



# 2023 Media Kit

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## LogiSYM

The Magazine for Supply Chain Executives

[www.LogiSYM.Org](http://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 65,000 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.

YEAR 2023 MONTH	MAIN TOPIC	MATERIALS DUE	RELEASE DATE
<b>DECEMBER- JANUARY 2023</b>	<b>Outlook 2023</b>	18 November 2022	16 December 2022
<b>FEBRUARY 2023</b>	<b>Digital Transformation: Digitalisation and Digital Supply Chain Strategies</b>	13 January 2023	15 February 2023
<b>MARCH 2023</b>	<b>Inflation &amp; Economic Headwinds: Impact of Inflation, Financial</b>	10 February 2023	15 March 2023
<b>APRIL 2023</b>	<b>Technology: Emerging Supply Chain Technologies</b>	10 March 2023	15 April 2023
<b>MAY 2023**</b>	<b>Agriculture &amp; Food Logistics: Humanitarian Logistics and Agri-Food Supply Chains</b>	03 April 2023	12 May 2023
<b>JUNE - JULY 2023</b>	<b>Supply Chain Resilience: Corporate Resilience and Agility</b>	12 May 2023	16 June 2023
<b>AUGUST 2023</b>	<b>Healthcare Logistics: Healthcare Logistics Closely Aligning with the Turbulent Times We Are In</b>	10 July 2023	15 August 2023
<b>SEPTEMBER 2023</b>	<b>Sustainability: Operationalising Sustainability for Supply Chains</b>	11 August 2023	15 September 2023
<b>OCTOBER 2023**</b>	<b>Asset Management: People, Inventory, Machinery and Goodwill</b>	4 September 2023	13 October 2023
<b>NOVEMBER 2023</b>	<b>Global Trade &amp; Tariffs: International &amp; Local Trade, Nearshoring, Re-Shoring and Corporate Compliance</b>	9 October 2023	15 November 2023
<b>DECEMBER - JANUARY 2024</b>	<b>Outlook 2024: The Year in Summary and What Our Experts Say We Can Look Forward to in the Coming Year</b>	10 November 2023	15 December 2023

**\*\*Print Edition**

NOTE: Main topic may be subject to change

# CIRCULATION PROFILE: Digital Issue (E-book)

LogiSYM Magazine's monthly digital issue is distributed to over 65,000+ 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](http://www.LogiSYM.org) to subscribe.

## ANALYSIS BY REGION

ANZ .....	5850 .....	9.00%
Africa .....	650 .....	1.00%
Europe .....	3055 .....	4.70%
India Subcontinent .....	2275 .....	3.50%
Middle East .....	1430 .....	2.20%
ASEAN .....	44135 .....	67.90%
North Asia .....	7150 .....	11.00%
North America .....	390 .....	0.60%
South America & Caribbean .....	65 .....	0.10%
Total .....	65,000 .....	100.00%

Note: 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 .....	5655 .....	8.70%
Automotive .....	1885 .....	2.90%
Aviation & Aerospace .....	2210 .....	3.40%
Building, Architectural & Construction .....	1105 .....	1.70%
Chemical .....	1430 .....	2.20%
Couriers & Express .....	1625 .....	2.50%
Energy & Utilities .....	2535 .....	3.90%
Engineering & Technical .....	1690 .....	2.60%
Financial Services, Banking, Legal & Insurance .....	1170 .....	1.80%
FMCG - Consumer Products/Food .....	2535 .....	3.90%
Freight Forwarding & Customs .....	1430 .....	2.20%
Government .....	1300 .....	2.00%
Healthcare, Medical & Pharmaceuticals .....	845 .....	1.30%
IT & Telecommunications .....	2015 .....	3.10%
Logistics/Supply Management - inhouse .....	1820 .....	2.80%
Management Consulting & Research .....	715 .....	1.10%
Manufacturing & Industrial .....	3120 .....	4.80%
Materials Handling .....	1300 .....	2.00%
Mining & Resources & Petroleum, Oil & Gas .....	2795 .....	4.30%
Primary Industry & Agricultural .....	910 .....	1.40%
Property & Real Estate .....	1040 .....	1.60%
Retail .....	2600 .....	4.00%
Safety, OH&S & Environment .....	1040 .....	1.60%
Science & Environment .....	1040 .....	1.60%
Shipping & Ports .....	1885 .....	2.90%
Supply Chain, Sourcing & Procurement .....	7800 .....	12.00%
Textile & Apparel .....	910 .....	1.40%
Transport - Road & Rail .....	4745 .....	7.30%
Travel & Tourism .....	780 .....	1.20%
Other .....	5070 .....	7.80%
Total .....	65000 .....	100.00%

Note: 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 .....	5,000 .....	100.00%

## ANALYSIS BY INDUSTRY

3PL, 4PL, Logistics & Warehousing .....	435 .....	8.70%
Automotive .....	145 .....	2.90%
Aviation & Aerospace .....	170 .....	3.40%
Building, Architectural & Construction .....	85 .....	1.70%
Chemical .....	125 .....	2.50%
Couriers & Express .....	195 .....	3.90%
Energy & Utilities .....	110 .....	2.20%
Engineering & Technical .....	130 .....	2.60%
Financial Services, Banking, Legal & Insurance .....	90 .....	1.80%
FMCG - Consumer Products/Food .....	195 .....	3.90%
Freight Forwarding & Customs .....	110 .....	2.20%
Government .....	100 .....	2.00%
Healthcare, Medical & Pharmaceuticals .....	65 .....	1.30%
IT & Telecommunications .....	155 .....	3.10%
Logistics/Supply Management - inhouse .....	140 .....	2.80%
Management Consulting & Research .....	55 .....	1.10%
Manufacturing & Industrial .....	240 .....	4.80%
Materials Handling .....	100 .....	2.00%
Mining & Resources & Petroleum, Oil & Gas .....	215 .....	4.30%
Primary Industry & Agricultural .....	70 .....	1.40%
Property & Real Estate .....	80 .....	1.60%
Retail .....	200 .....	4.00%
Safety, OH&S & Environment .....	80 .....	1.60%
Science & Environment .....	80 .....	1.60%
Shipping & Ports .....	145 .....	2.90%
Supply Chain, Sourcing & Procurement .....	600 .....	12.00%
Textile & Apparel .....	70 .....	1.40%
Transport - Road & Rail .....	365 .....	7.30%
Travel & Tourism .....	60 .....	1.20%
Other .....	390 .....	7.80%
Total .....	5,000 .....	100.00%

# 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.

# ADVERTISEMENT ACCEPTANCE

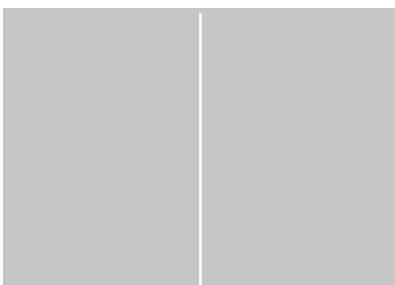
The Publisher reserves the right to decline any advertisement or insert. In the event that any advertisement resembles an editorial, the word 'Advertisement' will be added at the top of the advertisement. The Publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear, for any reason. Neither 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.



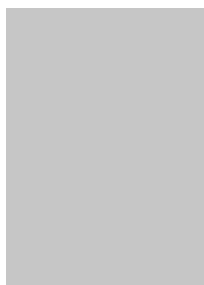
# ADVERTISING: DIGITAL ISSUE

LogiSYM Magazine's monthly digital issue is distributed to over 65,000+ subscribers worldwide. All rates quoted are in US dollars valid for 12 months with effect from 1st January 2023 . All advertising contracts accepted by clients are subject to the terms and conditions stipulated by LogiSYM.

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 297mm	15mm	5mm
Quarter Page	210mm x 74.25mm	15mm	5mm
Covers	210mm x 297mm	15mm	5mm



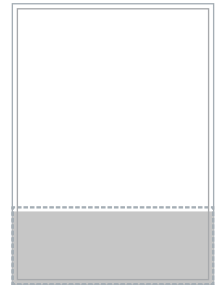
Double Page



Full Page



Half Page



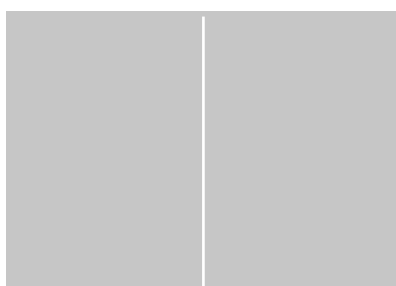
Quarter Page



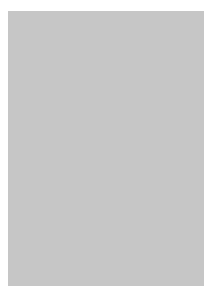
# ADVERTISING: PRINT ISSUE

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 65,000+ subscribers worldwide. All rates quoted are in US dollars and on a per issue basis, valid as of 1st January 2023 and for 12 months thereafter. All advertising contracts accepted by clients are subject to the terms and conditions stipulated by LogiSYM Magazine.

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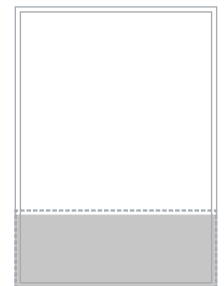
Double Page



Full Page



Half Page



Quarter Page



## LogiSYM EVENTS 2023

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**LogiSYM Asia Pacific 2023**  
May 2023

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**LogiSYM Malaysia 2023**  
July 2023

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**LogiSYM Platinum 2023**  
October 2023

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**LogiSYM Philippines 2023**  
TBC

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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.

# LogiSYM

[www.LogiSYM.org](http://www.LogiSYM.org)

## CONTACT US:

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