



Connecting the air cargo community

MEDIA PACK 2019





A dynamic newcomer to the freight sector, **Air Logistics International** sets out to reconsider the traditional focus of air cargo publications.

Targeting the oft-overlooked players within the industry, such as forwarders, GSAs, shippers and logistics specialists, each issue of the magazine brings these cargo chain components, and others besides, under the spotlight.

Today's fast-paced cargo sector relies on a wealth of factors, not least the human/technology interface. In a world dominated by e-Commerce, where response has to be immediate and the margin for error is miniscule, it is imperative that the links in the chain are unbreakable. But anomalies persist: the sector still relies heavily on paper for communication and squaring that particular circle remains an ongoing challenge, which promotes plenty of comment.

Problems such as this are tackled by **Air Logistics International**, in addition to the study of trends and developments, along with important insight from industry figures, geographical analysis and topical news.

If you are involved in the business of moving essential freight, then make **Air Logistics International** an essential part of your business - and gain a cutting edge.

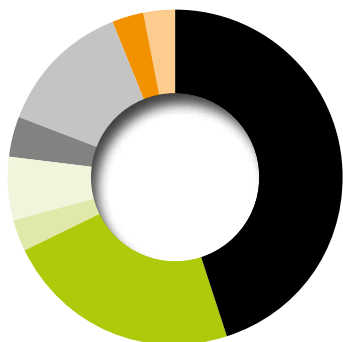
Target a Global Readership

Identifying the decision makers is the key in this area.

When you consider the value of international trade shipped by air is US\$5.5trn, that is just 1% of world trade by volume - but over 35% by value.

Circulation

16,247 copies worldwide



- 45%** Europe
- 23%** North America
- 3%** Central & South America
- 6%** Australasia
- 4%** Asia
- 13%** SE Asia
- 3%** Africa
- 3%** Middle East & North Africa

Job functions



- 40%** Freight Forwarders
- 40%** Shippers
- 20%** Airlines, Airports, Charter Brokers, GSSAs, Integrators, Express Operators, 3 PL & 4 PL Logistics Providers, Ground Handlers, Aircraft Manufacturers & Aviation Service Providers

Industry sectors

Pharmaceuticals
Perishables
Electronics
Automotive
Textiles
Live Animals & Express Cargo

Company size:
£10m plus turnover

Job titles/functions

Including Logistics Directors / Managers

Supply Chain Directors / Managers

Cargo Directors/ Managers

Circulation breakdown

PRINT
5,114

DIGITAL
11,133



Connecting
the air cargo
community

MEDIA PACK 2019

Feature Programme 2019

JAN-FEB 2019

- Europe & CIS
- Air Cargo Africa Preview
- Multimodal shipping
- E-commerce
- Regional news, GSA updates, airport developments & industry interview

JUNE-JULY 2019

- North America
- Brexit aftermath
- Intelligent ULDs
- Cargo security
- Regional news, GSA updates, airport developments & industry interview

OCT-NOV 2019

- Asia Pacific
- Digitalisation
- Regulation and compliance
- Regional news, GSA updates, airport developments & industry interview

MAR-APR 2019

- The Middle East
- Air Cargo Europe Preview
- Animal transportation
- Freighter conversions
- Dangerous goods
- Regional news, GSA updates, airport developments & industry interview

AUG-SEPT 2019

- Latin America
- Blockchain
- Perishables
- Regional news, GSA updates, airport developments & industry interview

DEC 2019

- Africa
- Pharma
- Global annual overview
- Regional news, GSA updates, airport developments & industry interview

2019 Rate Card

Rates print

1 X insertions	3 X insertions	6 X insertions	12 X insertions
----------------	----------------	----------------	-----------------

Full page

£3,200	£3,000	£2,800	£2,600
\$4715	\$4,260	\$3,975	\$3,700
€3,520	€3,300	€3,080	€2,860

Half page

£2,300	£2,000	£1,800	£1,600
\$3,266	\$2,840	\$2,556	\$2,270
€2,530	€2,200	€1,980	€1,760

Quarter page

£1,800	£1,600	£1,400	£1,200
\$2,556	\$2,272	\$1,988	\$1,704
€1,980	€1,760	€1,540	€1,320

Covers + 30% premium

Digital Issue Sponsorship

6 x months	12 x months
£6,000	£10,000
\$8,460	\$14,100
€6,800	€12,000

Banner ads rates

www.airlogisticsinternational.com

1 x month	3 x months	6 x months	12 x months
-----------	------------	------------	-------------

Leader 728 x 90

£ 995	£ 2,540	£ 3,980	£ 4,540
\$ 1,600	\$ 4,140	\$ 6,435	\$ 7,365
€ 1,195	€ 3,050	€ 4,775	€ 5,445

Large banner 250 x 300

£ 750	£ 2,150	£ 4,300	£ 7,500
\$ 930	\$ 2,600	\$ 5,300	\$ 9,000
€ 830	€ 2,400	€ 4,800	€ 8,300

Small banner 100 x 300

£ 550	£ 1500	£ 2500	£ 5500
\$ 680	\$ 1860	\$ 3100	\$ 6800
€ 615	€ 1670	€ 2790	€ 6200

E-newsletter banner 100 x 300

14,500 opted in recipients

1 x month	3 x months	6 x months	12 months
£ 1,100	£ 2,750	£ 5,000	£ 8,500
\$ 1,300	\$ 3,355	\$ 6,200	\$ 10,500
€ 1,230	€ 3,070	€ 5,580	€ 9,490

Large banner 250 x 300 £500 extra



Connecting
the air cargo
community

MEDIA PACK 2019

Why advertise in Air Logistics International?

A new publication, delivering the right editorial environment, one that champions the use of air cargo

A scientifically devised, capital expenditure ranked circulation, linking forwarders, shippers and airlines. Around 80% of business comes from 20% of these companies. We reach that top 20%

Coverage of senior personnel in the prime decision-making units

Reaching forwarders, airlines and shippers throughout the world

Expert informed editorial analysis, together with comment and trend information, that's in tune with the industry's needs



AIR LOGISTICS INTERNATIONAL

MEDIA PACK 2019

**Connecting
the air cargo
community**

Contact

Comercial Manager: Anthony Smith
email: anthony.smith@markallengroup.com
mobile: +44 7522 946087
telephone: +44 1322 221144



MA BUSINESS



MARK ALLEN GROUP

A division of Mark Allen Group www.markallengroup.com

www.airlogisticsinternational.com