



LOGISTICS OUTLOOK

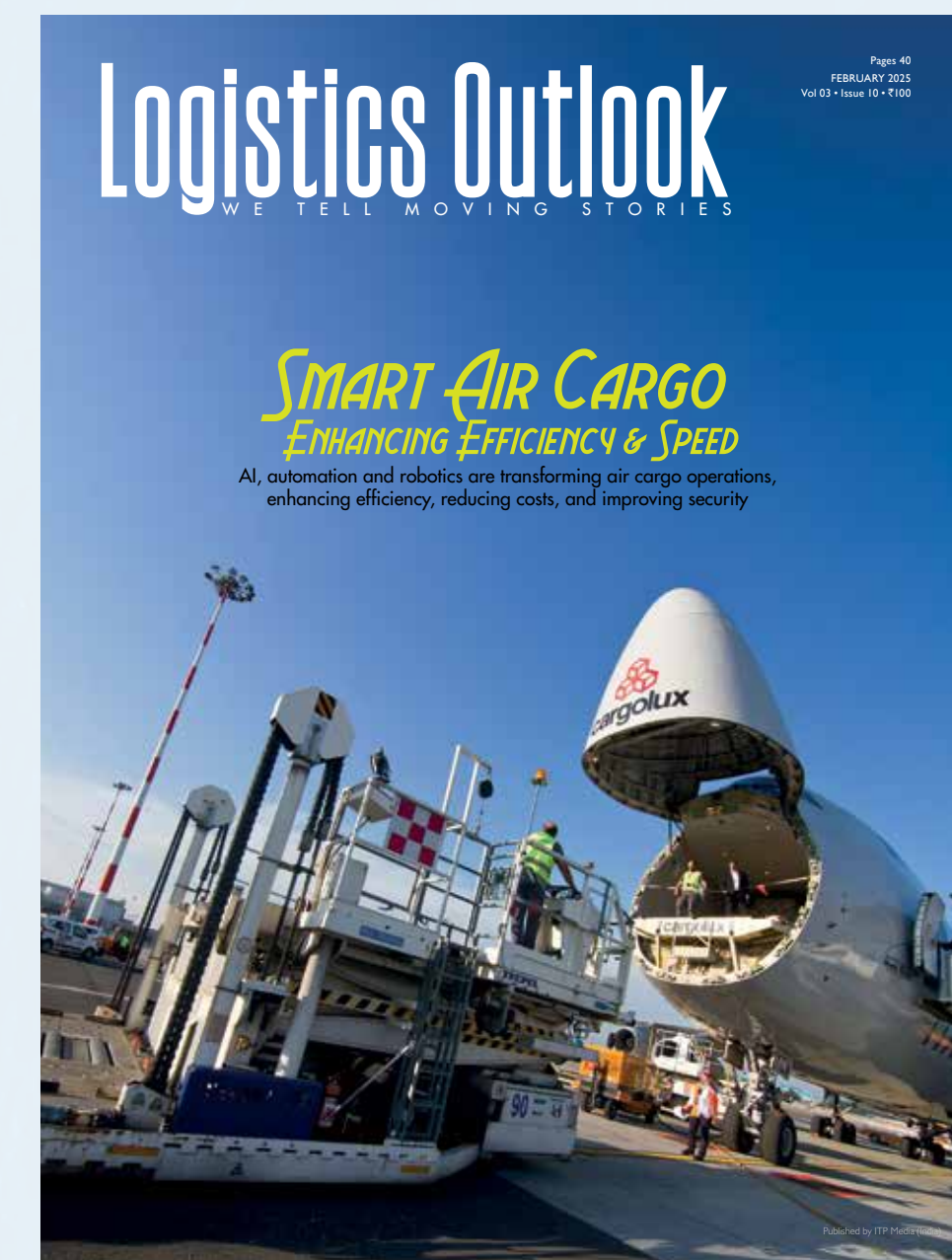
MEDIA KIT 2025





ABOUT US

After 14 successful years and 180 issues in the Middle East, ITP media Group Launched the Indian edition of Logistics Outlook (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.



ADVISORY BOARD

Our distinguished advisory board has been assembled to guide Logistics Outlook to become a mouthpiece for the industry. Members have been invited from the highest levels of the industry to ensure the magazine continues on its path to success.



Ramit Mahajan
Head of Supply Chain Enablement,
IMEA, Henkel



Xerrxes Master
Managing Director
Master Group



Mayank Pandey
Whole Time Director,
Castrol India & South Asia



Shankar Shinde
Managing Director, Global Express
Multilogistics



Jagannarayan Padmanabhan
Sr Director and Global Head
-Transport logistics and Mobility,
Crisil

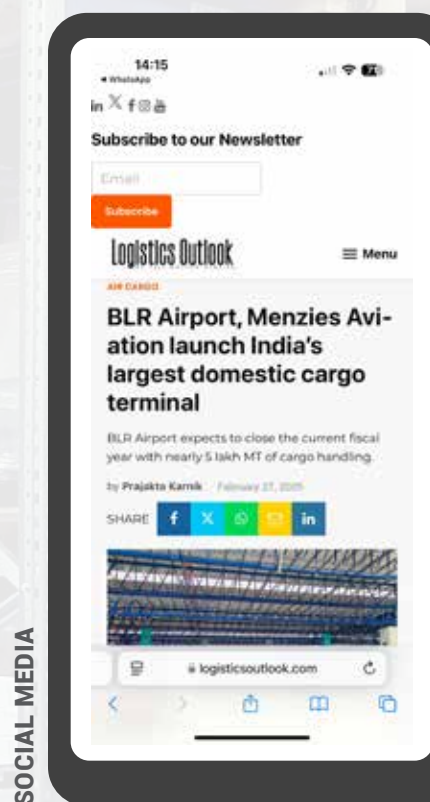
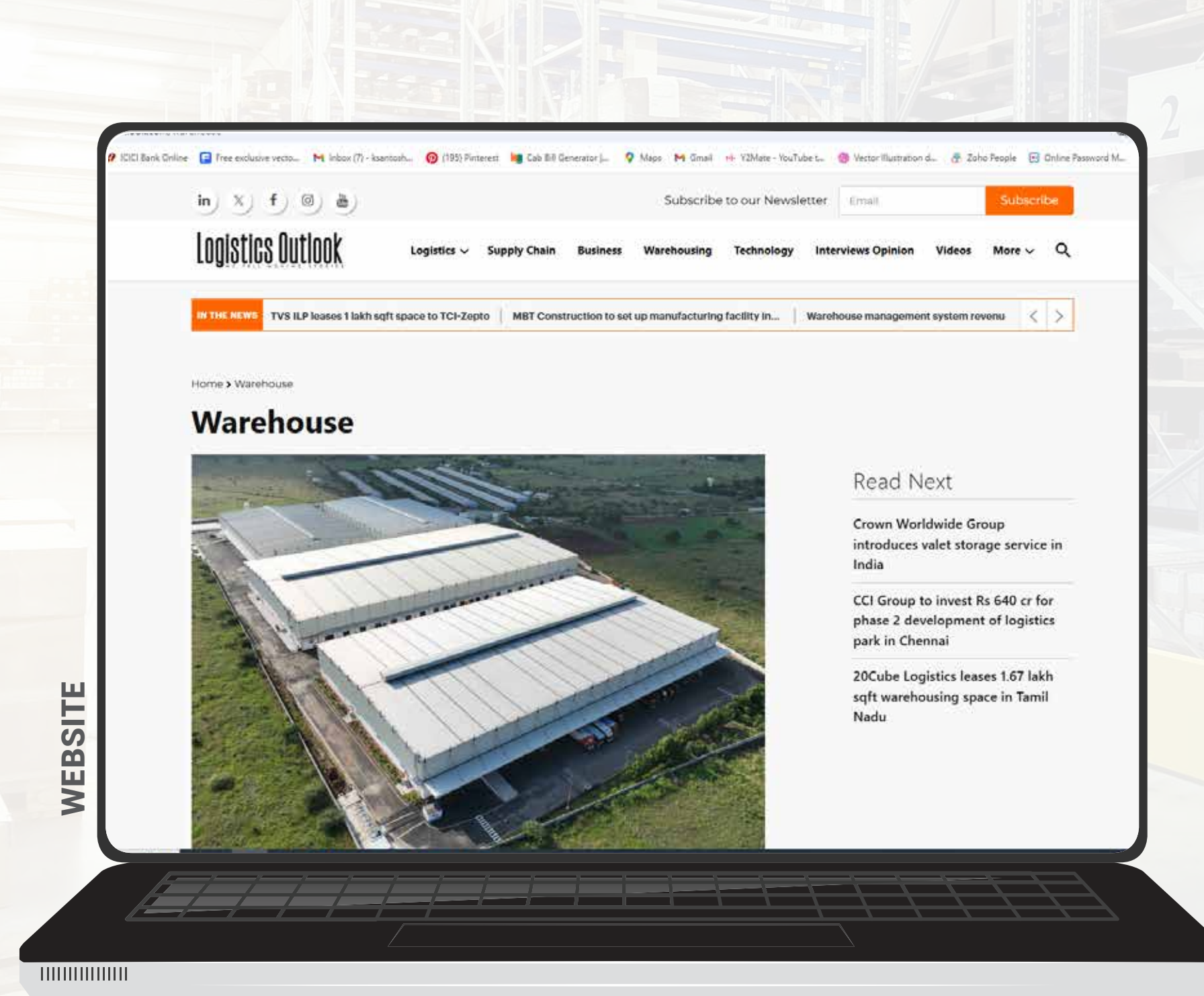


Chandranath Dey
India Head – Operations, Business
Development, Industrial Consulting
& Integrated Logistics.
Logistics & Industrial, India, JLL.

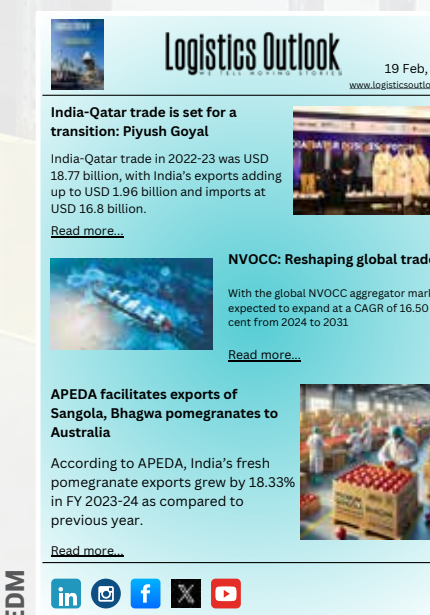
EDITORIAL CALENDAR 2025

Month	Special Feature	Focus	Feature	Events
January	Liners / Sea logistics	Freight Forwarders	NVOCC / Containers	
February	Project Logistics / Road Logistics	Break Bulk/ RORO	Offshore Logistics / Rig	
March	Airport	Airlines	Women In Air Cargo	
April	MSME	Cold Chain	Perishable Logistis	
May	Cargo Insurance	Warehouse	MHE	
June	Ecommerce Logistics	Last mile delivery & Fulfilment Centers	Packaging Sustainability	Ocean Confluence 2025 Air Confluence 2025 Multimodal Confluence 2025
July	Drone Logistics	3PL / 4PL Logistics	Trucking Trends	
August	ASRS in logistics	Green logistics	Cold Chain	
September	Automotive logistics	Cargo handlers	Custom Clearance	
October	Ports	Material handeling	FTL / LTL	
November	Dangerous Goods	Finance & Banking	Animal Logistics	TBA
December	Pharma Logistics	Oil n Gas	Start-ups in Logistics	

DIGITAL FOOTPRINT



SOCIAL MEDIA

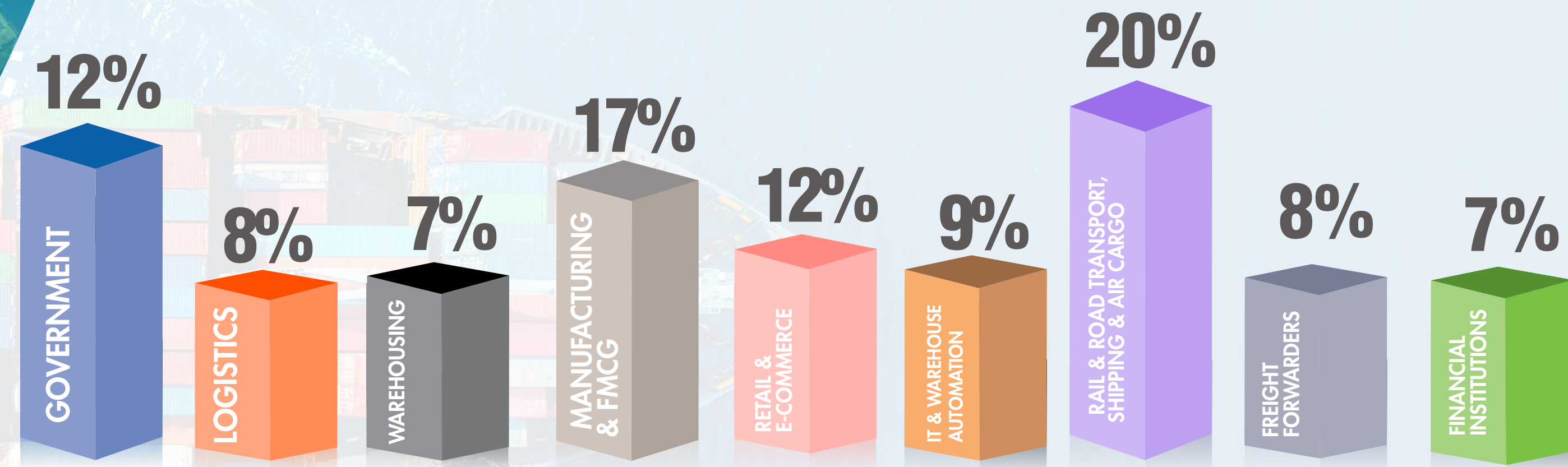
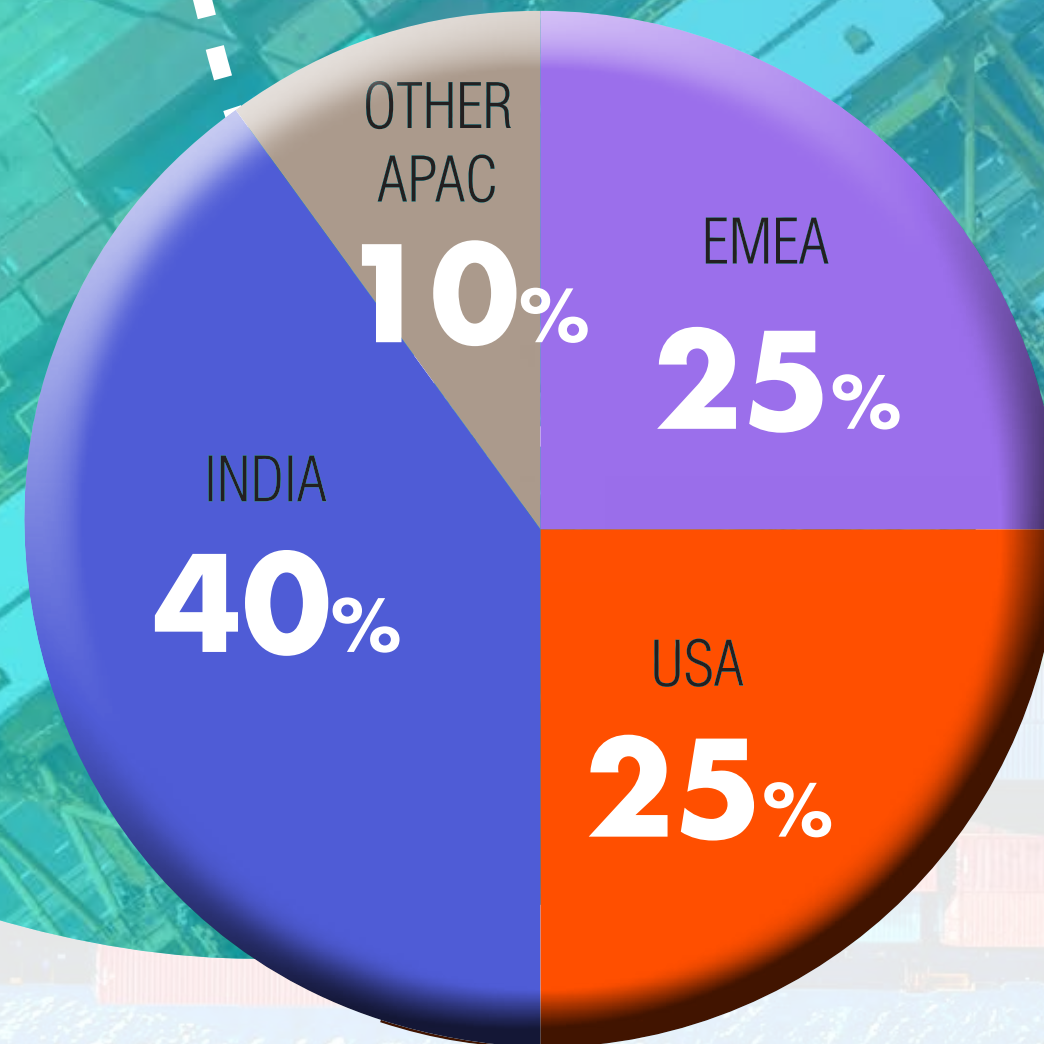


EDM

Complimenting the magazine is www.logisticsoutlook.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 Outlook, 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 Outlook 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



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

WEBSITE PERFORMANCE ANALYSIS AVERAGE PER MONTH:

Brand	Monthly Engaged Minutes	Avg Unique Users Monthly	Monthly Avg Engaged time	Pages/session
Logistics Outlook	12,222	36,745	0.56	2.4

NEWSLETTER PERFORMANCE ANALYSIS AVERAGE PER MONTH:

Newsletter Database	Open Rate	CTR
97,127	7,239	10.49%

Print Magazine Circulation: 45,000 E-Newsletter Subscribers: 97,000 LinkedIn Page Followers: 21,000

ADVERTISING RATE CARD

MAGAZINE

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	180 x 110 mm	65,000
HALF PAGE VERTICAL: FIRST	90 x 225 mm	72,000

DIGITAL

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, animted 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

FLAGSHIP EVENTS

Logistics Outlook 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.



CONTACT US

ADVERTISING

INDRAJEET SAOJI

Group Publishing Director

M: +91 93202 85997

Email: indrajeet.saoji@itp.com

KAUSHALYA WAGHELA

Senior Sales Manager

M: +91 98198 29877

Email: Kaushalya.Waghela@itp.com

EDITORIAL

PRAJAKTA KARNIK

Editor

T: +91 98 70111284

Email: prajakta.karnik@itp.com