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
## 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 &amp; Like Titles</td>
<td>10,538</td>
<td>Up to 99: 7,298</td>
</tr>
<tr>
<td>COO &amp; Other C Titles</td>
<td>666</td>
<td>100-499: 6,199</td>
</tr>
<tr>
<td>VP/Director Int’l</td>
<td>1,555</td>
<td>1000 or More: 1,748</td>
</tr>
<tr>
<td>Logistics Management</td>
<td>1,221</td>
<td>$5-25 Million: 7,652</td>
</tr>
<tr>
<td>Other Senior Management</td>
<td>1,265</td>
<td>$26-100 Million: 4,557</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100-500 Million: 1,695</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$500 Million or More: 1,294</td>
</tr>
</tbody>
</table>

## 3PLs/Forwarders/Other Logistics Providers (Print)

<table>
<thead>
<tr>
<th>TITLES</th>
<th>NUMBER OF EMPLOYEES</th>
<th>ANNUAL SALES VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO &amp; Like Titles</td>
<td>806</td>
<td>Up to 99: 740</td>
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<tr>
<td>COO &amp; Other C Titles</td>
<td>106</td>
<td>100-499: 847</td>
</tr>
<tr>
<td>VP/Director Int’l</td>
<td>1,227</td>
<td>1000 or More: 1,726</td>
</tr>
<tr>
<td>Logistics Management</td>
<td>1,320</td>
<td>$5-25 Million: 652</td>
</tr>
<tr>
<td>Other Senior Management</td>
<td>77</td>
<td>$26-100 Million: 204</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100-500 Million: 311</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$500 Million or More: 964</td>
</tr>
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</table>

## Retailers the Import/Wholesalers (Print)

<table>
<thead>
<tr>
<th>TITLES</th>
<th>NUMBER OF EMPLOYEES</th>
<th>ANNUAL SALES VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO &amp; Like Titles</td>
<td>877</td>
<td>Up to 99: 589</td>
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<tr>
<td>COO &amp; Other C Titles</td>
<td>113</td>
<td>100-499: 445</td>
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<tr>
<td>VP/Director Int’l</td>
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<td>1000 or More: 1,702</td>
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<tr>
<td>Logistics Management</td>
<td>580</td>
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<tr>
<td>Other Senior Management</td>
<td>40</td>
<td>$26-100 Million: 1,016</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100-500 Million: 588</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$500 Million or More: 324</td>
</tr>
</tbody>
</table>

## Site Location Consultants (Print)

<table>
<thead>
<tr>
<th>TITLES</th>
<th>NUMBER OF EMPLOYEES</th>
<th>ANNUAL SALES VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Executives</td>
<td>2,790</td>
<td></td>
</tr>
</tbody>
</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.
### 2019 Editorial Calendar

**6 Issues Each Year**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Deadline</th>
<th>Materials Due</th>
<th>JAN-FEB</th>
</tr>
</thead>
</table>
| 1     | December 12    | December 13   | EDC: Money Makers  
Feature: Annual Global Logistics Planning Issue  
3PLs: Handling perishable freight  
Ocean Logistics/Carriers: The new BIG ships  
Air Cargo Logistics: Case studies on air cargo solutions  
Executive Getaways: California |
| 2     | February 12    | February 13   | Ro/Ro Ports: Top ports efficient in handling Ro/Ro Cargo  
EDC: Texas Logistics Providers You Want To Partner With  
Feature: 3PL Front runners advancing automation  
3PLs: 6 women in logistics you should know about  
Ocean Logistics/Carriers: Advancing digitization in shipping and the new strides to adapt, not sink |
| 3     | April 15       | April 16      | Ports: Top 150 Ports + Reefer Trade Ports  
EDC: Doing business in or relocating to a small town  
3PLs: Supply Chain Management Professionals  
3PLs: In House vs. 3PL: Order Fulfillment Options  
Ocean Logistics/Carriers: Autonomous Shipping  
Ocean Logistics /Ports: Alleviating Intermodal Terminal Overload  
Air Cargo Logistics: Top Cargo Airports in North America  
Banking: Our picks for the Top 25 Global Banks  
Education: Leading MBA Logistics Programs |
| JULY/AUG | June 15 | June 16 | Ports: Power 50 Ports Feature  
EDC: Strategically addressing the issues big cities face  
3PLs: How companies recruit and engage workers of all ages  
Ocean Logistics/Carriers: Blockchain Technology  
Ocean Logistics / Ports: East Coast ports & large vessel potential  
Air Cargo Logistics: Annual Air Cargo Shipping Issue  
Banking: Ask your banker these global capabilities questions  
Executive Getaways: Texas  
Education: Schools attracting and on-boarding SCM talent |
| SEP/OCT | August 15 | August 16 | Ports: Top FTZ Listing (with bonus Break Bulk Americas Feature)  
EDC: Most Business-Friendly States for Manufacturing  
3PLs: 7th Annual America’s Leading 3PLs Issue  
3PLs: Agile Supply Chain as a Competitive Advantage  
Ocean Logistics/Carriers: Shippers on Intermodal  
Ocean Logistics / Ports: Trucking Capacity and driver shortages  
Air Cargo Logistics: Amazon Air: The Cost of Free Shipping  
EDC2: How EDC’s are improving their retail environment  
Education: The Talent Plague: A Two-Sided Perspective |
| NOV/DEC | October 15 | October 16 | Ports: Top Container Ports  
EDC: 7th Annual Best Cities for Global Trade  
EDC: Texas Elite Cities for Business  
3PLs: Shipping NAFTA: The 3PLs, rail carriers and trucking companies that excel  
3PLs: How shipping and logistics firms solve data inefficiency  
Ocean Logistics/Carriers: Why we love these ocean carriers  
Ocean Logistics / Ports: 21st Century Seaport Infrastructure  
Banking: Service-oriented supply chain finance groups  
Business Travel: Executive Getaways: New York |

**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>Size</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,900</td>
<td>$5,400</td>
<td>$5,650</td>
</tr>
<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>
</tr>
<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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## PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>6X</th>
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<th>1X</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$5,875</td>
<td>$6,450</td>
<td>$6,800</td>
</tr>
<tr>
<td>Page 2 &amp; 3 Spread</td>
<td>$9,490</td>
<td>$10,500</td>
<td>$11,000</td>
</tr>
<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 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.”
MECHANICAL REQUIREMENTS

Trim size: 8.125" x 10.5"  •  Live Area: 7.125" x 9.5
Perfect Bound  •  Four-Color Process
Images: 300 dpi
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

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Leaderboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,000 images</td>
<td>$2,495</td>
</tr>
<tr>
<td>60,000 images</td>
<td>$4,740</td>
</tr>
<tr>
<td>90,000 images</td>
<td>$6,735</td>
</tr>
<tr>
<td>120,000 images</td>
<td>$8,483</td>
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## RECTANGLE

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Rectangle</th>
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<tbody>
<tr>
<td>30,000 images</td>
<td>$1,795</td>
</tr>
<tr>
<td>60,000 images</td>
<td>$3,410</td>
</tr>
<tr>
<td>90,000 images</td>
<td>$4,845</td>
</tr>
<tr>
<td>120,000 images</td>
<td>$6,100</td>
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</table>

## BANNER

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Rectangle</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,000 images</td>
<td>$2,100</td>
</tr>
<tr>
<td>60,000 images</td>
<td>$3,990</td>
</tr>
<tr>
<td>90,000 images</td>
<td>$3,990</td>
</tr>
<tr>
<td>120,000 images</td>
<td>$7,140</td>
</tr>
</tbody>
</table>
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
BI WEEKLY ENEWSLETTER SPONSORSHIP

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