





## SPREAD YOUR MESSAGE

### Editor's note

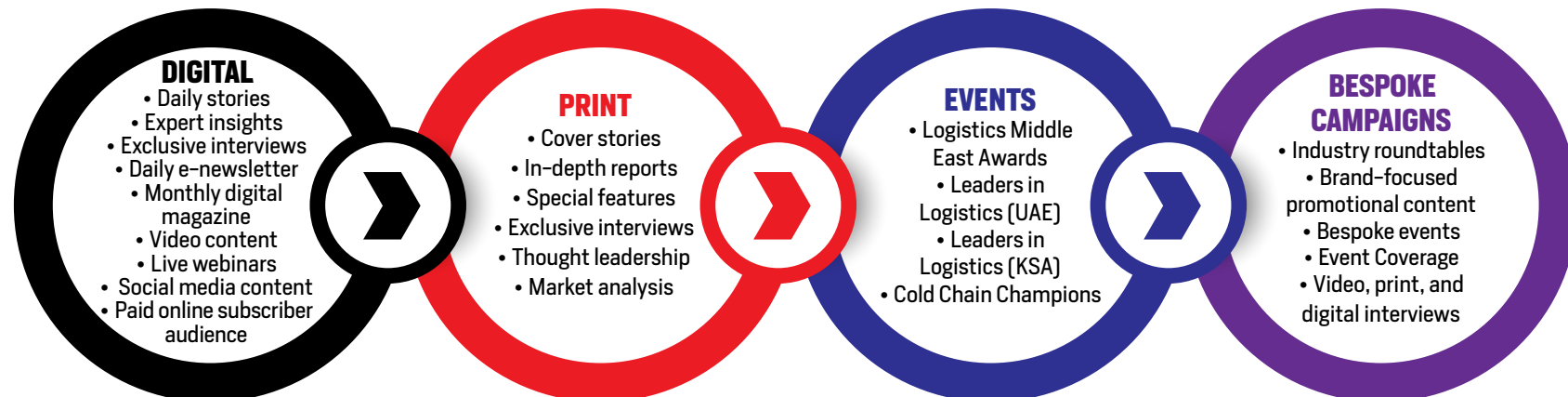
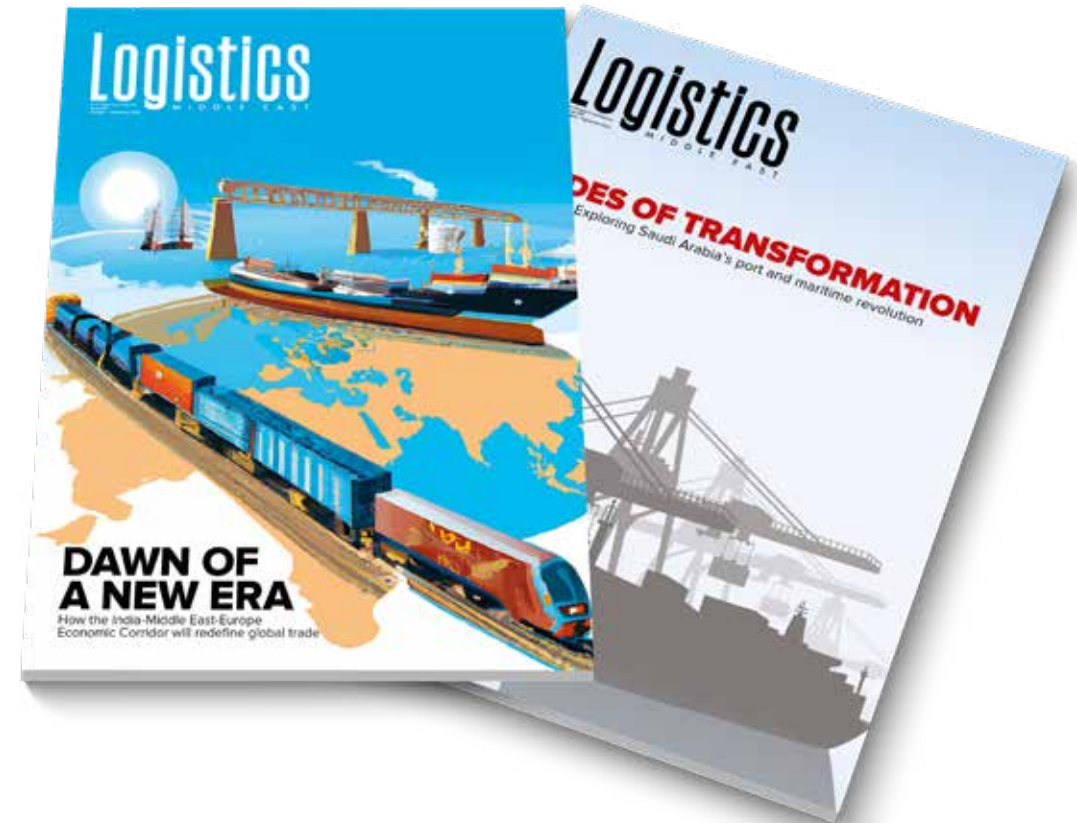
For nearly two decades, Logistics Middle East has firmly established its standing as the go-to source for logistics and supply chain insights across the region.

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*



# Logistics

MIDDLE EAST

MONTHLY BRAND  
REACH

UNIQUE USERS

16,000+ Web users per month



NEWSLETTERS



SOCIAL MEDIA



PRINT

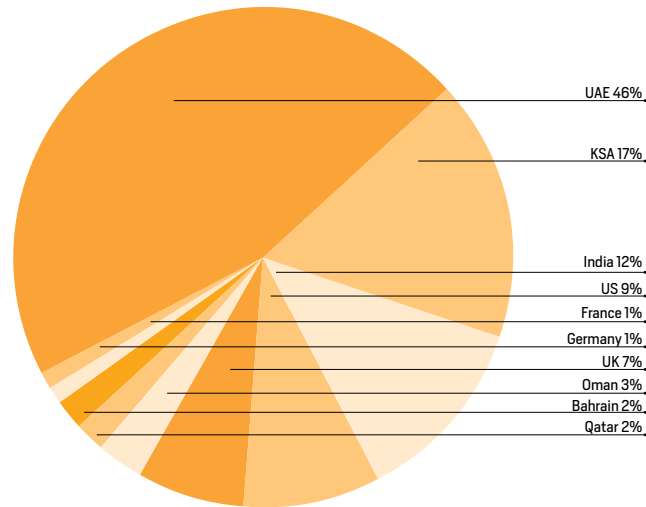


EVENTS

TOTAL REACH

199,000

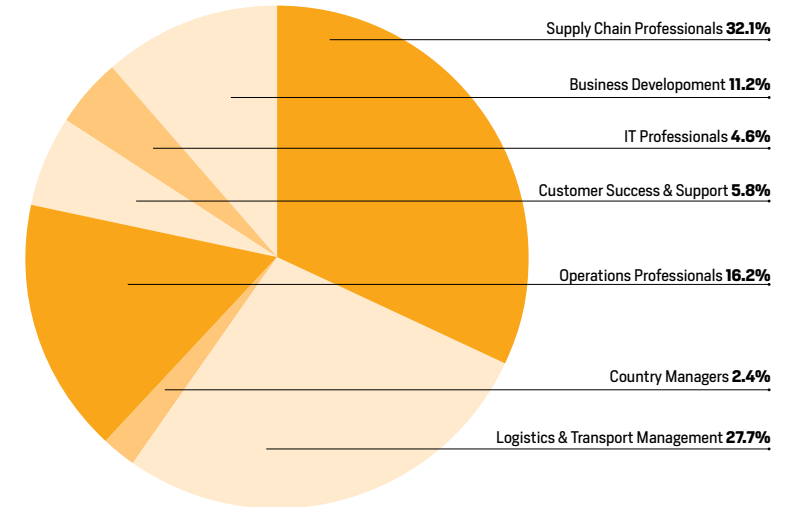
## AUDIENCE BY GEOGRAPHY



## READERSHIP BY JOB TYPE

- Operations Professionals
- Sales Professionals
- Marketing Professionals
- Customer Success & Support
- Information Technology Professionals
- Engineering
- Finance

## BUSINESS/OCCUPATION BREAKOUT



- Network Managers
- Supply Chain Management
- Logistics & Transport Management
- Country Managers
- Corporate Executives & Senior Management
- Business Development

## 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  
• Last-mile delivery

**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



## RATE CARD – **DIGITAL**

### DIGITAL ADS

#### DESKTOP

Leaderboard (728 x 90 px)

**\$300 CPM**

Medium Rectangle (300 x 250 px)

**\$300 CPM**

#### MOBILE

Interscroller (320 X 480 px)

**\$5,000**

#### NEWSLETTER

Top Banner (728 x 90 px)

**\$3,500**

MPU (300 x 250 px)

**\$3,500**

#### EMAIL BLAST

**\$3,000**

### 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**

#### AUDIO PODCAST

Conversational interview  
on our podcast

**\$6,000**

#### 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

## RATE CARD – PRINT

### PRINT ADS

#### PREMIUM POSITIONS

Outside Back Cover (205 x 275 mm)

**\$10,000**

Inside Front Cover (205 x 275 mm)

**\$7,000**

Inside Back Cover (205 x 275 mm)

**\$7,000**

#### STANDARD POSITIONS

Double Page Spread (410 x 275 mm)

**\$8,000**

Full Page (205 x 275 mm)

**\$5,000**

### PRINT CONTENT

#### COVER STORY

\*\*Main content feature and cover for the month

#### THOUGHT LEADERSHIP

Insight article placing your brand as a thought leader

**\$12,000**

#### BRAND VIEW

A feature on your products and services

**\$8,000**

#### SPOTLIGHT INTERVIEW

A two-page interview spotlighting your brand

**\$10,000**

#### BESPOKE ARTICLE

Announcements, product launches and other news

**\$5,000**

\*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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