

2025

# AIRFORWARDERS ASSOCIATION MEDIA KIT

## FORWARD



FOR MORE INFORMATION

800.572.0011 | [emconsultinginc.com](http://emconsultinginc.com)

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[CLICK HERE TO SIGN UP TODAY!](#)



**Airforwarders Association**  
Forwarder Thinking. Global Focus.



## BACKGROUND

Airforwarders Association is the premier trade association for the forwarder and logistics industry. It collaborates with airlines and regulatory agencies to facilitate cargo operations and influence regulations for hundreds of thousands of employees and contractors globally. Airforwarders Association supports its members' efforts to provide flexible, collaborative, and creative solutions designed to meet specific customer needs.

Airforwarders Association is a global alliance of indirect air carriers, cargo airlines, and affiliated businesses dedicated to representing the companies that move cargo through the supply chain. It is the voice of the airforwarding industry, providing support, education, and expertise for domestic and international air freight forwarders to improve the industry's services and overall efficiency.

As a member of Airforwarders Association, you have access to a wealth of information, including industry standards, practices, and ongoing developments. Airforwarders Association encourages its members to make the most of their membership, which is why it has partnered with E&M Consulting, Inc. to offer various marketing resources for promoting your company's products and services. By advertising, you can directly reach purchasers and decision-makers, resulting in increased ROI for your business.

# REACH AIR CARGO PROFESSIONALS WORLDWIDE

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There are more than **3,500** registered freight forwarders in the United States alone.

# FORWARD

*The Official Publication of the Airforwarders Association*

Reach CEOs, presidents, directors, purchasing agents, and senior management of domestic and international private and independent-branded marketers. The print and online versions of Forward reach 11,000 readers annually, providing multiple avenues for exposure. Forward is an informative and timely publication with trusted content and an established readership.

## 11,000<sup>+</sup> reach

### ADVERTISING RATES

All rates listed are per issue.

Full Color Rates	1 Issue	4 Issues
Back Cover	\$2,399	\$2,299
Inside Covers	\$2,299	\$2,199
Facing Inside Covers	\$2,199	\$2,099
Full Page	\$1,999	\$1,899
Half Page	\$1,799	\$1,699
Quarter Page	\$899	\$799
Business Card	\$599	\$499

*Add a digital link to any ad size for only \$279 per issue!*



**Frequency:** Quarterly

**Binding:** Perfect

**Trim Size:** 8.375" x 10.875"

### AD SPECIFICATIONS

Ad Specs (width by height)

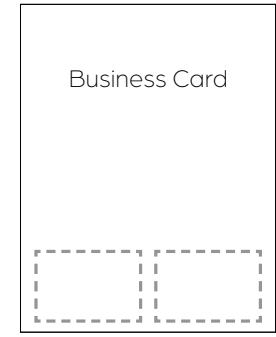
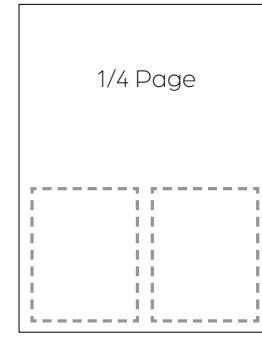
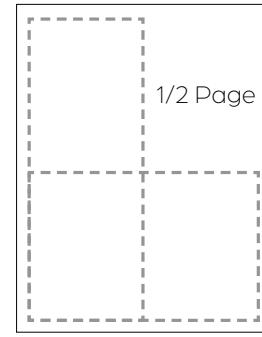
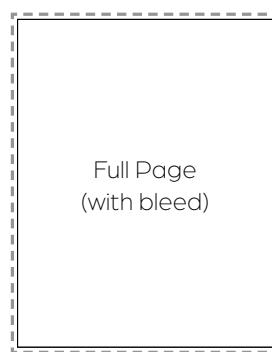
Full Page (with bleed)	8.625" x 11.125"
Full Page	.8" x 10.5"
1/2 Page Horizontal	.75" x 5"
1/2 Page Vertical	.35" x 9.3125"
1/4 Page	.3625" x 5"
Business Card	.35" x 2"

### Enhanced Listings

(only available in the Summer issue)

Logo Listing w/ Bio: \$279

Logo Listing: \$179



1/4 Page

Business Card

## AD MATERIAL CALENDAR

Dates are subject to change throughout the year. Unless noted otherwise, our team will follow up with you before each deadline.

### SPRING

Artwork Deadline: March 21  
Estimated Delivery: Late April

### SUMMER

Artwork Deadline: June 27  
Estimated Delivery: Late July  
Member Directory Issue

### FALL

Artwork Deadline: September 26  
Estimated Delivery: Late October

### WINTER

Artwork Deadline: December 19  
Estimated Delivery: Late January  
AirCargo Edition

## DIRECT MAIL

Direct mail is an effective marketing tool that can create a significant impact. It provides an interactive and memorable experience for your customers and has the potential to reach a large audience. To create a successful direct mail campaign, you must include three key elements: clear identification of your business or brand, a compelling call to action (CTA), and a simple way for your customers to reach out to you. Once these elements are in place, you can focus on crafting a message that resonates with your target audience and drives results.



### VERTICAL OPTION

Two-sided: Front & Back  
Bleed Specs: 4.25" width x 6.25" height  
Trim Size: 4" width x 6" height



### HORIZONTAL OPTION

Two-sided: Front & Back  
Bleed Specs: 6.25" width x 4.25" height  
Trim Size: 6" width x 4" height

Frequency Available	1 Issue	Annual Rate
4	\$1,799	\$7,196

The Annual Rate above covers all of the issues produced for the magazine. The cost covers the copies of the magazine mailed to the membership. **Additional copies of the postcard are available upon request but are subject to an additional charge.**

### FILE SETUP

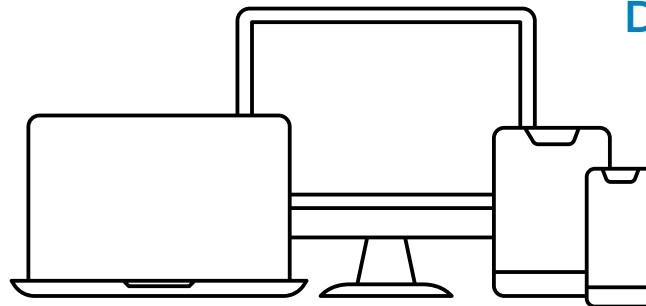
Files should be 300 DPI for better resolution. As a general rule, higher resolution files provide a nicer output. Please include a (0.125") bleed around your postcard document. Please submit your postcard as a PDF or TIF file.



### VIEW PAST ISSUES

CLICK HERE TO SEE PAST ISSUES THAT REACHED THOUSANDS OF VIEWERS!





## DIGITAL EDITION OPTIONS

In addition to print, *Forward* is also available to members as a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues, and click on ads to be redirected to the company's website.



**11,000**

FORWARD reaches 11,000+ readers annually, both online and in print.

Digital Advertising	1 Issue	4 Issues	Ad Specs
Digital Link	\$279	\$279	See Below*
Single Box	\$399	\$299	833 x 1146px
Double Box	\$499	\$399	833 x 2363px
Full Side Banner	\$599	\$499	833 x 3583px
Splash Page	\$799	\$799	4167 x 2084px
Double Side Banner	\$999	\$899	Two @ 833 x 3583px

\* Link your magazine advertisement to your website. The advertising link is clickable from the online version and connects viewers to your company's website.

(Only available if a display ad was purchased in the printed version of the magazine.)

## GIF ANIMATION UPGRADE | ADDITIONAL FEE PER ISSUE: **\$400**

LENGTH	LOOP	FRAMES	TYPE
			
<b>10 Seconds</b> or less to maintain maximum exposure	Set Loop as <b>Forever</b> to ensure the GIF continues to cycle	Maximum <b>3 Frames</b> for the most exposure	<b>Larger Text &amp; Fewer Words</b> to increase legibility

Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the **Digital Edition** of the magazine.

### SUBMITTING FILES

Choose from the following options:

1. Submit an upload-ready GIF.
2. Submit three designed images to be converted into the frames of the GIF.
3. Request design assistance. Our designers will create three images to be converted into a GIF.

### NOTE FOR PRINT AD ANIMATION UPGRADE:

We can use the same artwork placed in the printed edition as one of your three frames, or, if you prefer, you may send something different. However, your GIF must be the same ad specs as your original print ad.

# marketing BUNDLES & DEALS

Are you looking to expand your brand's reach and connect with your target audience? Advertising in multiple publications simultaneously is an effective way to maximize your exposure and increase brand recognition and loyalty. By bundling your advertisements, you can showcase a variety of products and services, reinforcing your brand's messaging across multiple channels. This approach also allows you to efficiently market your brand, saving you valuable time and money. Not only that, it enhances customer satisfaction, drives sales, and strengthens your brand's presence. Bundling is an effective way to elevate your company's marketing strategy.



## SAVE 20% ON THESE EXCLUSIVE BUNDLES!

Bundles	Magazine	Membership Directory Summer issue	Digital Magazine
<b>Platinum</b> \$10,069   Value: \$12,587	4x Full Page Digital Link Included	Logo Listing w/ 50-Word Bio	4x Double Side Banner
<b>Gold</b> \$8,789   Value: \$10,987	4x Full Page Digital Link Included	Logo Listing w/ 50-Word Bio	4x Side Banner
<b>Silver</b> \$7,829   Value: \$9,787	4x 1/2 Page Digital Link Included	Logo Listing w/ 50-Word Bio	4x Double Box
<b>Bronze</b> \$4,549   Value: \$5,687	4x 1/4 Page Digital Link Included	Logo Listing	4x Single Box
<b>Starter</b> \$2,639   Value: \$3,291	4x Business Card	Logo Listing	N/A

MENTION YOUR **PREFERRED BUNDLE** TO YOUR SALES  
ASSOCIATE AND BE SET FOR THE ENTIRE YEAR!

### DETAILED INFORMATION

#### MAGAZINE ADS:

One ad in each issue of the printed magazine as well as the digital edition.



# MEMBER DIRECTORY

Member Company  
Member Company Name  
Name of Company  
Company  
Airforwarders Association  
Member Company  
Member Company Name  
Name of Company  
Airforwarders Association  
Member Company  
Member Company Name  
Name of Company  
Company  
Airforwarders Association  
Member Company  
Member Company Name  
Name of Company  
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Member Company  
Member Company Name  
Name of Company  
Company  
Airforwarders Association  
Member Company  
Member Company Name  
Name of Company  
Company  
Airforwarders Association  
Member Company



## E&M Consulting, Inc.

1107 Hazeltine Boulevard  
Suite #350  
Chaska, MN 55318  
Ph: 800-572-0011  
caleb.t@emconsultinginc.com  
emconsultinginc.com

E&M has been dedicated to providing innovative, engaging solutions to 500+ associations and chambers for over 20 years. Our custom services and solutions build brands, increase non-dues revenue, and improve member engagement across 75+ industries. Developing successful partnerships with associations and chambers is the cornerstone of our business!

## ENHANCED LISTING OPTIONS

The Membership Directory Issue (Summer) includes a list of only member company names. If the member would like to have contact information included in the listing section, your company must purchase an enhanced listing. Otherwise, it will only be their company name.

**Enhancements to can choose from are listed below.**

### LOGO LISTING W/ BIO

**COST: \$279**

Includes company logo, full contact information & company bio (50 words).



## E&M Consulting, Inc.

1107 Hazeltine Boulevard  
Suite #350  
Chaska, MN 55318  
Ph: 800-572-0011  
caleb.t@emconsultinginc.com  
emconsultinginc.com

Airforwarders Association  
Member Company

### LOGO LISTING

**COST: \$179**

Includes company logo and full contact information.

**ONLY AVAILABLE IN THE SUMMER ISSUE EACH YEAR**

# shaking it up: THE EXCITING POSSIBILITIES OF ADVERTORIALS



**Have you ever found yourself trying to pack too much information into a display ad, worrying about how to keep it eye-catching and informative?** The balance can be tricky with the proliferation of visual ads on the market. There is no question about it—those tried-and-true display ads are great—but sometimes, you need some extra space to really engage your audience. That is where the helpful and innovative advertorial comes in!

With this longer form, you can get more specific with your details and be more creative with them! This means you can feel confident advertising your products and services in a myriad of new and exciting ways! Whether it means taking an educational approach or an entertaining one, an advertorial allows readers to slow down and get to know the experts in a more intimate and personable way. This is to say, advertorials also increase engagement time and can lead to vital increased branding recall.

Advertorials provide a more integrated experience for consumers. Like the articles you would find in a magazine, advertorials allow advertisers to pitch specific products, services, or expertise in an elongated, more

engaging form. Their less intrusive nature also increases consumer trust. As advertorials blend more easily with the editorial content in a magazine or directory, they are also much more likely to gain readership.

With the niche audiences magazines reach, you are sure to engage with educated and interested industry professionals. This means that you know your audience and makes your advertorial highly effective.

Finding new ways to reach and support your current and prospective audience is vital to your longevity and success. **So, if you're looking to shake it up, give the advertorial a try!**

Frequency Available	1 Issue	Annual Rate
4	\$1,949	\$7,796

 **CLICK HERE  
TO REQUEST SPECS**

*When requesting specs, please include your company name and the magazine name in the email as word counts are not the same from publication to publication.*

# top 10 benefits of a ROBUST MARKETING STRATEGY



## 1 Brand Exposure/Loyalty.

Marketing your brand across multiple channels boosts awareness and leads to heightened recall. This, in turn, leads to increased sales and customer loyalty.

By attracting new customers and keeping them engaged, you will experience steady increases in sales and revenue.

will attract new business while retaining existing customers, leading to increased revenue and growth.

**2 Engagement.** To effectively promote your brand, utilizing various distribution channels, such as online and print media, is essential. These channels provide multiple avenues to connect with your audience and engage with them in diverse ways. By advertising widely, you can create a strong presence and build brand awareness, which can increase your customer base and boost your business growth.

**5 Customer Targeting.** Crafting a well-planned marketing strategy is crucial to the success of any business. It involves researching your target audience, identifying their preferences, and designing campaigns catering to their interests. By advertising widely, you can gain a deeper understanding of your audience and confidently ensure your messaging resonates with them.

**Customer Retention.** An effective advertisement holds the power to refresh the memory of your existing customers and instill in them the desire to continue engaging with your brand. It can act as a trigger for customers who have previously experienced the benefits of your products or services and reignite their interest and loyalty toward your brand.

**3 Trust/Image.** Advertising is an effective way to build authenticity and trust with your customers. By featuring your brand across multiple communication channels and consistently communicating your company's vision and goals, you can start to build trust with your customers. Advertising also helps create familiarity with your brand. If a customer sees your ad multiple times, they are more likely to view your business as reliable.

**6 Competitive Advantage.** Having a robust marketing strategy is essential to gaining a competitive advantage. Developing distinct and impactful campaigns can help you differentiate your business from your competitors in your marketplace and draw in more customers.

**10 Employee Morale.** Employees tend to communicate more effectively with potential customers if those customers already have some knowledge about the products and services you offer. This is where quality advertising comes into play. By creating effective and impactful advertisements, you can increase brand awareness and instill a sense of pride in the workplace. Such efforts can significantly improve customer interactions and help you achieve your goals.

**4 Sales and Revenue.** A strong marketing strategy is the secret behind every successful business.

**7 Lead Generation.** Expanding the reach of your marketing efforts to your target audience can help you generate more leads. This provides more opportunities to convert leads into customers and increase revenue for your business.

**Sources:**  
Entrepreneur Media, LLC ([www.entrepreneur.com/growing-a-business/the-importance-of-an-effective-marketing-strategy-in/422521](http://www.entrepreneur.com/growing-a-business/the-importance-of-an-effective-marketing-strategy-in/422521))  
Marketing Stratego ([www.marketingstratego.com/10-benefits-of-a-good-marketing-strategy](http://www.marketingstratego.com/10-benefits-of-a-good-marketing-strategy))  
Indeed ([www.indeed.com/career-advice/career-development/importance-of-advertising](http://www.indeed.com/career-advice/career-development/importance-of-advertising))

**8 Market Share.** By implementing a hearty marketing strategy that fosters trust and loyalty, your company

# PROMOTE YOUR BRAND AND RECEIVE GLOBAL EXPOSURE

Marketing in Airforwarders Association's communication materials provides a comprehensive platform for professionals in the industry to showcase their products and services. By advertising, you can reach decision-makers and purchasers looking to improve their business's profitability and efficiency. Advertise directly to your peers and get noticed by the right audience.

**Contact your sales representative today to learn more about the various options E&M Consulting, Inc. offers to reach air cargo professionals!**



**3,500+**

THERE ARE MORE THAN 3,500 REGISTERED FREIGHT FORWARDERS IN THE UNITED STATES ALONE.

**100,000+**

THE INDUSTRY EMPLOYS OVER 100,000 PEOPLE, WITH THOUSANDS OF OFFICES WORLDWIDE.

**30%**

WHILE AIR CARGO REPRESENTS LESS THAN 5% OF FREIGHT FLOWN BY VOLUME, THE SEGMENT REPRESENTS 30% OF GLOBAL SHIPMENT VALUE.



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