Global Trade is America’s leading logistics magazine and round-the-clock news website focused on domestic and global expansion processes, logistics efficiencies, site selection, and intelligent banking solutions for U.S. manufacturers that export and big box retailers that import.

Global Trade’s unique brand of vibrant, logistics-oriented journalism addresses the needs of America’s CEOs who are responsible for charting their company’s growth and who have the authority to approve you as their logistics partner, new site location or bank.

The magazine and its 24/7 news website deliver authoritative, logistics-oriented content that engages reader/viewer involvement with our advertisers. The most overlooked aspect of media planning is reader engagement. At Global Trade, we strive for a 360 degree experience with our integrated platform of print and digital editions, mobile apps, website and a host of social media. Our audience of executive decision makers has come to rely on Global Trade as having the flair of a consumer magazine tailored to the specialized needs of today’s U.S.-based CEOs who need to think globally about their logistics needs, including logistics-driven site locations and banking needs.
OUR MISSION

1. Help CEOs at U.S. shippers to maximize market share through their global supply chain by...
2. Putting them in touch with logistics partners and site location specialists like you.

One axiom we’ve discovered again and again through our coverage of the vibrant and accomplished shippers featured in *Global Trade* is that companies established with a founding principle or mission are often the most successful. At *Global Trade*, we’ve seen this first hand. When readers and advertisers see our editorial approach and special reports such as America’s Leading 3PL’s; Best Cities for *Global Trade*; or Why We Love These 20 Ports purposefully written to encourage new partnerships, they know we take our mission statement to heart. We believe this is why *Global Trade* is America’s leading media brand in our field.

As *Global Trade* begins its 6th year, our aim is to double down on connecting our audience of U.S.-based CEOs of shippers with the service providers they need. We’ve built a powerful media brand through our industry-leading print edition and added to it our digital edition, mobile apps and cutting edge web presence that expand the domestic reach of our print product to the global marketplace. Just how powerful is our brand? If you do a Google search of the words “best U.S. cities for global trade”, we occupy the first four organic search results – out of 15 million! Our relentless pursuit to educate the market on the supply chain process has led to our latest endeavor, Global Trade RFP. As the starting place for U.S. shippers looking for logistics partners and site location that can help them grow market share and efficiencies, this new service both educates readers on must know topics and helps them find the logistics and site location partners to take the next step toward their mission, and ours.

– Eric Kleinsorge
*Publisher*
From a media planning perspective, you can be absolutely certain that Global Trade’s editorial content will enhance your ad message. Our CEO readers – the true decision makers who can approve you as their vendor – will be reading your ad in an environment where they are already thinking about their needs and therefore in a receptive mind to the solutions you can provide them.

As you can further research in our audience breakdown, Global Trade has created a powerful, audited distribution of decision makers. When we send our magazine to a small and midsize manufacturers who comprise 98% of all exports, we go to the CEO because in a business that size, he or she will authorize every major vendor decision. As we scale up to the larger operations, we target the vice presidents of Logistics to whom C-suite executives delegate vendor decisions. Additionally, we target senior managers at 3PL’s and forwarders, as this audience also has authority to select new partners along the supply chain for their clients.

Where Global Trade truly excels is in reader engagement, and that added time spent with the magazine translates to additional—and more meaningful—impressions for your advertising message. If your company is in the business of helping U.S. companies grow domestically and worldwide, we can help you reach them and ensure you’ll have their attention.
# DEMOGRAPHICS

**DEMOGRAPHICS SHOWN ARE SUBJECT TO MODIFICATION ON ISSUE-TO-ISSUE BASIS**

## MANUFACTURERS THAT EXPORT (Print)

<table>
<thead>
<tr>
<th>Titles</th>
<th>Number of Employees</th>
<th>Annual Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO and like titles</td>
<td>19,171</td>
<td>$5-25 million</td>
</tr>
<tr>
<td>COO and other C titles</td>
<td>166</td>
<td>$26-100 million</td>
</tr>
<tr>
<td>VP/Director Int’l</td>
<td>555</td>
<td>$100-500 million</td>
</tr>
<tr>
<td>Logistics Management</td>
<td>2,741</td>
<td>$500 million or more</td>
</tr>
<tr>
<td>Other Senior Management</td>
<td>465</td>
<td></td>
</tr>
</tbody>
</table>

Total: 23,098

## 3PLS / FORWARDERS / OTHER LOGISTIC PROVIDERS (Print)

<table>
<thead>
<tr>
<th>Titles</th>
<th>Number of Employees</th>
<th>Annual Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO and like titles</td>
<td>1,984</td>
<td>$5-25 million</td>
</tr>
<tr>
<td>COO and other C titles</td>
<td>3</td>
<td>$26-100 million</td>
</tr>
<tr>
<td>VP/Director Int’l</td>
<td>28</td>
<td>$100-500 million</td>
</tr>
<tr>
<td>Logistics Management</td>
<td>38</td>
<td>$500 million or more</td>
</tr>
<tr>
<td>Other Senior Management</td>
<td>78</td>
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</tr>
</tbody>
</table>

Total: 2,131

## RETAILERS THAT IMPORT / WHOLESALERS (Print)

<table>
<thead>
<tr>
<th>Titles</th>
<th>Number of Employees</th>
<th>Annual Sales Volume</th>
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<tr>
<td>CEO and like titles</td>
<td>2,174</td>
<td>$5-25 million</td>
</tr>
<tr>
<td>COO and other C titles</td>
<td>-</td>
<td>$26-100 million</td>
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<tr>
<td>VP/Director Int’l</td>
<td>5</td>
<td>$100-500 million</td>
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<tr>
<td>Logistics Management</td>
<td>397</td>
<td>$500 million or more</td>
</tr>
<tr>
<td>Other Senior Management</td>
<td>-</td>
<td></td>
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</tbody>
</table>

Total: 2,576

## SITE LOCATION CONSULTANTS (Print)

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<thead>
<tr>
<th>Titles</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Executives</td>
<td>2,790</td>
</tr>
</tbody>
</table>

Total: 2,790

---

**TOTAL PRINT AND DIGITAL: 111,535**

**Print Distribution**

- Manufacturers That Export: 23,098
- Retailers That Import / Wholesalers: 2,576
- 3PLs / Forwarders / Other Logistic Providers: 2,131
- Site Location Consultants: 2,790
- Total Print Distribution: 30,595

**Digital Distribution**

- Website*: 62,000
- Digital Edition*: 6,375
- iPhone App: 3,770
- iPad App: 1,980
- eNewsletter Opt Ins: 6,815
- Total Digital: 80,940

* Average two-month issue period
2018 EDITORIAL PLANNING GUIDE

MAY • JUNE

3PLs: How fully-orbed omni channel programs can grow your market share
3PLs: 3PL Thought Leaders: Meet the executives changing the way you use logistics
Ocean Logistics: Annual Ocean Shipping Issue / Most Effective Container Ports / 2-sided cover!
Air Cargo Logistics: Annual Air Cargo Shipping Issue / 2-sided cover!
Site Locations: California Global Trade: The cities and counties that want to work with you

Banking: Using SBA loans to grow your exports
Business Travel: The blurring distinction between Business and First Class international travel

SPACE RESERVATIONS
SALES: APRIL 3
MATERIALS: APRIL 4
MAILS: APRIL 13

JULY • AUGUST

3PLs: Baby, it's cold inside: Our annual cold-chain strategies report
Ocean Logistics - Ports: How the smart “big box” retailers leverage their ports and carrier services
Ocean Logistics - Carriers: The best in RORO
Air Cargo Logistics: Required due diligence on your forwarder's air cargo logistics plan
Site Locations: Best states for technology-driven manufacturing: A sponsored content op!
Banking: Bank on them: Our picks for the Top 25 Global Banks

Business Travel: Destination Abu Dhabi
Education: Leading MBA Logistics Programs
Logistics Software: What CEOs need to know before you implement a new system

SPACE RESERVATIONS
SALES: JUNE 5
MATERIALS: JUNE 6
MAILS: JUNE 15

SEPTEMBER • OCTOBER  6TH ANNUAL AMERICA'S LEADING 3PLS ISSUE

3PLs: Our 6th Annual America’s Leading 3PLs Issue: The Grandaddy of ‘em All!
Ocean Logistics - Carriers: Green initiatives that can score high marks with shipper's customers
Ocean Logistics - Ports: Annual Pick Your Port Issue
Air Cargo Logistics: Latest technologies for monitoring your perishables
Site Locations: Most business-friendly states for manufacturing

Banking: 7 questions to ask a prospective banker about their global capabilities
Business Travel: Hong Kong’s finest business hotels

SPACE RESERVATIONS
SALES: AUGUST 1
MATERIALS: AUGUST 2
MAILS: AUGUST 10
NOVEMBER • DECEMBER  7TH ANNUAL BEST CITIES FOR GLOBAL TRADE ISSUE

3PLs: Shipping NAFTA: The 3PLs, rail carriers and trucking companies that excel
Ocean Logistics - Ports: The “Great Race” to America’s heartland
Ocean Logistics - Carriers: Why we love these ocean carriers
Air Cargo Logistics: Are you better off working through one carrier or multiple?
Site Locations: Drum roll please... Our 6th Annual Best Cities for Global Trade
Site Locations: Power Up! How utility companies can help power your exports

Banking: Our picks for service-oriented supply chain finance groups
Business Travel: Our readers rate the best biz class airline food
Education: The Global Trade 2019 Survey of Global MBA Programs

SPACE RESERVATIONS
SALES: OCTOBER 9
MATERIALS: OCTOBER 10
MAILS: OCTOBER 19

JANUARY • FEBRUARY 2019  ANNUAL GLOBAL LOGISTICS PLANNING ISSUE: GET THE RIGHT LOGISTICS PARTNERS IN PLACE TO GROW YOUR MARKET SHARE.

PARTICIPATION INCLUDES YEAR-LONG/12 MONTH RFP BUSINESS DEVELOPMENT BENEFITS

3PLs: Assessing your warehousing logistics needs
Ocean Logistics - Ports: How smart shippers are using deep water improvements
Ocean Logistics - Carriers: The new BIG ships
Air Cargo Logistics: Case studies on air cargo solutions
Site Locations: Annual Governor’s Cup: State-by-state review of site incentives for manufacturers

Banking: Factoring export receivables
Business Travel: How Suite it is: A business traveler’s look at NYC’s finer hotel suites

SPACE RESERVATIONS
SALES: DECEMBER 12
MATERIALS: DECEMBER 13
MAILS: DECEMBER 21

MARCH • APRIL 2019

3PLs: Kitting/assembly and other inventory-managed services
Ocean Logistics - Ports: On dock rail connections
Ocean Logistics - Carriers: Use your carrier’s ops team to speed up your project cargo
Air Cargo Logistics: If days count, how about hours?... Sourcing the best carrier /airport connections
Site Locations: TEXPORTS: Texas cities and counties that are bullish on trade -- and your company

Site Locations: Evaluate your short list for streamlining your supply chain
Banking: Best Middle East Banks
Business Travel: Europe’s best executive hotel rewards programs

SPACE RESERVATIONS
SALES: FEBRUARY 5
MATERIALS: FEBRUARY 6
MAILS: FEBRUARY 15

NOTE: *All Fractional ad space reservations will be due two weeks prior to listed Full Page deadlines. *All editorial is subject to change by editor and/or publisher.
WHY REACH CEOs?

Global Trade is the only magazine in our industry that specifically focuses on reaching CEOs. Why? A staggering 98% of all exporters are small to mid-sized companies (SMEs) where CEOs tend to be very hands on and approve all key logistics vendors and new site locations. Once they make that decision, they will have point people in their organization implement it but make no mistake, it’s the CEO who approves logistics vendors and new site locations.

CONTROLLED VS. REQUESTED

Because CEOs are the ultimate decision makers – and are drilling down on every aspect of their company to grow their global market share— we made the decision early on to establish Global Trade as a controlled circ magazine. As such, we can best control by company size, SIC code, title and name of the executive who receives Global Trade. As you peruse our BPA audit statement, you will see that at the small to mid-market sized shipper/manufacturers and big box retailers, we reach the CEOs while at the Fortune 1000-size companies, we also include senior logistics execs. We are not interested in chasing paid subs or requested circulation. While those models benefit the magazine publisher through increased revenue and lower postage costs respectively, the problem with requested circ is that you end up having to compromise who you really want to reach who are the CEOs of America’s shippers. The fact that we reach these CEOs by their name on the mailing label ensures that the magazine is delivered right to their desks.
COMMISSION AND CASH DISCOUNTS  Agency commission is 15%. Terms are 2% discount if paid in 10 days; net 30 days on approved accounts. Cash with advertising copy will receive a 5% discount. Past due accounts are subject to 1-1/2% service charge per month. GENERAL RATE POLICY Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. Short rate will be charged when contract is not fulfilled. All advertisements must conform with the publication’s format and meet the necessary mechanical requirements. All advertisements are subject to publisher’s approval prior to insertion. ISSUE AND CLOSING DATES Published bi-monthly. Please see space deadlines. Ad materials are due three business days after the Space deadlines. DESIGN AND PRODUCTION Advertising rates are based on “camera-ready” artwork. Expert design, production and scanning can be arranged and will be charged as follows: Design/Scanning: $200 per hour/$75 per image. DIGITAL REQUIREMENTS Email ads to ads@globaltrademag.com. High resolution PDF format preferred. PhotoShop or Illustrator (include all art, fonts or outline text) files may be accepted. Email files, other than PDFs, should be “Stuffed”.

ISSUE SPACE MATERIALS MAILS
May/June April 3 April 4 April 13
July/August June 5 June 6 June 15
September/October August 1 August 2 August 10
November/December October 9 October 10 October 19
January/February 2019 December 12 December 13 December 21
March/April 2019 February 5 February 6 February 15

DISPLAY ADVERTISING RATES (Black and White) 4-Color Charge: Add $950
Embed company video into Global Trade digital edition for $950

BEST VALUE

<table>
<thead>
<tr>
<th></th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
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<tr>
<td>Full Page</td>
<td>$4,900</td>
<td>$5,400</td>
<td>$5,650</td>
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<tr>
<td>Spread</td>
<td>$7,600</td>
<td>$8,400</td>
<td>$8,800</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,675</td>
<td>$4,050</td>
<td>$4,475</td>
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<tr>
<td>1/2 Page</td>
<td>$2,900</td>
<td>$3,275</td>
<td>$3,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,060</td>
<td>$2,275</td>
<td>$2,380</td>
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</table>

PREMIUM POSITIONS

<table>
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<th></th>
<th>6x</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Inside</td>
<td>$5,875</td>
<td>$6,450</td>
<td>$6,800</td>
</tr>
<tr>
<td>Page 2 &amp; 3</td>
<td>$9,490</td>
<td>$10,500</td>
<td>$11,000</td>
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<tr>
<td>Page 3</td>
<td>$6,375</td>
<td>$7,000</td>
<td>$7,300</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,325</td>
<td>$5,900</td>
<td>$6,200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$6,850</td>
<td>$7,500</td>
<td>$7,800</td>
</tr>
</tbody>
</table>

COMMISSION AND CASH DISCOUNTS  Agency commission is 15%. Terms are 2% discount if paid in 10 days; net 30 days on approved accounts. Cash with advertising copy will receive a 5% discount. Past due accounts are subject to 1-1/2% service charge per month. GENERAL RATE POLICY Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. Short rate will be charged when contract is not fulfilled. All advertisements must conform with the publication’s format and meet the necessary mechanical requirements. All advertisements are subject to publisher’s approval prior to insertion. ISSUE AND CLOSING DATES Published bi-monthly. Please see space deadlines. Ad materials are due three business days after the Space deadlines. DESIGN AND PRODUCTION Advertising rates are based on “camera-ready” artwork. Expert design, production and scanning can be arranged and will be charged as follows: Design/Scanning: $200 per hour/$75 per image. DIGITAL REQUIREMENTS Email ads to ads@globaltrademag.com. High resolution PDF format preferred. PhotoShop or Illustrator (include all art, fonts or outline text) files may be accepted. Email files, other than PDFs, should be “Stuffed”.

PRINTING SPECIFICATIONS
Trim size: 8.125" x 10.5"
Binding: Perfect Bound
Colors: Four-Color Process
Images: 300 dpi

MECHANICAL REQUIREMENTS
(Trim= 8.125" x 10.5" • Live Area=7.125" x 9.5)
Full pg (w/bleed) 8.375” x 10.75”
Full pg (no bleed) 7.125” x 9.5”
Full pg spread (w/bleed) 16.5” x 10.75”
Full pg spread (no bleed) 15.25” x 10.75”
Half pg spread 15.25” x 4.75”
2/3 pg vert. 4.65” x 9.5”
1/2 pg vert. 4.65” x 7.25”
1/2 pg horiz. 7.125” x 4.875”
1/3 pg vert. 2.175” x 9.5”
1/3 pg horiz. 4.75” x 4.875”

GLOBAL TRADE MAGAZINE 2018
9
WEB DISPLAY ADVERTISING RATES & SPECS

THE PERFECT COMPLIMENT TO YOUR PRINT ADVERTISING PLAN

Our ever-growing web presence can capture an expanded audience of shippers and logistics professionals that will perfectly complement your print advertising in Global Trade.

To maximize exposure, all ads on GlobalTradeMag.com appear across all our webpages, and our Super Banner position is oversized to ensure readers sit up and take notice.

UNITS | DIMENSIONS | FILE TYPE | 30,000 VIEWS | 60,000 VIEWS | 90,000 VIEWS | 120,000 VIEWS
--- | --- | --- | --- | --- | --- | ---
RUN OF SITE ADS | | | | | | |
Super Banner | 1280 x 100 | GIF, JPG, 3rd Party | $2,495 | $4,740 | $6,735 | $8,483 |
Banner | 728 x 90 | GIF, JPG, 3rd Party | $2,100 | $3,990 | $5,670 | $7,140 |
Box Ad | 300 x 250 | GIF, JPG, 3rd Party | $1,795 | $3,410 | $4,845 | $6,100 |

RFP PROFILE PAGE SPONSORSHIPS

Global Trade’s online Global Trade RFP system was created to support decision makers when choosing 3PLs, economic development companies, and other logistics providers. Our Global Trade RFP technology offers companies in these fields free profiles that detail the services and coverage areas they offer.

Though free, many service providers choose to get an edge on the competition by sponsoring their profile—after all, this is where top prospects research potential partners, develop a short list, and make decisions for their services. We help promote these profiles by including all of your company’s most valuable decision-supporting assets—videos, white papers, company press releases, display ads linked to internal campaigns, and we’ll even include curated content written by Global Trade over the years.

For our print advertisers, we activate a Request Proposal button that puts our audience in direct contact with your business development department. With the value each of these top-shelf prospective clients could mean to your organization, be sure to make your best effort at getting their business!

NATIVE CONTENT - $2495 + $0.50/word

Good marketing tells a brand’s story, and there’s no more effective way to do that than with content marketing. Work with the professionals at Global Trade to position your company as the experts in your field and generate new business leads.

WHITE PAPERS - $1,495

Thought leadership is one of your best assets when marketing to prospective clients. Our site collects contact information from readers—your top prospects—when they download your white paper as part of their research of your capabilities.

VIDEOS - $4,499

Perhaps the fastest and most effective medium for delivering your selling points to perspective clients, videos are an essential asset to your marketing plans. Position yours on Global Trade’s homepage or as part of your Profile Page sponsorship.

ADVERTISER RATE*
SINGLE PROFILE: $500/MO.
ALL PROFILES: $995/MO.

NON-ADVERTISER RATE*
SINGLE PROFILE: $1395/MO.
*ANNUAL PROGRAM

FOR TECHNICAL QUESTIONS, PLEASE CONTACT ERIC KLEINSORGE AT 214.714.1950 OR EKLEINSORGE@GLOBALTRADEMAG.COM
FOR PLACEMENT INQUIRIES, PLEASE CONTACT YOUR GLOBAL TRADE SALES REP. ALL DIGITAL ADS SHOULD BE SUBMITTED 10 DAYS BEFORE LAUNCH DATE. SET-UP FEES MAY APPLY TO CUSTOM ADS.
DIRECT-RESPONSE EMAIL MARKETING

GLOBAL TRADE OFFERS TENS OF THOUSANDS OF PREMIUM CONTACTS IN THE MANUFACTURING, SHIPPING AND LOGISTICS INDUSTRIES, ALL AVAILABLE TO YOU FOR DEDICATED EMAIL MARKETING.

RATES & SPECS

Dedicated Emails
Contact your Global Trade representative for the latest updated contact counts.

Specs
Our dedicated e-blasts are sent as HTML files. | Max File Size 100kb
* We recommend keeping main copy as text and limiting number of images.

Rate
$300 per 1,000 contacts

Additional Charges (if applicable)
Set-up $295 | Art Charge (optional) $250 | Industry-Select $15 per 1,000 contacts

Available Title
- CEOs of U.S. manufacturers that export
- Senior managers of Logistics/International Operations at retailers that import
- Senior managers of Logistics/International Operations at 3PLs and other logistics providers
- Other senior managers at companies doing business globally

Daily e-Newsletter
Global Trade's daily e-Newsletter offers a single sponsorship per day, so that an advertiser doesn't divide share-of-voice and enjoys maximum impact.

Specs
Size 535 x 55 | File Type GIF, JPG
Max File Size 100k
Max Length & Loops [N/A]

Rate
$995 per each edition

Audience
7,000+ opt-in subscribers

DAILY eNEWSLETTER

YOUR AD HERE

Global Trade Magazine
The Magazine For US Companies Doing Business Globally

CHECK OUT GLOBAL TRADE’S TOP STORIES UPDATED DAILY HERE!

Cyber Threats to Supply Chain on the Rise

Cyber threats to supply chains have become increasingly prevalent due to extensive sharing of ... Read more

Trade’s Central Role in the New Security

India-Iran Port Deal the

Planned Port Capacity Will Be Sufficient in Most of the World

Via Twitter

Via Facebook
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