

AIRCARGO

ASIA-PACIFIC

DIGITAL

E-ZINE, WEBSITE, E-NEWS

2018

media kit



Business Intelligence for intelligent businesses

Contacts: ADVERTISING Sofia Hurd — sofia@impactpub.com.au
W: aircargo-ap.com.au or impactpub.com.au/aircargo

Published by IMPACT PUBLICATIONS 54 Harborne St, Wembley 6014 Australia.
T (61) 8 9382 8388

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

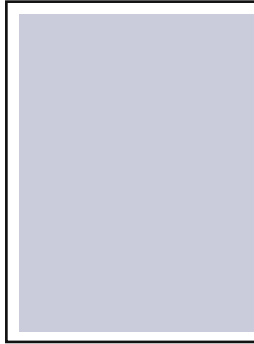
All issues of AirCargo Asia-Pacific magazine can be read in page-turning format via the AC website and e-news.

2018/19 issue dates:

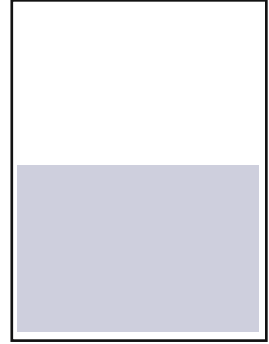
APR JUN AUG OCT DEC FEB

Booking deadline 7th of Month prior
Material deadline: 15th Month prior
Material format: PDF in 250 dpi

ADVERTISING RATES - preferred and favoured sizes



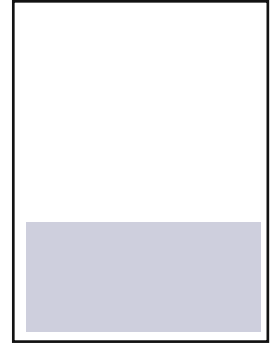
FULL PAGE COL (depth first)
Size: 305mm X 215mm (Bleed)
\$1200



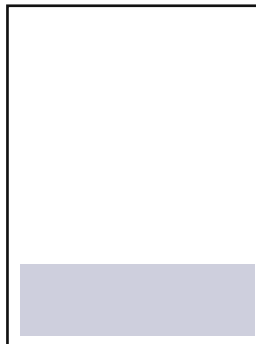
HALF PAGE COL (horizontal)
Size: 130mm X 185mm
\$750



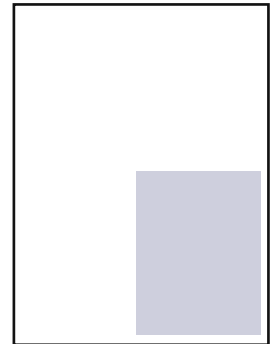
HALF PAGE COL (vertical)
Size: 260mm X 90mm
\$750



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 – 780,000 hits per month
E-NEWS – 7400+ subscribers each week.**

AirCargo Asia Pacific (ACAP) magazine is supported by an online digital edition on website - 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 780,000 hits per month with unique visitors of around 28,000. We're also an approved Google news provider.

E-NEWS - Simple and cost effective, ACAP newswire is distributed to more than 7400 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.



AIRCARGO — Who and where we go to...

DISTRIBUTION BY DESCRIPTION OF BUSINESS

Air Express
 Airlines/carriers
 Airports
 Cargo handling agents
 Charters
 Consolidators
 Container warehouses
 Couriers
 Customs
 Education/Training
 E-commerce
 Export Agents
 Express post agents
 Humanitarian
 Freight forwarders
 Government departments
 Ground handling
 Logistics
 Material Handling agents
 Oversized Cargo Specialist
 Shippers
 Special cargo
 Technology

AUSTRALIA/NEW ZEALAND	3350
ASIA	2520
MIDDLE EAST/AFRICA	610
UK/EUROPE	502
US/CANADA	450
SOUTH PACIFIC	520
	7450

DISTRIBUTION BY REGIONAL AREA

AUSTRALIA/NEW ZEALAND

ASIA

MIDDLE EAST/AFRICA

UK/EUROPE

US/CANADA

SOUTH PACIFIC

0 500 1000 1500 2000 2500 3000 3500

The benefits of becoming an

AIRCARGO MEDIA PARTNER

Every day hundreds of thousands of press releases are issued by companies, governments, organisations and associations around the world. Quite probably millions.

Many are straightforward, informative and useful. Some are hype, others pompous, a few downright lies or even dangerously manipulative.

Fortunately our industry sector veers hugely towards informative, honest and helpful. Like all media organisations we welcome these releases as foundation stones for news and feature reports, along with our own research, industry contacts and hard-won knowledge/experience

But the information business has been changing as the internet matured and an increasing number of 'news' channels evolved, some of them professional and sector-specific but many simply clearing houses for bulk news on which advertising could be sold.

We've changed too, over the years. We have a much-admired daily online news service (available in several languages), a double opt-in weekly e-newsletter whose subscription list is growing, e-magazines available in a variety of formats including downloadable pdf files....

These can be accessed by desktop computer, tablet, phone, social media channels (we're active on Facebook and Twitter). Many of our readers save stories to file or – paper lives on, just! – print them off.

This multi-channel service is driven 24/7 by an experienced team based in several time zones, identifiable by name and proven over the years. We have a personal as well as corporate reputation and work hard at not only maintaining but also strengthening it.

Now that we've gone entirely digital, we have been able to reduce advertising costs.

That means we can deliver extra value for your dollar on multiple platforms, cutting through quickly to the people you need to keep up to date.

OK, so you have a company newsletter. A website which takes a lot of work to keep current. Social media, ditto. All good, but you need us too to deliver arm's length, credible messages that motivate current and new customers.

An annual package – as you can see from the rates within this media kit – is not only genuinely cost-effective but can also be tailored exactly to your needs.

And we'll back up every dollar of advertising with your news. We see advertisers as genuine partners – always have, always will. Just let us know what's happening and we'll do a story (or two).

Click-throughs galore

With our e-books the ads live on for months – not only for the current edition but also archived editions which many people refer back to.

And if you'd like us to print your press releases verbatim, we're happy to do that, too. So we've come up with a special rate which can give you coverage in all our formats. It's a bargain, adding massive value to your releases. We'll follow those up editorially, too, at no extra cost.

Thanks for considering this. We'd be delighted to discuss this personally in more detail.

Chris Hurd - Managing Editor - chris@impactpub.com.au

AIRCARGO MEDIA PARTNER PACKAGES

DIGITAL MAGAZINE

Annual schedule:

Commit to a minimum of six FPC insertions at just \$1000 per issue

(Total annual spend \$6000)

and benefit from:

- regular support editorial within the magazine issues as well as the daily MB website and weekly e-news.
- FOC banner adverts on website OR e-news for 3 months with special rate to extend.

1/2 page X six at \$695 per issue

(Total annual spend \$4170)

- regular support editorial within the magazine issues as well as the daily AC website and weekly e-news.
- A FOC banner advert on website OR e-news for 2 months

EDITORIAL ONLY

AIRCARGO DIGITAL MAGAZINE

ADVERTORIAL-STYLE - *your copy your images**

Costs per issue single insertion

Double page spread (DPS) \$1400.00

Full page (FPC) \$760.00

Half page \$570.00

Press releases (online website & e-news)

(applicable to non advertisers)

Single insertion \$150.00

3 insertions \$390.00

6 insertions \$690.00

* note Advertorials are edited to meet our style.

** ALL RATES IN AUD (Australian dollars)



For more details

ADVERTISING
Sofia Hurd
sofia@impactpub.com.au

EDITORIAL
chris@impactpub.com.au