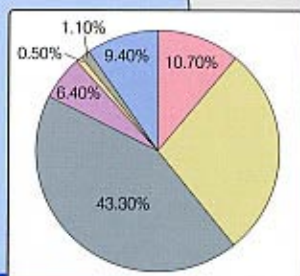


READERSHIP PROFILE ANALYSIS:

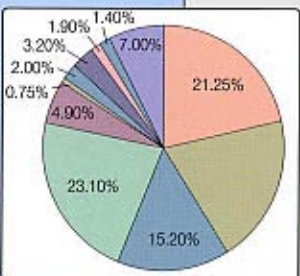
By Title

Chairman, President, Vice President (Marketing / Business Development)	10.70%
Managing Director, Director, Assistant Director (Purchasing / Customer Operations / Transportation / Physical / Distribution Management)	28.60%
General Manager, Regional Manager, Operation Manager, Manager	43.30%
Sales & Marketing Manager, Logistics Manager	6.40%
Government Officials	0.50%
Logistics Service Provider/ Consultant	1.10%
Other Titled Personnel	9.40%
Total Circulation	100.00%



By Business

Wholesalers / Distributors / Importer / Exporter	21.25%
Manufacturer	19.30%
Companies within over 11 Free Zones in the region	15.20%
Airfreight / Multimodal Forwarders / GSA	23.10%
Airlines, Air Charter, Leasing Cos, Couriers and Express integrators	4.90%
Government Organisations (Civil Aviation/Airport etc.)	0.75%
Sea Ports, Ship Owners, Ship Agents, Charters etc.	2.00%
Air Logistics / Transportation Technology (Bar coding/computers / computer software / communication and tracking equipment etc.)	3.20%
Service Companies	1.90%
Warehousing / Equipment	1.40%
Others in the field	7.00%
Total Circulation	100.00%



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

Bonus Distribution : Additional copies of Air Cargo Update are distributed from our stand at all the exhibitions that we participate

Publication Frequency : Bi monthly -6 issues Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec

Booking Deadline : 3 weeks prior to publication date

Material Deadline : 2 weeks prior to publication date

ADVERTISING RATES

Details	UAE Dirhams	US\$ Dollars
Full Page	9,980	2,720
Half Page	6,900	1,881
Quarter	5,375	1,465
1/3rd Page	6,100	1,663

Special Positions

Outside Back Cover	18,500	5,041
Inside Front Cover	14,700	4,006
Inside Back Cover	14,700	4,006
Double Page Spread	17,300	4,714

Contract: Frequency Discount

2 Inserts - 5% 4 Inserts - 7.5% 6 Insert - 10%

TECHNICAL DATA

		Width	Height
Double Page Spread	Bleed Size	420mm x 297mm	
Double Page Spread	Trim Size	410mm x 292mm	
Full Page	Bleed Size	210mm x 297mm	
Full Page	Trim Size	205mm x 292mm	
Full Page	Print Area	185mm x 265mm	
Half Page	Vertical	90mm x 265mm	
Half Page	Horizontal	185mm x 130mm	
Quarter Page		90mm x 130mm	
1/3rd Page	Vertical	60mm x 265mm	
1/3rd Page	Horizontal	185mm x 80mm	

Material Requirements

Line screen	150 - 175 lines per inch
Preferred Materials	Right-reading Positives, emulsion side down
Colour Proof	Progressive 4 colour proof
Digital Advertising	In QuarkXpress 3.2 - 5.0 or Adobe Illustrator 8.0 - 10 Mac Compatible in CD accompanied by appropriate hard copy

MIDDLE EAST

- Bahrain
- Cyprus
- Iran
- Iraq
- Jordan
- Kuwait
- Lebanon
- Oman
- Qatar
- Saudi Arabia
- Syria
- United Arab Emirates
- Yemen

AFRICA

- Algeria
- Angola
- Benin
- Botswana
- Burkina Faso
- Burundi
- Cameroon
- Central African Republic
- Chad
- Congo
- Cote d'Ivoire
- Djibouti
- E. Guinea
- Egypt
- Eritrea
- Ethiopia
- Gabon
- Ghana
- Guinea
- Guinea Bissau
- Kenya
- Lesotho
- Liberia
- Libya
- Madagascar
- Malawi
- Mali
- Mauritania
- Mauritius
- Morocco
- Mozambique
- Namibia
- Niger
- Nigeria
- Rwanda
- Sao Tome & Principe
- Senegal
- Seychelles
- Sierra Leone
- Somalia
- South Africa
- Sudan
- Swaziland
- Tanzania
- Togo
- Tunisia
- Uganda
- Zaire
- Zambia
- Zimbabwe

SOUTH ASIA

- Bangladesh
- Bhutan
- India
- Nepal
- Pakistan
- Sri Lanka