



Media Pack 2018

Ramp Equipment NEWS

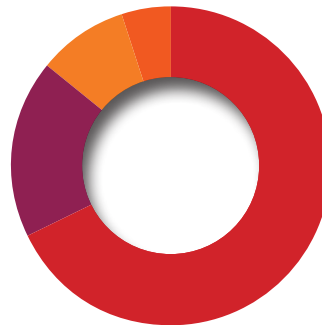
Why Ramp Equipment News?

Aiming to cater for the ramp in its widest context, Ramp Equipment News is now celebrating its 11th year of production. During this time we have adhered to the recipe that has proved successful, namely that of offering the magazine in both on-line and printed format, so that readers can benefit to the maximum.

Read by over 11,000 key decision makers throughout North & South America read Ramp Equipment News

Circulation of 2800 readers

Geographical Analysis



68% North America

18% Central & South America

9% Europe

5% Australia & Pacific

Seniority Level



43% VP, Deputy Director, General Manager

31% Department Manager, Project Manager, Supervisor

18% Chairman, President, CEO, Partner

6% Managing Director, Board Director, Associate

Category



45% Airline

20% Ground Handler

4% IT Provide

11% Manufacturer (GSE)

7% Manufacturer (Other)

13% OTHERS

* The average pass on readership is estimated at four persons per copy.

Publication Dates

Issue Feb/March
Copy deadline 01 March 2018
Publication date 17 March 2018

Issue May/June
Copy deadline 06 June 2018
Publication date 22 June 2018

Issue Aug/Sept
Copy deadline 04 September 2018
Publication date 20 September 2018

Issue Nov/Dec
Copy deadline 21 November 2018
Publication date 07 December 2018

Features list

FEB/MARCH

IT news
Environmental update
Cargo spotlight
Industry interview
GSE up close: belt-loaders
Industry legislation
Latin American supplement

MAY/JUNE

IT news
Environmental update
Cargo spotlight
Industry interview
GSE up close: de-icing
Latin American supplement
Handler & GSE

AUGUST/ SEPTEMBER

IT news
Environmental update
Cargo spotlight
Industry interview
GSE up close: bag tractors
Industry legislation
Latin American supplement

NOVEMBER/ DECEMBER

IT news
Environmental update
Cargo spotlight
Industry interview
GSE up close: ground power
Latin American supplement
Handler & GSE

Other features:

Robotics
Ramp training simulators

Turnaround efficiency
(optimising software)

Pushback tractors
Telematics

Every issue of Ramp Equipment News is read by over 11,000 readers* and in addition, extra copies of Ramp Equipment News will be distributed at all major international events: including IAEMA and GHI Conferences

Rate card

Rates valid until 31/12/2018

1 insertion

4 insertions

Full Page 4 Color

\$2201

\$2096

Half Page 4 Color

\$1276

\$1219

Two Thirds Page 4 Color

\$1628

\$1544

One Third Page 4 Color

\$925

\$883

Quarter Page 4 Color

\$683

\$662

Cover Positions

\$3467

\$3299

Web banner

\$150 p/m

1/6 Page 4 Color

\$1600 for 4 ads
(\$400 each)

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Ramp Equipment NEWS

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