Growth is never by mere chance; it is the result of forces working together.
WELCOME TO GLOBAL TRADE

GLOBAL TRADE is America’s leading logistics magazine and round-the-clock news website focused on domestic and global expansion solutions, education and tools 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.

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 app, 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.
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 7th 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, GT Connect. 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 helps users find the logistics and site location partners to take the next step toward their mission, and ours.

We look forward to building a successful partnership in 2019.
CIRCULATION OVERVIEW

Print

Manufacturers That Export **14,245**
Retailers That Import / Wholesalers **2,857**
3PLs / Forwarders and other logistics providers **3,536**
Site Location Consultants **2,790**

**TOTAL PRINT DISTRIBUTION 23,428**

Digital

Website Visitors* **68,000**
Digital Edition* **21,540**
iPhone App **4,568**
iPad App **2,150**
eNewsletter eNewsletter Opt Ins **8,130+**

**TOTAL DIGITAL 104,388**

*Average two-month issue period

**TOTAL PRINT & DIGITAL DISTRIBUTION 127,816**
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<th>ANNUAL SALES VOLUME</th>
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<td>Senior Executives</td>
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</table>
What We **Offer**

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.

What’s **Important**

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.
FEATURES

Jan/ Feb
Global Logistics Planning Guide

Mar/Apr
Innovation Game Changers

May/June
Ocean Shipping Issue

July/Aug
Power 50 Ports

Sep/Oct
8th Annual Americas Leading 3PLs issue

Nov/Dec
8th Annual Best Cities for Global Trade
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<tr>
<th>Issue</th>
<th>JAN-FEB</th>
<th>MAR/APR</th>
<th>MAY/JUNE</th>
<th>JULY/AUG</th>
<th>SEP/OCT</th>
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<td>February 12</td>
<td>April 15</td>
<td>June 15</td>
<td>August 15</td>
<td>October 15</td>
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<td>December 13</td>
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<td>April 16</td>
<td>June 16</td>
<td>August 16</td>
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**EDCs: Money Makers**

**Features:**
- Annual Global Logistics Planning Issue
- EDC: Doing business in or relocating to a small town
- EDC: Most Business-Friendly States for Manufacturing
- EDC: 7th Annual Best Cities for Global Trade
- EDC: Texas Elite Cities for Business
- EDC: Shipping NAFTA: The 3PLs, rail carriers, and trucking companies that excel

**3PLs:**
- Handling perishable freight
- 3PLs: 6 women in logistics you should know about
- 3PLs: Shipping NAFTA: The 3PLs, rail carriers and trucking companies that excel
- 3PLs: How shipping and logistics firms solve data inefficiency

**Ocean Logistics/Carriers:**
- The new BIG ships
- 3PL Front runners advancing automation
- Advancing digitization in shipping and the new strides to adapt, not sink
- Alleviating Intermodal Terminal Overload
- Why we love these ocean carriers

**Ports:**
- Top 150 Ports + Reefer Trade Ports
- Top Container Ports
- Top FTZ Listing (with bonus Break Bulk Americas Feature)
- Top Cargo Airports in North America
- Our picks for the Top 25 Global Banks

**Banking:**
- Factoring export receivables
- Ask your banker these global capabilities questions
- Service-oriented supply chain finance groups
- Banking: Service-oriented supply chain finance groups

**Executive Getaways:**
- Executive Getaways: California
- Top Cargo Airports in North America
- Executive Getaways: New York
- Executive Getaways: Business Travel

**Ocean Logistics / Ports:**
- Case studies on air cargo solutions
- Alleviating Intermodal Terminal Overload
- Top container ports
- Trucking Capacity and driver shortages
- East Coast ports & large vessel potential

**Air Cargo Logistics:**
- Top Cargo Airports in North America
- Top Cargo Airports in North America
- Top Cargo Airports in North America
- Top Cargo Airports in North America

**Air Cargo Logistics:**
- Top Cargo Airports in North America
- Top Cargo Airports in North America
- Top Cargo Airports in North America
- Top Cargo Airports in North America

**In Every Issue:**
- Banking on Global Trade • Industry Expertise • Executive Getaways: Business Travel • Datebook: Trade Show Outlook • Education • Dispatches • News Vault
# PRINT AD RATES

## STANDARD AD SIZES

<table>
<thead>
<tr>
<th>Section</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
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<tbody>
<tr>
<td>Full Page</td>
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<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>
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<tr>
<td>2/3 Page</td>
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<td>1/2 Page</td>
<td>$2,900</td>
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<tr>
<td>1/3 Page</td>
<td>$2,060</td>
<td>$2,275</td>
<td>$2,380</td>
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## PREMIUM POSITIONS

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<th>1X</th>
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<td>$6,800</td>
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<tr>
<td>Page 2 &amp; 3 Spread</td>
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<td>Page 3</td>
<td>$6,375</td>
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<td>Inside Back Cover</td>
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<tr>
<td>Back Cover</td>
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<td>$7,800</td>
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### DISPLAY ADVERTISING RATES (Black and White) 4-Color Charge: Add $950

Embed company video into Global Trade digital edition for $950

### 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 contracts are 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 one business day 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. Emailed files, other than PDFs, should be “Stuffed.”
GT’S DIGITAL FOOTPRINT

Global Trade can optimize your digital presence in a variety of ways, including:

- E-Newsletter Sponsorships
- E-Blasts Sponsorships
- Web Advertisements
- Native Posts
- Sponsored Content
- Gt Podcasts
- Social Promotions
- Gt Connect Directory Listings
- White Paper Promotion
Quick and simple access to relevant content is critical to securing and maintaining a robust online presence. Our website is continually updated by exclusive web only content spanning multiple industries and topics.

Global Trade reports on breaking trends, relevant industry conversations and new advancements spurring growth in global trade.

Web ads are a great opportunity to promote your company and build brand awareness to 30,000 unique monthly visitors on GlobalTradeMag.com. For maximum exposure, there are rotating positions available for each of the three ad sizes:

- **Leaderboard** .......................................................... 1280 x 100
- **Rectangle** ........................................................... 300 x 250
- **Banner** ................................................................. 728 x 90

File types accepted: GIF, JPG, 3rd Party
## Digital Advertising Web Banners Pricing

### LEADERBOARD

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<th>Leaderboard</th>
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<td>60,000 impressions</td>
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<tr>
<td>90,000 impressions</td>
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<td>120,000 impressions</td>
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### BANNER

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<tr>
<td>120,000 impressions</td>
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DEDICATED EMAIL MARKETING

A dedicated email is a great vehicle to help promote your company as a thought leader in your field. You can direct logistics professionals to your white papers, videos, case studies, blogs, content and advertising messaging. Our dedicated emails garner a high level of engagement and brand awareness because of our targeted subscriber list of over 30,000 + CEO’s, VPs, Directors, Logistics Management Professionals and other C-level titles.

Sponsors receive the name of all recipients who have clicked through to access full details about them.

PRICE: $4,500

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.

Additional Charges (if applicable)

- Set-up $295
- Art Charge (optional) $250
- Industry-Select $15 per 1,000 contacts

YOUR EMAIL IS SENT TO OUR DATABASE OF 30,000+ SUBSCRIBERS

READERS WHO ALREADY WANT OUR CONTENT = LEAD GENERATION

ASSISTANCE TO MAXIMIZE YOUR EMAIL’S EFFECTIVENESS
Get more exposure for your advertising with Global Trade’s bi-weekly enewsletters. Our newsletters deliver daily GT news and features to reader inboxes, including links to the latest articles, the current edition of GTM and trending articles on globaltrademag.com.

**Audience: 8,130+ Opted In**

**SPECS**
- Size: 600 x 90
- Max Length & Loops [N/A]

**RATE**
- $995 each edition
NATIVE CONTENT

**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 leverage contextual integration and branded content to provide a higher level of engagement with your target audience.

**DElIVERABLES**

- Interview conducted by Global Trade writer with company Executive of your choice
- Editorial created and published on globaltrademag.com
- Full editorial writes to republish on your company blog
- A pre-submitted piece is also available with an 800 word count

**PRICE:** $2,495 + $.50/WORD

GT PODCASTS

**Global Trade podcasts** can help you reach out to new audiences for your business. GTPodcasts can help in building familiarity with our audience. Podcasts are a one-sided medium, but our fun and interactive interviews with logistics executives helps in building effective relationships with the listeners.

**DElIVERABLES**

- 30 minute conversation with the Publisher on 4-5 topics you would like to talk about. These can be developed pre recording and submitted by the company. You’re the expert, we get to pick your brains and make you look good!
- Professionally produced and distributed on our digital channels

**PRICE:** $4,950