

# Marketing Opportunities

for reaching  
Members of the  
British International  
Freight Association



The leading body representing  
the UK international freight services industry



**BRITISH INTERNATIONAL  
FREIGHT ASSOCIATION**

BIFA offers a range of marketing and sponsorship opportunities to companies interested in promoting their products or services to BIFA Members.



BIFA has more than 1,500 Members that provide one or more of the following services:

- Air freight consolidation and forwarding
- Maritime intermodal
- European road and rail distribution
- Logistics and supply chain management
- Customs brokerage
- Packing of goods for export
- Warehousing and distribution

## Inserts in BIFAlink

Place a limited-sized insert in the Association's monthly magazine, **BIFAlink**, with a circulation of 5,000 copies, at a cost of **£795.00 + VAT**.

Further details are available on request from: BIFA Membership Services  
**T:** 020 8844 3635  
**E:** membership@bifa.org



## Advertising in BIFAlink

Advertise in the Association's monthly magazine, **BIFAlink**, with a circulation of 5,000 copies.

A sample of the publication, and a Media Pack, are available on request from: BIFA Membership Services  
**T:** 020 8844 3635  
**E:** membership@bifa.org

## Associate Membership

Become an Associate Member of BIFA at a cost of **£720.00** per annum (price includes VAT).

Associate Members of BIFA receive a dedicated member profile page on BIFA's website, inclusion of their logo on BIFA's web pages, and two free listings per year in the Association's monthly magazine, **BIFAlink**. The listings consist of an A4-sized insert to include Associate Members' contact details, company logo and a brief description of services offered.

Associate Membership is open to organisations which, whilst not engaged in the provision of international freight transportation, offer ancillary services to the logistics and supply chain management industry.

A leaflet detailing Associate Membership and an application form is available on request from: BIFA Membership Services  
**T:** 020 8844 3635 **E:** membership@bifa.org



## Direct Mail

Purchase a set of Avery labels, for one-off mailing purposes, of Members' addresses:

- approx. 1,320 labels of Head Offices at a cost of **£500.00 + VAT**
- approx. 2,250 labels of Head Offices and all branches at a cost of **£600.00 + VAT**
- labels by transport mode (eg. air, surface) at a cost of approx. **£300.00 + VAT**

- labels by BIFA UK region (eg. North-east/west; South; South-east, Midlands, N. Ireland, Scotland) at a cost of approx. **£250.00 + VAT** per region

Note. The labels do not include individuals' names due to the Data Protection Act.

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## Sponsorship

Become a sponsor of a BIFA event, such as the BIFA Freight Service Awards, which offers category or ceremony sponsorship opportunities. The ceremony luncheon is held annually in central London in January. Alternatively you can sponsor the next BIFA Conference, or one of the many Regional Seminars.



Further details are available on request from: BIFA Events Office  
**T:** 020 8844 3641  
**E:** eventsoffice@bifa.org

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