

HOW TO GET YOUR NEWS PUBLISHED IN FREIGHT NEWS



NEWS WE CAN PUBLISH

The questions our journalists ask when assessing whether to cover a story are:

- 1) is it current? (i.e. happened recently), and
- 2) **will this news have an operational impact on people moving cargo into or out of southern Africa?**

If the answer is yes to these questions, then the news is likely to be covered in Freight News.

Relevant product news includes:

- New services for the sector;
- New sector-relevant developments;
- Regulatory changes and impact;
- News affecting freight infrastructure;
- Industry appointments and community news;
- Innovative solutions;
- News affecting routes;
- Customs and free trade news

We are always interested in receiving authoritative comment on industry trends and commentary. In some cases these may be featured as columns on the website, otherwise as news stories. There are several ways of ensuring your news hits the top of the pile:

- Add a short synopsis in your email or press release to provide the journalist with a snapshot of the most relevant news;
- Include contact details so that journalists can follow up to get more detail if required;
- Contact us to brainstorm angles that will be of relevance;
- Keep it short and simple;
- Include relevant photographs with your press release;
- Provide captions for the photographs.

NB: FOR COLUMNS

- Ensure you include a 150-word biography, and head and shoulders picture.

NEWS WE CAN'T PUBLISH

If the news isn't of interest to our primary readership or is old news (did not happen within the past two months or so), it is not likely to feature in Freight News. The types of news we don't use are:

- Most awards
- Specials
- Profiles of industry players
- Competitions
- The opening dates of seasonal services
- Most company events

We do allow this news to be covered as sponsored stories. These are paid-for content pieces and are marked 'Sponsored'.



FAQs

How many words should my news submission be?

All submissions are subject to editing processes so there is no fixed word count, but the general rule is the shorter and more concise, the better. News may be submitted in point form.

Will I get to approve copy before it is published?

No. Our editorial is independent and at the discretion of the editor. Our professional journalists and editors take great care to ensure the accuracy of our reports. Where the editor feels the subject matter is of a particularly technical nature, copy may be sent back for fact-checking purposes.

What are your requirements for photographs?

Pictures dimensions should be at least 820 x 410 pixels, and should be clear.

When should I expect my news to appear?

Each day's line-up is dependent on the news, what is most current and relevant to our audience. It is difficult for journalists to guarantee a date of publication. Hard news is prioritised over soft, promotional news. Stories where we are given the "scoop" are likely to be given prominence.

Do I have to advertise to get my news published?

No, if your story is newsworthy and will have an operational impact on the freight community, it is likely to be published. When it comes to promotional news, priority is given to advertisers.

I don't have any news but have valuable insight into industry matters - how can I share this?

By emailing editor@freightnews.co.za or phoning us on +27 (0)11 327 4062. We encourage members of the freight and trade community to send us letters to the editor and share their comments, thoughts, tips for the trade, headaches and more with us. This may be followed up as an article, appear as a letter to the editor, or be used as an opinion piece in the form of a column.

I would like to submit a column for consideration. How do I do this?

Columns should offer insightful or educational opinion, targeted at the freight and trade environment, on current issues. They should be no longer than 800 words. Columns should not be used to promote the author's products and services. Columnists need to ensure that they are reliable and meet deadlines. The column must be original content and can only be repurposed a week after publication in Freight News. The column will be subject to editing processes.

I want my news / PR to appear without changes, on a specific day. Is this possible?

You can have your news or content published in Freight News in the form of sponsored content. This paid-for option allows you to control how and when content is published. You are able to submit copy, which we can assist in editing, and have it approved before it is published. The paid-for article will appear in our newsletter, with the label "sponsored", on the date of your choosing.

Get in touch to find out what we're currently working on and how you can contribute. Send editorial submissions to editor@freightnews.co.za.

ABOUT SOUTHERN AFRICA'S FREIGHT NEWS

With 48 years of engaged publishing history through Freight & Trading Weekly – its printed weekly predecessor – Freight News is the modern online equivalent and more. Daily content includes strong industry-specific editorial, columns and aggregated news, making it a must read for anyone interested in the international movement of goods to or from southern Africa.



DAILY NEWS



Freight News is the most credible and visible independent source of information on industry issues and news. Sent out daily to over 12 000 registered freight-related subscribers, the daily news headlines email drives the majority of website traffic, which generally gets 1 500 readers a day.

FEATURES



Focusing on highlighting either a region or theme in more detail, features are produced weekly. Features are initially distributed as a PDF online, then they are added to a printed compendium and approximately 4 000 copies are distributed at airports as well as directly to key members involved in import, export or freight services – these are passed on to be read by between 4 and 6 people in an organisation. Features are often kept for reference.

COLUMNS



We are fortunate to be part of a vibrant, engaged and passionate industry. Our columns allow experts to discuss specialist issues in-depth and submit their opinions for examination. We aim to publish two columns a month. These are promoted through the news and are prominent alongside articles on the website.

JOBS



Our jobs section offers the freight industry a niche space to place their job opportunities. This is a well-used section, popular with both job seekers and companies.

CUSTOMS BUZZ



Weekly insights produced by Freight News's customs specialist focuses on changes to tariffs and duties.