

ghi GROUND HANDLING
INTERNATIONAL

MEDIA KIT 2024



WHY GROUND HANDLING INTERNATIONAL?



Now in its third decade of publication, Ground Handling International continues to lead the field in terms of content, comment and conference organisation. Drawing on a wealth of industry experience, it has become the industry benchmark for senior executives within handling companies, airlines, GSE manufacturers and airports.

Published bi-monthly and available in both paper and digital formats, Ground Handling International covers the increasingly hi-tech world of ramp operations. Some of the areas explored every year include engine Tier levels, equipment pooling, alternative power sources, labour considerations, safety methodology and staff recruitment. Offering a regional focus in every issue, updates from the freight sector, interviews and the latest news from the ramp, whether contract signing, GSE development or industry innovation, each issue provides material from an editorial team well versed in the sector.

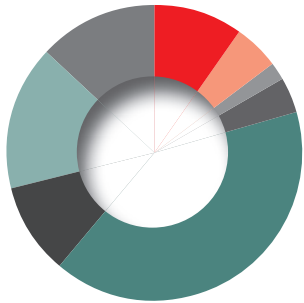
Aside from the publication proper, Ground Handling International serves as the vehicle for six conferences, four of which are regional, with a fifth focussed on ramp safety and the most recent event, which is dedicated to leadership improvement.

Having the right tools for the job is critical in the ground handling business; and having a sector overview is equally vital. Ground Handling International fulfils that requirement.

READERSHIP

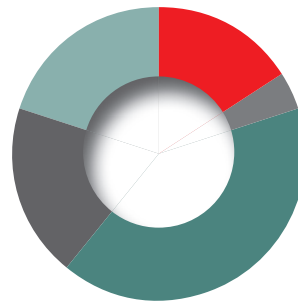
GHI has a Global circulation of 15,485 copies.

REGIONS



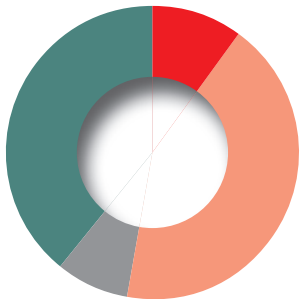
- 10%** Africa
- 5%** Asia
- 2%** Australia & Pacific
- 4%** Central & South America
- 41%** Europe
- 10%** Middle East & North Africa
- 16%** North America
- 12%** S E Asia

SIMPLIFIED REGIONS



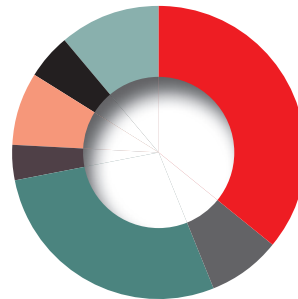
- 16%** North America
- 4%** Central & South America
- 41%** Europe
- 19%** Middle East & Africa
- 20%** Asia Pacific & Australasia

SENIORITY LEVEL



- 10%** Chairman, President, CEO, Partner
- 43%** Department Manager, Project Manager, Supervisor
- 8%** Managing Director, Board Director, Associate
- 39%** VP, Deputy Director, General Manager

CATEGORY



- 36%** Airline
- 8%** Airport/Airport Authority
- 28%** Ground Handler
- 4%** IT Provider
- 8%** Manufacturer (GSE)
- 5%** Manufacturer (Other)
- 11%** Other



WHY ADVERTISE IN GROUND HANDLING INTERNATIONAL?

GHI magazine for over 25 years has delivered the right editorial environment and has championed the ground handling sector.

It is sent to 15,485 key decision makers who are specifically involved in delivering ground handling operations and related services. Ground Handling International is read by senior professionals in over 150 countries worldwide. It has a long standing reputation for editorial excellence and is the market leading magazine for the latest in passenger, ramp and cargo handling.

It is read by senior decision makers in major ground handling companies, airlines and airport authorities.

2024 FEATURES LIST

FEBRUARY

- Preview of Asian GHI Conference
- World analysis: Far East & Australasia
- Aircraft washing & cleaning
- Digitalization
- Cargo matters
- GSE focus: water & toilet services
- GSE focus: hi-lifts & loaders
- Ramp safety

BONUS DISTRIBUTION

15th Asian GHI Conference
5 - 7 March 2024, Kuala Lumpur

APRIL

- World analysis: The Middle East
- Ramp simulation & training
- Cargo matters
- Telematics
- GSE focus: GPU/ASU/ACU
- Ramp safety

BONUS DISTRIBUTION

Airport Show
14 - 16 May 2024, Dubai

JUNE

- Preview of Americas GHI Conference
- World analysis: The US & Canada
- Airport buses
- Digitalization
- Cargo matters
- GSE Focus: PRMs
- GSE Focus: Fleet ownership options
- Ramp safety

BONUS DISTRIBUTION

8th Americas GHI Conference
25 - 27 June 2024, Toronto

AUGUST

- World analysis: Europe
- Cargo matters
- Sustainability
- Preview of GSE Expo, Lisbon
- GSE focus: de-icing/Winter Operations
- GSE focus: the military sector
- Ramp safety

BONUS DISTRIBUTION

GSE Expo
17 - 19 September 2024, Lisbon

OCTOBER

- Preview of African GHI Conference
- World analysis: Africa
- GSE focus: baggage tractors
- Refuelling
- Cargo matters
- GSE focus: ULD developments
- GSE focus: alternative power
- Ramp safety

BONUS DISTRIBUTION

7th African GHI Conference
15 - 16 October 2024, Nairobi

DECEMBER

- World analysis: Latin & Central America
- Digitalization
- Ramp communications
- GSE focus: pushback tractors
- Refurbished GSE
- Equality and inclusion
- Ramp safety
- Preview of Annual GHI Conference

BONUS DISTRIBUTION

25th Annual GHI Conference
3 - 5 December 2024, Barcelona

MAGAZINE ADVERTISING

ON THE PAGE ADVERTISING

Choose from any of the advertisement sizes below and send your message to over 15,485 industry professionals.

RATES ON REQUEST

DOUBLE PAGE SPREAD

type area (h x w) 263 x 396 mm
trim size (h x w) 297 x 420 mm
bleed (h x w) 303 x 426 mm

FULL PAGE

type area (h x w) 263 x 186 mm
trim size (h x w) 297 x 210 mm
bleed (h x w) 303 x 216 mm

FRONT COVER PACKAGES

6 available in 2024. Submit a good quality photograph for consideration. Includes a Full Page advertisement on the Inside Front Cover. RATES ON REQUEST

TWO THIRDS PAGE

type area (h x w) 261 x 120 mm

HALF PAGE VERTICAL

type area (h x w) 263 x 90 mm

HALF PAGE HORIZONTAL

type area (h x w) 130 x 186 mm

LOOSE INSERT

Ensure your product or service information is delivered to over 15,485 key decision makers! Or book one in an issue going to a specific event. RATES ON REQUEST

QUARTER PAGE

type area (h x w) 65 x 186 mm

ONE THIRD PAGE VERTICAL

type area (h x w) 261 x 56 mm

ONE THIRD PAGE HORIZONTAL

type area (h x w) 86 x 186 mm

EDITORIAL RATES

	1 INSERTION			3 INSERTIONS			6 INSERTIONS		
DPS 4 Colour	£12,000	\$17,040	€14,400	£11,400	\$16,188	€13,680	£10,830	\$15,363	€12,982
Full Page 4 Colour	£6,500	\$9,260	€7,795	£5,865	\$8,805	€7,415	£6,180	\$8,350	€7,025
Half Page 4 Colour	£4,385	\$6,490	€5,260	£4,180	\$6,170	€5,015	£3,960	\$5,840	€4,745
2/3 Page 4 Colour	£5,510	\$7,725	€6,615	£5,240	\$7,335	€6,285	£4,960	\$6,950	€5,955
1/3 Page 4 Colour	£3,835	\$5,625	€4,605	£3,650	\$5,345	€4,380	£3,455	\$5,065	€4,145
1/4 Page 4 Colour	£3,300	\$4,495	€3,955	£3,125	\$4,390	€3,750	£3,035	\$4,040	€3,645
Cover Positions	£6,730	\$10,475	€8,075	£6,385	\$9,960	€7,665	£6,090	\$9,435	€7,320

PLEASE SUPPLY YOUR MATERIAL IN ONE OF THE FOLLOWING FORMATS

1 Press optimised/printers' pdfs – advertisements must be properly sized, have all fonts, pictures and logos embedded and originate from high resolution material not less than 300dpi. The advertisement and contents should be CMYK process

colours with no spot colours. A colour proof must be supplied.

2 EPS, jpeg or TIFF files - according to the same resolution and colour requirements as above.

3 Other methods which may be chargeable may be possible by prior arrangement.

Cancellations only accepted in writing 8 weeks prior to the stated advertising copy deadline.

Mark Allen Group standard booking conditions apply (copy available on request).

Ground Handling International is a perfect bound publication.

Advertisements running across the spine should allow for a centre gutter of 6mm to prevent material being hidden by the binding.

WRAPAROUND
Make an impact and promote your company across the cover of the latest issue of GHI!
RATES ON REQUEST



TOP LEVEL CONFERENCES

15TH ASIAN CONFERENCE

KLCC, Kuala Lumpur,
5 - 7 March 2024
asia.groundhandling.com

8TH GHI AMERICAS CONFERENCE

Sheraton Centre, Toronto,
25 - 27 June 2024
americas.groundhandling.com

7TH AFRICAN CONFERENCE

Safari Park Hotel, Nairobi,
15 - 16 October 2024,
african.groundhandling.com

25TH ANNUAL GHI CONFERENCE

CCIB, Barcelona,
3 - 5 December 2024
annual.groundhandling.com



E-BROADCASTS

THERE ARE COST-EFFECTIVE
ONLINE OPPORTUNITIES
WITH GROUND HANDLING
INTERNATIONAL, INCLUDING
FULL TRACKING AND
ANALYTICAL REPORTS.

Do you have a message you want delivered to a particular audience? We have the contacts you need! Ground Handling International will send e-broadcasts on your behalf to a tailored customer base – minimum hassle, maximum gain!

If this is an offer you can't refuse, please contact Marc Young for details and pricings at marc@groundhandling.com

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DIGITAL ADVERTISING

LEADERBOARD BANNER

This is a prime position featured on every page of the website underneath the header, meaning visitors see this before anything else.

SPECIFICATION: (h x w) 90 x 728 pixels

MPU BANNER

This position has the added benefit of being on almost every click-through page. It can be static or animated. Standard banners rotate.

SPECIFICATION: (h x w) 250 x 300 pixels

17,607 | **26,239**
 MONTHLY AVERAGE PAGE CLICKS | MONTHLY AVERAGE PAGE IMPRESSIONS



DIGITAL RATES												
	1 MONTH			3 MONTHS			6 MONTHS			1 YEAR		
Leaderboard Banner	£995	\$1,600	€1,195	£2,540	\$4,140	€3,050	£3,980	\$6,435	€4,775	£4,540	\$7,365	€5,445
MPU Banner	£505	\$795	€610	£1,010	\$1,590	€1,225	£1,685	\$3,650	€2,040	£2,950	\$4,590	€3,570

E-BROADCAST RATECARD			
Series of 1	3-6 MONTHS	6-9 MONTHS	10-12 MONTHS
£4500	£3500	£3000	£2500
\$5850	\$4,550	\$3,900	\$3250
€5040	€3920	€3360	€2800

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A member of



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