



**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.

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

## 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  
**Bleed:** 285.4mm vertical x 221.9mm horizontal

## HALF PAGE PORTRAIT

242.5mm vertical x 93mm horizontal

## HALF PAGE LANDSCAPE

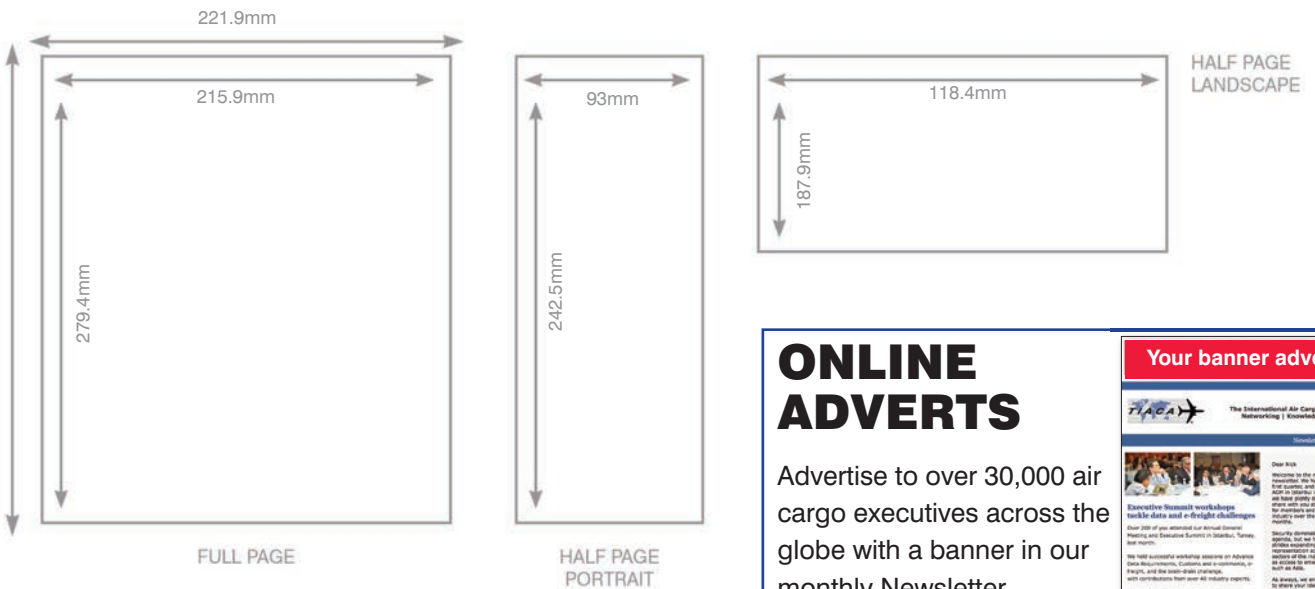
118.4mm vertical x 187.9mm horizontal

## QUARTER PAGE PORTRAIT

117mm vertical x 93mm horizontal

## 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

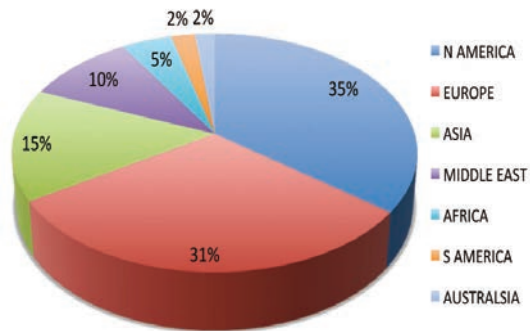
**Banner advert:** 570 x 88 pixels  
**Button advert:** 206 x 207 pixels



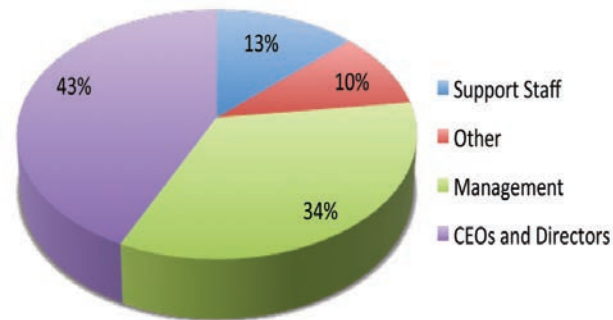
# READERSHIP PROFILE

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.

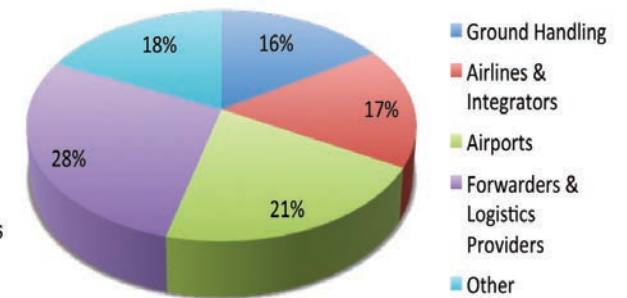
READERSHIP BY REGION



READERSHIP BY JOB TITLE



READERSHIP BY SECTOR



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