



# 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.

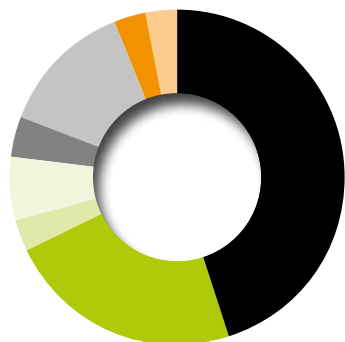
# Target a Global Readership

**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**





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# Feature Programme 2019

## JAN-FEB 2019

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

## MAY-JUNE 2019

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

## SEPT-OCT 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

## JULY-AUG 2019

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

## NOV-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
<b>Full page</b>			
£3,200	£3,000	£2,800	£2,600
\$4715	\$4,260	\$3,975	\$3,700
€3,520	€3,300	€3,080	€2,860
<b>Half page</b>			
£2,300	£2,000	£1,800	£1,600
\$3,266	\$2,840	\$2,556	\$2,270
€2,530	€2,200	€1,980	€1,760
<b>Quarter page</b>			
£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
<b>Leader</b>			
£ 995	£2,540	£3,980	£4,540
\$1,600	\$4,140	\$6,435	\$7365
€1,195	€3,050	€4,775	€5,445
<b>Standard</b>			
£ 505	£1,010	£1,685	£2,950
\$ 795	\$1,590	\$3,650	\$4,590
€ 610	€1,225	€2,040	€3,570
<b>News</b>			
£ 365	£ 775	£1,305	£2,365
\$ 580	\$1,225	\$2,050	\$2,950
€ 470	€ 990	€1,660	€3,020
<b>Larger banner</b> 300 x 300 now available £ 1,500 extra.			

Electronic newsletter 14,500 recipients worldwide, distributed weekly			
1 x month	3 x months	6 x months	12 months
£995	£2,400	£4,800	£5,500
\$1,400	\$3,800	\$6,800	\$7,750
€1,150	€2,700	€5,500	€6,200

standard banner (h x w): 100x300 pixels



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## 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



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