

ghi GROUND HANDLING
INTERNATIONAL

MEDIA KIT 2025



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.

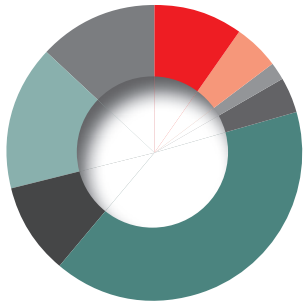
Aside from the publication proper, Ground Handling International serves as the vehicle for six conferences, four of which are regional, with a fifth focussed on ramp safety and the most recent event, which is dedicated to leadership improvement.

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

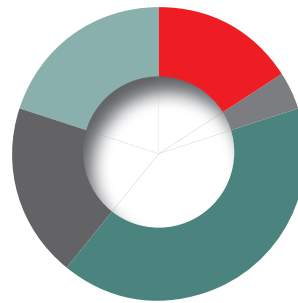
GHI has a Global circulation of 15,485 copies.

REGIONS



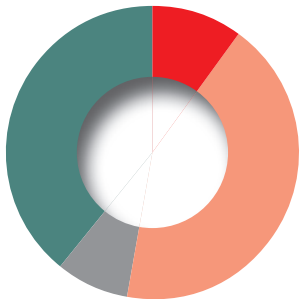
- 10%** Africa
- 5%** Asia
- 2%** Australia & Pacific
- 4%** Central & South America
- 41%** Europe
- 10%** Middle East & North Africa
- 16%** North America
- 12%** S E Asia

SIMPLIFIED REGIONS



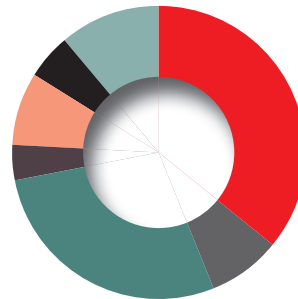
- 16%** North America
- 4%** Central & South America
- 41%** Europe
- 19%** Middle East & Africa
- 20%** Asia Pacific & Australasia

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.

2025 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

16th Asian GHI Conference
18 - 20 March 2025, Da Nang

APRIL

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

BONUS DISTRIBUTION

Airport Show
6 - 8 May 2025, Dubai

JUNE

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

BONUS DISTRIBUTION

9th Americas GHI Conference
3 - 5 June 2025, Orlando

AUGUST

- Preview of African GHI Conference
- World analysis: Africa
- Cargo matters
- Sustainability
- Preview of GSE Expo
- GSE focus: de-icing/Winter Operations
- GSE focus: the military sector
- Ramp safety

BONUS DISTRIBUTION

GSE Expo
16 - 18 September 2025, Las Vegas
8th African GHI Conference
23 - 24 September 2025, Cape Town

OCTOBER

- World analysis: Europe
- GSE focus: baggage tractors
- Refuelling
- Cargo matters
- GSE focus: ULD developments
- GSE focus: alternative power
- Ramp safety
- Preview of Annual GHI Conference
- 30th anniversary of GHI magazine

BONUS DISTRIBUTION

inter airport Europe 2025
7 - 9 October 2025, Munich

BONUS DISTRIBUTION

26th Annual GHI Conference
10 - 12 November 2025, Amsterdam

DECEMBER

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

• MEDIA KIT 2025

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



16TH ASIAN CONFERENCE

Ariyana Convention Centre, Da Nang,
5 - 7 March 2024
asia.groundhandling.com

9TH GHI AMERICAS CONFERENCE

Rosen Shingle Creek Orlando
3 - 5 June 2025
americas.groundhandling.com

8TH AFRICAN CONFERENCE

Century City Conference Centre, Cape Town
23 - 24 September 2025
african.groundhandling.com

26TH ANNUAL GHI CONFERENCE

The Rai, Amsterdam
10 - 12 November 2025
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

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

VIDEO SPONSORSHIP

We offer bespoke video content and options for product demonstrations and interviews.

16,518 | **17,283**
 MONTHLY AVERAGE PAGE CLICKS | MONTHLY AVERAGE PAGE IMPRESSIONS

The screenshot shows the GHI (Ground Handling International) website homepage. At the top, there is a navigation menu with 'Home', 'News', 'Topics', 'Events', and 'Magazine'. A search bar is located in the top right corner. The main content area features a large image of an airport tarmac with a water cannon spraying water. Below this image is a news article titled 'Maastricht Aachen reopens with renovated runway'. To the right of the main image, there are several smaller news snippets under categories like 'CONFERENCES', 'NEWS', and 'INTERVIEWS'. At the bottom of the page, there is a banner for the '6th African GHI Stakeholders' Conference' with a 'Book now' button.

| 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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WWW.GROUNDHANDLINGINTERNATIONAL.COM



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