



MEDIA PACK 2024

Connecting the air cargo community





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.

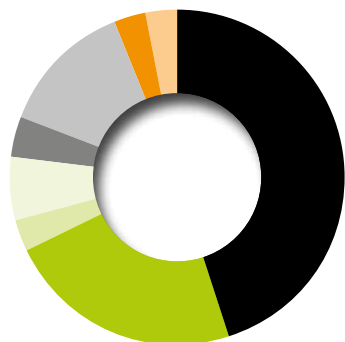
Target a Global Readership

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



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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

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



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