



TIACA  The magazine of The International Air Cargo Association

TIACA Times

Media Pack

NETWORKING | KNOWLEDGE | ADVOCACY

RATES AND SPECS FOR 2017



ABOUT TIACA TIMES

TIACA Times is the quarterly newsletter of The International Air Transport Association updating airfreight's decision-makers globally on important regulatory and industry developments, as well as news from other members and the Secretariat. The magazine includes in-depth reporting from award-winning journalists as well as interviews with industry leaders, comment from key players and legislators, and news round-ups, making it a must-read for players in the air cargo supply chain. TIACA Times also has boosted distribution and placement at key industry events throughout the year, including The Air Cargo Forum, Executive Summit.

FEATURES & PUBLICATION DATES

Every issue includes a one-to-one interview with a senior industry professional, a viewpoint from a member of the TIACA Board, a guest column with insight on industry developments, and news and views from TIACA. Features include regional overviews, regulatory updates, and insight and innovation, written by a team of award-winning reporters.

Edition	Regional update	Knowledge bank	Innovation and insight
Spring 2017 <i>Bonus distribution at Air Cargo Europe in Munich, Germany</i>	Africa	Illegal animal smuggling	Innovations in cargo delivery
Summer 2017 <i>Bonus distribution at 17th China International Transportation and Logistics Expo (CITLE) in Chengdu, China</i>	China	Sustainability	Cyber security
Fall 2017 <i>Bonus distribution at TIACA executive Summit in Miami, USA</i>	Latin America	Advance data	Smart labels
Winter 2017-18 <i>Bonus distribution at Logitrans in Istanbul, Turkey</i>	Middle East	Temperature-controlled cargo	e-commerce

DISTRIBUTION INFORMATION

- TIACA Times hard copy is distributed globally to CEOs and director members of TIACA.
- TIACA Times e-edition has a global distribution of 30,000 and a bonus distribution to TIACA members as part of their monthly e-newsletter, as well as the Friday flyer.
- TIACA Times e-edition is hosted on the TIACA web site and downloadable.



ADVERTISEMENT SIZES AND SPECIFICATIONS

FULL PAGE

Trim: 279.4mm vertical x 215.9mm horizontal
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HALF PAGE PORTRAIT

242.5mm vertical x 93mm horizontal

HALF PAGE LANDSCAPE

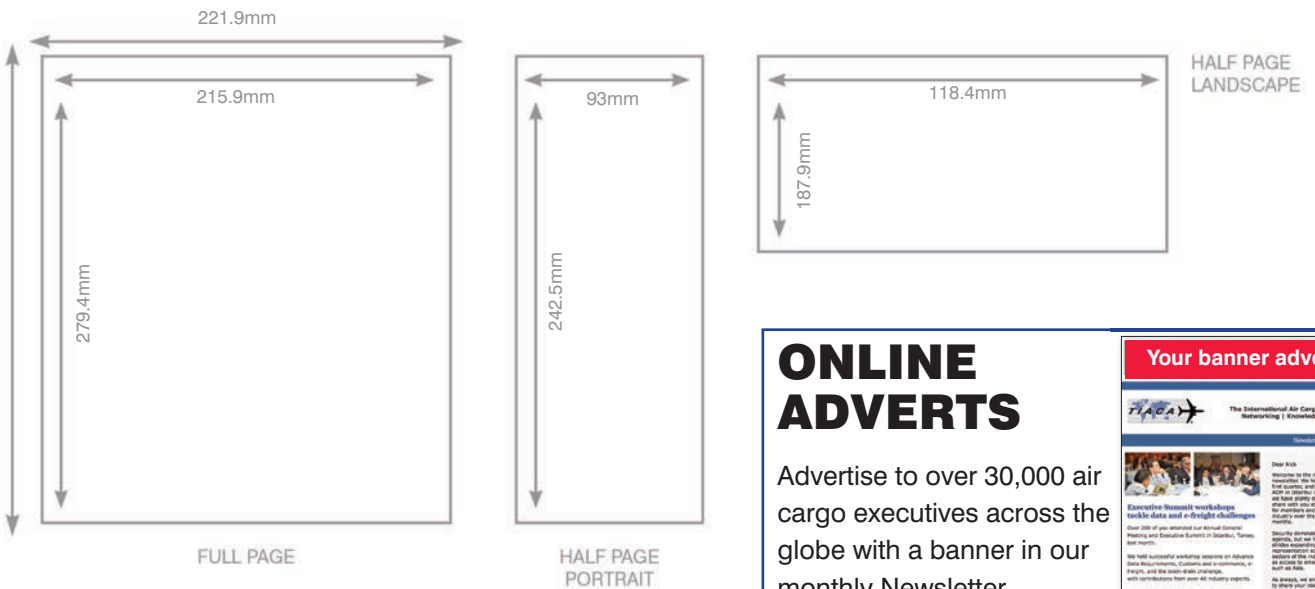
118.4mm vertical x 187.9mm horizontal

QUARTER PAGE PORTRAIT

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QUARTER PAGE LANDSCAPE

60mm vertical x 187.9mm horizontal



ADVERTISING RATES

COVER POSITIONS

TIACA member:USD4500
 Non member:USD6000

FULL PAGE

TIACA member:USD3800
 Non member:USD4000

HALF PAGE

TIACA member:USD2000
 Non member:USD2500

ADVERTISEMENT SPECIFICATIONS

- Ads should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded and spot colors converted to CMYK.
- Images should be no less than 300 dpi at print dimensions and CMYK.
- We can accept artwork via email or CD in Apple Macintosh format.

ONLINE ADVERTS

Advertise to over 30,000 air cargo executives across the globe with a banner in our monthly Newsletter.



PRICES

Banner advert
 TIACA member:USD900
 Non member:USD1000

Button advert
 TIACA member:USD420
 Non member:USD500

SPECIFICATIONS

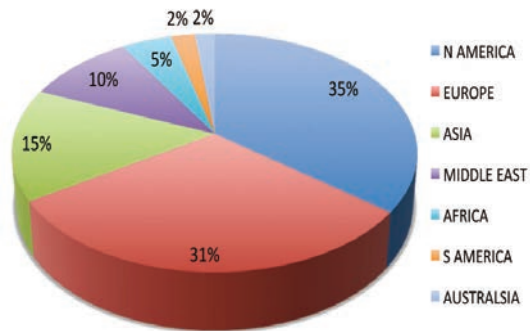
Banner advert: 570 x 88 pixels
Button advert: 206 x 207 pixels



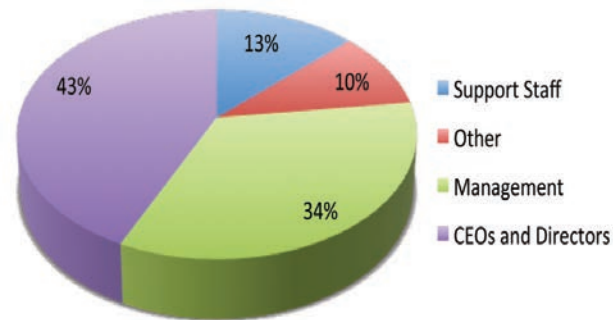
READERSHIP PROFILE

TIACA's members are drawn from all sections of the supply chain, from combination and all-cargo airlines, forwarders, airports, ground handlers and road carriers to Customs brokers, logistics companies, shippers, IT companies, aircraft and equipment manufacturers, and educational institutions.

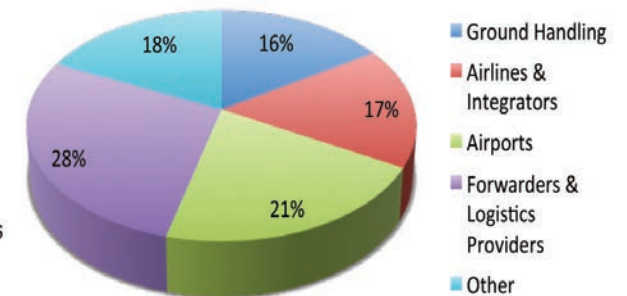
READERSHIP BY REGION



READERSHIP BY JOB TITLE



READERSHIP BY SECTOR



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