

airline CARGO management



Welcome to *Airline Cargo Management* magazine, the only quarterly international cargo publication read by senior executives at airlines, freight forwarders and other logistics professions around the world.

Established seven years ago, and recently redesigned with a fresh new look and exciting layout, *Airline Cargo Management* continues to use only the best aviation journalists and commentators, who are not afraid to ask probing questions in an effort to get the most useful industry analysis.

“ The new format of *Airline Cargo Management* is a wonderful improvement to the layout and style, while the content is as detailed and interesting as one would expect from your publication. Congratulations on your progress which can only help all of us involved in the cargo industry

– Prakash Nair, Manager Network Cargo Sales Development, Emirates ”

Frequency

Quarterly for a longer shelf life
March, June, September and December

Why advertise in *Airline Cargo Management*?

Our readers are key decision-makers within airlines, freight forwarders airports and the other sectors that make up the cargo industry. And with ties to major shows and events, *Airline Cargo Management* is the perfect medium to convey your message to potential customers. As a quarterly publication, *Airline Cargo Management* offers your advertisement a longer shelf life and high pass-on readership.

2010 Editorial programme

	December 2009	March	June	September	December
Airline interview	India	North America	Asia Pacific	Europe	Middle East
Regional analysis	North America	Middle East	Latin America	North America	Europe
Customer focus	Eastern Europe, Russia, CIS	China	Africa	TBC	US
Survey	Airports	Shippers	TBC	Freight forwarders	TBC
Airports	World's top airports	Western Europe	Airport design	Cargo terminals	Airports
Aircraft	Analysis	–	Conversions	–	–
Cargo/Perishables	Animal handling + property	Pharmaceuticals	Human remains	TBC	Cool chain
Equipment	IT	–	–	ULDs IT	–
Additional features	Security		Handling	TIACA preview	Security
Exhibitions	Air Cargo India 2010	IATA World Cargo Symposium	Air Cargo China Farnborough	FIATA World Congress	TIACA Air Cargo Forum
Copy deadline	22 October	28 January	29 April	22 July	30 September

*The editorial programme is subject to change

Target readership

Decision-makers within:

- Airlines
- Freight forwarders
- Airports
- Independent cargo handlers
- General sales agents (GSAs)
- Manufacturers and suppliers of cargo handling and related products (including GSE), systems and services

Professionals enjoy reading *Airline Cargo Management*:

“ Let me congratulate you for your magazine; I really love to read it, not just to keep myself up-to-date with current activities, but because those articles provide a real added value. It's one of the best publications in our industry that I have ever seen

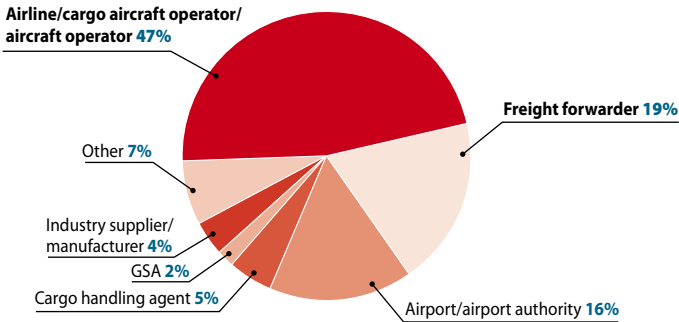
– Martin Spohn,
Deputy Head of Corporate Communications,
Panalpina Management Ltd ”

Circulation

With the magazine available on a free, controlled basis, our circulation department goes to every length to ensure that your advertisement is seen by those with purchasing and decision-making responsibilities.

Audited circulation: 7,000 copies are printed each quarter, a figure that is verified through an annual BPA Worldwide audit. Figures submitted for the latest BPA six-month statement claim a qualified readership of 6,604 for the June 2009 issue.

By organisation*



Digital eBook

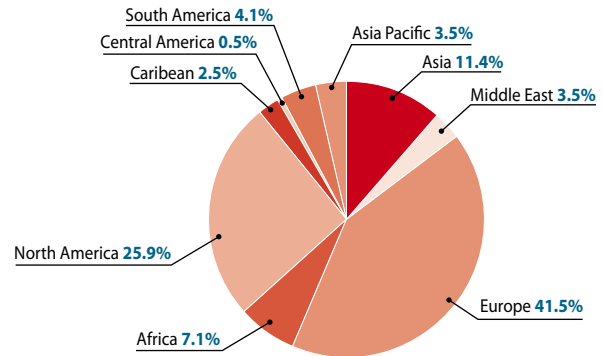
Offering added value to both readers and advertisers, *Airline Cargo Management* is also distributed by email.

Your advertising campaigns can be optimised in the digital magazine to draw attention to and build your company's profile. Digital options include links, bookmarks, animations, videos, banners and additional advertising space.

Distributed to 194 countries

Airline Cargo Management is a popular magazine, but in order to receive a copy, readers must work in one of the organisations listed in the chart below, or in a field directly related to the air cargo sector. Our target readership within airlines includes cargo directors, VPs, handling managers, purchasing managers, regional cargo managers and route planners. Within freight forwarders, we target VPs of global air freight operations, heads of corporate airfreight, directors of global distribution and VPs of air logistics.

By geography



These statistics have been submitted to BPA Worldwide for verification



*Although accurate, this break down by organisation was not audited by BPA Worldwide

“ From the advertising point of view, *Airline Cargo Management* gives Brucargo the best level of international profile we could wish for and is a valuable reference tool to our airline and forwarding customers around the world
– Philippe Fierrens, CargoBusiness Director, Brussels Airport ”

Air Cargo Yearbook

The magazine's sister publication, *Air Cargo Yearbook*, completes the ATP air cargo package, with detailed listings of cargo airports, airlines, handling agents, general sales agents, products and services, and industry suppliers. The World Cargo Airports Profile Showcase section provides a platform for airports to present their services.

- Contents include:
- TIACA Viewpoint
 - Cargo Market Statistics
 - World Cargo Airports Showcase
 - Cargo Airports
 - Cargo Airlines
 - Cargo Handling Agents
 - General Sales Agents
 - Index of Products & Services
 - Industry suppliers

Air Cargo Yearbook is now available as an eBook



Rates

DPS	280 x 406 mm + 3mm bleed	£5,950	€8,625	\$10,500
Half page DPS	145 x 406 mm + 3mm bleed	£3,500	€5,950	\$6,125
Full page	280 x 203 mm + 3mm bleed	£2,950	€5,160	\$5,750
Two-thirds page	231mm x 115mm (v) 170mm x 175mm (h)	£2,400	€4,200	\$4,680
Half-page	123mm x 175mm (h) 170mm x 115mm (l)	£1,950	€3,410	\$3,800

Third page	231mm x 55mm (v) 79mm x 175mm (h)	£1,700	€2,980	\$3,310
Quarter page	123mm x 86mm (v) 57mm x 175mm (h)	£1,500	€2,630	\$3,920

Website

Top banner x 6 months	460 x 60 px	£1,000 _{net}	€1,750	\$1,950
Side panel x 6 months	120 x 120 px	£1,000 _{net}	€1,750	\$1,950

Series discounts: 2 issues: 5%, 3 issues: 10%, 4 issues: 15%, 4 issues + ACYB: 20%

Special positions and inserts: Details and rates available on request

Digital options: Details available on request

Cancellation terms: 30 days before print date

