



**International Editor**

**Gavin van Marle, managing editor, The Loadstar**

[www.theloadstar.co.uk](http://www.theloadstar.co.uk)

The Loadstar, founded in 2012, has seen a 58% rise in readership in the first 10 months of 2018, year-on-year, to 1.06m users, and a 29% rise in page views to 2.7m – showing that not only has it grown enormously this year, but it is covering a set of more diverse subject matters. And that readers like it.

2018 has seen The Loadstar stamp its mark on both technological and financial analysis of the freight market – both of which are critical in supporting the freight industry in breaking free from its ‘hidden’, traditional and, frankly poorly financed past. By pointing the focus at finances, private equity involvement and investment, as well as strategy and digitisation, The Loadstar has tried consistently to support the freight and logistics industry in its inevitable evolution towards the modern era.

The editorial strategy of The Loadstar has always been to support more seamless links in the supply chain community. The logistics industry is global and uses all transport modes. As technology, collaboration and data-sharing become more important, so is the ability of companies to merge more seamlessly with their suppliers and customers – and this is what The Loadstar aims for. We may be based in the UK, but the US is our biggest readership, while Asia accounts for 25%. And The Loadstar is truly multimodal – as are the vast majority of the companies that read us, which include the whole spectrum, from major shippers to LSPs, carriers and ports.

As managing editor, Gavin van Marle has been responsible for finding our contributors, based around the world, and enlarging our content. He has overseen a greater use of other media by Loadstar staff such as LinkedIn and Seeking Alpha, podcasts, Twitter and Facebook, resulting in the publication gaining a greater readership as well as more sources and commentators. The website has also seen vastly more comments this year, indicating that the industry is engaging well with the publication and its content.

The Loadstar has also this year covered more in-depth issues with its series of Loadstar LongReads, covering topics from Innovation and technology, to air cargo capacity, port digitalisation, China’s Belt and Road, ecommerce and many more. And we have introduced regular articles on blockchain and new technologies, as well as developing our financial commentary.

**The Loadstar is also innovative – while we believe strongly that our content should be free, we are introducing a Premium subscription next week, which allows us to pay for more expensive, quality journalism for those readers seeking more depth.**

**Perhaps most of all, we like being read. We admit when we make a mistake; we enjoy breaking stories; we like making the market think; we like challenging the industry to do better, in a readable way, through nice design, good writing, accessibility and great stories.**