

LogiSYM

The Magazine for Supply Chain Executives



2019 Media Kit

www.LogiSYM.org



INTRODUCTION

We are delighted to welcome you to The Magazine for Supply Chain Executives, an industry journal that brings you the latest developments in logistics and supply chain management in Asia and beyond.

LogiSYM magazine and our series of annual events provide a forum for thought leaders in Supply Chain. With over 80,000 opt-in subscribers, we offer unprecedented reach to our commercial partners. Our global readership encompass shippers, forwarders, 3PLs, ports, airports, airlines, and road and rail freight executives and spans the major industry verticals.

LogiSYM is published monthly in digital format and quarterly in print and features news updates, industry analysis and one-on-one interviews with leaders in the supply chain industry. We also produce knowledge and solution-based case studies and examine the logistics trends that are shaping the world we live in.

Our mission is to bring a new dimension of supply chain knowledge to our readers, differentiating us from all existing publications by supplying cutting edge industry information that facilitates the business success of logistics executives.

As the official journal of The Logistics and Supply Chain Management Society, LogiSYM is the only magazine that has been created purely to serve its readers.

This Magazine is part of the renowned LogiSYM brand, a proven industry player in the field of Education & Training as well as an organizer of Supply Chain Conferences across Asia.

In an industry of constant change and innovation, we provide the knowledge that enables our readers and Society Members to stay ahead of the information curve.

And nobody knows its readers better than LogiSYM. Our home is the Asia Pacific region, but our subscribers cover the whole range of supply chain providers and buyers worldwide. Whatever your marketing or advertising requirements, LogiSYM can facilitate your business success.

Joe Lombardo
International Editor, LogiSYM Magazine

EDITORIAL SUMMARY

LogiSYM Magazine contains a comprehensive combination of regular columns and feature sections encompassing the business issues and technology developments relevant to today's logistics professionals.

REGULARS

AIR NEWS

All the latest information from carriers, terminals and airfreight forwarders.

MARITIME NEWS

We examine the latest strategies of container lines, terminal operators and ocean freight forwarders.

LOGISTICS NEWS

The home of the latest news from global and Asian logistics providers.

SUPPLY CHAIN NEWS

Latest product news and innovations affecting the supply chain covering everything from warehouse equipment to the latest IT solutions.

E-COMMERCE/TECHNOLOGY NEWS

LogiSYM is the home of technology and IT supply chain innovation.

FEATURE SECTIONS

STRATEGY & BUSINESS

Taking it from the top, this management-oriented section provides expert advice on developing high-level company and supply chain performance.

SOFTWARE & SYSTEMS

Discussing the latest information technology (IT) applications that support discrete logistics activities and enable effective collaboration across the supply chain.

HANDLING & STORAGE

Going down to the floor to cover equipment and operations for the efficient movement and storage of materials in factories, warehouses and distribution centers.

LOGISTICS LOCATIONS

LogiSYM's analysis of Asia's leading hubs.

EDITORIAL CALENDAR

We are delighted to welcome you to LogiSYM, a magazine aimed at supply chain executives. LogiSYM will bring you the latest developments in the logistics and supply chain industry every month in our digital format and quarter in print including regular news updates, industry features and one-on-one interviews with leaders in the supply chain industry. Our mission is to bring a new dimension of information and knowledge to our readers.

ISSUE		MATERIALS DUE	RELEASE DATE
DECEMBER 2018 / JANUARY 2019**	Outlook 2019	6 December 2018	25 January 2019
FEBRUARY 2019	Urban Supply Chain	28 January 2019	22 February 2019
MARCH 2019	Robotic Process Automation	25 February 2019	22 March 2019
APRIL 2019**	LogiSYM Singapore 2019 Show Issue	25 March 2019	26 April 2019
MAY 2019	Financing Supply Chain	22 April 2019	24 May 2019
JUNE 2019**	LogiSYM Malaysia 2019 Show Issue	27 May 2019	21 June 2019
JULY/AUGUST 2019	Sustainable Supply Chain	5 July 2019	23 August 2019
SEPTEMBER 2019	Sourcing/Outsourcing	26 August 2019	20 September 2019
OCTOBER 2019	Best Practices in Logistics and Supply Chain	23 September 2019	25 October 2019
NOVEMBER 2019	AI & Machine Learning	28 October 2019	22 November 2019

****Print Edition**

NOTE: Issue theme may be subject to change

CIRCULATION PROFILE: Digital Issue (E-book)

LogiSYM Magazine's monthly digital issue is distributed to over 80,000 subscribers. The table below shows the circulation profile for the digital issue. Our subscribers are opt-in, enabling us to list a complete breakdown of the subscriber database. Our readers are logistics and supply chain professionals who come from all over the world.

If you would like a complimentary copy, please visit www.LogiSYM.org to subscribe.

Analysis by Country

Australasia	18560	23.2%
Africa	3520	4.4%
Europe	5600	7.0%
India Subcontinent	12880	16.1%
Middle East	12720	15.9%
North Asia	8720	10.9%
Southeast Asia	13440	16.8%
North America	2400	3.0%
South America	1200	1.5%
The Caribbean	960	1.2%
Total	80000	100.0%

Analysis by Industry

3PL, 4PL, Logistics & Warehousing	6960	8.7%
Automotive	2320	2.9%
Aviation & Aerospace	2720	3.4%
Building, Architectural & Construction	1360	1.7%
Chemical	2000	2.5%
Couriers & Express	3120	3.9%
Energy & Utilities	1760	2.2%
Engineering & Technical	2080	2.6%
Financial Services, Banking, Legal & Insurance	1440	1.8%
FMCG - Consumer Products/Food	3120	3.9%
Freight Forwarding & Customs	1760	2.2%
Government	1600	2.0%
Healthcare, Medical & Pharmaceuticals	1040	1.3%
IT & Telecommunications	2480	3.1%
Logistics/Supply Management - inhouse	2240	2.8%
Management Consulting & Research	880	1.1%
Manufacturing & Industrial	3840	4.8%
Materials Handling	1600	2.0%
Mining & Resources & Petroleum, Oil & Gas	3440	4.3%
Primary Industry & Agricultural	1120	1.4%
Property & Real Estate	1280	1.6%
Retail	3200	4.0%
Safety, OH&S & Environment	1280	1.6%
Science & Environment	1280	1.6%
Shipping & Ports	2320	2.9%
Supply Chain, Sourcing & Procurement	9600	12.0%
Textile & Apparel	1120	1.4%
Transport - Road & Rail	5840	7.3%
Travel & Tourism	960	1.2%
Other	6320	7.9%
Total	80000	100.0%

CIRCULATION PROFILE: Print Issue

LogiSYM Magazine's printed issue has a run of 5000 copies and is distributed to our subscribers in the Asia Pacific. The table below shows the circulation profile for the printed issue.

Analysis by Country

China	500	10%
Hong Kong	500	10%
Thailand	500	10%
Malaysia	500	10%
Australia	500	10%
India	250	5%
Indonesia	250	5%
Singapore	1750	35%
Others	250	5%
Total	5000	100.0%

Analysis by Industry

3PL, 4PL, Logistics & Warehousing	435	8.7%
Automotive	145	2.9%
Aviation & Aerospace	170	3.4%
Building, Architectural & Construction	85	1.7%
Chemical	125	2.5%
Couriers & Express	195	3.9%
Energy & Utilities	110	2.2%
Engineering & Technical	130	2.6%
Financial Services, Banking, Legal & Insurance	90	1.8%
FMCG - Consumer Products/Food	195	3.9%
Freight Forwarding & Customs	110	2.2%
Government	100	2.0%
Healthcare, Medical & Pharmaceuticals	65	1.3%
IT & Telecommunications	155	3.1%
Logistics/Supply Management - inhouse	140	2.8%
Management Consulting & Research	55	1.1%
Manufacturing & Industrial	240	4.8%
Materials Handling	100	2.0%
Mining & Resources & Petroleum, Oil & Gas	215	4.3%
Primary Industry & Agricultural	70	1.4%
Property & Real Estate	80	1.6%
Retail	200	4.0%
Safety, OH&S & Environment	80	1.6%
Science & Environment	80	1.6%
Shipping & Ports	145	2.9%
Supply Chain, Sourcing & Procurement	600	12.0%
Textile & Apparel	70	1.4%
Transport - Road & Rail	365	7.3%
Travel & Tourism	60	1.2%
Other	395	7.9%
Total	5000	100.0%

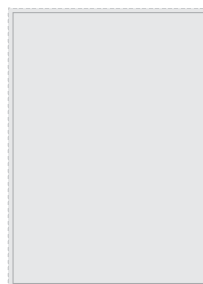
ADVERTISING RATES: Digital Issue

LogiSYM Magazine's monthly digital issue is distributed to over 80,000 subscribers in the Asia Pacific. All rates quoted are in US dollars and on a per issue basis, valid as of 1st January 2019 and for 12 months thereafter. All advertising contracts accepted by clients are subject to the terms and conditions stipulated by LogiSYM Magazine.

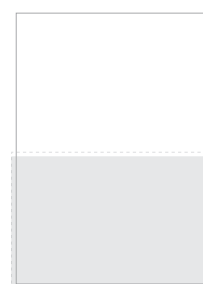
ISSUE	PRICE	TRIM SIZE (width x height)	GUTTER	BLEED
Double Page	US\$5995	420mm x 297mm	15mm	5mm
Full Page	US\$3995	210mm x 297mm	15mm	5mm
Half Page	US\$2595	210mm x 148.5mm	15mm	5mm
Quarter Page	US\$1395	210mm x 74.25mm	15mm	5mm
Covers	+10%	210mm x 297mm	15mm	5mm



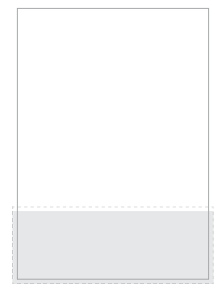
Double Page



Full Page



Half Page



Quarter Page

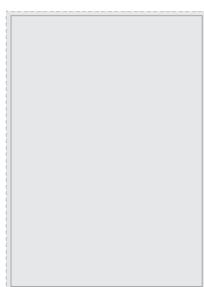
ADVERTISING RATES: Print Issue

LogiSYM Magazine's monthly printed issue is distributed to over 5,000 subscribers in the Asia Pacific as well as in digital format to our 80,000 subscribers. All rates quoted are in US dollars and on a per issue basis, valid as of 1st January 2019 and for 12 months thereafter. All advertising contracts accepted by clients are subject to the terms and conditions stipulated by LogiSYM Magazine.

ISSUE	PRICE	TRIM SIZE (width x height)	GUTTER	BLEED
Double Page	US\$8995	420mm x 297mm	15mm	5mm
Full Page	US\$5995	210mm x 297mm	15mm	5mm
Half Page	US\$2995	210mm x 148.5mm	15mm	5mm
Quarter Page	US\$1995	210mm x 74.25mm	15mm	5mm
Covers	+10%	210mm x 297mm	15mm	5mm



Double Page



Full Page



Half Page



Quarter Page

MATERIAL GUIDELINES

Print

Digital files formats such as Illustrator AI/EPS, InDesign and Photoshop are accepted. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as "CMYK" only.

Acrobat PDF Files

High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

Proofs

2 final color proofs are required for all ads.

Bleed Recommendation

Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

SUBMISSION DEADLINE

The Publisher reserves the right to decline any advertisement or insert. In the event of any advertisement resembling editorial, the word 'Advertisement' will be added at the top of the advertisement. The Publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear, from any cause whatever. Nor does the Publisher accept liability for errors in any advertisement published. Nor does the Publisher accept liability for the failure of an advertisement to appear on a specific date.



LogiSYM EVENTS 2019



LogiSYM Singapore 2019

14 - 15 May 2019

NUSS Kent Ridge Guild House, Singapore



LogiSYM Malaysia 2019

23 -24 July 2019

Hilton Petaling Jaya, Kuala Lumpur, Malaysia



LogiSYM Dubai 2019

1 - 2 October 2019

Jumeirah Creekside Hotel, Dubai, UAE

Don't miss the opportunity to present your company's strengths, individually and prominently placed, to influential executives from the port and the logistics industry. Join our partner programme!

Contact us to view the sponsorship packages.

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