

# 2018 Media Kit

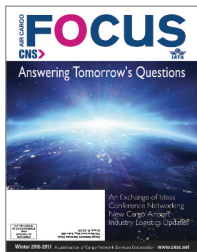
Magazine Editorial Calendar,  
Advertising Rates, Print Specifications,  
Circulation and Demographics



CNS Air Cargo FOCUS Magazine is a quarterly print and digital publication dedicated to communicate the latest and most pertinent news to the air cargo industry. FOCUS was launched to promote innovation, safety, security, digitization, social responsibility and other industry news. The magazine showcases new products, reviews service provider updates, provides expert commentaries, executive interviews and displays statistical data that is critical to the air cargo business.



The publication is currently distributed worldwide to over 13,000 air cargo industry readers worldwide, both in print and digitally. Today the FOCUS readership is comprised of cargo airlines, freight forwarders, customs brokers, ground handlers, service and solution providers, third party logistics, IT companies, truckers, shippers and airport authorities.



FOCUS Magazine is the first source of new product announcements for industry markets. Advertisers have the opportunity to effectively reach key decision-makers through both the online and print magazine. As a multimedia channel of communication, FOCUS delivers a worldwide targeted audience, which maximizes your company's return on investment while building a global brand recognition.

## 2018 Editorial Calendar\*

Issue	Release Date	Topic	Insertion Order Deadline	Materials Deadline
Winter 2017/18	Dec 29	Trade Disruptors	Nov 20	Nov 30
Spring 2018	April 30	CNS Partnership Conference Edition	Mar 20	Apr 03
Summer 2018	June 29	Ground Handling & Airport Infrastructure	May 22	June 05
Fall 2018	Sept 28	Technology in Air Cargo	Aug 21	Sept 04
Winter 2018/19	Dec 28	Cargo Compliance	Nov 20	Nov 30

**Winter 2017/2018:** Cool-Chain Innovations, Internet of Things, MRO Forecasts, Fuel Price Impact, Technology Forecast, Airport Profiles, Tracking Technology, Top Air Cargo Airlines, Global Trade and Modal Shifts, Industry Segmentation, Mergers and Acquisitions

**Spring 2018:** CNS Partnership Conference - "Situational Awareness", Compliance and Accountability Consulting, IATA CEIV Pharma Program Updates, Top MRO Listings, Market Diversity, Logistics Industry Consolidation, Multimodal Technology Route Network Expansion Report

**Summer 2018:** New Product Releases, eCommerce Trends and Strategic Partnerships, Airport Profiles, Perishable Industry News Air-to-Sea Opportunities, Air-to-Road Services, Screening and Customs Inspection Procedure Updates Air Cargo Handling Capacities, Trucking Modernization, Fuel Supplier Viewpoints

**Fall 2018:** Managing expectations, Cloud Computing, Effects of Social Media Impact, Software and Technology Applications Advancements, Airline Company Profile, Industry Consolidation Effects on Air Cargo Markets, Air, Sea and Land Compliances, Shipping Rates Forecasts, Freight Delivery Services

**Winter 2018/2019:** People on the Move, Pilot Jobs and Payscales, Compliance with Federal Air Regulations, Airport Profiles, Air Freighter News, Avionics Protection Plans, Top Air Cargo Airlines, Pilot Monitoring and Crew Resource Management Engine Production Advancements, Message-Based Communications Applications

\*The publisher reserves the right to alter the intended schedule of topics, but will make every effort to conform to the schedule referenced herein.

## 2018 Magazine Advertising Rates

Ad Size	One-Time Rate Per Issue	Two-Time Rate Per Issue	Four-Time Rate Per Issue
Full Page	\$4,500	\$4,275	\$4,050
Half Page Vertical	\$2,850	\$2,700	\$2,500
Half Page Horizontal	\$2,850	\$2,700	\$2,500
Third Page Horizontal	\$2,100	\$1,850	\$1,650

### Additional Charges for Special Print Positions

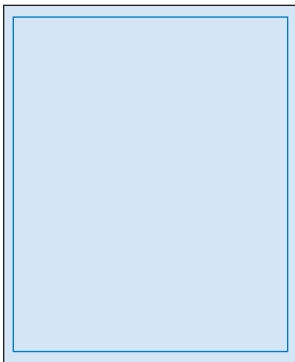
Back Cover-\$1,200, Inside Front Cover-\$600, Inside Back Cover-\$400

### New Bonus Feature

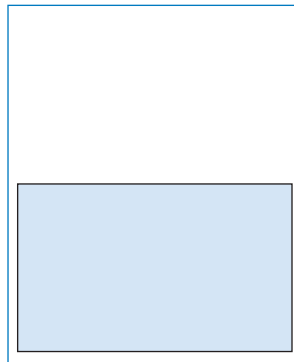
The Focus on-line magazine will have advertisers' page link to their individual home page.

**Digital Publication Only** Full page- \$2,500, Half page- \$1,500

## Print Production Specifications



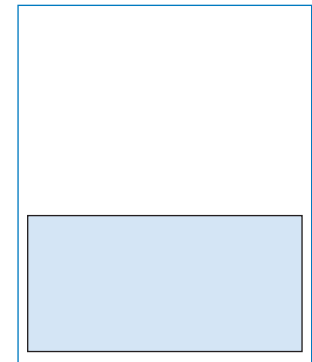
Full Page Ad  
Trim Size 8.5"w x 11"h  
Please allow extra .25" for full bleed



Half Page Horizontal Ad  
7.5"w x 4.85"h



Half Page Vertical Ad  
3.5"w x 9.5"h



One-Third Page Horizontal Ad  
7.5"w x 3.25"h

### General Instructions:

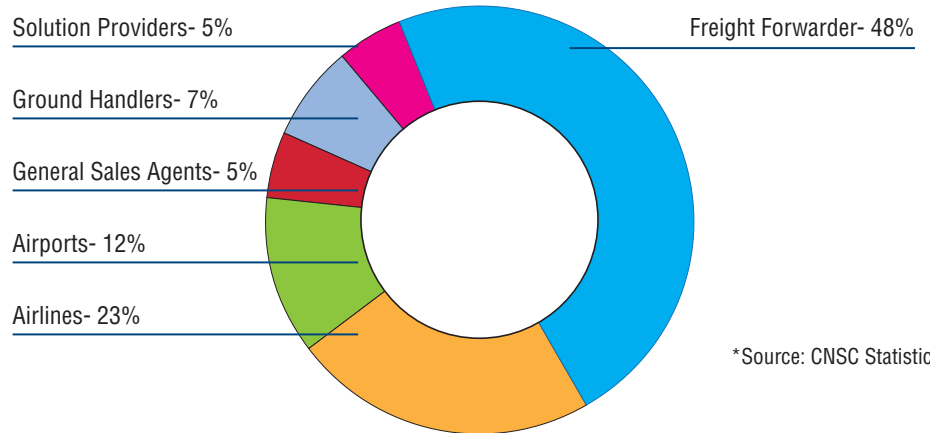
- PDF high-resolution (300 dpi) press-optimized— Embed all fonts and graphics
- We do not accept native application files such as QuarkXPress, InDesign, or Microsoft Word

### File Preparations:

- Files for full page ads should include .25" bleed
- Do not compress linked graphics when preparing PDF
- All files must be in CMYK format
- Trapping must be completed prior to creating final PDF

## Print Circulation Chart by Organization:

CNS Focus reaches global readers including targeted markets in and around North America, Europe, Asia, Africa, Middle East, Asia Pacific, South America, Caribbean, and Central America.



\*Source: CNSC Statistics

### Publisher:

Cargo Network Services Corp.  
703 Waterford Way, Suite 680, Miami, FL 33126  
Phone: (786) 413-1000

### Specifications:

Cargo Network Services Corp.  
E-mail: [CNSMarketing@cnsc.us](mailto:CNSMarketing@cnsc.us)  
Phone: (786) 413-1025

### Advertising:

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