

**Sponsored content distribution**
Drive brand awareness and engagement by featuring content that promotes a product, service, or solution that is posted across our online and print channels using the same form as the articles written by our editorial staff.

**DATA**

**Research**
Our market research capabilities help freight sector clients uncover trends and insights to better understand their target audience, the competitive landscape and brand perception in the market.

**Direct marketing**
Exclusively engage and win business from Informa’s global subscriber base of cargo owners, freight forwarders and transport operators.

**EVENTS**

**Webinars**
Convey your thought-leadership and generate quality leads through sponsoring a webinar organised and hosted by the leading news source in freight.

**Global Freight Awards**
Global Freight Awards are the must-attend event in the global freight industry. Each November, over 500 shippers and transport operators gather to celebrate freight forwarding excellence.

**Round Table**
On the day of the Global Freight Awards, Lloyd’s Loading List will also produce an invitation-only senior executive meeting chaired by an in-house expert who will lead a debate on a key industry topic.
Display advertising: Website

Our online advertising solutions are an effective, measurable and cost effective way of marketing to shippers.

They can help you promote your business, influence customers and generate leads.

You can also target certain key words, geographical regions and languages.

**Track and optimise your campaigns**
See how well your marketing campaign is doing and optimise it accordingly. Our analytics provide measurements of:

- Exposure/impressions
- Viewability
- Interactivity/clicks

**Unique benefits of online advertising**

- Email campaigns
- Audience targeting
- Bespoke analytics
Display advertising:
Email bulletins

The daily email bulletin is sent to over 28,000 subscribers and drives most of the traffic to lloydsloadinglist.com, providing a very wide and highly-visible brand reach to decision makers in the global freight industry.

The Lloyd’s Loading List daily email bulletin offers you access to the people you need to reach.

- Top banner 468x60px
- MPU 300x250px
- Bottom banner 468x60px

Unique benefits of email advertising

- Display advertising
- Email campaigns
- Bespoke analytics
- Multiple channels
Audience extension

Target niche audiences on sites they visit
Lloyd’s Loading List’s audience extension is a hyper-targeted advertising solution that allows us to dramatically increase the reach of your marketing campaigns.

By leveraging your target audience’s demographic and behavioural data, we can present your brand messages to that audience across thousands of websites in our extensive partner network.

This partner network includes sites such as:
- LinkedIn, Forbes.com, Economist.com, FT.com, WSJ.com, Reuters.com, Time.com, NationalGeographic.com, Fortune.com

Unique benefits of audience extension
- Access to Lloyd’s Loading List subscribers
- Bespoke approach to direct marketing
- Space to get messages across
- Measurable communications
- Email campaigns
Print advertising:
Weekly directory

For 164 years Lloyd’s Loading List has been the essential weekly work tool UK shippers turn to when looking for a supplier to move their cargo. In 2017 over 100,000 shippers used our weekly Trade Directory to find the best supplier to move freight to their location of choice.

1. **Strip adverts:** Highly visible and ultra-effective, these big colour adverts will ensure your company stands out from the crowd on your choice of destination, driving response and new freight jobs direct to your sales team.

2. **Trade lines:** This concise, single line description of your service will communicate your specific service proposition on your key trade routes to our subscribers.

3. **Contract lines:** This option works with a display advert publicising your contact details. It shows your key company information including service description, receiving points within the UK, and service frequency.

**Unique benefits of print advertising**

- Display advertising
- Access to Lloyd’s Loading List subscribers
- Long shelf life
- High-quality audience
Print advertising: Display advertising

If you need to make a big impact quickly, display advertising is the answer.

Adverts appear on the covers and within the pages of the UK’s only weekly freight news publication to ensure your brand and service offering is communicated and generates lots of business from UK shippers.

Unique benefits of print advertising

- Display advertising
- Access to Lloyd’s Loading List subscribers
- Long shelf life
- High-quality audience
Content creation services

Leverage Lloyd’s Loading List content experts, creative talent and marketing savvy for a powerful advantage in producing informative, relevant and impactful content marketing assets. We write solution-oriented content that resonates with our users:

- Articles & blogs
- Infographics
- Fact sheets & top 10 cards
- Case studies & executive interviews
- White papers & guides
- Webinars & webinar executive summaries
- Research reports

Tap into our audience to build brand credibility and stimulate, educate and influence a clearly-defined target audience to drive profitable marketing outcomes. Campaign performance analysis allows us to optimise performance.

Unique benefits of content marketing

- Freight tailored campaigns
- Email Campaigns
- Audience Targeting
- Bespoke Analytics
- Multiple Channels
- Long shelf life
StoryScapes/Interactive white papers

A StoryScape is a visually-stunning, mobile-friendly web page that guides readers through a specific topic in a deeply engaging way.

Go beyond text and bring the message to life with interactive page elements such as animation, compelling images, embedded videos, photo galleries, interactive charts, related assets, and an in-page navigation that allows users to jump to sections of interest or dive deeper into related content.

Interactive white papers
Your next white paper can be turned into a StoryScape. An expert editor and creative designer collaborate with you to tell a compelling story around an industry topic that leads to greater engagement with the subject at hand.

- Educate on key topics & pain points
- Gated, to generate leads
- Increases exposure of related assets
- Embedded, rich content keeps users progressing through the story
- Deeper metrics offer insights into audience engagement

Example Campaign:
engage.informa.com/executive-summary
Sponsored content distribution

Integrate your thought-leadership content into the editorial streams of the lloydsloadinglist.com website and email newsletters in a manner that matches the look and feel of our own editorial content.

Sponsored content is highly informative, generates engagement around a market issue or challenge, and allows your business to position itself as a trusted authority on the issues keeping your customers up at night.

Unique benefits of Sponsored Content

- Audience targeting
- Bespoke analytics
- High-quality audience
- Multiple channels

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Research

Lloyd’s Loading List provides market research capabilities to help freight sector clients uncover trends and insights to better understand their target audience, competitive landscape and brand perception in the market.

• Develop insightful content assets which are more in tune with the needs of your target audience
• Obtain strategic intelligence on your customers’ buying motivators, brand perceptions and on the viability of new commercial offerings
• Fuel content marketing programs by engaging and nurturing potential buyers in participatory research

**Lloyd’s Loading List research capabilities include:**
- Online surveys
- Online and In-person focus groups
- Strategic Insights Studies – for brand, industry and/or topic sentiment analysis
- Data and insight interpretation from Freight Intelligence analysts

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Direct marketing

Our direct marketing services can get your key marketing messages directly into over 250,000 cargo owners and freight forwarders inboxes and letter boxes via email and post.

Unlike banner ads, your freight direct marketing campaigns can contain as much information as you like, so you can really showcase your expertise and advantages of your products and services.

Responses are generated using a very clear call to action.

**Our direct marketing solution is a cost-effective way to:**
- Build your own target audience
- Generate leads
- Measure effectiveness

**Unique benefits of direct marketing**

- Access to Lloyd’s Loading List subscribers
- Bespoke approach to direct marketing
- Space to get messages across
- Measurable communications
- Email campaigns
Live events: Webinars

Lloyd’s Loading List can utilise its world-class database of 250,000 cargo owners, freight forwarders and transport operators to organise live webinars for your business. A panel of influential industry thought-leaders, under moderation from a leading freight journalist, will debate the hottest topics impacting the global freight industry. Registrants can attend the live webinar, and an “on-demand” recording will also be made available.

Because the business professionals in our database are all subscribers to our products, you can be assured of the most engaged audience of decision-makers in freight. These webinars provide the ideal interactive platform to convey your thought-leadership on critical market issues, elevate your brand profile and, most significantly, generate quality leads.
Live events: 
Awards and Round Table

Awards
The Global Freight Awards is the most established and prestigious awards program in freight forwarding and is marketed to over 1,000,000 shippers worldwide. The combination of a continuous 12-month marketing program to drive entries, promote the finalists and eventual victors, allied to a rigorous judging process leads to true excellence being identified.

Sponsorship will allow your company to associate itself with the best our industry has to offer, culminating in Q4’s preeminent maritime freight networking event as London plays host to the industry’s most influential business leaders at the winners’ ceremony and dinner.

Round Table
With freight industry leaders converging on London for the Global Freight Awards, Lloyd’s Loading List will also host an invitation-only C-Suite meeting chaired by an in-house expert who will lead a debate* on a key topic that is a challenge and, therefore, an opportunity for the freight sector. The event will be run in conjunction with just one Sponsor.

☑️ Subject to be discussed selected by Sponsor
☑️ Guests to be selected by Sponsor
☑️ Sponsor to have a senior executive involved in the debate

*Subjects to be discussed must be editorially sound and approved by Lloyd’s Loading List