

arabian**SUPPLY CHAIN**.com

The digital home of logistics and transport in the Middle East

MEDIA INFORMATION



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OVERVIEW INFORMATION SITEMAP WHY ADVERTISE ONLINE? AD FORMATS

Why ArabianSupplyChain.com will be an essential tool for the Middle East supply chain sector

ArabianSupplyChain.com is the new digital destination for Middle East supply chain professionals, and the home of ITP Business's two industry-leading supply chain publications on the web.

The site includes the very latest news, analysis and comment from our team of expert journalists; accurate and up-to-date industry data and contacts; and – coming in 2010 – a whole host of exciting new business opportunities in the form of relevant tenders, project announcements, classified ads and industry jobs.

So whether you are looking to learn about fuel price trends and cargo statistics; peruse in-depth investigations and project updates; source relevant industry contacts or buy new warehouse equipment, ArabianSupplyChain.com has the content and tailored digital tools for you.

In short, ArabianSupplyChain.com is the web portal that is best placed to lead the Middle East supply chain industry online.

INDUSTRY-LEADING JOURNALISM

COMPREHENSIVE DIRECTORY

TARGETED E-NEWSLETTERS

SUPPLY CHAIN INDUSTRY DATA



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The site includes the following four types of crucial industry information:

INDUSTRY-LEADING EDITORIAL

A large team of journalists behind ITP's supply chain related magazines and **ArabicSupplyChain.com**'s visitors can expect to find timely information and news from the industry.

This industry-acclaimed content includes news, reports, incisive analysis, in-depth investigations and expert comment, and spans the supply chain from air cargo and sea freight, to supply chain management and warehousing, to ports, airports and free zones.

COMMUNITY FEATURES

In addition to visitors being able to comment on any **ArabicSupplyChain.com** article, the portal is also developing the following interactive community features (with more to be added):

• **'Hot Topic' discussion (Coming soon...)** – With ITP's topic editors, this talkboard feature will give members the chance to air their views on the most pressing industry issues.

• **'Ask the Author (Coming soon...)** – **ArabicSupplyChain.com** will give readers the chance to email ASC journalists with their views, giving readers feel more engaged with the content and ensuring their voice is heard.

SERVICES & TOOLS

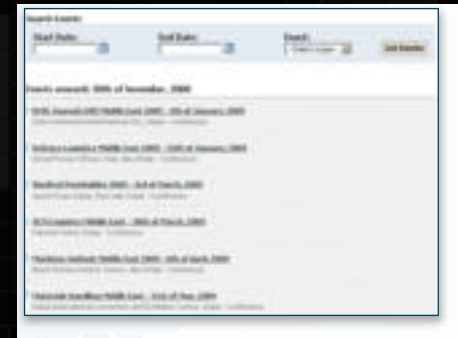
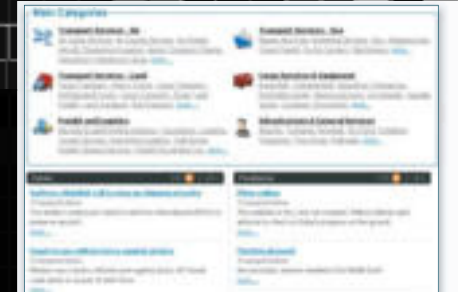
Visitors to the site can find and employ a diverse range of tailored supply chain services and tools, all designed to make their professional lives more productive. These include:

- **Business, product/brand finder** – Powered by ITP Business's powerful Supply Chain and Transport Directory, this fully searchable database features details of thousands of organisations and in-depth information on the products and services they offer.
- **Supply Chain Classifieds (Coming soon...)** – The place to buy and purchase machinery, vehicles and more.
- **Supply Chain Jobs (Coming soon...)** – Find the latest Middle East industry vacancies here.

INDUSTRY DATA

ArabicSupplyChain.com is committed to the free provision of regional and global industry data for all of its readers, including:

- Fuel Price Index
- Home industry event listings
- Business trends and forecasts
- Air cargo and freight industry and transport news
- More in the Knowledge Centre (Coming Soon...)



Your at-a-glance guide to the sections, data and tools on ArabianSupplyChain.com

NEWS	ANALYSIS	INTERVIEWS	COMMENTS	E-NEWSLETTERS
Business Trends	Business Trends	Business Trends	Business Trends	Air Cargo Middle East & India
Supply Chain Management	Supply Chain Management	Supply Chain Management	Supply Chain Management	Aviation Business
Transportation	Transportation	Transportation	Transportation	Logistics Middle East
Materials Handling	Materials Handling	Materials Handling	Materials Handling	Sea Freight
Warehousing	Warehousing	Warehousing	Warehousing	
Ports & Free Zones	Ports & Free Zones	Ports & Free Zones	Ports & Free Zones	

TENDERS <i>(Coming soon...)</i>	EVENTS	FIND SUPPLIERS/PRODUCTS	FIND A JOB <i>(Coming soon...)</i>	FUEL PRICE INDEX
Tender listing	Events calendar	Find a supplier	View jobs	Emirates SkyCargo
Search function/filters	Add an event function	Find a product	Search jobs	Fujairah IFO 380 Bunker
Submit new tender		Find a brand	Shortlist jobs	Jeddah IFO 380 Bunker
		Register your company	Jobs by e-mail	

SUPPLY CHAIN CLASSIFIEDS <i>(Coming soon...)</i>	KNOWLEDGE CENTRE <i>(Coming soon...)</i>	HOT TOPIC DISCUSSION <i>(Coming soon...)</i>	SERVICES & TOOLS <i>(Coming soon...)</i>	RSS FEEDS
Transport Services – Air	Air cargo statistics	This week's debate	Market Information	News
Transport Services – Sea	Chambers of Commerce	Hot Topic archive	Route Planner	Analysis
Transport Services - Land	Qualifications and training	Register to have your say	Warehouse Watch	Interviews
Cargo Services & Equipment	Shipping statistics		Weight Watch	Comments
Freight and Logistics	Trade associations			
Infrastructure and General Services	White papers			

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ArabicSupplyChain.com provides advertisers with a fast-growing, highly targeted tool

Middle East professionals are increasingly logging onto the internet to find the business contacts and information they require.

The region's current internet user base of approximately 100 million users combined populations is 1100% greater than it was in the year 2000. According to internet world stats, and the region is consistently reported to be the fastest growing internet region in the world.

This trend of more users logging on to computers and the launch of **ArabicSupplyChain.com** as the region's first and only dedicated supply chain industry web portal, represents a truly valuable opportunity for business advertisers.

By advertising on **ArabicSupplyChain.com** and within the site's associated eNewsletters, organisations of all sizes can communicate information about their company, products, services and promotions to highly targeted supply chain industry professionals working in the Middle East.

Advertising on the site and in these eNewsletters offers numerous benefits:

- **Credibility** – *Aviation Business* and *Logistics Middle East* are the region's most respected supply chain publications.
- **A highly targeted audience** – due to the sector-specific nature of the site and the tightly controlled circulation of the eNewsletters.
- **Measurable benefits** – our advertising packages include click-through reports that explain how visitors responded to your campaign.
- **Branding** – your digital advertisement on the region's only 100% dedicated supply chain portal will cement your brand in users' minds.
- **Promotional opportunities** – online campaigns take place in real-time, so if you advertise digitally users can immediately take advantage of your company's offers and promotions.

As online advertising continues to grow in popularity, it is essential for your business to rise, so contact our **ArabicSupplyChain.com** team now to discover the most effective digital solution that reaches your most relevant industry professionals.



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OVERVIEW INFORMATION SITEMAP WHY ADVERTISE ONLINE? AD FORMATS

Display ads Advanced ads Special operations eNewsletter ads Direct e-mail marketing

ArabicSupplyChain.com offers a complete and easy-to-understand range of advertising options including banner adverts and textonly web links through e-mail campaigns and more to help you reach your target audience.

These advertising solutions are divided into several categories (explained in more depth overleaf).

- **Display ads** – the most traditional type of web advertisements, these include banners, multi-page units (MPUs), large horizontal leaderboards and more.
- **Advanced ads** – more tailorable than display ads, these include video insertions, button-shaped pop-ups, pop-up ads and more.
- **Special operations** – if the ads above are the standard ‘point of entry’ for most clients, our special operations stand as the new frontier. These include sectioned surveys, sponsorship, listing placement and placement, one-of-a-kind competitions and even our own traditional mini-sites.
- **eNewsletter ads** – These ads appear in our sector-specific electronic newsletters, which go into users’ inboxes each week or fortnight (depending on the publication).
- **Direct e-mail marketing** – place your company message in a dedicated e-mail that is sent to a precise number of qualified industry professionals.



DISPLAY ADS

Our ‘display’ ads are effective, traditional web ads and include banners, multi-page units (MPUs), leaderboards and more.

All of our display ad prices are quoted on a ‘cost per thousand’ (CPT) basis. This refers to a thousand ‘page impressions’ (one page impression being when one visitor views the web page your ad is displayed on).

Full click-through ad campaign reports, detailing how many users clicked on a particular ad, are available to every advertiser as standard.

LEADERBOARD

The largest horizontal banner we offer. It sits above our main site masthead at the very top of every page. If you want your message exposed to our visitors whatever page they’re reading, this is the ad for you.

AD SIZE: 728 pixels x 90 pixels (width x height)

CPM: AED 350

BANNER

This slightly smaller horizontal banner sits to the right-hand side of the **ArabicSupplyChain.com** masthead. It offers a smaller and more cost-effective version of the leaderboard above.

AD SIZE: 234 pixels x 60 pixels (width x height)

CPM: AED 275

‘WHITE SPACE’ BANNER

Also known as a ‘float’, this vertical banner sits at the far right-hand side of the page and follows the reader as and when they scroll down the page.

AD SIZE: 220 pixels x 550 pixels (width x height)

CPM: AED 420

MPU

Multi-page ‘page unit’, this is a square advert that is placed between the body text of news stories, analysis and comment articles. MPUs are also intermittently shown on our homepage.

AD SIZE: 300 pixels x 250 pixels (width x height)

CPM: AED 375

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Display ads Advanced ads Special operations eNewsletter ads Direct e-mail marketing

The following advanced display ads are also available:

BUTTON

A square or rectangular button ad block that offers a quick and easy way to get a visitor's attention.

AD SIZE: 160 pixels x 60 pixels (width x height)

CPM: AED 250

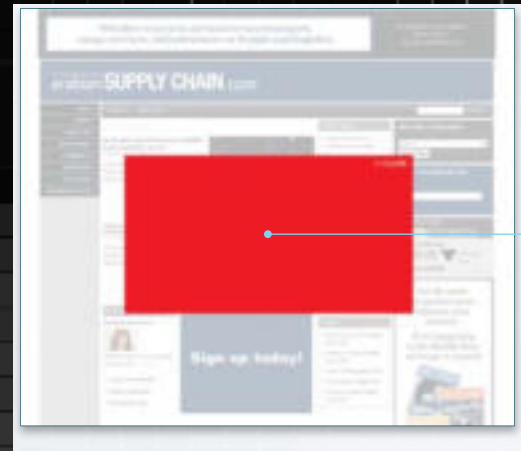


STANDARD POP-UP

This ad pops up onto the ArabianSupplyChain.com homepage when a user first visits the page. It can be closed by clicking on the ad's 'x' mark.

AD SIZE: 500 pixels x 350 pixels (width x height)

CPM: AED 735



VIDEO AD

Designed to help companies that have video campaigns to extend their reach, this almost-square ad is made up of seconds of impressive social media video footage.

AD SIZE: 300 pixels x 250 pixels (width x height)

CPM: AED 735



PEEL-BACK HOMEPAGE

This user-initiated ad starts small (at the top-right of the screen) and expands to the full size of the ArabianSupplyChain.com homepage when a visitor moves their mouse cursor over it. Just like turning over the page of a magazine.

AD SIZE: 500 pixels x 500 pixels (width x height)

CPM: AED 735



For further tailorable display ad options, contact

ArabianSupplyChain.com's Fred Dubery, Tel: +971 4 435 6339, Email: fareed.dubery@itp.com or Nick Lowe, Tel: +971 4 435 6364, Email: nick.lowe@itp.com

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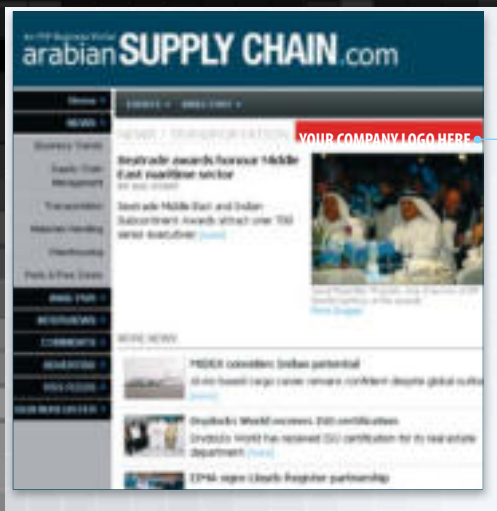
Display ads Advanced ads Special operations eNewsletter ads Direct e-mail marketing

SPECIAL OPERATIONS

If display ads are the standard 'point of entry' for our clients, our range of special operations are the most comprehensive, wider-reaching next step.

The advertising solutions detailed here are also perfectly suited to companies with a pre-determined promotional campaign and artwork in hand. As always, full ad-campaign click-through reports – detailing how many users clicked on a particular advertising vehicle or page (and from where) – are available to every **ArabianSupplyChain.com** advertiser.

For details of more display ad formats or to discuss which ad type will work best for you, contact **Fred Dubery, Tel: +971 4 435 6339, Email: fareed.dubery@itp.com** or **Nick Lowe, Tel: +971 4 435 6364, Email: nick.lowe@itp.com**



WEBSITE SECTION SPONSORSHIP

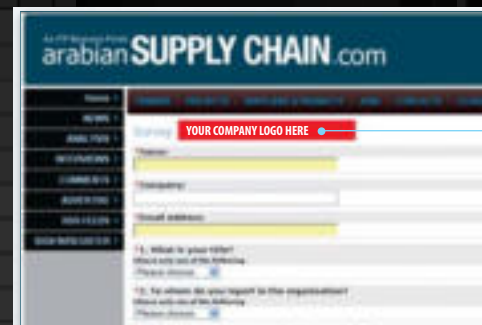
Link your company's brand or message to the navigation of ArabianSupplyChain.com. This solution is available for all website sections. Sponsorship of the navigation is also available.

AED 34,815 fixed cost per month



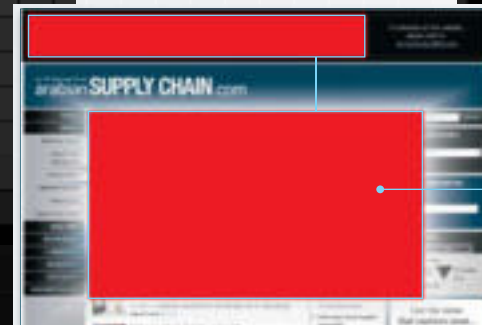
SUPPLY CHAIN DIRECTORY ADVERTS
Promote your company in the directory listing pages of **ArabianSupplyChain.com** (under Directory on the top website toolbar). Such ads also appear on ITP's dedicated supply chain directory at www.supplychain-andtransportdirectory.com

AED 5,000 fixed cost



SURVEY SPONSORSHIP
Find out our dedicated readers' views on a particular topic in association with our team of specialist online journalists. With five advertiser questions per survey, extensive branding, and full access to the results, this solution provides exposure and essential market info.

AED 37,500 fixed cost



AD & MICROSITE COMBO PACKAGE
Kicking off a new campaign – but don't have a mini-site built? Then this solution is for you. We offer a range of display ads that link to a custom-designed microsite. This combo can also be combined with a targeted e-mail campaign.

AED 91,800 fixed cost

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Perfect as a standalone promotional vehicle or combined with a display ad package, our e-mail advertising vehicles reach [ArabianSupplyChain.com](#) readers directly by email on your set dates.

- Looking to get your message to 100 sea freight professionals in the Middle East? We can do that.
- How about a call-to-action display ad in our industry-leading eNewsletter that could be seen by as many as 16,000 supply chain industry professionals? We can do that, too.

Designed to provide our readers with timely news updates, expert analysis and access to our rich industry features online, our eNewsletters include several dedicated advertising spots – giving your business the most effective and highly credible route into the inbox of supply chain professionals across the Middle East.

These advertising spots are only available within the [ArabianSupplyChain.com](#) eNewsletters.



NEWSLETTER AD FORMATS

TOP BANNER

Get your company noticed on the 'first-seen' section of our [ArabianSupplyChain.com](#) eNewsletter. User clicks are directed to the URL of your choice.

AD SIZE: 645 pixels x 200 pixels (width x height)

COST: AED 22,032 per thousand recipients (full e-distribution list applies)

VERTICAL BANNER

Run down the right hand column of the newsletter. Your advertisement is seen by readers as they scroll through the newsletter. A great starter choice for new advertisers.

AD SIZE: 120 pixels x 240 pixels (width x height)

COST: AED 11,016 per thousand recipients (full e-distribution list applies)

MIDDLE (SMALL MIDDLE RECTANGLE)

These advertisements run horizontally between a main article and additional features, providing a good starting point for the reader as they explore the content.

AD SIZE: 340 pixels x 60 pixels (width x height)

COST: AED 14,688 per thousand recipients (full e-distribution list applies)

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ArabianSupplyChain.com, its associated eNewsletter and our related print magazines reach thousands of qualified industry professionals on a daily, weekly and monthly basis. What better way then to get your message to these prospects than by hitting their inboxes with a dedicated e-mail message, the content of which is entirely controlled and approved by you?

Our direct e-mail promotional campaigns offer exactly this opportunity. Using our vast user database – divided up or 'filtered' as you like (by sector, job title, region etc.) - we can make sure your promotional message or call-to-action reaches the industry players you choose.

The cost of each e-mail campaign, whether a single message or a

comprehensive series of mailouts, includes detailed digital reporting (explaining how many people received, opened, clicked, opened your mails) and is calculated on a 'per thousand recipients' basis (currently £0.1459 per thousand).

Call our commercial team now for more details on +971 4 335 6339. We can, at a small cost, even create your digital assets for you, if required.



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