

# MEDIA KIT

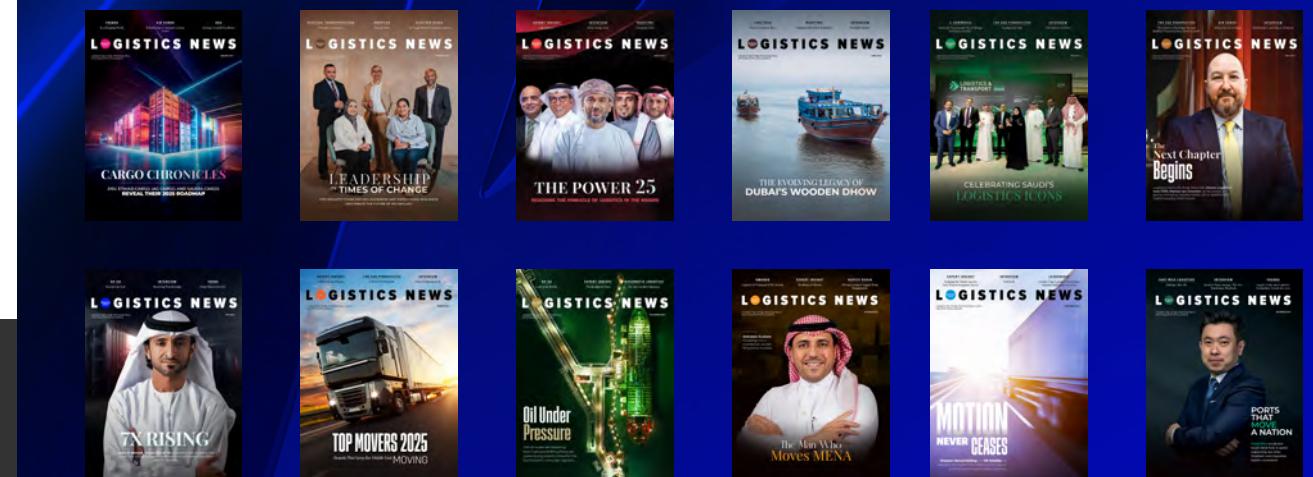
## 2026



# OVERVIEW

With a finger on the pulse of the supply chain and logistics industry, Logistics News ME is a monthly publication dedicated to reporting the trends and challenges driving and shaping the logistics business across the MEA region and Asian sub-continent. With strategic focus on technology, free-zones, shipping, aviation and rail, Logistics News ME is positioned to cover the latest developments in this high growth, fast paced industry; one which has already seen rapid growth across the region, and in the UAE alone contributes 15% towards GDP. Each issue of the B2B title covers news reports and analysis, market information, the latest trade and industry agreements, as well as specialised focus on technology, transport, innovations and mergers and acquisitions. The magazine carries submissions from industry commentators as well as VIP interviewees, the latest market reports, country focuses corporate profiles and government and regulatory information.

Logistics News ME is produced by **BNC Publishing**, the name behind Entrepreneur Middle East, Construction Business News ME, Hotel & Catering News ME, and Design ME.



# FEATURE YOUR COMPANY

In addition to the opportunity to advertise alongside relevant features and breaking industry news, Logistics News ME also supports commercial clients through a number of exclusive editorial opportunities.

## YOUR OWN LOGISTICS NEWS ME COVER

We understand the need for companies to maximise their exposure in print and package their marketing messages in new and original ways. That is why Logistics News ME offers the opportunity for your advert to wrap the magazine cover, either as

a "false cover" or belly band. These prime positions come with an agreed number of advertorial pages within the magazine, created in close collaboration with our editorial and creative team and designed to run alongside the industry analysis and exclusive interviews that make up each issue of Logistics News ME.

The accompanying advertorial within the magazine could profile a senior executive from the company, a new initiative, or simply your company's unique story of growth, from inception to your current

standing. This is one of the most prestigious and prominent positions we offer our commercial partners and we take you through each step to ensure the finished product is in line with the design and style of the magazine, while achieving your marketing goals.

## CASE STUDY

Do you have a new facility, initiative, or way of working that is different to anything the logistics industry has seen in the past? The Logistics News ME Case Study is the ideal way to showcase your innovation to the rest of the industry. Through interviews, infographics and images, our editorial team can profile your company's latest achievements in the magazine over a two page spread.

## VIP INTERVIEW

Exclusive interviews with the industry's top executives are some of our most in demand content. If you wish to put your most senior leader in the hot-seat as part of a commercial package with the magazine, we will conduct an interview and photoshoot at your premises and publish in the magazine in our interview pages.

## SUPPLIER NEWS

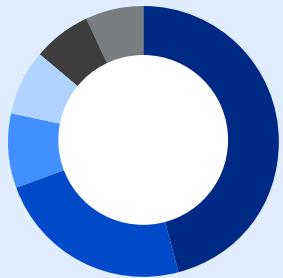
Logistics is a fast paced and high value industry with many innovations, launches, and appointments. We invite our commercial partners to keep the editorial team up to date on their latest company news for inclusion in the Supplier News pages. Each month, the magazine carries up to eight supplier news stories, announcing the biggest news from across the industry. To have your company news considered for inclusion, contact the editorial team with.

**7,200**

Standard\* print run

**18,000**Total standard\* readership  
(based on a pass-on rate of 2.5)\*number of copies printed may increase for months where the magazine will be distributed at events.

## LNME READERSHIP

**by Country**

■ 45% UAE  
■ 25% SAUDI ARABIA  
■ 10% QATAR  
■ 5% OMAN  
■ 5% BAHRAIN

### Geographical Breakdown

- Freight Forwarders
- Transportation, Shipping & Air Cargo professionals
- Government
- Free Zones & Special Economic / Industrial Zones
- Decision Makers & Influencers—Logistics
- Supply Chain & Materials Handling
- Academia
- Chairmen
- CEOs
- Managing Directors
- COOs
- CCOs



### ADVERTISING OPPORTUNITIES

- Highest penetration in the supply chain, logistics, & related service sectors
- Reach out to the leading manufacturing, trading & service sector organisations in the region
- Multi-pronged visibility through participation in trade & industry events
- Targeted Executive Level Supply Chain & Logistics publication in the region
- Direct access to boardrooms / CEOs & decision makers at the topmost levels
- Has a high penetration in the industry; actively supported & monitored by special industry focus groups
- One-on-One direct interviews with the movers and shakers in the Supply Chain & Logistics Industry



**STANDARD BANNERS GLOBAL SPECS**

728x90

970x90

300x600

300x250

320x50

FILE FORMATS jpg, gif, HTML5

MAX FILE SIZE 300kb

ANIMATION 15 seconds, Max 3 Loops

# DIGITAL AD SPECS

## CBNME.COM/CATEGORY/LOGISTICS-NEWS

CBNME.com keeps you up to speed with the latest developments in the Middle East construction industry. The website is updated throughout the day with a regular stream of news stories covering all the important topics including: tenders and contract awards, new project launches, market reports, company financials, people moves, supplier news, upcoming industry events, and more. Content from the monthly magazine is also published online. Readers can go to [www.cbnme.com](http://www.cbnme.com) to sign up to receive twice weekly email newsletters straight to their inbox.

## ADVERTISING RATES (WEB)

Execution	Position	Rate Card CPM (USD)
Leaderboard * 728 x 90px	Beside the Masthead	\$80
Medium Rectangle (MPU) * 300 x 250px	Within right-hand column of ALL pages	\$75
Vertical Rectangle (Whitespace Banner) 220 x 550px	Right hand side of the screen	\$90
Half Page 300 x 600px	Right hand side of the screen	\$100
Overlay (Eyeblaster) 450(w) x 450(h) px	Any except over the Masthead or other advertising formats	\$100
Interstitial Full Screen - 750 x 450px	Appears between any page impression & visible for 60 seconds	\$150
Microsites 220 x 550px, 728 x 90px, 300 x 250px	Dedicated microsite housed within hotelnewsme.com	As per campaign requirements
Surveys 220 x 550px, 728 x 90px, 300 x 250px	Dedicated survey housed within hotelnewsme.com	-
Newsletter Sponsorship	-	\$3,500 per newsletter
Leader board on newsletter	-	\$2,500 per newsletter
Vertical Rectangle (Whitespace Banner) on newsletter	-	\$2,350 per newsletter

# EDITORIAL CALENDAR

Issue Date	January	February	March	April	May	June	July	August	September	October	November	December
Sector Focus	Logistics Trends Forecast	Logistics Saudi List	Port and Maritime Special		Technology & Innovation	Logistics Powerlist	Last-Mile Logistics Focus	Women in Logistics	Mega Infrastructure Projects	Trade, Policy & Global Outlook	Year in Review	
	Project Cargo & Breakbulk Logistics		Cybersecurity in Supply Chains		Urban Logistics & Smart Cities							
	Startups to Watch											
Event	Transport Middle East 2026	LNME Roundtable	Breakbulk Middle East	Logistics & Transport Awards KSA 2026	Seamless Middle East 2026	Middle East Rail 2026	Sustainability Innovation Forum & Awards 2026	Logistics & Transport Forum & Awards 2026	Automechanika dubai 2026	GITEX 2026		
		Aviation Week 2026			The Airport Show 2026			Saudi Warehousing & Logistics Expo				
		Middle East Bunkering Convention 2026			Mobility Live Middle East 2026			World Cold Chain Expo 2026				

# RATES CARD

## ADVERTISING RATES (PRINT)

PLACEMENT	1X INSERT		4X INSERT		8X INSERT		12X INSERT	
	USD	AED	USD	AED	USD	AED	USD	AED
Inside Front Cover	\$8,500	AED 31,220	\$6,800	AED 24,976	\$5,440	AED 19,834	\$4,352	AED 15,984
1st Right-Hand Page	\$8,000	AED 29,383	\$6,400	AED 23,506	\$5,120	AED 18,805	\$4,096	AED 15,044
Inside Back Cover	\$7,000	AED 25,710	\$5,600	AED 20,568	\$4,480	AED 16,454	\$3,584	AED 13,163
Outside back Cover	\$10,000	AED 36,729	\$8,000	AED 29,383	\$6,400	AED 23,506	\$5,120	AED 18,805
Double Page Spread	\$15,000	AED 55,094	\$12,000	AED 44,075	\$9,600	AED 35,260	\$7,680	AED 28,208
Full Page	\$6,000	AED 22,037	\$4,800	AED 17,630	\$3,840	AED 14,104	\$3,072	AED 11,283
Half Page	\$4,000	AED 14,691	\$3,200	AED 11,753	\$2,560	AED 9,402	\$2,048	AED 7,522
Quarter Page	\$3,000	AED 11,018	\$2,400	AED 8,815	\$1,920	AED 7,052	\$1,536	AED 5,641

# PRINT SPECS

## SPACE

Spread

## TRIM

406mm x 273mm

Full Page

203mm x 273mm

1/2 Page Horizontal

203mm x 133mm

1/2 Page Vertical

100mm x 273mm

1/4 Page Horizontal

203mm x 59mm

1/4 Page Vertical

40mm x 273mm

## BLEED

416mm x 283mm

213mm x 283mm

213 mm x 138mm

105mm x 283mm

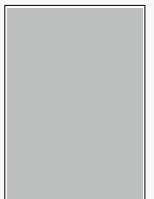
213mm x 64mm

55mm x 283mm

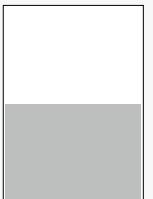
## ADVERT SIZES



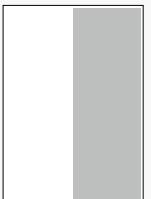
SPREAD



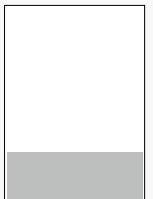
FULL PAGE



1/2 PAGE



1/2 PAGE



1/4 PAGE



1/4 PAGE

## FORMAT

The recommended digital format for the supply of artwork is Adobe Acrobat PDF version 4.0 or 5.0 composite files. Please ensure fonts are embedded. Material may also be submitted for Macintosh in Adobe InDesign CS5 or below, Adobe Illustrator CS or Adobe Photoshop CS formats. All scans, logos, illustrations and fonts (used in the layout document and placed EPS files) must be supplied in addition to the layout file. We do not accept Microsoft Word, Pagemaker or Publisher files. If a PDF cannot be produced, files from PC computers must be saved to an EPS format, with all fonts outlined and either all images embedded or supplied separately. Conversion charges may apply.

## COLOUR

CMYK Colour must be used throughout. RGB and spot (eg Pantone) colours will be converted to CMYK colourspace. Colourspace conversion will change the appearance of colours in your file. It is strongly recommended that you convert all colour files to CMYK before finalising your design and submitting the material to us. A colour digital proof is required for colour reference. We accept no responsibility for colour variations if files are supplied in Pantone or RGB format and/or you do not supply a colour accurate digital proof. At a minimum, a laser copy of the final artwork is required to enable us to check content.



# CONTACTS

## FOR EDITORIAL ENQUIRIES

**Aya Zhang**  
Editor  
+971 50 784 4794  
aya@bncpublishing.net

## FOR ADVERTISING ENQUIRIES

**Joaquim D'Costa**  
Group Publishing Director  
+971 50 440 2706  
jo@bncpublishing.net

**Andrea Mocay**  
Commercial Director  
+971 54 502 7927  
andrea@bncpublishing.net



BUILDING #10, FLOOR #2, OFFICE 234, 235 & 236  
DUBAI MEDIA CITY, DUBAI, UNITED ARAB EMIRATES  
+971 4 420 0506

The cover of the December 2025 issue of Logistics News Middle East. It features a portrait of a man in a dark suit. The title 'LOGISTICS NEWS' is at the top, with 'MIDDLE EAST' in a smaller circle above it. The subtitle 'CONNECTING TRADE PROFESSIONALS WITH INDUSTRY INTELLIGENCE' is below the title. The right side of the cover has three columns of text: 'LAST-MILE LOGISTICS' (Making Cities Fly), 'INTERVIEW' (Smarter Than Storage: The New Warehouse Playbook), and 'TRENDS' (Supply Chain and Logistics Technology Trends for 2026). The bottom right corner includes the text 'DECEMBER 2025' and 'PORTS THAT MOVE A NATION'.

Discover more at [cbnme.com](http://cbnme.com) — get your company featured and stay ahead with the region's latest construction stories!