

# TRANSPORT & LOGISTICS MIDDLE EAST



**MEDIA INFORMATION 2024**



Media Group

# About us

Published by CBM Media Group, Transport & Logistics Middle East (TLME) is a real-time digital media publishing platform specializing in all major industry sectors across the entire supply chain.

We enlighten you on how to get cargo from point A to point B in the most efficient way possible and in the shortest possible time. We analyse the best tools and services available today that can help you achieve that.

Editorial content is driven by an all-encompassing philosophy: 'What's now & what's next?'

If you are looking for a smart way to promote your company's products or solutions, increase your market awareness and acquire new business leads, please do not hesitate to contact us for any media coverage services or partnership opportunities.

## **TLME's services include the following touchpoints:**

**TLME News Service ([www.transportandlogisticsme.com](http://www.transportandlogisticsme.com))**

**TLME Newsletter**

**TLME Videos**

**TLME Social Media**

**TLME E-Mail Blast**

**TLME Magazine (Print & Digital versions)**

**TLME Conferences & Roundtables**

**TLME Awards**

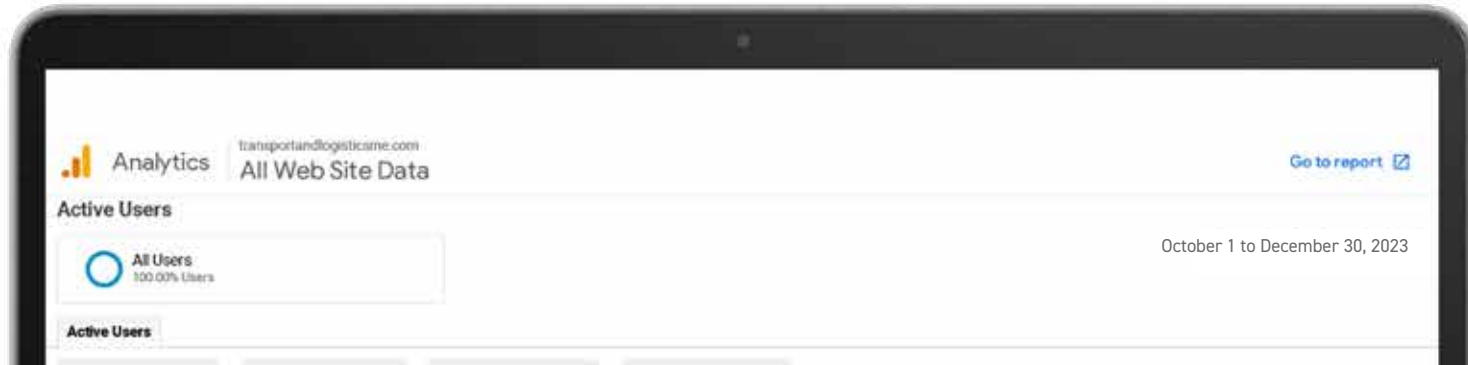


# TLME Google Analytics Location Data

October 1 to December 30, 2023

Country	Acquisition		
	Users	New Users	Sessions
	91,368 % of Total: 100.00% 91,368	89,521 % of Total: 100.00% (89,521)	104,174 % of Total: 100.00% 104,174
1. United Arab Emirates	17,553(20.10%)	17,546(20.72%)	21,816(17.52%)
2. Sweden	15,388 20.07%)	15,342(19.31%)	15,446(21.70%)
3. United States	11,074(10.63%)	10,984(10.81%)	11,768( 9.89%)
4. India	8,066(8.81%)	7,972( 8.80%)	11,012(10.15%)
5. Germany	5,664(4.21%)	5,614(4.21%)	5,952(4.10%)
6. United Kingdom	5,192(4.02%)	5,090(4.06%)	5,780(3.76%)
7. Netherlands	3,222(3.34%)	3,178(3.28%)	3,336(3.71%)
8. Saudi Arabia	2,436(2.09%)	2,352(2.14%)	3,038(1.92%)
9. China	2,028(1.88%)	2,010(1.90%)	2,174(1.99%)
10. (not set)	1,450(1.48%)	1,446(1.49%)	1,560(1.45%)

# Website Active User Analytics



1 Day Active Users

**1,809**

% of Total: 100.00% (1,809)

7 Day Active Users

**7,604**

% of Total: 100.00% (7,604)

14 Day Active Users

**15,198**

% of Total: 100.00% (15,198)

28 Day Active Users

**30,412**

% of Total: 100.00% (30,412)



1 Day Active Users

**1,809**

% of Total: 100.00% (1,809)

7 Day Active Users

**7,604**

% of Total: 100.00% (7,604)

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28 Day Active Users

**30,412**

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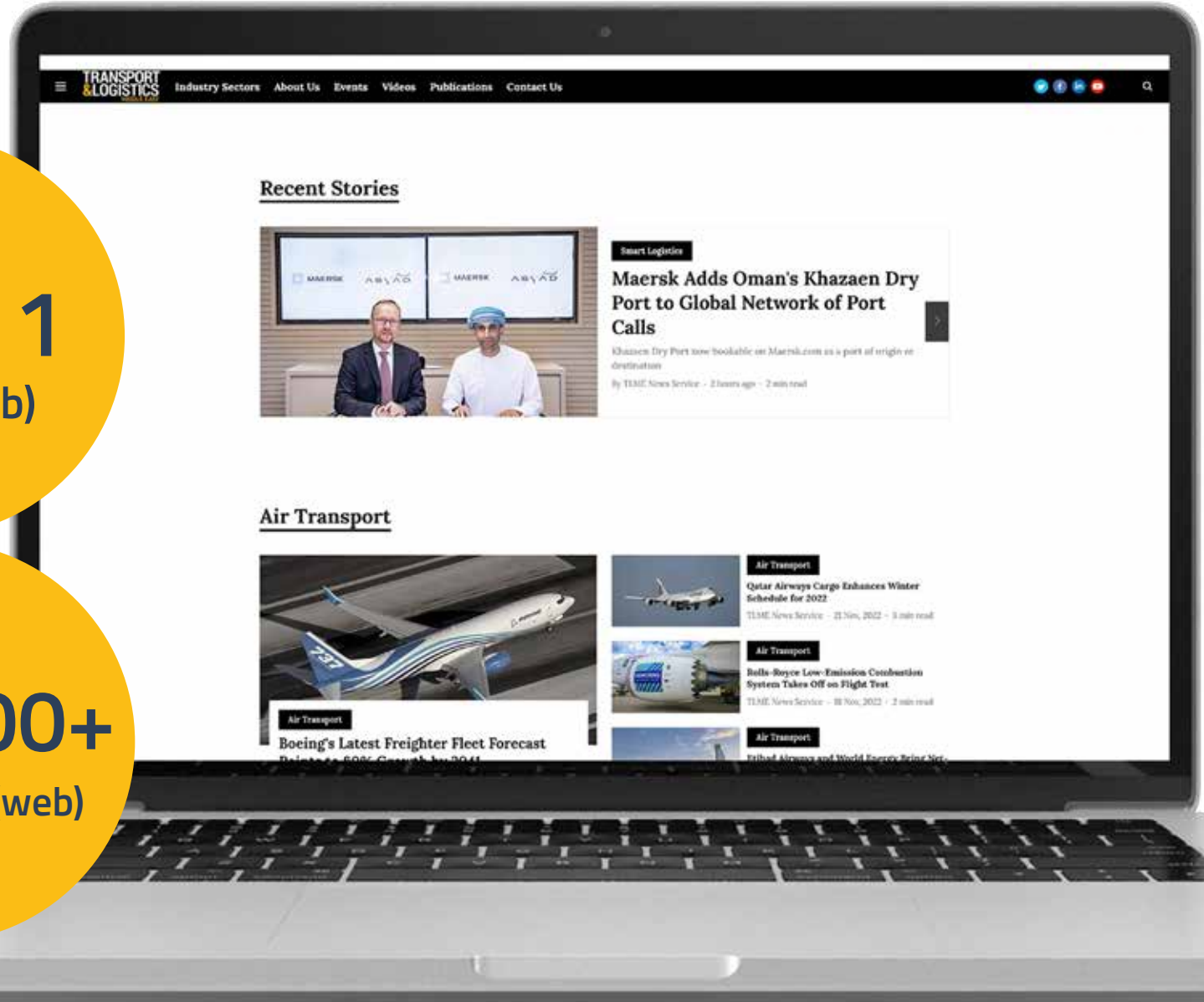
# TLME News Service

www.transportandlogisticsme.com

**15,411**  
Clicks (web)

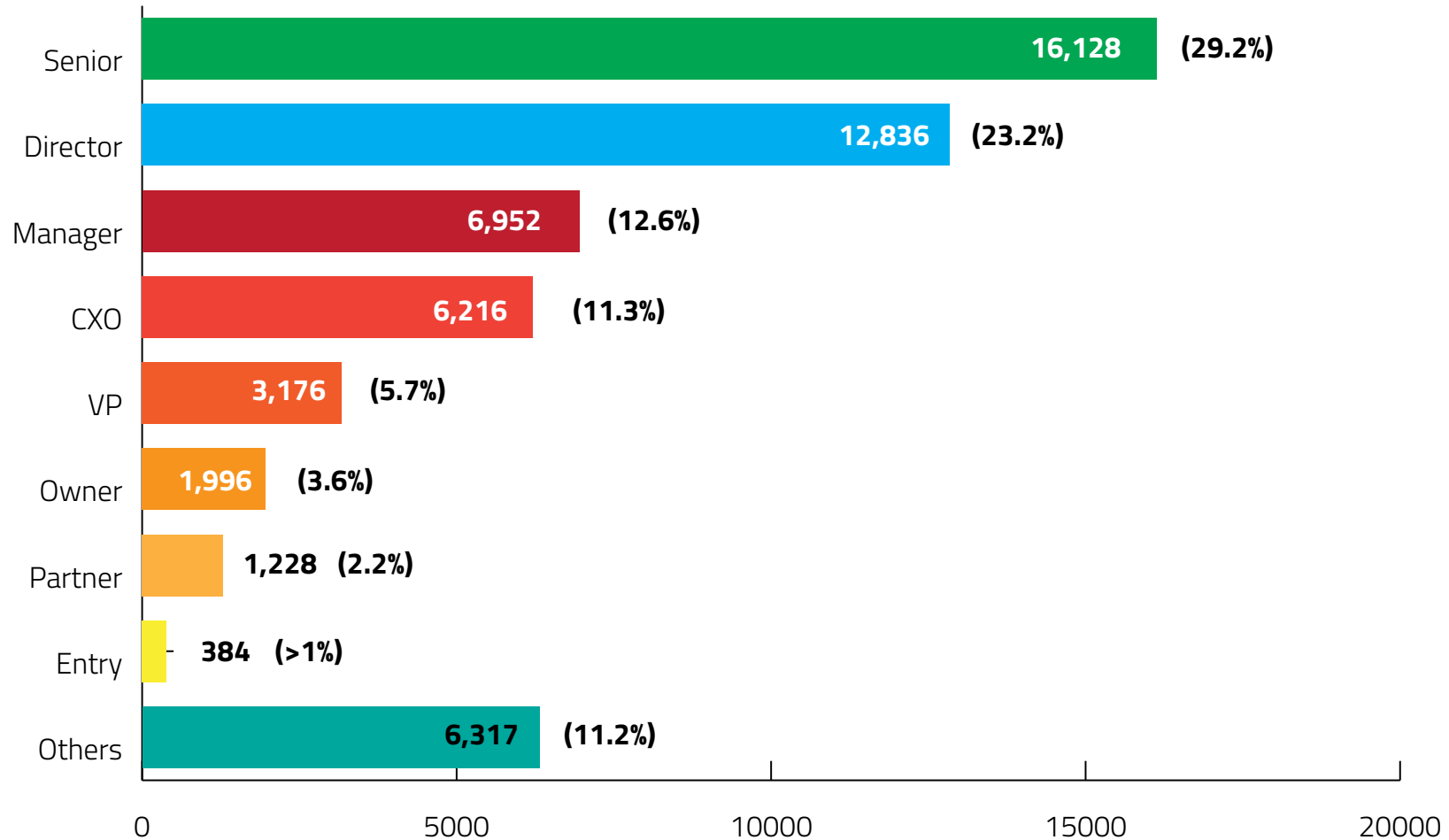
**30,000+**  
Visitors per  
month

**607,000+**  
Impressions (web)



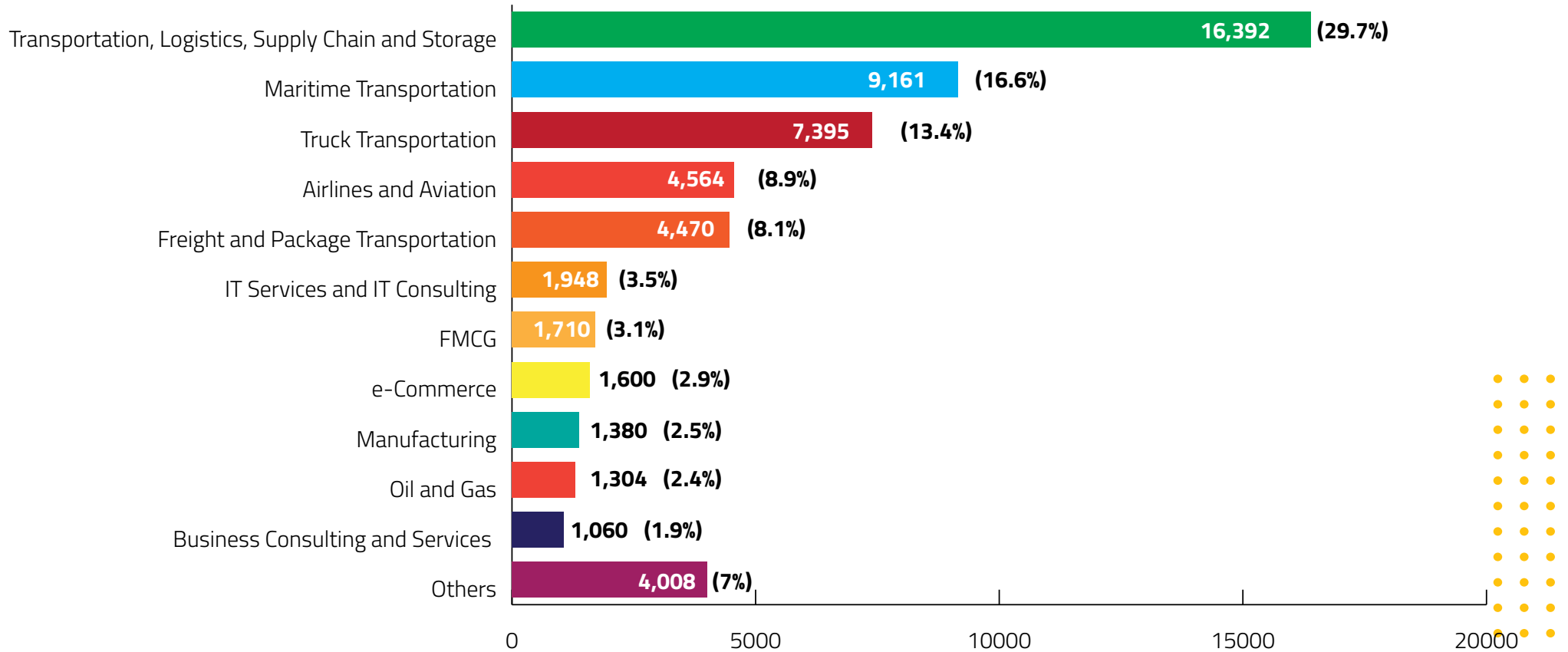
# Audience Demographics

## Seniority



# Audience Demographics

## Industry



## TLME Media Channel on YouTube

  
**25k+**  
Subscribers



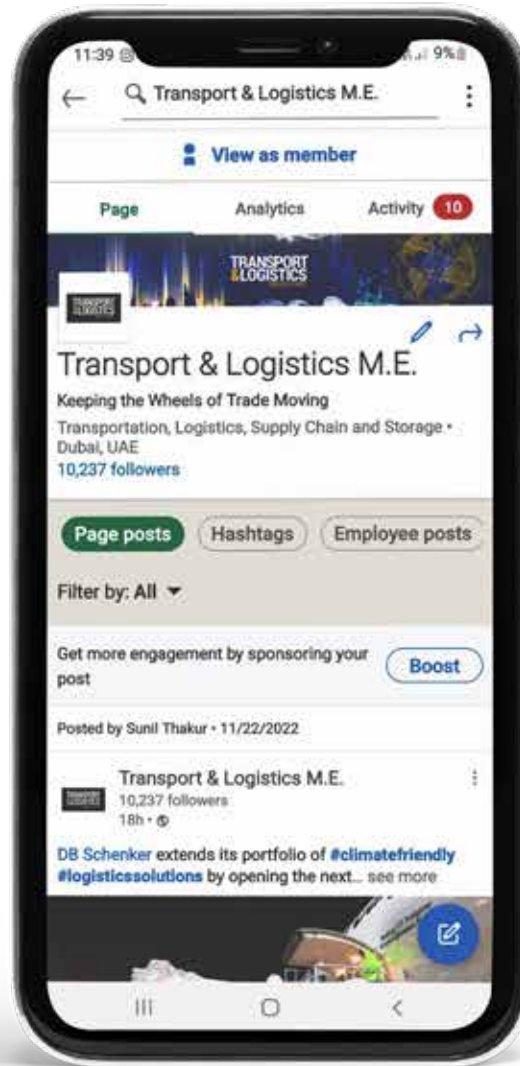
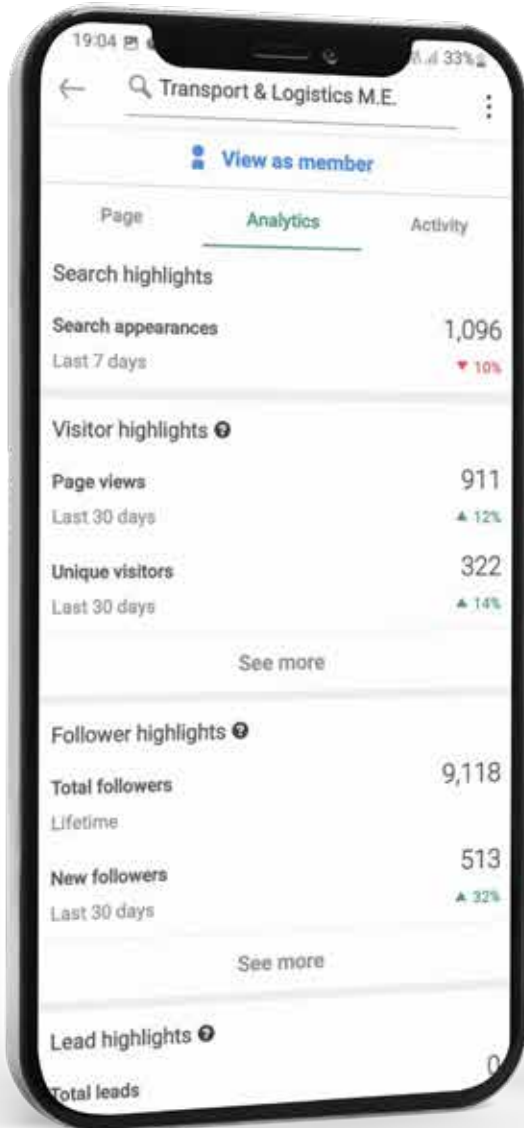


# TLME Newsletter

**15,000+**  
Subscribers



# TLME Social Media Presence



**15,000+**  
Followers on  
LinkedIn

# TLME Magazine - Circulation

Print reach  
**4000**  
Copies



Digital Reach  
**50,000+**



# Rates

	1 ISSUE	2 SERIES	4 SERIES
DOUBLE PAGE SPREAD	\$8,750	\$6,750	\$5,750
FULL PAGE	\$6,750	\$5,750	\$4,750 <small>one</small>
OUTSIDE BACK COVER	\$9,100	\$8,100	\$7,100
INSIDE BACK COVER	\$8,850	\$7,750	\$6,750
INSIDE FRONT COVER	\$8,650	\$7,750	\$6,750
HALF PAGE HORIZONTAL	\$5,100	\$4,100	\$3,100
INSIDE FRONT COVER GATE FOLD	Available on request		
INSERTS	Available on request		
GAURANTEED POISITION	+ 10%		

Please note that all rates are non-discountable

Please note that all packages include a FREE advert in quarterly online magazine distributed to over 21,000 individuals

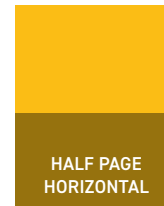
SPONSORSHIP OF A SECTION (Strip adverts on each page) \$15,650

# E-Marketing

	FORMAT	DIMENSIONS	FILESIZE	RATE
LEADERBOARD AD BANNER (DESKTOP VERSION)	GIF,JPEG	720x90 px	50KB	\$8,000 per month
LEADERBOARD AD BANNER (MOBILE VERSION)	GIF,JPEG	336x280 px	50KB	\$8,000 per month
MPU BANNER ON STORY PAGE	GIF,JPEG	720x90 px	50KB	\$6,000 per month
EMAIL BLAST	GIF,JPEG, HTML	Width up to 640 px	100KB	\$5,000 CPM
E-NEWSLETTER	GIF,JPEG	728x90 px	50KB	\$6,000 per month

# Specs

ARTWORK (wxH)	TRIM SIZE	BLEED SIZE	TEXT SAFE SIZE
DOUBLE PAGE SPREAD	420x275 mm	430x285 mm	380x245mm
FULL PAGE	210x750 mm	220x285 mm	220x280 mm
HALF PAGE HORIZONTAL	210x13.75 mm	220x14.75 mm	224x130 mm
HALF PAGE VERTICAL	105x275 mm	115x285 mm	110x260 mm



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