

Readership Classification:

By Business

- Air Freight, Sea Freight, Multimodal Forwarders, Courier/ Express
- Shipping Lines, Ship Owners, Ship Managers, Ship Agents
- Trucking Cos., Port & Terminal Operators, Transport Organisations
- Ware housing /Equipment • Government Organisation • Computer/EDI
- Procurement /Sourcing • Importers Exporters • Manufacturers
- Airlines • Service Companies • Others allied to the field

By Job Title

- Chairman • President • Vice President • Managing Director
- Director • Asst. Director • General Manager • Regional Manager
- Operations Manager • Sales & Marketing Manager

PRINT

The mailing list comprises of individuals selected for their profile and decision taking power

Bonus Distribution: Additional copies of **SCLG LINK** are distributed from our stand at all the exhibitions that we participate

Publication Frequency: Quarterly 4 issues

Booking Deadline: 3 weeks prior to publication date

Material Deadline: 2 weeks prior to publication date

ADVERTISING RATES

Details	U.A.E Dirhams		US\$ Dollars	
Full Page	9,750	8,250	2,650	2,250
Half Page	6,750	6,000	1,850	1,650
Quarter Page	5,250	4,500	1,460	1,275
1/3rd Page	6,000	5,250	1,650	1,460
Special Positions				
Outside Back Cover	18,125	----	4,920	----
Inside Front Cover	14,375	----	3,900	----
Inside Back Cover	14,375	----	3,900	----
Double Page Spread	16,875	----	4,625	----

SPECIAL PACKAGES FOR JOINT PROMOTIONS WITH THE WEBSITE: www.sclgme.org

Contract: Frequency Discount

2 Issues - 10% Discount, 4 Issues - 15% Discount

TECHNICAL DATA

		Height	x	Width
Double Page Spread	(Bleed Size)	30.3cm	x	44.6cm
Double Page Spread	(Trim Size)	29.7cm	x	44.0cm
Double Page Spread	(Type Area)	25.7cm	x	39.0cm
Full Page	(Bleed Size)	30.3cm	x	22.6cm
Full Page	(Trim Size)	29.7cm	x	22.0cm
Full Page	(Print Area)	25.7cm	x	19.0cm
Half Page	(Vertical)	25.7cm	x	09.5cm
Half Page	(Horizontal)	13.8cm	x	19.0cm
Quarter Page		13.8cm	x	09.5cm
1/3 rd Page	(Vertical)	25.7cm	x	06.0cm
1/3 rd Page	(Horizontal)	06.0cm	x	19.0cm

Digital Advertising

Format: A4
 Linescreens: 150 - 175 lines per inch
 Preferred Materials: Right - reading positives, emulsion side down

Colour proofs: Progressive 4 colour proofs
 Digital Advertising: In QuarkXpress 3.2-4.0 or Adobe Illustrator 7.0 - 9.0, Mac compatible in Zip or CD or 3.5" floppies accompanied by appropriate hard copy

ONLINE

The best online business information resource to connect with your customers and enhance business prospects. A fresh and novel approach to the markets of logistics business, provides an ideal environment for advertisers, primarily stand alone and focused.

Web - Savvy Professional

The internet is where the new age professionals find the information they want about products, services and ventures. The market place has increasingly begun to adopt the internet as its information channel, so you need to be accessible on the web to attract potential business opportunities.

ADVERTISING RATES

Flexible advertising options

From constant sponsorship to banner advertising on selected pages, we can offer sponsorship to meet your budget.

	UAE	US\$
Home Page Banner (Per month) (468 x 60 pixels)	3,500	960
Home Page Logo Link (Per month) (120 x 120 pixels)	2,250	615



Publications dedicated to the Logistics, Transport & Aviation Industry include:

PRINT:

<p>BI-MONTHLY</p> <p>Air Cargo Update News Magazine</p>	<p>BI-MONTHLY</p> <p>Dubai Airport Free Zone Publication</p>	<p>QUARTERLY</p> <p>Dubai Flower Centre, Dubai Int'l Airport Magazine</p>
<p>QUARTERLY</p> <p>The Supply Chain and Logistics Group Magazine</p>	<p>ANNUAL</p> <p>Gulf Aviation Guide</p>	<p>ANNUAL</p> <p>The Definitive Guide for Purchasers & Users of Transportation/Logistics Services and Products.</p>

ONLINE:

<p>FORTNIGHTLY</p> <p>Middle East Logistics News e-log</p> <p>The 1st twice-monthly (fortnightly) electronic news service on Logistics Industry providing BUSINESS LEADS, NEWS & FEATURES in the Middle East</p>	<p>MONTHLY</p> <p>Air Charter & Leasing News</p>	<p>FORTNIGHTLY</p> <p>www.sclgme.org</p> <p>The Supply Chain & Logistics Link</p>
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PHYSICAL LOCATION FOR COURIER

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