



# LOGISTICS

INSIGHT ASIA

media information | 2010



## Connecting the Supply Chain

# LOGISTICS INSIGHT ASIA

### Moving On Up

It has been just over two years since *Logistics Insight Asia* first hit the region's desks and computer screens, but in that time it has accelerated quickly to move to the top rank of resources that industry professionals thumb and scroll through in order to stay on track of all the happenings in the dynamic world of logistics.

Targeting executives, managers, and engineers responsible for supply chain organization and logistics technology, *Logistics Insight Asia* stands out through the sheer scope of its coverage – which extends from supply chain strategies to software solutions to tracking technology, and right on down to handling and storage equipment on the warehouse floor.

In 2009, readers investing their time with the publication were rewarded by gaining valuable new knowledge on topics such as 3PL performance factors, supply chain network design, smart containers, and warehouse picking options.

And with the increasing success and visibility of *Logistics Insight Asia*, it is not surprising that leading names like TNT, UPS, Motorola, Intermec, SSI Schaefer, among others, have come to see the publication as a choice platform to deliver thought-leadership insights on a variety of industry and technology issues.

For 2010, topics such as supply chain security, inventory optimization, real-time location systems, warehouse design, to name just a few, form part of another year's strong editorial offering. And that's not to mention the regular features like regional industry news, market trends, executive interviews, and new products and solutions, or even the daily updated website ([www.logasiamag.com](http://www.logasiamag.com)) and email newsletter.

The successful Supply Chain Visibility seminar in Singapore last September, which was organized by *Logistics Insight Asia*, served to prove that strong content is backed up by an ability to connect companies to a targeted audience of industry professionals – a crucial competence in today's information-saturated age.

As we enter the second decade of the 21st century amidst economic uncertainties, industry changes, and technology advances, the need to identify opportunities to improve logistics performance and cope with a plethora of challenges has never been greater. And that need calls for a rich, multi-platform information resource that readers in Asia can rely on and that advertisers can reap returns from. It's time to make a move. It's time for *Logistics Insight Asia*.

A handwritten signature in black ink that reads "Bob Gill" with a stylized underline.

Bob Gill  
Editor, Logistics Insight Asia

## Editorial Summary

The comprehensive combination of regular columns and feature sections encompasses the business issues and technology developments relevant to today's logistics professionals.

### Regulars:

**Industry News** – all the latest happenings from the world of logistics, including company acquisitions, executive appointments, facility openings, and major contract wins.

**Market Moves** – with access to the latest market research studies and industry experts, we track the trends of the moment and reveal where they're headed.

**C-level Conversation** – stepping into the boardroom to go one-to-one with frank, in-depth interviews with leading industry executives.

**Portfolio** – from storage racks to RFID tags to software solutions, the latest products available in Asia are described and detailed here.

### 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.

**Track & Trace** – keeping an eye on automatic identification (auto ID) technology advances, with a special focus on the fast expanding area of RFID.

**Handling & Storage** – going down to the floor to cover equipment and operations for the efficient movement and storage of materials in the factory, warehouse and distribution centre.

**Vertical View** – literally taking a vertical view to focus on logistics needs and applications in key industry sectors.



## Editorial Calendar

Issue	Strategy & Business	Software & Systems	Track & Trace	Handling & Storage	Vertical View	Bonus Distribution	Publication Date
Jan/Feb	Industry Outlook 2010	Trade Compliance Solutions	Printers & Labels	Lift Trucks: Tips & Trends	Food & Beverage	• 16-19 Mar, Singapore Pharma & Biotech Supply Chain Asia 2010	26 Jan
Mar/Apr	Supply Chain Benchmarking	Transportation Management Systems (TMS)	RFID Project Success Factors	Cross Docking	Aerospace	• 21-23 Apr, Singapore R.F.I.D World Asia 2010 • 13-16 May, Bangkok LogisPro Thailand	26 Mar
May/Jun	Going the Express Way	Procurement Solutions	Technology for the Mobile Worker	Automated Storage	Chemicals	• 15 Jul, Singapore 2010 Frost & Sullivan Asia Pacific Transportation and Logistics Awards	26 May
Jul/Aug	Securing the Supply Chain	Planning & Forecasting	Bar Code Trends	Pallets & Palletizing	Healthcare		28 Jul
Sep/Oct	Service Logistics	Winning with WMS	Real-Time Location Systems	Designing the Warehouse	Postal	• 7-11 Oct, Bangkok Thailand International Logistics Fair • 19-22 Oct, Singapore SCM Logistics World • 25-28 Oct, Shanghai, China CeMAT Asia	28 Sep
Nov/Dec	Supply Chain Finance	Inventory Optimization	RFID Tag Technology	Conveying & Sortation	Consumer Goods	• 15-18 Dec, Mumbai, India CeMAT India	30 Nov

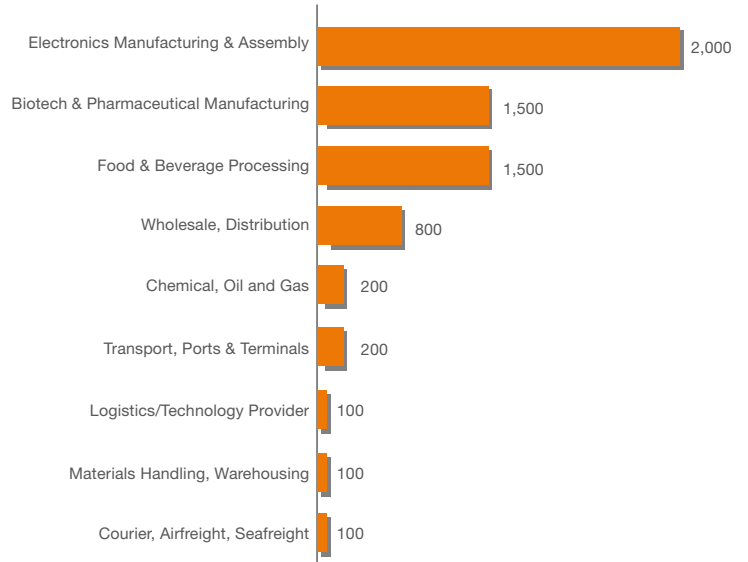
\*Kindly note that the above information may change due to market conditions.

# Circulation Profile

*Logistics Insight Asia* reaches 6,500 qualified subscribers in the region.

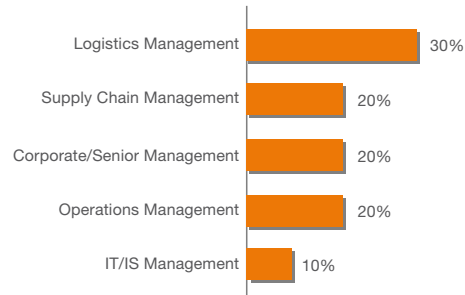
## Analysis by Industry

Electronics Manufacturing & Assembly	2,000
Biotech & Pharmaceutical Manufacturing	1,500
Food & Beverage Processing	1,500
Wholesale, Retail, Distribution	800
Chemical, Oil and Gas	200
Transport, Ports & Terminals	200
Logistics/Technology Provider	100
Materials Handling, Warehousing	100
Courier, Airfreight, Seafreight	100
<b>Total</b>	<b>6,500</b>



## Analysis by Job Function

Logistics Management	30%
Supply Chain Management	20%
Corporate/Senior Management	20%
Operations Management	20%
IT/IS Management	10%
<b>Total</b>	<b>100%</b>



## Analysis by Country

Singapore	1,800
Malaysia	1,500
Thailand	1,000
Hong Kong	1,000
Indonesia	500
Philippines	500
Vietnam	200
<b>Total</b>	<b>6,500</b>



## Advertising Rates (Print)

All rates quoted are gross on a per issue basis and in US and Singapore dollars, valid as of Jan 1, 2010. All advertising contracts accepted by clients are subject to terms and conditions stipulated by Reed Business Information.

**Trimmed size:** 200mm (w) x 273mm (h)

**Bleed size:** 210mm (w) x 283mm (h)

Premium Position	US\$	S\$
Back Cover	4,710	6,825
Inside Front Cover	4,350	6,300
Inside Back Cover	4,170	6,040

Ad Size (ROP)	1x		3x		6x	
	US\$	S\$	US\$	S\$	US\$	S\$
Full Page	3,620	5,250	3,260	4,725	2,930	4,245
1/2 Page	1,970	2,850	1,770	2,565	1,590	2,310
1/3 Page	1,450	2,100	1,300	1,890	1,180	1,710
1/4 Page	1,140	1,650	1,020	1,485	920	1,335

\*10% surcharge for guaranteed right hand page

**Thanks very much for featuring Schenker Singapore's award certification in the LIA weekly eNewsletter.**

**We are delighted to see it making to the Top Story!**

**Hammie Tan**  
Senior Executive, Marketing & Corporate Communications  
Schenker Singapore

**Thank you for the interview article, it is indeed a good exposure for GAC.  
We look forward to working with you again.**

**Viona Ismaya**  
Communications Executive, Asia Pacific and Indian Subcontinent  
GAC

**Thank you for the effort you and your team have put in to make Logistics Insight Asia magazine a success. Please keep up the good work.**

**Darrel Chong,**  
Marketing Manager  
APL Logistics

# Advertising Rates (Online)

## Web Banners

	Banner Size Pixels	Homepage - Per Quarter		Run of Site - Per Quarter	
		US\$	S\$	US\$	S\$
Leaderboard	728 x 90	4,345	6,300	3,100	4,500
Skyscraper	120x 600	3,620	5,250	2,590	3,750
Horizontal	600 x 60	2,590	3,750	1,250	1,800
Button	125 x 125	1,550	2,250	930	1,350

## Other Online Offerings

	Per Quarter
E-Newsletter	
LIA Online (Monthly)	US\$3,000 / S\$4,350
Channel Sponsorship	US\$3,000 / S\$4,350
Keyword Search (per keyword)	US\$2,000 / S\$2,900



www.LogAsiamag.com

### Logistics Insight Asia's online products deliver high traffic and instant information.

- Drive traffic to your company's website
- Generate leads and capture information
- Heighten brand awareness and name recognition
- Target messages to a select audience

### LogAsiaMag.com traffic report

- More than 124,700\* average page impressions per month
- More than 27,700\* average unique visitors per month
- More than 8,900\* average unique e-newsletters subscribers

\*Publishers' own data, October 2009



e-newsletter

# Marketing Services and Solutions

## Custom Publishing

Custom-designed products can be sent to Logistics Insight Asia's 6,500 print subscribers.

## Reprints

In paper or digital format, reprints are a terrific way to promote your business.

## List Rental

Reach decision makers in our database using DMs or eDMs to spread your marketing message.

## Telemarketing

Generate or qualify sales lead through telemarketing marketing services.

## Customised Research

Deploy a survey as a research tool to help your company achieve its marketing goals.

## Audience Creation for Events, Webinars and Webcasts

Find the right target audience to participate at your activities.

# Mechanical Requirements – Size Specifications

**Trimmed size:** 200mm (w) x 273mm (h)

**Bleed size:** 210mm (w) x 283mm (h)

Ad Size	Trimmed (w x h)	Bleed (w x h)
Double Page Spread	400mm x 273mm	410mm x 283mm
Full Page	200mm x 273mm	210mm x 283mm
1/2 Page Horizontal	174mm x 120mm	-
1/2 Page Vertical	85mm x 247mm	-
1/3 Page Horizontal	174mm x 80mm	-
1/3 Page Vertical	54mm x 247mm	-
1/4 Page Square	85mm x 120mm	-

*I've received my copy of LIA this morning. The cover looks great! Thank you very much for the features.*

**Jovene Chua**  
Marketing Communications  
Dematic S.E.A

## Material Guidelines

### a. Print

**Digital files are accepted (Macintosh format only):** Illustrator AI/EPS, InDesign and Freehand. 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 "Photoshop 5 Default 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.

### b. Online

**Web banner:** Please provide GIF or JPEG files no more than 39kb with linking URLs.

**Rich media:** Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

**Text sponsorship:** Header, company name, URL and body text must not exceed 100 words.

**E-video:** We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV. Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds. Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

### Contact Us

a. All advertising insertion orders, digital files, online materials and other production materials should be sent to:

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Ad Admin Executive  
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cyndi.yap@rbi-asia.com

b. For further information on production requirements, please contact:

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