



# Connecting the air cargo community

**MEDIA PACK 2024**





Connecting  
the air cargo  
community

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***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

12,273 copies worldwide



- 40%** Europe
- 27%** North America
- 2%** Central & South America
- 2%** Australasia
- 6%** Asia
- 11%** SE Asia
- 4%** Africa
- 6%** 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

## Global circulation

**7,300**

Average per issue





# Feature Programme 2024

## **JUNE/JULY**

- Asia Pacific report
- Pharmaceuticals
- Drones
- Technological advances
- Charter update
- GSA update

## **DECEMBER/JANUARY**

- Africa report
- Dangerous goods
- ULDs
- Sustainability
- Market review
- Charter update
- GSA update

## **SEPTEMBER/OCTOBER**

- The Americas
- Perishables
- Animal transportation
- Freighter conversions
- TIACA Air Cargo Forum  
(bonus distribution issue)
- Charter update
- GSA update

## **MARCH/APRIL 2025**

- Middle East report
- Security
- E-commerce
- Oversized cargo
- Pharmaceuticals
- Charter update
- GSA update

# 2024 Rate Card

## Rates print

1 X insertions	4 X insertions
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### Full page

£3,200	£2,800
\$4715	\$3,975
€3,520	€3,080

### Half page

£2,300	£1,800
\$3,266	\$2,556
€2,530	€1,980

### Quarter page

£1,800	£1,400
\$2,556	\$1,988
€1,980	€1,540

Covers + 30% premium

## Digital Issue Sponsorship

includes 2 x introductory pages plus your logo/branding on background

1 x month	4 x months
£3,750	£10,500
\$4,500.00	\$12,000.00
€4,200	€11,500

## Banner ads rates

[www.airlogisticsinternational.com](http://www.airlogisticsinternational.com)

1 x month	3 x months	6 x months	12 x months
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### Leader 728 width x 90 height

£ 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 300 width x 250 height

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

## E-newsletter banner 300 h x 250 w 11,500 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

# 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



AIR LOGISTICS INTERNATIONAL

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