

Welcome to **Airline Cargo Management**, the quality business magazine for senior air cargo executives. Now entering its third full year of publication, *Airline Cargo Management* is already regarded as an important – and extremely readable – addition to the many publications currently serving the industry.

Airline Cargo Management comes from the stable of Air Transport Publications, the well-respected UK-based aviation publisher that includes the *Air Cargo Yearbook* and a variety of international air transport industry magazines and directories in its growing portfolio.

Since it was first launched in October 2002 the guiding principle behind the magazine has been to bring something fresh to the table. While other publications focus their coverage, often news-based, on airlines' interaction with forwarders, *Airline Cargo Management* concentrates on the business relationship between airlines, airports and the specialist cargo handlers that serve them.

Its highly targeted circulation is also different, with the principal focus on reaching senior airline executives as well as cargo management at the world's airports and cargo handling service providers.

Editorial content is feature-based, international in its focus and independent in its analysis. In addition to an experienced and respected in-house team, only the very best industry writers are commissioned to ensure the highest possible editorial standards.

The team is committed to showcasing the brightest thinking in the air cargo industry; in the past 12 months, the magazine has run interviews with senior airline executives such as Scott Dolan (United Cargo), Jack Boisen (Continental Airlines), Alexey Isaikin (Volga-Dnepr), Ulrich Ogiermann (Cargolux) and Hwang Teng Aun (Singapore Airlines Cargo).

And that is not to say the magazine only has room for industry heavyweights; previous issues have carried location reports from the headquarters of Icelandair, SriLankan Airlines, Qatar Airways and SWISS, to name a few.

In 2004, *Airline Cargo Management* also examined the industry through the eyes of airports and cargo handling organisations, as well as exploring crucial issues from security regulations to market access and perishables handling to full freighter economics. This approach will continue in 2005 as *Airline Cargo Management* reports on an industry that is using all of its creativity to improve efficiencies, explore new markets and tackle fresh challenges.

And, at a time of increasingly tight budgets, advertising rates have been kept as low as possible compared to similar industry publications and with the added attraction of generous series discounts.

This fresh and innovative publication can be an important tool in your promotional strategy. Let us show you how.



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PROVISIONAL PROGRAMME FOR 2005

Airline Cargo Management has a simple editorial philosophy: use only the best industry writers and commentators to analyse the business dynamic between airlines, airports and specialist cargo handlers. Always taking a global view, each issue tackles strategy, best practice and business development, examining the on-airport logistics chain through in-depth interviews, industry case studies, on-site reports and detailed market analysis.

March

Airline interview – Latin America
Low-cost carriers and cargo: mutually exclusive?
Large freighter conversions
Air cargo security update
Airline alliances: to have and to hold?
Airports: time to welcome freighters?
Cargo handling: IT systems and processes
Regional analysis – North America

Copy date: January 21

Publishing date: February 18

September

Airline interview – North America
Integrator hub developments
Airline/forwarder relationships
IT: E-booking and online business
Airports: creating logistics centres
Air cargo and the environment
Cargo handling: network expansion
Regional analysis – Asia Pacific

Copy date: July 22

Publishing date: August 19

Bonus distribution: Air Cargo Americas, Miami

June

Airline interview – Asia Pacific
Airline product mixes: getting the balance right
Regional freighter operations
Perishables market: improving the supply chain
General Sales Agents: a changing role
Airports: can airport alliances work?
Cargo handling: speciality goods
Regional analysis – Europe

Copy date: April 22

Publishing date: May 20

Bonus distribution: Air Cargo Europe, Munich

December

Airline interview – Europe
Matching the integrators: an impossible gap?
Small- to medium-sized freighter conversions
Cargo terminal management
Perishables: optimising ground infrastructure
Airports: coping with congestion
Cargo handling: airline outsourcing of services
Regional analysis – Australasia

Copy date: October 14

Publishing date: November 11

Bonus distribution: Dubai Air Show, U.A.E.

Please note that all features are subject to change or omission. If booking against a particular feature, advertisers should advise the publishers in writing.



Airline Cargo Management is available on a free, controlled circulation basis to senior executives worldwide. The emphasis is on quality of circulation.

Airline Cargo Management has a worldwide distribution of 6,000 copies to senior executives with decision-making responsibilities for cargo operations within:

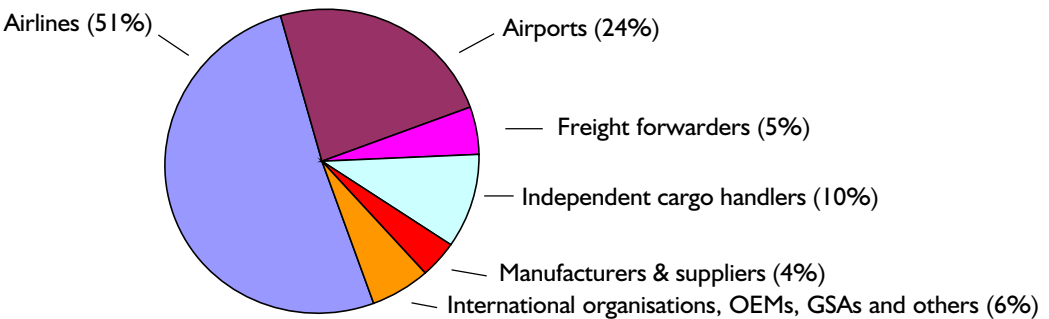
- ♦ Airlines (to include, for example, cargo directors/VPs, handling managers, purchasing managers, regional cargo managers and route planners)
- ♦ Airports
- ♦ Independent cargo handlers
- ♦ General sales agents (GSAs)
- ♦ Freight forwarders and logistics providers
- ♦ Manufacturers and suppliers of cargo handling related equipment (including GSE), systems and services
- ♦ International and national air transport organisations

Copies will be mailed to names drawn from Air Transport Publication's extensive database of senior industry decision-making executives listed in the Air Cargo Yearbook and its other directories.

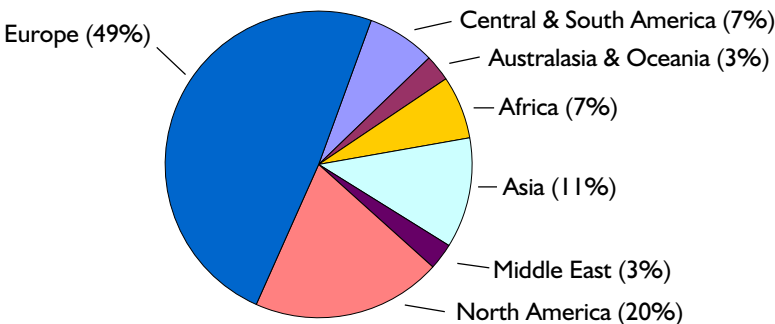
Bonus distribution of copies will also take place at the major industry events.

The breakdown of circulation is as follows:

Distribution by Type of Organisation



Distribution by Region



Advertising Space	Mono	Two-colour (standard)	Two-colour (special)	Four-colour
Full page	UK£2200	£2550	£2750	£2950
	US\$4180	\$4850	\$5230	\$5600
	Euro €3850	€4460	€4810	€5160
Two-thirds page	£1650	£2000	£2200	£2400
	\$3140	\$3800	\$4180	\$4560
	€2890	€3500	€3850	€4200
Half page	£1200	£1550	£1750	£1950
	\$2280	\$2950	\$3330	\$3700
	€2100	€2710	€3060	€3410
Third page	£950	£1300	£1500	£1700
	\$1810	\$2470	\$2850	\$3230
	€1660	€2280	€2630	€2980
Quarter page	£750	£1100	£1300	£1500
	\$1430	\$2090	\$2470	\$2850
	€1310	€1930	€2280	€2630

Series discounts: 2 issues: 5% 3 issues: 10% 4 issues: 15%
4 issues + Air Cargo Yearbook: 20%

Special positions – Inside front and outside back covers: £3500/\$6650/€6125

Inserts and special supplements – Rates available on request

Sizes (height x width):

Full page bleed	288mm x 211mm (11 1/4" x 8 1/4")
Full page trim	280mm x 203mm (11 1/16" x 8")
Two-thirds page	233mm x 111mm (9 3/16" x 4 5/16")
Half page	233mm x 86mm or 123mm x 176mm (9 3/16" x 3 3/8" or 4 13/16" x 7")
One-third page	233mm x 50mm or 79mm x 176mm (9 3/16" x 2" or 3 1/8" x 7")
Quarter page	123mm x 86mm or 57mm x 176mm (4 13/16" x 3 3/8" or 2 1/4" x 7")

Production requirements:

Material should be supplied on a CD-Rom or via ISDN in an electronic format, e.g. Quark Xpress, Adobe PageMaker or high-res TIFF files. Images must be in a CMYK format with a minimum resolution of 300dpi. Pre-flightchecked PDFs can be supplied but no responsibility will be accepted if reproduction is incorrect due to faulty set-up by the advertiser or agency. Colour proofs from the file submitted must be supplied. Contact the Advertisement Department for full specifications.

Quality of reproduction cannot be guaranteed if copy is not supplied in correct format or size, or with proofs.

All advertisements are accepted subject to the Publisher's Terms of Conditions (available on request)

Issue:

March 2005
June
September
December
Air Cargo Yearbook 2005

Publishing dates:

February 18
May 20
August 19
November 11
January 2005

Copy dates:

January 21
April 22
July 22
October 14
October 29 2004

For more information on advertising please contact Rosa Bellanca:
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AIR CARGO YEARBOOK 2005

Published in January 2005, the *Air Cargo Yearbook 2005* will be a unique and interesting mix of indispensable cargo information, together with a comprehensive directory of contacts at airports, airlines and cargo handling agents worldwide, as well as manufacturers and suppliers of cargo-related airport and airline handling equipment, systems and services. Information for the directory is compiled from mailed-out questionnaires with all entries free of charge.

Contents of the *Air Cargo Yearbook 2005* will include:

- ◆ Overview article looking at trends and developments affecting the air cargo industry.
- ◆ Reporting and analysis of annual cargo traffic figures.
- ◆ Full details of air cargo industry-related conferences and exhibitions taking place during 2005.
- ◆ Directories of airports, airlines, independent cargo handling agents, and manufacturers and suppliers of airport and airline cargo handling equipment, systems and services worldwide, listing addresses, telephone and fax numbers, and the contact details of senior cargo personnel, their job functions and areas of responsibility.



■ UNMATCHED OFFER TO ADVERTISERS!

The *Air Cargo Yearbook* offers a complete and innovative marketing package way beyond the common practice and for no greater cost!

- ◆ Equal to the size of advertisement booked, the advertiser is entitled to a **free Company Profile**. For example, an advertiser booking a full page gets another page free of charge to use in an editorial context that can more fully describe the company's activities. Similarly, a quarter page advertisement qualifies for another quarter page of profile. The copy can be set and designed free of charge as long as the publisher's standard template is used. To qualify for this offer, material for inclusion in the Profile must be received by no later than 29th October 2004.
- ◆ Advertisers' editorial entries will be **highlighted in bold type free of charge** and entitled to a **free company logo** at the top of the entry (value £260/\$480/€450).
- ◆ Scaled to the size of advertisement, complimentary copies can be sent out to an advertiser's key customers. For example, a full page advertiser will be entitled to **10 free copies** of the *Air Cargo Yearbook 2005* (value £850/\$1450/€1450).
- ◆ Advertisers booking a minimum of a full page advertisement may request a free PC disk containing the mailing list of all executives listed in the *Air Cargo Yearbook 2005* (value over £600/\$1000/€1000).

■ GUARANTEED CIRCULATION

The *Air Cargo Yearbook 2005* will have a **guaranteed** worldwide circulation of 3,500 copies. Complimentary copies will be mailed to senior executives with decision-making responsibilities for cargo operations within: Airlines, Airports, Independent cargo handlers, Manufacturers and suppliers, International organisations, OEMs and GSAs.

Copies will be mailed to names from Air Transport Publication's extensive database.

After publication, the publishers of the *Air Cargo Yearbook* will supply advertisers, on request, proof of print run and mailing from the independent printing and mailing distribution companies involved with the publication.

In addition to the guaranteed circulation, further copies will be sold to non-qualifying readers during the course of the year through direct mail and other forms of promotion. Copies of the 2005 edition will be available at industry-related events.

■ RATES, DATES & PRODUCTION DATA

Advertising Space	Mono	Two-colour (standard)	Two-colour (special)	Four-colour
Full page	UK£2300	£2700	£2900	£3100
	US\$4260	\$5000	\$5370	\$5740
	Euro€4020	€4720	€5070	€5400
Two-thirds page	£1750	£2100	£2300	£2500
	\$3240	\$3890	\$4260	\$4630
	€3060	€3670	€4020	€4400
Half page	£1300	£1650	£1850	£2050
	\$2410	\$3050	\$3420	\$3790
	€2270	€2880	€3230	€3600
Third page	£1000	£1400	£1600	£1800
	\$1850	\$2590	\$2960	\$3330
	€1750	€2450	€2800	€3150
Quarter page	£800	£1150	£1400	£1600
	\$1480	\$2120	\$2590	\$2960
	€1400	€2010	€2450	€2800

Special positions:

Front cover:	£6800/\$12600/€11900
Book mark:	£5300/\$9800/€9300
Spine:	£4700/\$8700/€8200
Inside front cover:	£4200/\$7800/€7350
Outside back cover:	£5300/\$9800/€9300
Dividers:	£4700/\$8700/€8200

Company logo & bold editorial entry: £260/\$480/€450

Sizes (height x width):

Full page trim	279mm x 203mm (11 ¹ / ₁₆ " x 8")
Full page bleed	287mm x 211mm (11 ¹ / ₄ " x 8 ¹ / ₄ ")
Full page type area	254mm x 178mm (10" x 7")
Two-thirds page	254mm x 115mm (10" x 4 ¹ / ₂ ")
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Copy date: October 29th 2004 • **Publishing date:** January 2005

For more information on advertising in the *Air Cargo Yearbook 2005* please contact Rosa Bellanca:

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