



MEDIA PACK 2025

Connecting the air cargo community





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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.

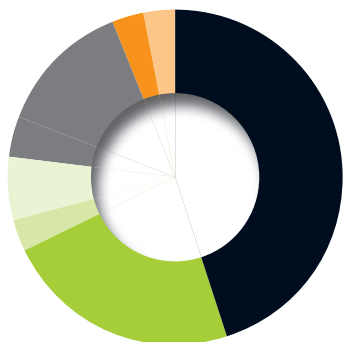
If you are involved in the business of moving essential freight, then make ***Air Logistics International*** an essential part of your business – and gain a cutting edge.

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



- 40%** Europe
- 27%** North America
- 17%** Asia & SE Asia
- 6%** Middle East & North Africa
- 4%** Africa
- 2%** Central & South America
- 2%** Australasia

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
Plus bonus distribution at major events



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Feature Programme 2025

MARCH/APRIL

Bonus distribution at IATA World Cargo Symposium, 15-17 April, Dubai

- Asia Pacific report
- Security
- E-commerce
- Digital solutions
- GSA update
- Charter update
- IATA World Cargo Symposium

SEPTEMBER/OCTOBER

Bonus distribution at TIACA Air Cargo Forum, 4-6 November, Abu Dhabi

- Middle East report
- Perishables
- Animal transportation
- Freighter conversions
- Digital solutions
- GSA update
- Charter update
- TIACA Air Cargo Forum

JUNE/JULY

Bonus distribution at air cargo Europe, 2-5 June, Munich

- Europ report
- Pharmaceuticals
- Oversized cargo
- Drones
- Digital solutions
- GSA update
- Charter update
- air cargo Europe

NOVEMBER/DECEMBER

Bonus distribution at 26th Annual GHI Conference, date and location tbc

- Americas report
- Dangerous goods
- ULDs
- Sustainability
- Market update
- Digital solutions
- GSA update
- Charter update

2025 Rate Card

Magazine display rates

1 X insertions	4 X insertions
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

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

£ 1,200	£ 3,150	£ 4,900	£ 5,600
\$ 1,600	\$ 4,140	\$ 6,435	\$ 7,365
€ 1,450	€ 3,750	€ 5,800	€ 6,700

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 w x 100 h 7,000 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

Sponsored Content

Your Sponsored Content on the Air Logistics International website

- Your headline, 1500 words, one main picture, one picture within the layout and one hyperlink to your landing page
- Posted within one of the Air Logistics International website 'Industry sections', to be chosen from: Airlines/Airports/ Cargo handling/Charter/Express/Freight forwarding/GSAs/IT & Technology/ULDs
- Your sponsored content will appear on the home page as the main news, until another news item is posted
- Your sponsored content will also be pushed on the ALI LinkedIn account

The URL to your sponsored content will of course be available for your company to include it in its own newsletters, social networks, direct marketing campaigns, etc...

Duration: Online for a minimum of 6 months, with the option of two updates during this period

SEO work will be carried out with keyword provided by the advertiser.
A sponsored content tag will appear next to the publishing date.

Cost all included

US\$750 / €700 / £600





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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

www.airlogisticsinternational.com



AIR LOGISTICS INTERNATIONAL

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