Editor’s note

For nearly two decades, Logistics Middle East has firmly established its standing as the go-to source for logistics and supply chain insights across the region.

Unwavering in our commitment to delivering invaluable industry perspectives, we empower industry professionals with essential insights and industry intelligence, enabling them to make informed, data-driven decisions.

Furthermore, Logistics Middle East offers a specialised platform, seamlessly connecting industry stakeholders with prospective business partners through a diverse array of innovative solutions. From industry-leading events and conferences to captivating digital content, a widely circulated print publication, daily newsletters, and more, our influence extends across the entire spectrum of the logistics and supply chain landscape.

Looking ahead, the successes of our past will catalyse our growth and expansion in 2024, as we continue to broaden our scope and refine our content to meet the distinctive needs of an ever-evolving industry landscape.

Karim Tolba
Editor, Logistics Middle East
Audience by Geography:

- UAE: 46%
- KSA: 17%
- India: 12%
- US: 9%
- France: 2%
- Germany: 1%
- UK: 7%
- Oman: 3%
- Bahrain: 2%
- Qatar: 2%

Business/Occupation Breakout:

- Supply Chain Professionals: 32.1%
- Business Development: 11.2%
- IT Professionals: 4.6%
- Customer Success & Support: 5.8%
- Operations Professionals: 16.2%
- Country Managers: 2.4%
- Logistics & Transport Management: 27.7%
- Network Managers
- Supply Chain Management
- Logistics & Transport Management
- Country Managers
- Corporate Executives & Senior Management
- Business Development
- Engineering
- Finance

Readership by Job Type:

- Operations Professionals
- Sales Professionals
- Marketing Professionals
- Customer Success & Support
- Information Technology Professionals
- Engineering
- Finance
- Network Managers
- Supply Chain Management
- Logistics & Transport Management
- Country Managers
- Corporate Executives & Senior Management
- Business Development

Monthly Brand Reach:

- Unique Users: 16,000+ Web users per month
- Newsletters
- Social Media
- Print
- Events

Total Reach: 199,000
# Editorial Calendar 2024

## January
**Feature Theme:** Logistics and supply chain trends in 2024
**Special Reports:**
- 2024 market outlook

## February
**Feature Theme:** Sustainability in logistics (The Green Edition)
**Special Reports:**
- Logistics Middle East Awards 2024: Meet the judges
- De-carbonising the Supply Chain: Opportunities and challenges

## March
**Feature Theme:** Women in logistics
**Special Reports:**
- Equality, diversity and inclusion: Women in logistics
**Events:** Logistics Middle East Awards 2024

## April
**Feature Theme:** Logistics Middle East awards 2024
**Special Reports:**
- Logistics Middle East Awards 2024 winners

## May
**Feature Theme:** Digital commerce
**Special Reports:**
- Online retail
- Reverse logistics

## June
**Feature Theme:** Road transport
**Special Reports:**
- Electric vehicles
- Fleet management
- Urban mobility
- Last-mile delivery: Navigating urban logistics

## July
**Feature Theme:**
- Air freight
- Express logistics
- Logistics Middle East Power List (Industry Icons)
**Special Reports:**
- Air cargo market review
- Express logistics: Global trends

## August
**Feature Theme:**
- Port development and infrastructure
- Shipping and maritime
**Special Reports:**
- Smart ports
- Ocean shipping

## September
**Feature Theme:** The Saudi edition
**Special Reports:**
- Saudi logistics: A new era unfolding
**Events:** Leaders in Logistics KSA

## October
**Feature Theme:** Warehousing and distribution
**Special Reports:**
- 3PL market review
- Warehouse technology
- Cold Chain technologies

## November
**Feature Theme:** Supply chain technology
**Special Reports:**
- Robotics, automation, digitalisation, and AI
- Supply chain of the future
**Events:** Leaders in Logistics UAE

## December
**Feature Theme:** Logistics Middle East Power List 2024 (Logistics Leaders)
**Special Reports:**
- Year in review
- Leaders in Logistics UAE
DIGITAL CONTENT

THOUGHT LEADERSHIP
Content positioning your brand as a thought leader
$10,000

BRAND VIEW
An in-depth feature on your products and services
$10,000

DIGITAL Q&A
A written interview with your leadership
$10,000

VIDEO FEATURE
A video created for your use, amplified on our channels
$12,000

VIDEO INTERVIEW
Video interview featuring your leadership
$12,000

WEBINAR
A virtual industry discussion broadcasted via our digital video platforms
$10,000

ROUNDTABLE
An in-person industry discussion organised and covered by Logistics Middle East
$20,000

BESPOKE EVENTS
On Request

DIGITAL ADS

DESKTOP
Leaderboard (728 x 90 px)
300 CPM

Medium Rectangle (300 x 250 px)
300 CPM

MOBILE
Interscroller (320 X 480 px)
$3,000

NEWSLETTER
Top Banner (728 x 90 px)
$3,500

MPU (300 x 250 px)
$3,500

EMAIL BLAST
$3,000

*All digital commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and guidelines
**Main content feature and cover for the month**

**THOUGHT LEADERSHIP**
Insight article placing your brand as a thought leader

**BRAND VIEW**
A feature on your products and services

**SPOTLIGHT INTERVIEW**
A two-page interview spotlighting your brand

**BESPOKE ARTICLE**
Announcements, product launches and other news

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*All print commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and guidelines*

**Interested in a front cover? Contact the commercial team for a bespoke solution**
DO YOU WANT TO GROW YOUR BRAND LIKE OUR PARTNERS HAVE?

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