



THE  
SUPPLY CHAIN  
AND LOGISTICS

# Link

Your link to the supply chain and logistics industry in the MENA region

## SYNOPSIS

*The Supply Chain and Logistics Link* is the name of a monthly magazine dedicated to the supply chain and logistics industry that CPI Industry re-launched in February 2009. Specifically covering the Gulf countries and the wider MENA (Middle East and North Africa) region, it also probes into overseas issues impacting the region.

Having about 64 pages and 15 sections, the magazine contains news, features and analyses on the industry as

well as essays on running issues and profiles of the movers and shakers in the industry's various fields. These include, but are not limited to, air cargo, materials handling, ports management and shipping, and transport and logistics.

*The Link* also has a listing (calendar) of events – trade shows, exhibits, conferences and/or what's new and timely in the supply chain and logistics industry. While most articles are written with a business and economics angle, some are people- and event-oriented, so as to attract a wider readership and create for the magazine a "lighter touch" on issues being tackled.



## WHAT THE LINK IS

*The Link* is a monthly magazine dedicated to the supply chain and logistics industry. Contracted by The Supply Chain and Logistics Group (SCLG) to CPI Industry, the magazine addresses the concerns and interests of the industry and its target market. It is generally a glossy print medium focusing on the industry and aiming for the attention of policy and decision makers, governments, businesspeople and professionals.

Typically, a Link story is fresh or sheds new light on an otherwise old story; it covers events, issues, agencies and people being ignored by the dailies and other publications. When reacting to an event, the magazine takes a forward-looking angle or a side-angle rather than focuses on the event itself.

## WHAT THE LINK AIMS FOR

The magazine aims to interest decision- and policy-makers, businesspeople, traders, employees and professionals in the supply chain and logistics industry as well as those in related fields.

## THE SUBSCRIBERS

- Supply Chain/Logistics Managers
- Senior Government Executives
- Senior Management
- Materials Management, IT Network Managers
- Purchase/Sourcing Managers
- Finance/Administration Managers
- Architects, Consultants, Contractors, Builders

## FORMAT AND DISTRIBUTION

- The Link has a perfect binding in an A4 format
- The print edition reaches over 15,000 readers
- The magazine is sent out to SCLG members and other subscribers

## GEOGRAPHIC CIRCULATION

Saudi Arabia	5,700
United Arab Emirates	5,100
Qatar	975
Oman	670
Bahrain	638
Kuwait	627
Other MENA countries	811
Rest of the world	697

**Total  
circulation  
15,200**

## READERSHIP PROFILE

- Senior Management (34%)  
Chairman, MD, President, VP, CEO, CFO, COO, CTO, GM,  
Department Head, Director, Board Members, Country Manager,  
Operation Manager, Marketing Manager
- Supply Chain/Logistics Managers (20%)
- Purchase/Sourcing Managers (19%)
- Materials Management, IT Network Managers (9%)
- Architects, Consultants, Contractors, Builders (7%)
- Senior Government Executives (6%)
- Finance/Administration Managers (5%)

## ADVERTISING RATES

Normal page rates	Print
Full-page colour	\$4,500
Double-page spread	\$7,200
2/3rd of page	\$3,200
Half-page colour island	\$3,000
Half-page colour	\$2,600
1/3rd of page	\$2,200
Quarter-page colour	\$1,600
Business Card	\$1,000

## Cover positions

Front gatefold Ccover	\$9,000
Outside back cover	\$6,000
Inside front cover	\$5,500
Back gatefold cover	\$8,800
Inside back cover	\$5,000

- Series discounts available
- Advertising agency commission: **15%**
- Guaranteed position: **+10%**

## PAYMENT

On receipt of invoice



## SPECIFICATIONS (In centimetres / w x h):

<b>FULL PAGE (FP)</b> Bleed: 22 x 30.7 Trim: 21 x 29.7 Type area: 18.5 x 27	<b>DOUBLE-PAGE SPREAD (DPS)</b> Bleed: 43 x 30.7 Trim: 42 x 29.7	<b>HALF-PAGE (HPI) Island:</b> 12 x 18	<b>2/3-PAGE (2/3V) Vertical:</b> 12.3 x 27	<b>2/3-PAGE (2/3H) Horizontal:</b> 18.5 x 18
<b>HALF-PAGE (HPV) Vertical:</b> 9 x 27	<b>HALF-PAGE (HPH) Horizontal:</b> 18.5 x 13	<b>1/3-PAGE (1/3V) Vertical:</b> 6 x 27	<b>1/3-PAGE (1/3H) Horizontal:</b> 18.5 x 9	<b>QUARTER (QP) Portrait:</b>
				<b>QUARTER (QS) Bottom Strip:</b> 18.5 x 7

Other/special sizes and loose inserts are available on request.

## MATERIAL:

All artwork should be supplied in either **Adobe Illustrator, InDesign, Acrobat (PDF)** or **Photoshop** formats.

All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in **Illustrator**, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

Advertisements can be designed. Cost to be advised.

**CPI**  
INDUSTRY

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Please click on [www.cpi-industry.com/digital](http://www.cpi-industry.com/digital) for digital access

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