

# Cargonews Asia

ASIA'S FIRST AND ONLY SHIPPER AND SUPPLY CHAIN NEWSPAPER SINCE 1976

**MEDIA FILE 2012**

[www.cargonewsasia.com](http://www.cargonewsasia.com)



# Cargonews Asia



**Cargonews Asia** is the only newspaper for the people directly managing the logistics and cargo supply chains in the Asia Pacific region.

Every issue carries often exclusive news articles on air freight, sea freight and logistics written by our outstanding network of professional transport and supply chain journalists around the world.

The newspaper reports on major issues and trends in the industry, and carries regular articles and opinions from the top decision makers who drive the cargo business.

Published fortnightly for 36 years, **Cargonews Asia** is the publication of record for Asia's cargo shippers. Read by more than double the number of cargo shippers in Asia than any other publication, and published over twice as many times a year, **Cargonews Asia** offers both the most

efficient and cost effective way for advertisers to reach the true decision makers for the Asian cargo market.



## Sponsored Supplements Contract Publishing

**Cargonews Asia** produces dedicated sponsored supplements for companies seeking to target a particular market or celebrating an anniversary or achievement



## The Asian Freight & Supply Chain Awards

**Cargonews Asia** is the organiser and presenter of the Asian Freight and Supply Chain Awards - the AFSCA's. For 25 years, the AFSCAs have been the market defining awards for the transport and supply chain industry in Asia.



**AFSCA**  
The Asian Freight & Supply Chain Awards





## 2012 Editorial Features

**Regular News Features in every issue: Air Cargo • Ocean Freight • Logistics**



January 16

2011 AFSCA Nominees; Green Supply Chain

February 6

China-US Trade; Project Cargo  
*(5th Intermodal Asia, Melbourne, Feb 9-10)*

February 20

Container Lines; Contract Logistics; Reefer Cargo  
*(Trans Pacific Maritime, Long Beach, Mar 4-6)*



March 5

Supply Chain IT; China-Europe Trade; Top 10 Ports  
*(TOC Container Supply Chain Asia, Hong Kong, Mar 13-15)*

March 19

China-Africa Trade; Hong Kong & Pearl River Delta; Russia



April 2

Europe Airports; Korea; Integrators  
*(Gateways to North America supplement in Cargonews Asia)*

April 23

China Aircargo; Middle East; Top 10 Airports  
*(Multimodal 2012, Birmingham, May 1-3)*

May 7

Philippines; Intra-Asia Shipping; 3PLs  
*(10th Asean Ports and Shipping 2012, Jakarta, May 30-31)*

May 21

2011 AFSCA Finalists; China-India Trade; Europe Ports; Vietnam  
*(Transport Logistic, Shanghai, Jun 8-10)*

June 4

Shanghai & Yangtze River Delta; US East Coast

June 18

AFSCA winners edition; Top 10 Freight Airports;

July 2

Supply Chain Security; Thailand; Pharma Logistics

July 23

Season Outlook; Taiwan

August 13

US West Coast; Cold Chain; Supply Chain Risk  
*(10th Intermodal Africa 2012, Durban, Sep 6-7)*

September 3

Asia-Americas Trade; 3PL Review; Indonesia

September 17

Container Lines; Green Supply Chain; Integrators

October 1

Japan Trade; China Ports & Terminals; Intra-Asia Trade

October 22

US Airports; China-US Trade; Air Charter

November 5

Asia-Middle East Trade; Malaysia

November 19

Northern China & Bohai Rim; Asia Ports & Terminals

December 3

Australia; Singapore; 3PLs

December 17

2012 Preview; Asia-Europe Trades



Cargonews Asia reserves the right to amend this editorial schedule without prior notice.  
Please refer to the website for updates at [www.cargonewsasia.com](http://www.cargonewsasia.com)

# Circulation / Survey



**Cargonews Asia**

Subscriber Profile

Source: BPA Audit Report (June 2011)

## BPA Audit 12,131



### Logistics Services of readers

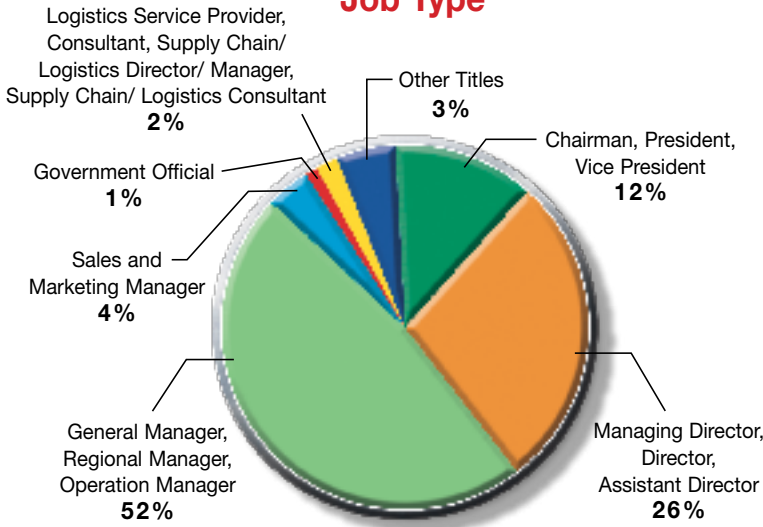
- 46% Manage own logistics
- 47% Manage and outsource logistics

### Spending on logistics services

- 60% US\$500,000 - \$1 million
- 20% US\$1 million - \$3 million
- 13% US\$10 million +



### Job Type



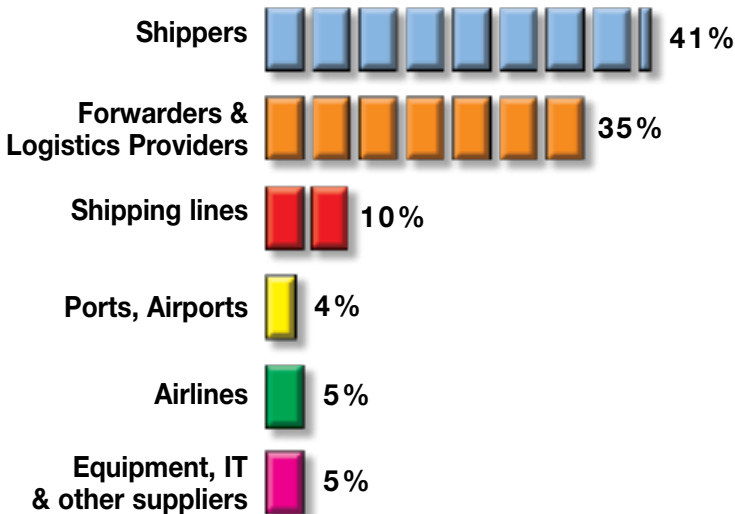
### Readership: 43,500 readers per issue

#### Geographical Breakdown

Australia	123	-0.78%
Brunei	63	-0.56%
China	1,845	-20.39%
Hong Kong	2,409	-18.00%
Indonesia	270	-6.63%
Japan	217	-1.73%
Macau	74	-0.61%
Malaysia	1,517	-10.77%
Philippines	722	-4.93%
Singapore	3,002	-23.06%
South Korea	407	-2.04%
Taiwan	663	-4.19%
Thailand	685	-4.39%
Vietnam	222	-1.85%
Others	10	-0.07%

Total Qualified Circulation 12,229 100%

### Reader Type



### Readership

Readers per copy	%
1	22
2-3	26
4-5	29
6+	23



Source: 2010 CNA reader survey

[www.cargonewsasia.com](http://www.cargonewsasia.com)

## Monthly Statistics for June 2011

Total visitors	112,271
Average hits per day	303,216
Visitor page views (minutes)	12.57

Please contact your country sales representative for additional information on our online products, or contact Associate Publisher Jody Tang at +852 - 3965 7845 / octang@cargonewsasia.com.hk

### Reader Industries

Shippers	20%
Airline	12%
Port and Airports	12%
Shipping Lines	4%
Forwarders and Logistics Providers	28%
Other	15%
Equipment & IT Suppliers	9%

### Reader Distribution

Asia	73%
Americas	9%
South Asia	9%
Europe	5%
Middle East	2%
Other	2%

Online digital files saved in **gif** format

## Cargonews Asia digital edition now available

Now you can read **Cargonews Asia** anytime, anywhere, without having to wait for the courier. For a trial issue of the **Cargonews Asia** digital edition, go to [www.cargonewsasia.com](http://www.cargonewsasia.com) and click on the **e-Cargonews Asia** banner.

If you like what you see, complete the online subscription

form and you will receive, completely **free**, 22 digital issues a year delivered directly to your inbox. With extensive coverage of China and the Asia-Pacific region, you will find the publication an invaluable source of news and information on the transport and logistics business.



## Advertising Rates

## Mechanical Data

**Cargonews Asia** is produced in 4 colour (CMYK) printing, all advertising space has colour available.

Size	Price US\$
Double Page Spread	\$17,140
Full Page	\$9,252
Junior Page Spread	\$13,450
Junior Page, Half Page Solus	\$7,417
Half Page	\$6,780
Internal Page Anchor	\$6,995
Quarter Page Solus Strip	\$5,350
Quarter Page	\$4,135
1/8 Horizontal	\$2,680
1/8 Vertical	\$2,680
Half Anchor	\$3,124

### Special Positions

Front Cover: Quarter Page or Quarter Page Strip	\$7,417
Editorial Section: Junior Page	\$8,626
Back Page: Junior Page, Half Page	\$8,626
Back Page: Full Page	\$10,305

Each additional colour processing surcharge: US\$950

Bleed: 10% surcharge

### Loose inserts

Subject to specification  
Guaranteed position +10%

### Series Discounts

Series discounts are available on request, please contact your **Cargonews Asia** country representative or email us at [sales@cargonewsasia.com.hk](mailto:sales@cargonewsasia.com.hk) for a quotation.

Height (cm) x Width (cm)

Double Page Spread Bleed:	42.2	x	58.0
Double Page Spread:	38.0	x	55.2
Full Page Bleed:	42.2	x	29.5
Full Page:	38.0	x	26.5
Junior Page Spread:	28.0	x	39.8
Junior Page:	28.0	x	18.7
Half Page:	19.0	x	26.5
Quarter Page:	19.0	x	13.0
Quarter Page Strip (cover):	10.0	x	26.5
Page Anchor:	14.0	x	26.5
1/8 Vertical:	6.3	x	19.0
1/8 Horizontal:	9.5	x	13.0
Half Anchor:	5.0	x	26.5

**Trim size: 41.2cm height x 28.5cm width**

### Advertising Sizes:

Advertising material should be supplied to these exact sizes.

### Digital Files:

We only accept digital files that must be completed and ready for CTP printing.

Files must be saved in high-resolution CMYK formats in PDF. (please include colour proof or digital proof)

All pages produced in 4 colour CMYK printing.

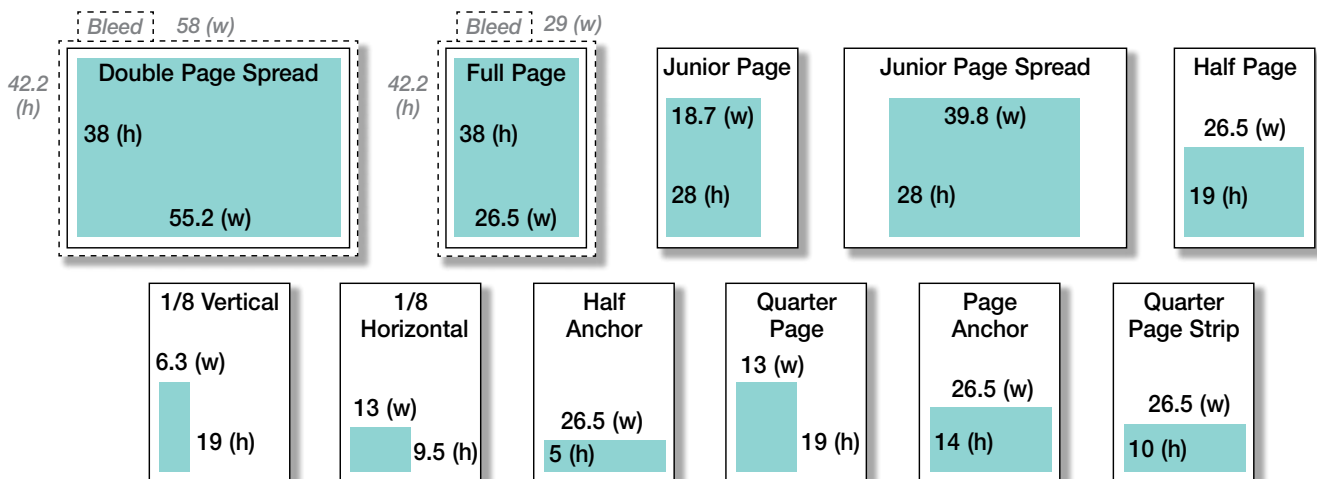
### Closing Date For Bookings:

4 weeks prior to publication in Hong Kong.

### Material Deadline:

2 weeks prior to publication in Hong Kong.

## Advertisement Sizes (cm)



Advertising is accepted subject to Cargonews Asia's standard Terms and Conditions. Please visit: [www.cargonewsasia.com/rates.aspx](http://www.cargonewsasia.com/rates.aspx)

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