



# **LOGISTICS NEWS**

**MIDDLE EAST**

## **MEDIA KIT**

### **2021**

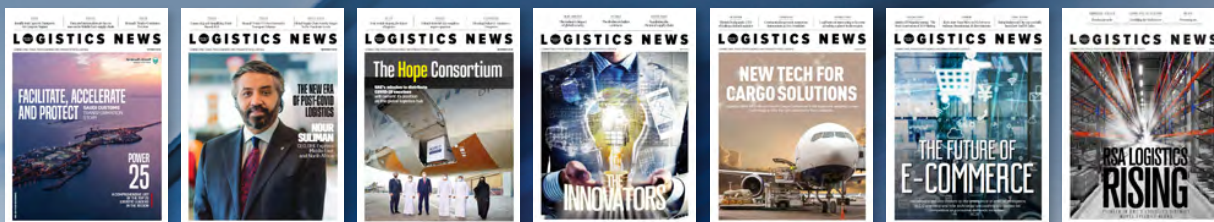


## OVERVIEW

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.



5,230

Standard\* print run

13,075

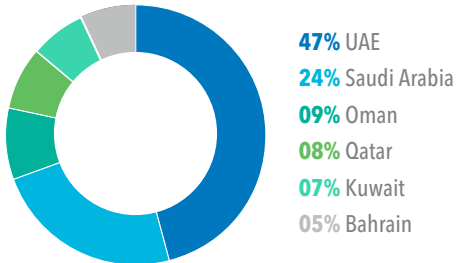
Total standard\* readership (based on a pass-on rate of 2.5)

MEDIA KIT 2021

\*number of copies printed may increase for months where the magazine will be distributed at events.

## LNME READERSHIP

### BY COUNTRY



### 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

## 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.

# DIGITAL AD SPECS

## 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](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 (Eyeblander) 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 250p	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

## Standard Banners

728x90
970x90
300x600
300x250
320x50



## Global Specs

FILE FORMATS	.jpg, .gif, HTML5
MAX FILE SIZE	300kb
ANIMATION	15 seconds, Max 3 Loops



## EDITORIAL CALENDAR



Issue Date	January	February	March	April	May	June
SECTOR FOCUS	Ports & Terminals	Digital Supply Chain	Freight Forwarding	Future Transportation	Modern Material Handling	Sea Transportation
	Smart Shipping	Rail Infrastructure	Warehousing	Commercial Vehicles	Road Infrastructure	
EVENTS	World Future Energy Summit	Breakbulk Middle East	Logistics & Transport Management Show			Automechanika
		Middle East Rail				Airport Show



Issue Date	July	August	September	October	November	December
SECTOR FOCUS	Belt & Road Initiative	Road Infrastructure	Special Edition Power 25	Cargo	Oil & Gas Logistics	Cold Chain
	E-Commerce	Forklifts	Awards Preview	Urban Mobility	Automation	3PL
EVENTS			Material Handling ME	Logistics & Transport Awards	ADIPEC	Seatrade Maritime Summit
				WETEX		
				IRU World Road Congress		

## ADVERTISING RATES (PRINT)

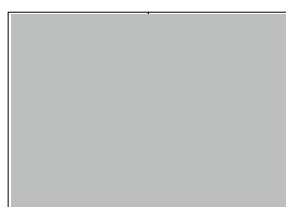
PLACEMENT	1x insert		4x insert		8x insert		12x insert	
	USD	AED	USD	AED	USD	AED	USD	AED
Inside Front Cover	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
1st Right-Hand Page	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
Inside Back Cover	\$7,200	AED 26,438	\$6,600	AED 24,455	\$6,192	AED 22,737	\$5,760	AED 21,150
Outside back Cover	\$7,940	AED 29,156	\$7,345	AED 26,970	\$6,828	AED 25,074	\$6,350	AED 23,317
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

## PRINT SPECS

SPACE	TRIM	BLEED
<b>Spread</b>	406mm x 273mm	416mm x 283mm
<b>Full Page</b>	203mm x 273mm	213mm x 283mm
<b>1/2 Page Horizontal</b>	203mm x 133mm	213 mm x 138mm
<b>1/2 Page Vertical</b>	100mm x 273mm	105mm x 283mm
<b>1/4 Page Horizontal</b>	203mm x 59mm	213mm x 64mm
<b>1/4 Page Vertical</b>	40mm x 273mm	55mm x 283mm



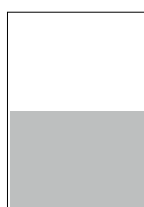
## ADVERT SIZES



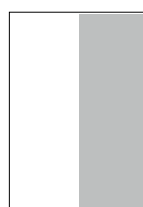
SPREAD



FULL PAGE



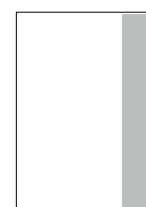
1/2 PAGE



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.

## ADVERTISING SALES CONTACTS

### FOR EDITORIAL ENQUIRIES

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