



2022 Media Kit

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LogiSYM

The Magazine for Supply Chain Executives

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 70,000 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 feature columns, opinion editorials and feature sections encompassing the business issues and technology developments relevant to today's logistics professionals.

REGULARS

OPINION EDITORIALS

Industry & Subject Experts - views & updates on Industry specific & related topics that helps learn new angles on knowledge & information.

LOGISTICS NEWS

The home of the latest news from global and Asian logistics providers – 3PLs, 4PLs.

FREIGHT NEWS (AIR & SEA)

All the latest information from carriers, terminals and airfreight forwarders. We examine the latest strategies of container lines, terminal operators and ocean freight forwarders

SUPPLY CHAIN NEWS

Latest product news and innovations affecting the supply chain models, 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.

GREEN CORRIDOR

Reporting on developments in 'green logistics' innovations, 'circular economy' projects and latest insights into carbon footprint measurement.

FEATURE SECTIONS

STRATEGY & BUSINESS MANAGEMENT

Taking it from the top, this management-oriented section provides expert advice on developing high-level company and supply chain performance. Contributions from Industry experts that helps understand the evolving landscapes.

AUTOMATED 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

WEBINAR & EVENTS SYNOPSIS

Updates on LogiSYM's special events & webinars for readers references post-event.

TECHNOLOGY

Discussing the latest technology solutions and the innovative applications supporting core logistics activities, that enable effective collaboration across the supply chain.

PEOPLE IN LOGISTICS & SUPPLY CHAIN

Special features on human resources developments in the industry, as well as inspiring fire-chats with industry leaders.

LOGISTICS CASE STUDIES

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 | TOPICS | MATERIALS DUE | RELEASE DATE |
|----------------------------------|--|-------------------|-------------------|
| DECEMBER 2021- JANUARY 2022** | 2022 Outlook - Making Sense of New Paradigms & Economic Shifts | 10 December 2021 | 27 December 2021 |
| FEBRUARY 2022 | Defining the Optimal Technology Roadmap | 28 January 2022 | 15 February 2022 |
| MARCH 2022 | Global Industrial Impact Post COVID Disruption | 25 February 2022 | 15 March 2022 |
| APRIL 2022 | Driving Sustainable Growth through Supply Chain Resilience | 25 March 2022 | 15 April 2022 |
| MAY 2022* | Megatrends Shaping Supply Chain Innovation | 8 April 2022 | 16 May 2022 |
| JUNE - JULY 2022 | Workforces of the Future in Supply Chain Management | 3 June 2022 | 15 June 2022 |
| AUGUST 2022* | Regional Innovations through Collaborative Initiatives | 15 July 2022 | 15 August 2022 |
| SEPTEMBER 2022 | Green Supply Chain – Moving the Sustainable Needle. | 19 August 2022 | 15 September 2022 |
| OCTOBER 2022 | New & Game Changing Supply Chain Technologies | 23 September 2022 | 17 October 2022 |
| NOVEMBER 2022* | Forging Circular Supply Chains for the Future | 14 October 2022 | 15 November 2022 |
| DECEMBER 2022 | 2022 Realities vs 2023 Predictions | 25 November 2022 | 15 December 2022 |

***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 70,000 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 Region

| | | |
|---------------------------|---------------|-------------|
| ANZ | 6300 | 9.0% |
| Africa | 700 | 1.0% |
| Europe | 3290 | 4.7% |
| India Subcontinent | 2450 | 3.5% |
| Middle East | 1540 | 2.2% |
| ASEAN | 47530 | 67.9% |
| North Asia | 7700 | 11.0% |
| North America | 420 | 0.6% |
| South America & Caribbean | 70 | 0.1% |
| Total | 70,000 | 100% |

Remark: These numbers have been influenced by actual data in SendinBlue. Most have been marked up by a few hundreds. The largest mark ups come from South East Asia and North Asia.

Analysis by Industry

| | | |
|--|---------------|---------------|
| 3PL, 4PL, Logistics & Warehousing | 6090 | 8.7% |
| Automotive | 2030 | 2.9% |
| Aviation & Aerospace | 2380 | 3.4% |
| Building, Architectural & Construction | 1190 | 1.7% |
| Chemical | 1540 | 2.2% |
| Couriers & Express | 1750 | 2.5% |
| Energy & Utilities | 2730 | 3.9% |
| Engineering & Technical | 1820 | 2.6% |
| Financial Services, Banking, Legal & Insurance | 1260 | 1.8% |
| FMCG - Consumer Products/Food | 2730 | 3.9% |
| Freight Forwarding & Customs | 1540 | 2.2% |
| Government | 1400 | 2.0% |
| Healthcare, Medical & Pharmaceuticals | 910 | 1.3% |
| IT & Telecommunications | 2170 | 3.1% |
| Logistics/Supply Management - inhouse | 1960 | 2.8% |
| Management Consulting & Research | 770 | 1.1% |
| Manufacturing & Industrial | 3360 | 4.8% |
| Materials Handling | 1400 | 2.0% |
| Mining & Resources & Petroleum, Oil & Gas | 3010 | 4.3% |
| Primary Industry & Agricultural | 980 | 1.4% |
| Property & Real Estate | 1120 | 1.6% |
| Retail | 2800 | 4.0% |
| Safety, OH&S & Environment | 1120 | 1.6% |
| Science & Environment | 1120 | 1.6% |
| Shipping & Ports | 2030 | 2.9% |
| Supply Chain, Sourcing & Procurement | 6600 | 12.0% |
| Textile & Apparel | 980 | 1.4% |
| Transport - Road & Rail | 5110 | 7.3% |
| Travel & Tourism | 840 | 1.2% |
| Other | 5530 | 7.9% |
| Total | 70,000 | 100.0% |

Remark: Percentages based on current Media Kit, Numbers may not represent actual

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% |

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.

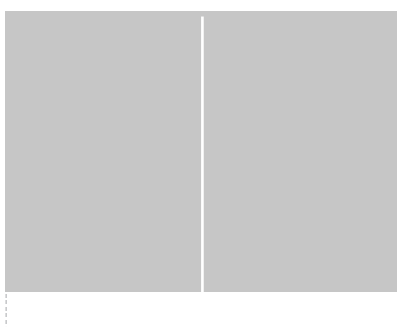
PROOFS

2 final color proofs are required for all ads.

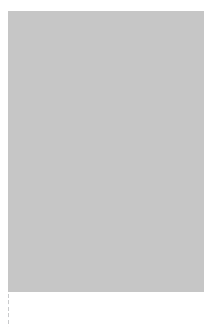
BLEED RECOMMENDATION

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

| ISSUE | TRIM SIZE (width x height) | GUTTER | BLEED |
|--------------|-------------------------------|--------|-------|
| Double Page | 420mm x 297mm | 15mm | 5mm |
| Full Page | 210mm x 297mm | 15mm | 5mm |
| Half Page | 210mm x 148.5mm | 15mm | 5mm |
| Quarter Page | 210mm x 74.25mm | 15mm | 5mm |
| Covers | 210mm x 297mm | 15mm | 5mm |



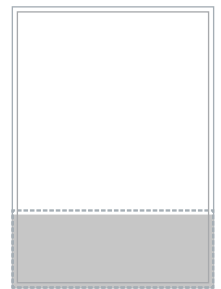
Double Page



Full Page



Half Page



Quarter Page

ADVERTISEMENT ACCEPTANCE

Publishers' Note

The Publisher reserves the right to decline any advertisement or insert. In the event of any advertisement resembling an 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
The Magazine for Supply Chain Executives





LogiSYM EVENTS 2022



FutureScape Supply Chain 2022

January 2022



LogiSYM Asia Pacific 2022

May 2022



LogiSYM Malaysia 2022

July 2022



LogiSYM MENA 2022

August 2022



ITAP-LogiSYM 2022

November 2022

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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www.LogiSYM.org

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