

BY TITLE

- Chairman, President, Vice President (Marketing / Business Development)
- Managing Director, Director, Assistant Director (Purchasing/Customer)
- Transportation / Physical Distribution Management
- General Manager, Regional Manager, Operation Manager, Logistics Manager
- Sales / Marketing Manager, Logistics Manager
- Government Officials
- Logistics Service Provider / Consultant
- Other Titled Personnel

GEOGRAPHICAL BREAKDOWN

MIDDLE EAST

UAE	5125	USA	1100
Saudi Arabia	3101	EUROPE	842
Iran	448	ASIA	728
Kuwait	446	UK	545
Bahrain	411	SCANDINAVIA	200
Egypt	356	RUSSIA CIS	181
Oman	304	TOTAL	3596
Jordan	125		
Syria	26		
TOTAL	10342		

BY BUSINESS

Manufacturers (Apparel / Leather Textiles, Automobiles, Chemicals, Electronics, Electrical Fabricated Metals, Food, Furniture / Wood, Health Care / Pharma Industrial Machinery, Petroleum Refinery, Rubber / Plastics, Transportation Equipment, Printing, Publishing)

Wholesaler / Distributor / Importer / Exporter

Air Freight / Multimodal Forwarders / GSA's

Air Charters, Leasing Co's, Couriers and Express

Companies within over 11 Free Zones

Computer software / communication tracking equipment (Barcoding, RFID, Telemetry)

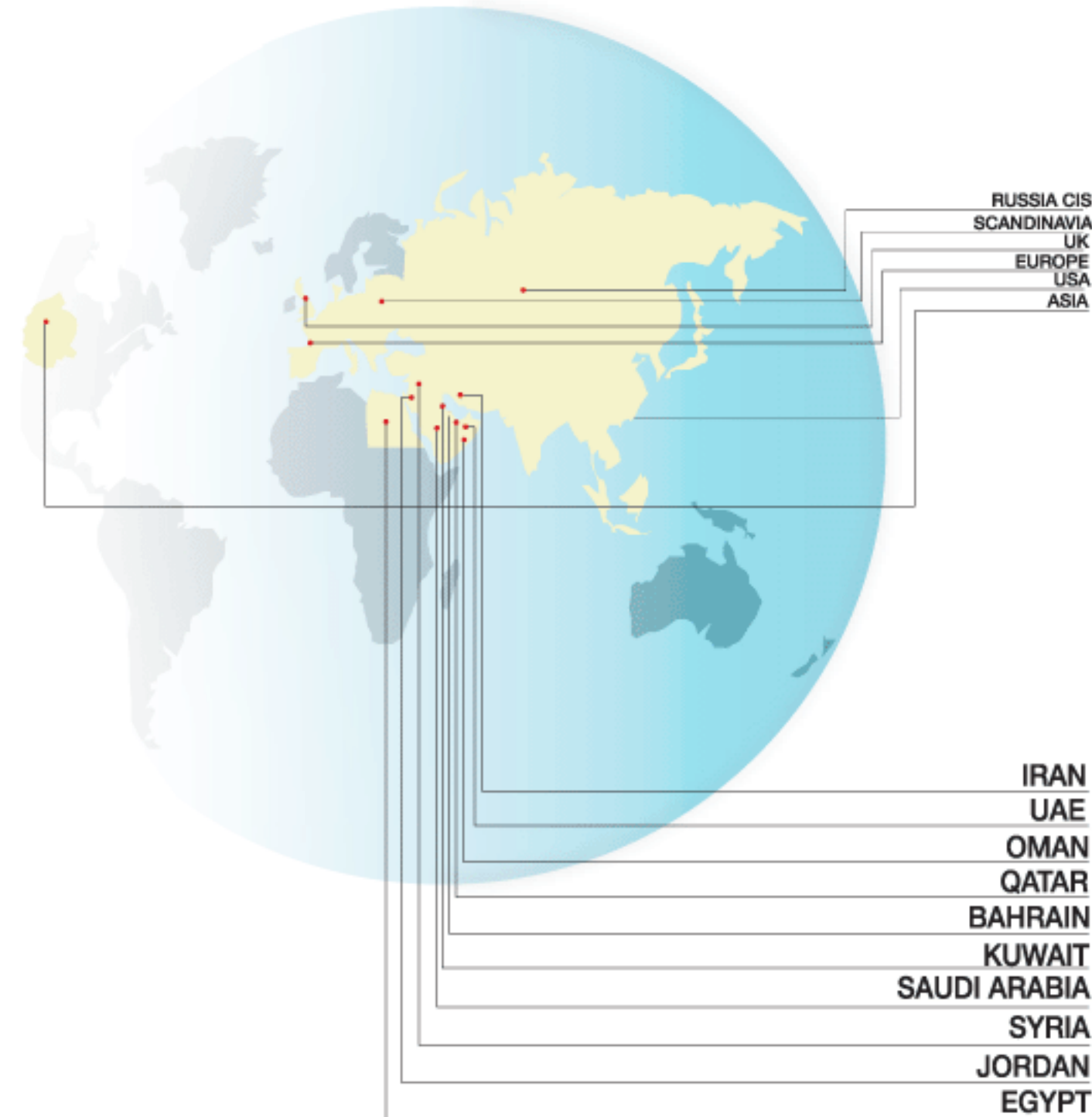
Government Organisations (Civil Aviation / Airports etc.)

Sea Ports, Ship Owners, Ship Agents, Charters etc.

Service Companies / Retail Chain

Warehousing / Equipment Manufacturers

Others in the field



MATERIAL REQUIRED

CARGO VILLAGE NEWS / DCV HAND BOOK / DUBAI AIR CARGO TRENDS

LINE SCREENS: 150 - 175 lines per inch, PREFERRED MATERIALS: Right - reading positives, emulsion side down, COLOUR PROOFS: Progressive 4 colour proofs, DIGITAL ADVERTISING: In Quark Xpress 3.2 - 4.0 or Adobe Illustrator 7.0 - 9.0, Mac compatible in Cd or 3.5" Floppies accompanied by appropriate hard copy.

SERIES DISCOUNT

2-3 Issues 10%, 4-5 Issues 15%, 6 Issues 20%, Discount available on series within 12 months only if series is booked in total. 20% surcharge for each additional colour, 15% surcharge for bleed ads, ADDITIONAL DISCOUNT: 5% for payment along with bookings

ADVERTISING TARIFF FOR DCV NEWS

Size	UAE DHS		US \$ (DOLLARS)	
	COLOUR	BLACK & WHITE	COLOUR	BLACK & WHITE
Full Page	20,625	5,620
Half Page	11,625	8,250	3,225	2,295
Quarter Page	6,375	4,500	1,800	1,275
Anchor (special)	9,500	2,605	
Premium	Back Page	Page - 3	Back Page	
Positions				
Full Page	23,125	23,125	6,335	
Half page	13,500	13,500	3,750	

TECHNICAL DATA

FORMAT	TABLOID		
	HEIGHT		WIDTH
Size-Trim	38.00 cms	X	27.00 cms
Full Page (Print)	35.50 cms	X	24.00 cms
Full Page (Bleed)	38.50 cms	X	27.50 cms
Half Page Solus/ Junior Page	24.00 cms	X	18.00 cms
Half Page Vertical	35.50 cms	X	12.00 cms
Half Page Horizontal	17.00 cms	X	24.00 cms
Quarter Page	17.00 cms	X	12.00 cms
Banner (Special)	07.00 cms	X	24.00 cms