

India's leading monthly magazine dedicated to the logistics and supply chain

Launch April 2010 | Circulation 10,000 | Periodicity Monthly
 Readership 40,000 | Cover Price ₹100 | Subscription ₹799 for 1 year

Website www.slonline.in

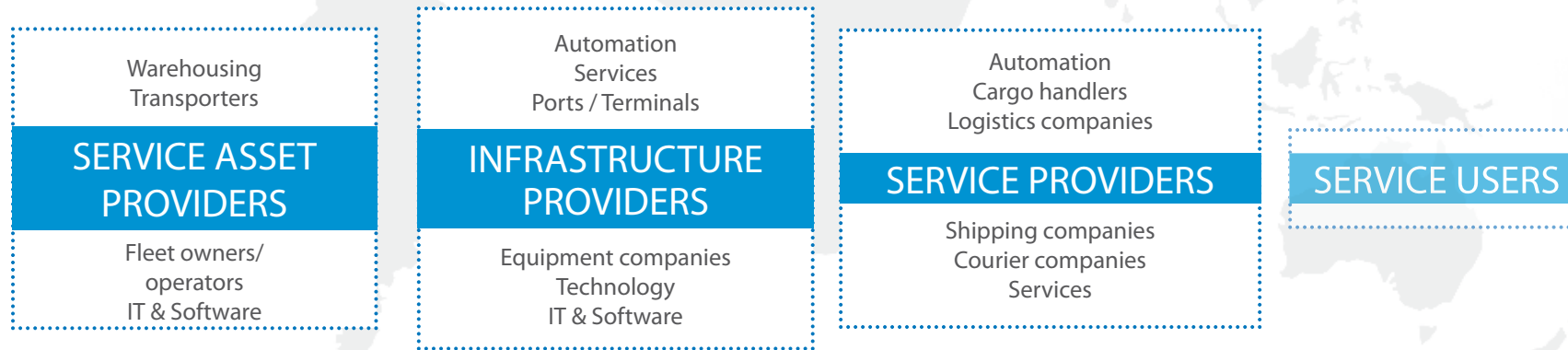
Brand Personality

- Voice of the industry
- High engagement brand
- Credible and authentic

Brand USP

- Guide to the logistics industry
- Unique editorial focus
- Extensive networking platform

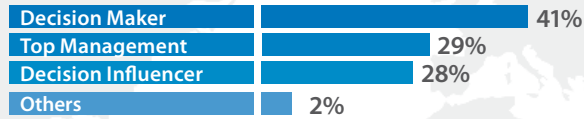
Industry Value-chain



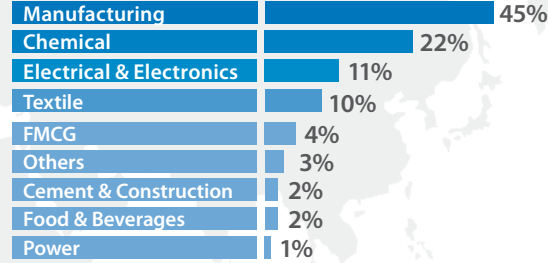
- Reaches top 13 states of the nation
- Reaches top 50 cities of the nation
- 40% readers are into import-export
- Average employee strength: 51 per company
- 69% readers use laptop

- 91% readers own a car
- Over 70% of the readers regularly participate or visit international trade shows every year
- On an average, 83% readers travel extensively for business
- Average annual turnover of reader: Rs 21 crore
- 78% readers are planning to invest Rs 3 crore on purchase of plant machinery/equipment over next 12 months

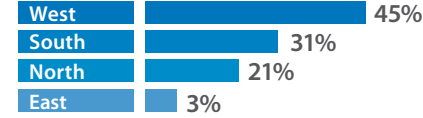
Hierarchy wise



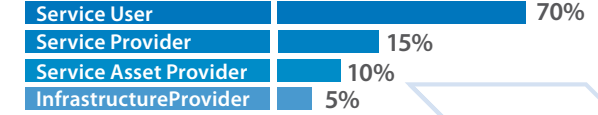
Department wise



Region wise



Job Function



Readership Sketch



Advertising Options

Ad Size	Dimension (in cm)		Ad Size	Dimension (in cm)		Ad Size	Dimension (in cm)	
	Non-Bleed	Bleed		Non-Bleed	Bleed		Non-Bleed	Bleed
Full Page	18 x 25	21.1 x 28.1	Front Gate Fold	38 x 25	40.7 x 28.1	135 gsm- Full Page	18 x 25	21.1 x 28.1
Half Page - Horizontal	18 x 11.5	-	Back Gate Fold	38 x 25	40.7 x 28.1	210 gsm- Full Page	18 x 25	21.1 x 28.1
Half Page - Vertical	8.75 x 23.5	-	Back Cover	18 x 25	21.1 x 28.1	135 gsm- Tab	21.5 x 27.5 (cut size)	Tab Size 0.8 x 5 with border
Quarter Page	8.75 x 11.5	-	Front Inside Cover	18 x 25	21.1 x 28.1	210 gsm- Tab	21.5 x 27.5 (cut size)	
Double Spread	39 x 25	41.6 x 28.1	Back Inside Cover	18 x 25	21.1 x 28.1			

Mode: CMYK with SWOP V2 Standards | Format: Tiff or Press optimised PDF | Resolution: 300 dpi
Material Submission Deadline : 23rd of the previous month of issue date.