

# AIRCARGO

ASIA-PACIFIC

DIGITAL

E-ZINE, WEBSITE, E-NEWS

## 2016/17 media kit



## Business Intelligence for intelligent businesses

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# AIRCARGO ASIA-PACIFIC DIGITAL/PDF EDITION - BI MONTHLY

After more than 26 years of publishing a printed edition of the award-winning AirCargo Asia-Pacific we have adjusted our schedule to publish an expanded digital/PDF edition online effective April 2015 with a supporting phone app.

Profound changes in communications over recent years are continuing to reshape the delivery of news media. Increased postal and print costs no longer justify a printed version. We will continue to deliver breaking news stories daily on our website and weekly via our expanded Friday E-news.

## SAVINGS & EXPANDED DISTRIBUTION

In line with new media direction we have been able to significantly reduce advertising rates (less than a third of previous rates) and pass on those savings to our valued advertising partners. Distribution has been further increased to 7000+. The magazine is mailed to subscribers inbox with links to be read in two options - PDF or virtual. Soon to also be available in a phone app.

Worldwide targeted readership includes: Shippers, government departments, freight forwarders, cargo handling agents, customs, airlines, airports, air express, couriers, consolidators, together with import or export traders in Australia, Asia, New Zealand and the South Pacific. In addition we have international readers in UK, US, Europe, West Asia and Africa.

## AVAILABLE 24/7 IN VIRTUAL

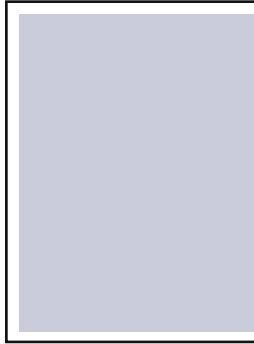
All issues of AirCargo Asia-Pacific magazine can be read in page-turning format via the AC website and e-news.

## 2016/17 issue dates:

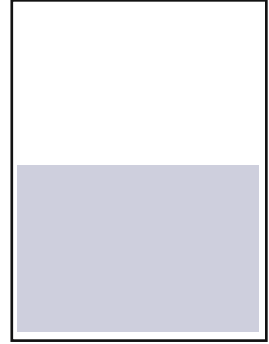
**APR JUN AUG OCT DEC FEB**

Booking deadline 7th of Month prior  
Material deadline: 15th Month prior  
Material format: PDF in 200 dpi

## ADVERTISING RATES - preferred and favoured sizes



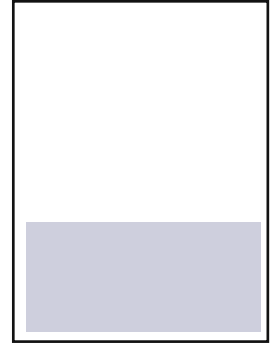
FULL PAGE COL (depth first)  
Size: 305mm X 215mm (Bleed)  
**\$1200**



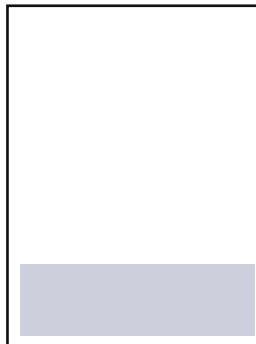
HALF PAGE COL (horizontal)  
Size: 139mm X 185mm  
**\$750**



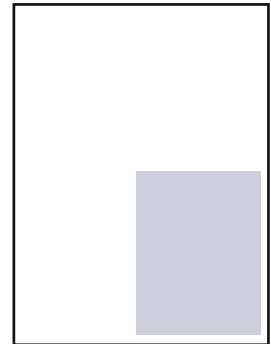
HALF PAGE COL (vertical)  
Size: 260mm X 90mm  
**\$750**



THIRD PAGE COL (horizontal)  
Size: 90mm X 185mm  
**\$650**



QUARTER PAGE COL (depth first)  
Size: 70mm X 185mm  
**\$550**



QUARTER PAGE COL  
Size: 130mm X 90mm  
**\$550**

Rates are in AUD

# AIRCARGO

ONLINE: DAILY - WEBSITE  
WEEKLY E-NEWS

AIRCARGO ASIA-PACIFIC ONLINE  
WEBSITE – 550,000 hits per month  
E-NEWS – 7000+ subscribers each week.

AirCargo Asia Pacific (ACAP) magazine is supported by an online digital edition on website - [www.impactpub.com.au/aircargo](http://www.impactpub.com.au/aircargo) - where news items are posted DAILY plus a WEEKLY online newsletter, delivered weekly to subscriber's inbox.

With AirCargo Asia-Pacific online options you can reach industry professionals in a product-focused direct response environment. Readers can use click through functions and links to access your company landing page and/or email directly..

WEBSITE HITS: Website hits on ACAP exceed average 550,000 hits per month with unique visitors of around 35,000. We're also an approved Google news provider.

E-NEWS - Simple and cost effective, ACAP newswire is distributed to more than 7000+ subscribers each Friday.

## COMPETITIVE ONLINE BANNER ADVERTISING RATES

### E-NEWS

1 week \$150.00  
1 month \$500.00  
3 months \$1200.00  
6 months \$2200.00  
12 months \$4000.00

### WEBSITE

N/A  
1 month \$495.00  
3 months \$1195.00  
6 months \$2195.00  
12 months \$3950.00

### EXPANDED BANNER AD SIZE

BANNER SIZE: 200 X 300 pixels - width first (70mm X 105mm)  
Files to be supplied in gif for E-news and Swf for Website.

Special: Buy one online service and get 2nd at 50% discount.

