

SupplyChain Insights

Issue Six

Trends, Technology and Talent for APAC Leaders



Special Feature

The Logistics Behind the Australian Formula 1 Grand Prix

MEDIA KIT
2024



ABOUT US

Supply Chain Insights is a leading digital magazine publication that focuses on the trends, technology and people that shape the supply chain and logistics industry across Australia, New Zealand and the wider APAC region. Founded on the principle that supply chain leaders want to read beyond the headlines and press releases and get into the details on what drives their industry, what technology is changing their industry and who is leading this change.

STATISTICS

7K+ LINKEDIN FOLLOWERS

19K+ WEBSITE IMPRESSIONS PER MONTH

25K+ MAGAZINE SUBSCRIPTION DATABASE

10MIN AVERAGE READER TIME PER EDITION

OFFICIAL MEDIA PARTNER OF THE SUPPLY CHAIN LOGISTICS ASSOCIATION OF AUSTRALIA

In 2022 Supply Chain Insights was announced as an Official Media Partner of the Supply Chain and Logistics Association of Australia (SCLAA) the largest network of Supply Chain Professionals in Australia with a reach of over 40k. Each member receives a copy of the magazine in their inbox.



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QUALITY CONTENT, MULTI CHANNEL REACH

Supply Chain Insights Digital Magazine isn't your traditional digital magazine we have an experienced digital in house that embeds engaging content right within the magazine such as podcasts, webinars and solution presentations. We have the ability to embed links with all ads so you can direct your target audience directly to your website for more information.

There is no other supply chain publication in APAC with that level of personalised branding within a digital publication. We publish 4 editions a year and each edition contains around 40 pages featuring no more than 5 advertising partners, each edition is devoted to:

- Technology and Innovation in Supply Chain
- Leading Talent in the Industry
- Solution, Hardware and Industrial Insights
- Research Analysis driving the industry
- The latest in Industry News
- Trade Events and Production launches
- Sustainability and Transportation efficiencies
- Multi media content such as webinars and videos.

FEATURES AND DEADLINES

JANUARY 2024

Content Deadline: January 23rd

Advertising Deadline: January 20th

Release Date: February 13th

(Edition will be printed and distributed at Unified Summit 2023)

MAY 2024

Content Deadline: May 25th

Advertising Deadline: May 19th

Release Date: June 13th

AUGUST 2024

Content Deadline: August 24th

Advertising Deadline: August 17th

Release Date: September 12th

OCTOBER 2024

Content Deadline: October 27th

Advertising Deadline: October 20th

Release Date: November 6th

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ADVERTISING PACKAGES

Front Cover - \$7,000

Full Page AD - \$4,500

Half Page AD - \$3,000

Partner Package - \$20,000

- 12 Month Editorial and Advertising campaign.
- 1 x Full page AD in every edition for 12 months. (4 editions per year)
- 1 x Double Page Editorial spread in every edition for 12 months
- 1 x Social Media Post per month
- 1 x Website article every month (provided by partner)



ADVERTISING SPECS

FILE FORMATS - Adobe Portable Document Format (PDF) only.

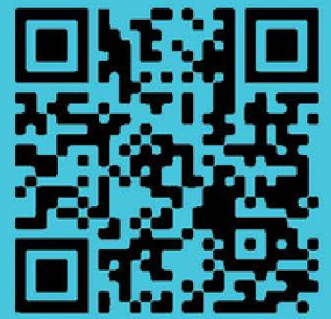
IMAGES - Minimum of 300 dpi at 100% scaling. Line Art images minimum of 1200 dpi at 100% scaling. All Images must be in CMYK mode.

FINISHED ART - Size: 203mm wide x 133.5mm high Including bleed: 213mm wide x 143.5mm high

MULTIMEDIA FILES - Please email to discuss advertising@supplychaininsights.media

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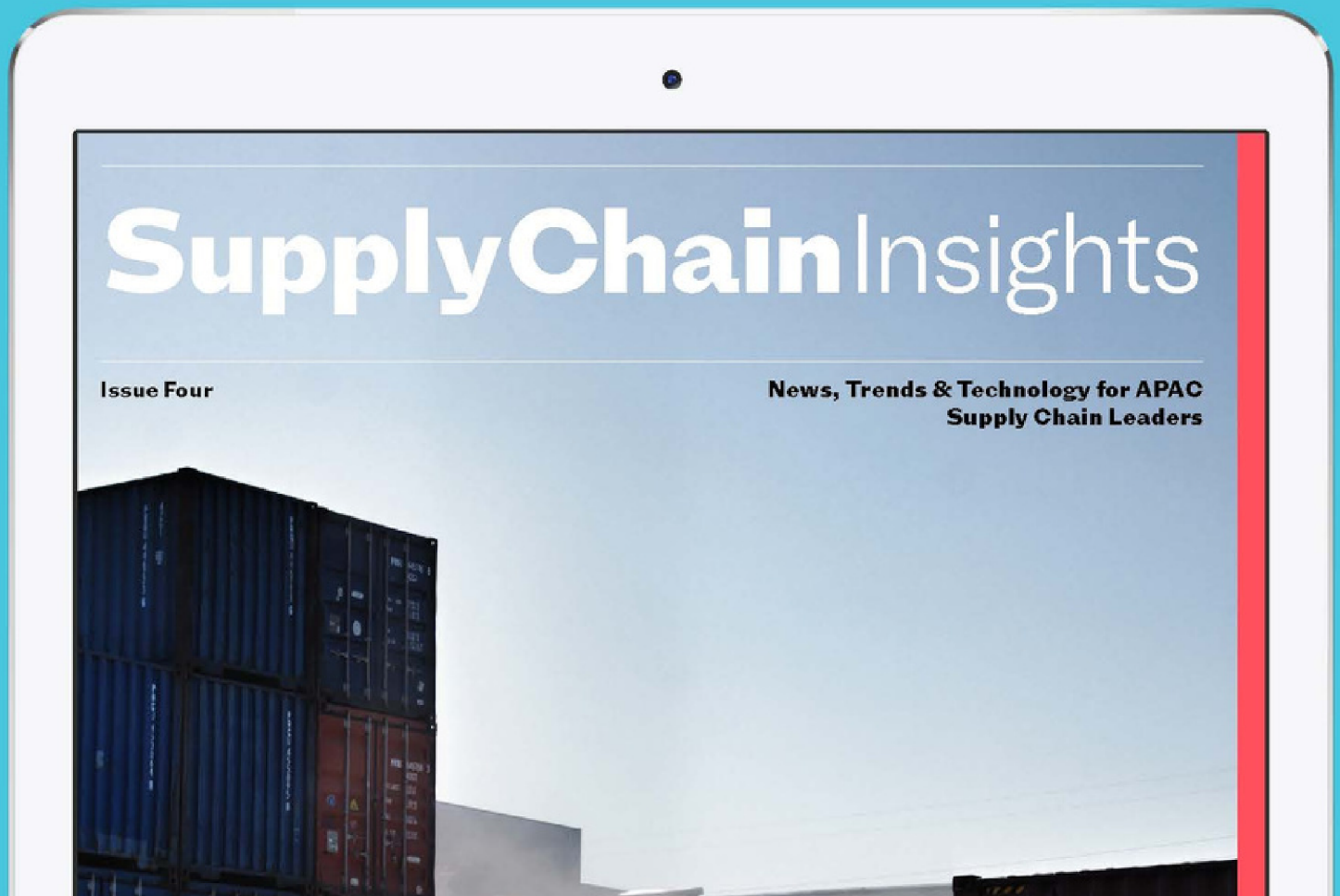
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changing the face of Supply Chain and Logistics across APAC.

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