

INTERNATIONAL NEWS AND ANALYSIS FOR THE AVIATION EXECUTIVE

GATEWAY **INTERNATIONAL**



2007 MEDIA KIT

Gateway International

Gateway International brings you the full 360 on airport operations and management, in both electronic and print form. In 2007, our inaugural publishing year, look to us for in-depth reports on:

- Airport operations
- Security
- Airport hotels and ancillary services
- Non-aeronautical revenues from A to Z
- Ground handling
- Retail and duty-free operations
- Food services
- Staffing challenges
- Airline relations
- Passenger services
- Regional highlights and coverage

...plus a full spectrum of insight and commentary from experts in the industry

Our biweekly e-newsletter will be circulated to airport executives from all facets of airport management and operations around the globe, keeping them up-to-date on the trends, news and issues that they need to know about to stay competitive in the fast-changing landscape of commercial aviation. The *Gateway International* e-newsletter will cover People, Technology, Company News, Industry News, Products, Services and more, in addition to our regular Top Story feature, where we will examine topical news and developments in detail, drawing on exclusive interviews with the industry's movers and shakers.

Gateway International May 2007 Print Edition

In addition, *Gateway International* will publish a special issue for Gate One, the landmark airport conference dedicated to non-aeronautical products and services, hosted by Tax Free World Association (TFWA) Asia-Pacific in Singapore May 14 2007. Look to *Gateway International* for a full show preview, including a discussion of the topics and challenges to be addressed at the conference, speaker profiles, technology highlights and more.

WEB SPECIFICATIONS

Custom web banners available on request, Ask your representative for pricing and details.

		Pixels	Inches
A	BANNER (TOP) €URO 900 PER ISSUE	570 x 122	7.917 x 1.694
B	BANNER (SIDE) €URO 700 PER ISSUE	166 x 600	2.306 x 8.333
C	BANNER (BUTTON) €URO 300 PER ISSUE	166 x 122	2.306 x 1.694

Files: Jpg or Gif (animated accepted) file. We can assist you in designing your web banner. Please contact Aijaz Khan, Publisher Tel: 1 905 821 3344 ext. 22; email: aijaz@globalmarketing.com.ca

Gateway International Mission Statement

Supplying aviation executives with extensive, in-depth news and analysis on the international airport industry as well as the various sectors connected to it.

Introduction

Global Marketing Company, publishers of *Pax International*, *TransSec*, *Americas Duty Free*, *Gulf-Africa Duty Free* and *Asia Duty Free* introduces **Gateway International**, its newest trade title focusing on airport development and all the industries tied to it.

Gateway International covers all areas of airport operations, including passenger services, security, airlines, retail, food services, advertising and more.

Gateway International rounds out Global Marketing Company's impressive and extensive trade portfolio — altogether six books dedicated to various sectors dealing with the travel industry. This includes coverage of transportation security, duty free retail and travel catering. **Gateway International** is a natural extension. Privately owned since its inception 16 years ago, Global Marketing has been characterized by steady and rapid growth.

In addition to its respected trade titles, the company also publishes a business directory for the passenger services industry and organizes an annual conference for the travel catering industry in the Middle East.

Distribution & Demographics

DISTRIBUTION

Global Marketing Company has amassed a substantial paid readership and mailing list in its 16-year existence.

Because **Gateway International** touches on topics of interest to readers of various Global Marketing Company titles, an initial controlled circulation list of 12,000 key names for **Gateway International** has already been drawn from the Global Marketing total pool of 22,400 subscribers.

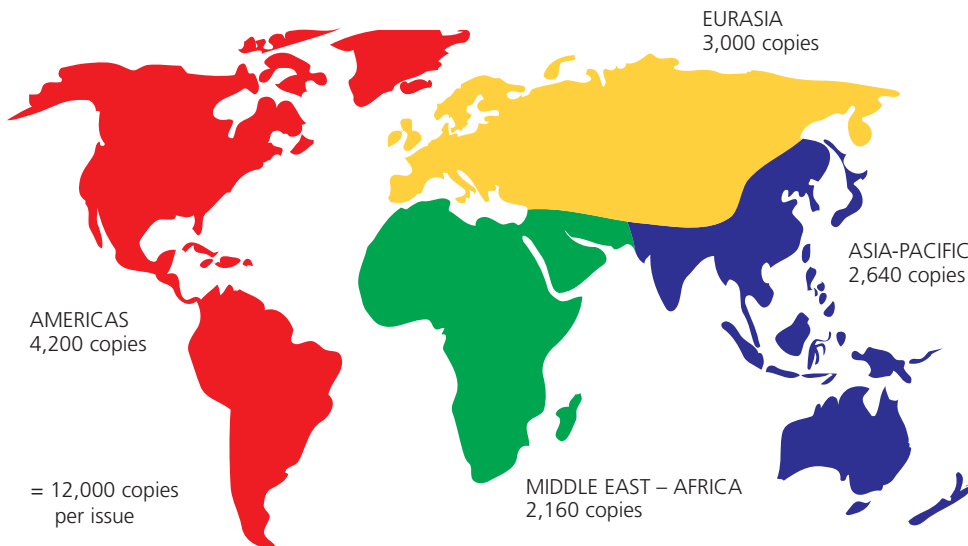
DEMOGRAPHICS

Gateway International's readership will be made up of key decision makers in the following industries:

Airport Authority	3 000
Civil Aviation	2 000
Passenger Services	2 400
Security	2 800
Travel Retail	1 800

Total copies = 12 000

Distribution will be global, in the following regions:





Make your message count!

Gateway International targets key decision-makers in a number of travel-based industries, including airport development, passenger services, security, duty free and travel retail.

For building business in these sectors, *Gateway International* is the publication to turn to for all your advertising needs.

And there's more than just white space on offer. In addition to standard advertising opportunities, the *Gateway International* team is committed to creating partnerships that help you meet your business needs.

We can assist you in developing strategies to meet your goals including:

- Inserts
- Polybagging
- Advertorial
- Butterfly covers
- Wraparounds
- And more...

Contact *Gateway International* for more information on supplemental advertising and marketing opportunities.

Artwork

All artwork must be provided to *Gateway International* in digital format (Mac, .pdf – 300 d.p.i minimum) on CD or via eMail. A Match print is recommended to guarantee color.

For more information, please contact the *Gateway International* advertising department at 1 905 629 0007 ext 22 or via email at aijaz@globalmarketing.com.ca.

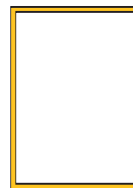
Mechanical Details



2-PAGE SPREAD

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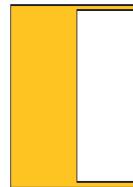
Inches
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FULL PAGE

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Bleed 216 x 303
Type 188 x 275

Inches
8 5/16 x 11 5/8
8 1/2 x 12
7 3/8 x 11



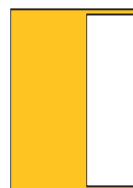
1/2 PAGE
(Vertical)

Millimeters
94 x 275
Inches
3 3/4 x 11



1/2 PAGE
(Horizontal)

Millimeters
188 x 134
Inches
7 3/8 x 5 5/16



1/3 PAGE

Millimeters
75 x 275
Inches
3 x 11



1/4 PAGE

Millimeters
94 x 134
Inches
3 3/4 x 5 5/16

Advertising Rates

POSITION	RATES (EURO)
Outside Back Cover	6,000
Inside Front/Back Cover	5,000
2-Page Spread	8,500
Full Page	4,500
Half Page	2,300
Third of a Page	1,700
Quarter Page	1,200

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