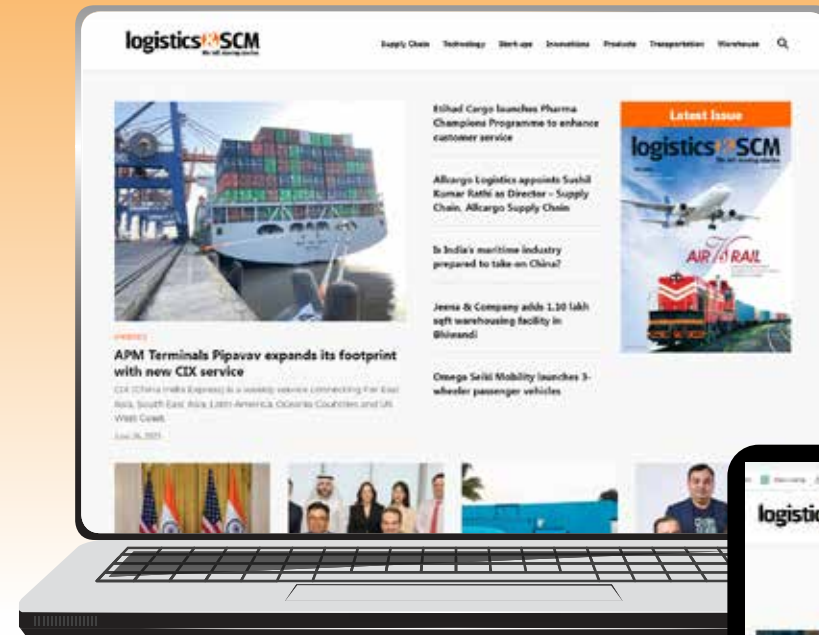


logistics & SCM

We tell moving stories



www.logisticsandscm.com



ESSENTIAL INFORMATION FOR LOGISTICS
& SUPPLY CHAIN EXECUTIVES

Media Pack 2024



PRINT



After 14 successful years and 180 issues in the Middle East, ITP media Group Launched the Indian edition of Logistics & SCM (Print + Digital). Catering to this 250+ Billion dollar industry, our publication is committed to bring the researched articles, latest news & focused coverage on trends, products, services, analysis about innovation and technology & most importantly the government policies affecting each & every segment of the industry. It has become a key source of information for distribution, purchasing and warehouse managers.



Expert analysis



Exclusive interviews



Comprehensive reports



Industry features

EDITORIAL CALENDAR 2024

MONTH	SPECIAL FEATURE	FOCUS	FEATURE	EVENTS
January	Outlook 2024	Road Infrastructure	Smart Warehousing	
February	Budget 2024-25	Finance & Insurance	Import Export Strategies	CTL, Air Cargo India, Logimat
March	Women in Logistics	Warehouse Sustainability	Bulk & Liquid Cargo handling	
April	Pharma Logistics	Drone Delivery	Cold chain Storage	Chem Logistics India
May	Anniversary Issue : Leaders in Logistics	Technology & Innovation	Start-ups in Logistics	Logmat India
June	Ecommerce Logistics	Last mile delivery & Fulfilment Centers	Packaging Sustainability	
July	Green Logistics	Warehouse Automation	Greening the Cold Chain Supply	India Warehousing Show
August	Retail Logistics	Freight Forwarders	Container Optimisation	
September	Chemical Logistics	Shipping Industry Trends	Tracking Technology	
October	Automotive Logistics	Digital Twin in Logistics	Trucking Trends	
November	Oil & gas Logistics	Ports & Shipping	Material Handling	
December	Food Logistics	3PLs / 4PLs / 5PLs	Air Cargo	IISC Cargo

EVENTS / AWARDS



South • East • North • West

Logistics & SCM is not just a distribution, purchasing and warehouse manager's key source of information and analysis, but we are also a facilitator in bringing industry experts - the movers & shakers of the logistics and supply chain industries on one platform to discuss the issues plaguing the sector.

This October, we are geared up once again to bring industry experts, the movers & shakers of the logistics and supply chain industries on one platform to discuss the issues plaguing the sector. A great event with a variety of excellent concepts, vibrant speakers, Industry Leader and the Proud Winners. Right from Brand recall value to VIP Networking, this event has got various potential opportunities to encash based on association you select.



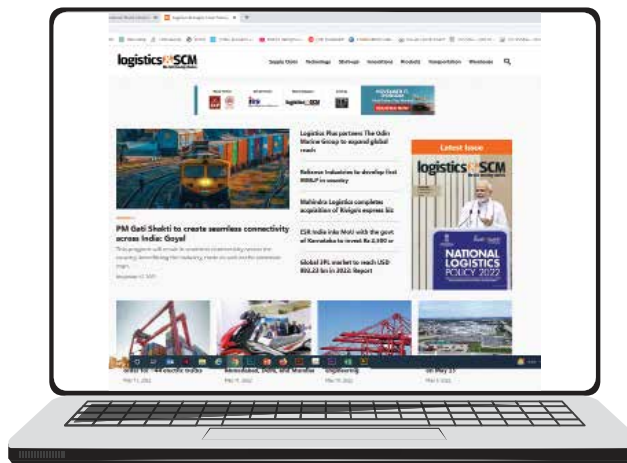
DIGITAL FOOTPRINT



e-Newsletters



Digital Video Contents



Website

Social Media



EDM

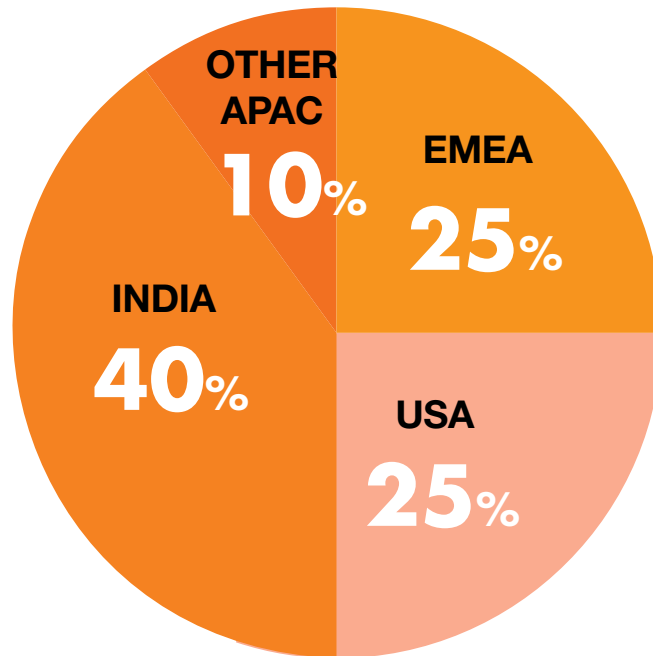


Web Banners

Complimenting the magazine is Logisticsandscm.com and its daily eNewsletter, which industry professionals can sign up to receive via the homepage. Updated throughout the day, the website is the main news resource for executives looking for the latest information on distribution contracts, 3PL deals and appointments.

If you are looking for coverage in Logistics & SCM, look no further – we offer a number of opportunities, including roundtables, brandviews and special reports. Each option provides you with a different way of communicating your story. So whether you're looking to profile your company, introduce team members, highlight a new project or product, or discuss a relevant topic affecting the industry at large, Logistics & SCM is keen to work with you to perfect your message. It is, thus, an essential guide for its business leaders and key decision-makers.

READERSHIP PROFILE



Government	12%
Logistics	8%
Warehousing	7%
Manufacturing & FMCG	17%
Retail & E-Commerce	12%
IT & Warehouse Automation	9%
Rail & Road Transport, Shipping & Air Cargo	20%
Freight Forwarders	8%
Financial Institutions	7%

- Company Chiefs i.e. MDs, CEOs, CFOs, CIOs, CTOs
- Heads - Supply Chain Management, Purchase, Strategy & Planning, Business Development & other divisions
- Consultants, IT companies, Financial Institutions
- Related Ministries, Bureaucrats, Investors

ADVERTISING RATES



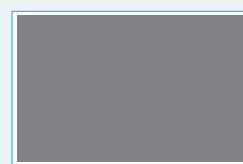
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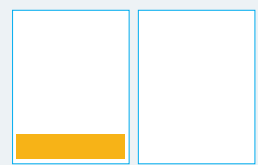
Full Page 205 x 275 mm



DPS (bleed) 420 x 285 mm



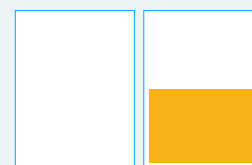
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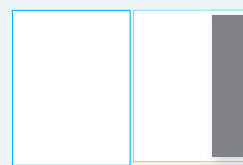
Strip 180 x 30 mm



Half Page 90 x 225mm



Half Page 180 x 110mm



Strip 50 x 225 mm

POSITION	SPECIFICATIONS	RUPEES
FC DPS	410 x 275 mm	2,55,000
IFC SINGLE PAGE	205 x 275 mm	1,90,000
IBC	205 x 275 mm	1,75,000
OBC	205 x 275 mm	2,25,000
DPS	410 x 275 mm	2,10,000
GATEFOLD	410 X 275 mm	3,15,000
FULL PAGE, 1ST HALF	205 x 275 mm	1,50,000
FULL PAGE	205 x 275 mm	1,20,000
HALF PAGE HORIZONTAL: FIRST HALF	180 x 110 mm	65,000
HALF PAGE VERTICAL: FIRST HALF	90 x 225 mm	72,000

ON THE WEBSITE

www.logisticsandsbcm.com

RATES WEB ONLY ADVERTISEMENT (PER MONTH)

Advt Size	Price in Rupees
Leaderboard	1,20,000
Skyscraper	97,500
MPU1	65,000
MPU2	52,000
Small MPU	32,500

SPECIFICATIONS FOR WEB

File formats for web: JPG, GIF, animated GIF, SWF - File cannot exceed 39kb.

Leaderboard	728 x 90 pixel
Skyscraper	300 x 575 pixel
MPU1	300 x 250 pixel
Small MPU	300 x 100 pixel

NB: All advertising is based on a shared tenancy basis whereby adverts will rotate on the web site, maximum of 3 adverts per positions.

OTHER DIGITAL PROPERTIES

RATES ONLY ADVERTISEMENT (PER ROUND)

Type	Price in Rupees
Email Blast	1,35,000
e-Newsletter	1,15,000
Microsites	2,50,000

logistics&SCM

Leader Board



Supply Chain Technology Start-ups Innovations Products Transportation Warehouse

SKYSCRAP-ER

MPU2



SMALL MPU

*Taxes as applicable

ADVERTISING

Neelkanth Sawant
Business Head
M: +91 9967530727
E-mail: Neelkanth.Sawant@itp.com

EDITORIAL

Prajakta Karnik
Editor
T: +91 9870111284
E-mail: prajakta.karnik@itp.com

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