



Connecting the air cargo community

MEDIA PACK 2020





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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

4,772

DIGITAL

8,305

TOTAL CIRC.

13,077

ABC Audited





Feature Programme 2020

FEBRUARY

- Europe report
- Logistics update
- Warehouse systems
- E-Commerce
- Cargo Security
- Air Cargo India Preview February 25-27

APRIL

- Middle East report
- Logistics update
- Pharmaceuticals
- Drone technology
- Cargo and politics
- WCS Istanbul March 10-12

JUNE

- North America report
- Logistics update
- Technological advances
- Regulations & Compliance
- Freighter conversions
- Air Cargo China June 16-18

AUGUST

- Latin America report
- Logistics update
- Perishables
- Environmental concerns
- Charter traffic
- Digitalisation

OCTOBER

- Asia Pacific report
- Logistics update
- Live animals
- Blockchain
- E-freight
- Air Cargo Forum Miami November 10-12

DECEMBER

- Africa report
- Logistics update
- Dangerous Goods
- Disruption
- ULDs
- Sector review

2020 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			
<small>includes 2 x introductory pages plus your logo/branding on background</small>			
1 x month	3 x months	6 x months	12 x months
£3,750	£7,500	£10,500	£15,000
\$4,500.00	\$9,000.00	\$12,000.00	\$18,000.00
€4,200	€ 8,300	€ 11,500	€ 16,500

Banner ads rates			
<small>www.airlogisticsinternational.com</small>			
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			
<small>14,500 opted in recipients</small>			
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



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Why advertise in Air Logistics International?

An innovative 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

The only ABC audited air cargo publication.



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MA BUSINESS



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