

Roularta to become publisher of former transport newspaper De Lloyd

Roularta Media Group announces that it has reached agreement with Alfaport Antwerpen, the Antwerp port companies' employers organization, to publish the former products of Delta Publishing, including the De Lloyd weekly newspaper and the Transport Echo magazine.

Following the bankruptcy of Delta Publishing NV on 14 June last, Alfaport Antwerp acquired the intangible assets of the media company (including the customer portfolio and information files). Delta Publishing NV was the publisher of the specialist transportation newspaper De Lloyd and a number of derivative products, directed at logistics service providers and the wider transportation world.

Roularta Media Group will take care of the marketing, content, production and distribution of the above-mentioned portfolio together with Port+. Port+ is a neutral service company, specializing in the distribution of port sector information, local outsourcing activities and projects, and studies within the port sector.

Journalism and editing for the paper and digital publications will be provided by the Roularta Media Group teams, among them the journalist team of Industrie Technisch Management, which has built up extensive knowhow in transport and logistics. In addition to transportation and logistics, the new publication of De Lloyd will also focus on international trade. As before, the newspaper will offer professional tools like the "sailings list" and the "road groupage list", along with a number of tools currently under development.

The publication of the aforementioned publications greatly enhances the presence of Roularta Media Group in the port companies community and in the transport and logistics sector. Roularta was already present in the logistics sector with leading industry magazine Industrie Technisch Management. The port community will henceforth be approached with the Roularta 360° strategy, with the weekly newspaper and Transport Echo, their websites and digital newsletters, specials, etc.

The first edition of the new De Lloyd weekly will appear on 15 October, accompanied by online news and newsletters. The new newspaper will be presented at the Transport & Logistics fair at Antwerp Expo.

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