

cargo facts



2010

MEDIA KIT

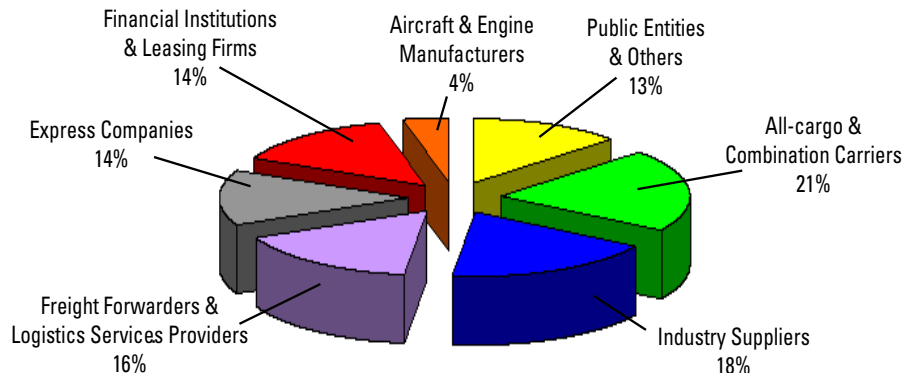
DESCRIPTION

Cargo Facts fills a special niche in the commercial aviation trade press. Published since 1981, it is widely respected as the "must-read" single source of information for industry decision-makers and others who monitor worldwide air freight and express market trends and freighter aircraft developments.

Cargo Facts is published monthly in a print edition. *Cargo Facts Update*, which covers fast breaking news, is sent by email every Thursday. Advertising space is available in both publications.

READERSHIP

Cargo Facts is aimed at an executive-level readership, unequaled by competing publications, with 30% of the *Cargo Facts* subscriber base holding the title of Chairman, CEO, COO or President. Another 40% fall under the titles of Sr. Vice President, Vice President, Director or General Manager. These readers exercise significant influence over the purchasing decisions made by the companies they manage. Annual subscriptions to *Cargo Facts* and *Cargo Facts Update* are offered at \$395, highlighting the importance that our subscribers assign to the content of the publications. As shown in the chart below, a variety of companies across the industry subscribe to *Cargo Facts*. Estimated circulation is more than 5,500 globally, including paid subscribers, distribution at major industry conferences and pass-through distribution.



ADVERTISING

Rates (effective Jan. 1, 2010) -- rates quoted below are net.

	One Time	Three Times	Six Times
Full Page	\$2,450	\$2,150	\$1,850
Half Page	\$1,550	\$1,400	\$1,250
Quarter Page	\$975	\$875	\$775

Inserts or custom sizes: Contact us for more information.

Dimensions:	Width	Height
Full Page - bleed	9"	11 1/2"
Full Page - trim	8 3/8"	11"
Half Page Vertical	3 1/2"	8 3/4"
Half Page Horizontal	7 1/4"	4 1/2"
Quarter Page Vertical	3 1/2"	4 1/2"
Quarter Page Horizontal	7 1/4"	2 1/4"

Note: Add \$250 to all prices for color ads in *Cargo Facts*. (No extra charge for color in *Cargo Facts Update*.)

Deadlines: Ads for the monthly newsletter must be received by the fifth of the month in which they are to appear. Submit ads for the weekly *Update* by Tuesday of the week in which they are to appear.

Terms: Payment (via check, wire transfer, or credit card) must accompany first order.

Mechanical Requirements: Submissions are accepted on disk or via email, and must be Windows-readable. Files may be in .pdf, .jpg, .tif, .eps, or .psd format. Please do not submit film.

Production Rates: Ad production service is available. Please contact us for details.

Editorial Calendar: *Cargo Facts* is mailed on the Friday nearest the 15th of every month, *Cargo Facts Update* is emailed every Thursday. We cover industry developments as they occur.

Conditions: All advertising is accepted at the discretion of the publisher. Listed rates are subject to change.

For more information: Contact: Alan Hedge

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