

2019



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L MIDDLE EAST **LOGISTICS NEWS**

MEDIA KIT

LOGISTICS NEWS ME MAGAZINE | WWW.CBNME.COM

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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.



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

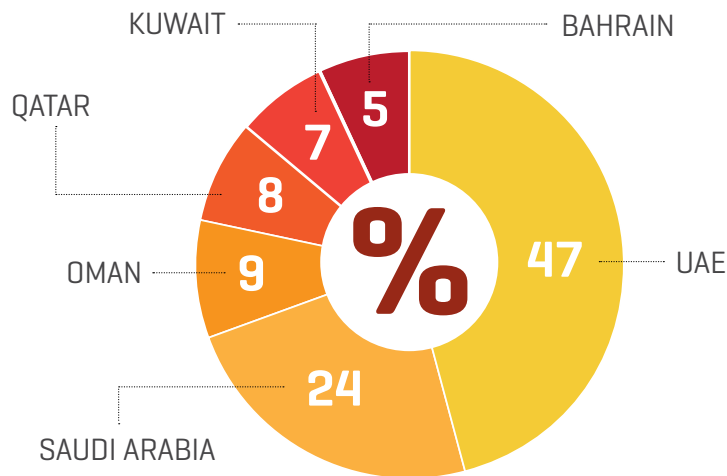
Exclusive interviews with the industry’s top executives are some of our most in demand content. If you wish to put your most senior leader in the hot-seat as part of a commercial package with the magazine, we will conduct an interview and photoshoot at your premises and publish in the magazine in our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



READERSHIP BY COUNTRY



5,230

STANDARD* PRINT RUN

13,075

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.

READERSHIP 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
- COOs

EDITORIAL HIGHLIGHTS

- 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

cbnme.com

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 to sign up to receive twice weekly email newsletters straight to their inbox.



ADVERTISING RATES (WEB)

EXECUTION	DIMENSIONS	FILE SIZE	POSITION	RATE CARD CPM (USD)
Leaderboard *	728 x 90px	50 KB	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 - this is the maximum. Include a close button functionality		Any except over the Masthead or other advertising formats (appears over the page content)	\$100
Interstitial	Full Screen - 750 x 450px	100 KB	Appears between any page impression & visible for 60 seconds	\$150
Microsites	220 x 550px, 728 x 90px, 300 x 250px	As above	Dedicated microsite housed within hotelnewsme.com	As per campaign requirements
Surveys	220 x 550px, 728 x 90px, 300 x 250px	As above	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

ADVERT SIZES (PRINT)



DOUBLE PAGE SPREAD

Trim size: 406 x 273mm
Bleed size: 416 x 283mm



FULL PAGE

Trim size: 203 x 273mm
Bleed size: 213 x 283mm



1/2 PAGE

Trim size: 169 x 125mm



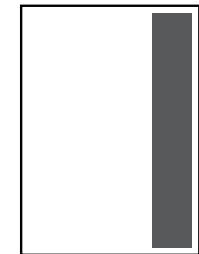
1/2 PAGE

Trim size: 83 x 228mm



1/4 PAGE

Trim size: 169 x 59mm



1/4 PAGE

Trim size: 40 x 228mm

**All sizes are (Width X Height) in millimetres.*

FORMAT (PRINT)

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.

EDITORIAL FEATURES LIST

ISSUE DATE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COUNTRY	INDIA	UAE	UAE	KSA	MALAYSIA	AFRICA	CHINA	AFRICA	SINGAPORE	KUWAIT	UAE	OMAN
FEATURE/SECTOR FOCUS	DIGITAL SUPPLY CHAIN	FREE TRADE ZONES	POWER GENERATORS	PORTS & TERMINALS	MODERN MATERIALS HANDLING	ROAD INFRASTRUCTURE	TOP 25 CEOS TRANSPORTION	TRANSPORTATION	TOP 50 CEOS LOGISTICS	CARGO	OIL & GAS LOGISTICS	COLD CHAIN
	AUTOMATION	WAREHOUSE	RAIL	SMART SHIPPING	SUPPLY CHAIN	COMMERCIAL VEHICLES	ONE BELT ONE ROAD	WAREHOUSE MANAGEMENT	LOGISTICS & TRANSPORT AWARDS PREVIEW	SAFETY EQUIPMENTS	SEA	3PL
EVENTS	LOGISYM ME	BREAK BULK ME	MIDDLE EAST RAIL	AIRPORT SHOW-ME	LOGISTICS & TRANSPORT FORUM - A REVIEW	AUTOMECHANIKA			MATERIALS HANDLING	LOGISTICS & TRANSPORT AWARDS	ADIPEC	IRU WORLD CONGRESS
	WORLD FUTURE ENERGY	INNOVATION ARABIA	MIDDLE EAST ELECTRICITY	LOGISTICS & TRANSPORT FORUMBNC		COMM' VEHICLES SHOW- MALAYSIA			MARINE & WORKBOATS	WETEX	SEATRADER MARITIME	

ADVERT RATES (PRINT)

PLACEMENT	1X INSERT		4X INSERT		8X INSERT		12X INSERT	
	(USD)	(AED)	(USD)	(AED)	(USD)	(AED)	(USD)	(AED)
OUTSIDE BACK COVER	\$7,940	(AED 29,156)	\$7,345	AED 26,970	\$6,828	AED 25,074	\$6,350	AED 23,317
INSIDE FRONT COVER	\$7,760	(AED 28,494)	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
1ST RIGHT-HAND PAGE	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
INSIDE BACK COVER	\$7,200	AED 26,438	\$6,600	AED 24,455	\$6,192	AED 22,737	\$5,760	AED 21,150
DOUBLE PAGE SPREAD	\$10,611	AED 38,964	\$9,815	AED 36,041	\$9,285	AED 34,095	\$8,489	AED 31,171
FULL PAGE	\$5,895	AED 21,646	\$5,453	AED 20,023	\$5,158	AED 18,941	\$4,716	AED 17,317
HALF PAGE	\$3,240	AED 11,897	\$2,997	AED 11,005	\$2,835	AED 10,410	\$2,592	AED 9,518
QUARTER PAGE	\$1,780	AED 6,536	\$1,647	AED 6,049	\$1,558	AED 5,719	\$1,424	AED 5,229

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FOR ADVERTISING ENQUIRIES, PLEASE CONTACT:

JO D’COSTA

GROUP SALES DIRECTOR
MOBILE: +971 50 440 2706
DIRECT: +971 4 4200105
JO@BNC PUBLISHING.NET

VISHVANATH SHETTY

SALES MANAGER
MOBILE: +971 52 119 3077
DIRECT: +971 4 4200506
VISH@BNC PUBLISHING.NET

FOR EDITORIAL ENQUIRIES, PLEASE CONTACT:

KASUN ILLANKOON

DEPUTY EDITOR
MOBILE: +971 56 135 4769
DIRECT: +971 4 4200506
KASUN@BNC PUBLISHING.NET

 @LOGISTICSNEWSME  /LOGISTICSNEWSME  LOGISTICS NEWS ME