

interactive portal | sca magazine

SUPPLY CHAIN ASIA

2018

Media Kit

DIGITAL • WEB • PRINT

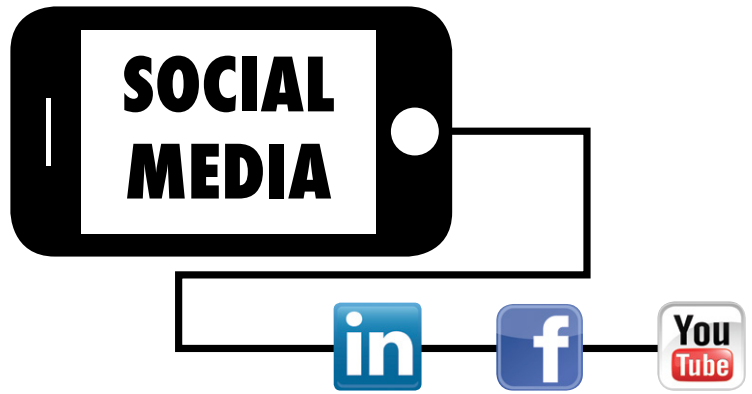
Interactive Portal

Description

70,000+ unique visitors per month

850,000+ page views per month

1.8 million hits per month



Online Advertising Rates to Suit Your Budget

SCA Portal

The screenshot shows the Supply Chain Asia portal homepage. Three advertising banners are highlighted with arrows and labels:

- 1st Banner:** Located at the top right of the page, featuring a Honeywell advertisement for productivity and cost savings.
- 2nd Banner:** Located in the middle right section, featuring an advertisement for the Asian 3PL of the Year award by Kerry Logistics.
- 3rd Banner:** Located at the bottom right, featuring an advertisement for Kerry Logistics and GBI Schafer.

SCA Portal Advertisement Rates & Dimensions

Space	Pricing	Size (width x height)
1st Banner Ad (jpg/gif or animated gif only)	S\$1199 per mth	785 x 120 pixel
2nd Banner Ad (video, jpg/gif or animated gif only)	S\$799 per mth	250 x 250 pixel
3rd Banner Ad (jpg/gif or animated gif only)	S\$599 per mth	785 x 120 pixel

Disclaimer: Supply Chain Asia reserves the right to change this feature list without prior notice. Prices are INCLUSIVE of GST.

Editorial Calendar 2018

Jan/Feb/Mar

[Supply Chain Trends & Success]

- Coverage of SCA Awards 2017
- Top Trends that Shape Supply Chain
- Re-cap of the Industry in 2017

Apr/May/Jun

[Technology]

- Introducing Artificial Intelligence in Centuries-old Industry
- Exploring Innovative Logistics Hubs
- Coverage of SCAF 2018

Jul/Aug/Sept

[e-Commerce]

- Tackling e-Commerce Challenges in Emerging Markets
- e-Commerce Competition Heating up in ASEAN
- Coverage of SC Hackathon 2018

Oct/Nov/Dec

[Top Players in Supply Chain]

- Coming up at SCA Awards 2018
- What can we Look Forward to in 2019?
- Special Thanks from SCA

SCA Publications

Formed in 2007, Supply Chain Asia magazine has evolved into one of the leading supply chain and logistics titles in Asia Pacific. The quarterly magazine informs a targeted global readership consisting of the world's largest brand-owning companies, supply chain service vendors, and regulators of industry trends affecting the business of supply chains, logistics and Asia-related trade.

As part of SCA's rebranding strategy, Supply Chain Asia magazine is now available online (via HTML) as well as in a PDF format on a monthly basis. Referred simply as SCA digiMag, this fresh look provides a more current and relevant coverage of the latest industry news and features. Concise, impartial and easy to digest, the SCA digiMag is designed to help our readers track business trends, and understand the implications of major happenings in Asia Pacific.

While we venture into the online sphere, our physical issues remain crucial in our strategy execution.



Printed Magazine Advertisement Dates

Issue	Release Date	Booking Deadline	Materials Closing Date
Jan	1st Week of Mar	2nd Dec	5th of Jan
Apr	3rd Week of Jun	1st May	5th of May
Jul	3rd Week of Aug	1st Jul	5th of Jul
Oct	2nd Week of Nov	1st Sept	5th of Sept

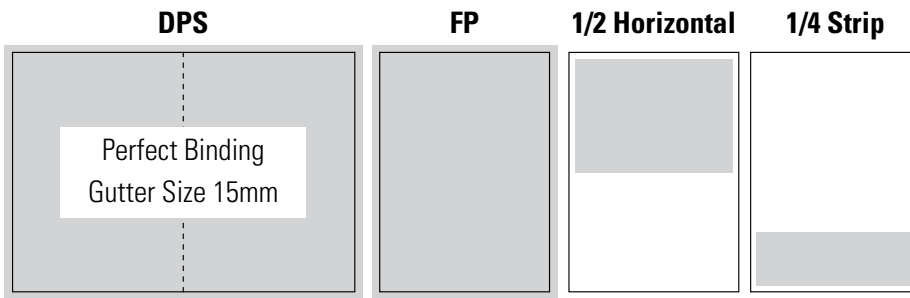
Printed Magazine Advertisement Rates & Dimensions

Page	Pricing	Trim Size (width x height)	Gutter Size	Bleed Size
Double Page Spread (DPS)	S\$8990	420 x 270 mm	15mm Gutter	3mm
Full Page (FP)	S\$3890	210 x 270 mm	15mm Gutter	3mm
Half Page (Horizontal)	S\$2890	180 x 117 mm	-	3mm
Quarter Page (Strip)	S\$2590	180 x 60 mm	-	3mm
Back Cover	+10%	210 x 270 mm	15mm Gutter	3mm
Specific Positioning	+10%	210 x 270 mm	15mm Gutter	3mm

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*Terms and conditions apply.

DigiMag Industrial Report



Preferred acceptable file formats:

All file/images to be in a minimum of 300dpi, CMYK and font must be embedded/path/create outline.

PDF (ideally) - Export to High Quality Print with crop marks and bleed area.

Adobe InDesign (Version CS) - Please include all images and fonts.

Images - Save as TIF or EPS (ideally); or JPEG. Text - save as "text only" or "text" format.

We do not accept:

Word (DOC), Powerpoint (PPT), Publisher (PUB) or Coreldraw (CDR) formats. Internet images are not acceptable.

Online PDF Magazine Advertisement Dates

Issue	Feb, Mar, May, Jun, Aug, Sept, Nov, Dec
Release Date	1st week of the month
Booking Deadline	5th of every month
Materials Closing Date	10th of every month

Online PDF Advertisement Rates & Dimensions

Page	Pricing	Trim Size (width x height)	Gutter Size	Bleed Size
Double Page Spread (DPS)	S\$4990	420 x 270 mm	15mm Gutter	3mm
Full Page (FP)	S\$2890	210 x 270 mm	15mm Gutter	3mm
Half Page (Horizontal)	S\$1890	180 x 117 mm	-	3mm
Quarter Page (Strip)	S\$1590	180 x 60 mm	-	3mm
Back Cover	+10%	210 x 270 mm	15mm Gutter	3mm
Specific Positioning	+10%	210 x 270 mm	15mm Gutter	3mm

All news and features will be shared on our online digiMag portal. Advertising rates charges for online portal are separate.

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Ad-hoc Magazine Subscription

Singapore - S\$53.50 for 4 issues

International - S\$80.25 for 4 issues

*Contact us for
Customised Web + Print edition packages.*

For more details on Advertisement Rates and Packages you can contact the following:

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