

AIRCARGO DIRECTORY

AirCargo Asia-Pacific is supported with its own AirCargo Directory. The AirCargo Directory provides an easy, fast and accurate reference information "bible" on who's who in the air freight industry in our the Australasia region.

AN UNEQUALLED ADVERTISING OPPORTUNITY

Advertising space is at a premium and early bookings ensure the best positions. Advertisements will be working constantly for the full life of the directory (at least one year). Product or service will be exposed to the air freight industry directly at the workplace, in a working situation. It will be available to airfreight users via the website as well as strategic sales outlets.

DISTRIBUTION

Current subscribers to AirCargo Asia-Pacific qualify for a special discount rate for their first copy. Additional copies may be purchased at normal rates — \$60.00 (plus GST & postage).

Fully-paid subscribers also receive an online access code that allows them to access the online version of the directory at www.aircargo-ap.com.au

Categories include:

- Airlines
- Airports
- Cargo Agents
- Charter Brokers
- Terminal Operators
- Freighter Operators
- Integrators
- Logistics
- Organisations/Govt.
- Specialist Services
- Technology/Automation
- and many more



ADVERTISING RATES DIRECTORY

Next Issue: **October 2010**

Special Positions	
Front Cover Col -	\$3500.00
Back Page Col -	\$2700.00
Full page Col -	\$2200.00
Full Page B/W -	\$1700.00
Half page Col -	\$1400.00
Strip Ad Col (80 x 185)	\$950.00
B/W (80 x 185)	\$700.00
Small Strip Col (40 x 185)	\$700.00
B/W (40 x 185) -	\$450.00

ADVERTISING ENQUIRIES

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Tel + 61 8 9382 8388

ALL RATES IN
AUSTRALIAN
DOLLARS

AIRCARGO ASIA-PACIFIC

media kit 2010

Business Intelligence for intelligent businesses



COVER STORIES WITH AIRCARGO AP
GIVE YOUR BUSINESS REAL IMPACT

AIRCARGO ASIA-PACIFIC - MONTHLY

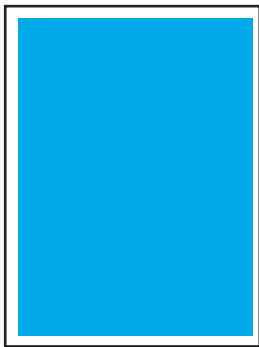
AirCargo Asia-Pacific - now in its 22nd year of publishing - is a controlled circulation monthly publication, averaging in excess of 4432 and an estimated readership in excess of 14,000. It has a FULLY-PAID SUBSCRIPTION ratio of 72% with subscribers in Australia, New Zealand and the Asia-Pacific region.

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

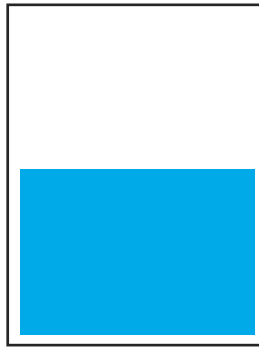
NOW ALSO AVAILABLE IN VIRTUAL FORMAT

AirCargo Asia-Pacific magazine can now also be read in virtual page-turning format via the AC website and e-news.

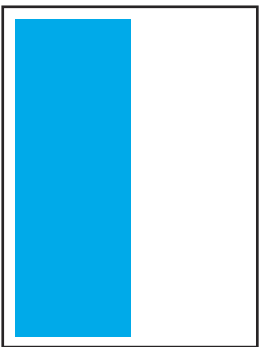
ADVERTISING RATES - preferred and favoured sizes



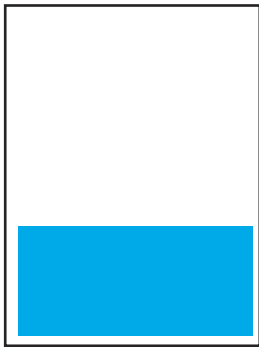
FULL PAGE COLOUR (depth first)
Size: 305mm X 215mm (Bleed)
\$3850 (US\$3200)



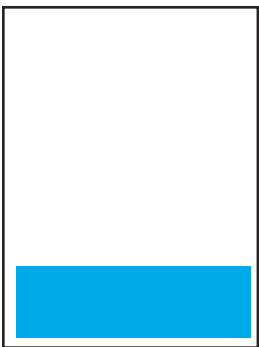
HALF PAGE COLOUR (horizontal)
Size: 139mm X 185mm
\$2900 (US\$2500)



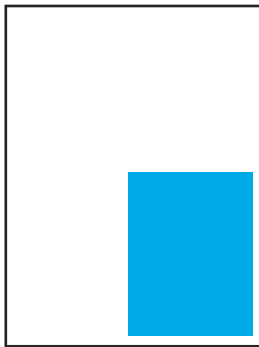
HALF PAGE COLOUR (vertical)
Size: 260mm X 90mm
\$2900 (US\$2500)



THIRD PAGE COLOUR (horizontal)
Size: 90mm X 185mm
\$1950 (US\$1700)



QUARTER PAGE COLOUR (depth first)
Size: 70mm X 185mm
\$1800 (US\$1500)



QUARTER PAGE COLOUR (depth first)
Size: 130mm X 90mm
\$1800 (US\$1500)

NOTE: COVER STORY & OTHER SIZES RATES ARE QUOTED ON APPLICATION.



AIRCARGO ASIA-PACIFIC ONLINE

WEBSITE —700,000 hits per month

E-NEWS —6,000 subscribers each week.

AirCargo Asia Pacific (ACAP) monthly hard copy 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. ACAP prides itself in providing up-to-date news, commentary and special reports for the air cargo industry.

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 700,000 hits per month with unique visitors of around 45,000. We're also an approved Google news provider.

E-NEWS - Simple and cost effective, ACAP newswire is distributed to more than 6,000 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

BANNER SIZE: 200 X 200 pixels (70mm X70mm)

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Published by **IMPACT PUBLICATIONS**
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PO Box 1035, West Perth WA 6872 Australia.