Global Trade Magazine
Logistics News, Solutions & Tools for Globally Minded Professionals

2022 Media Kit
3PLs • Logistics Software • Banking • Site Selection
Ocean Carriers • Ports • Airports
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 global 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.
A new year provides exciting opportunities to further support the needs of current and prospective partners. As we welcome 2022, our team continues to work behind the scenes identifying and developing business-forward solutions that not only keep up with the changes within the logistics industry and the pandemic but also meet specific client goals and initiatives.

We continue to represent one of Google's top choices for organic global trade-related news and anticipate another year of successes, vertical growth, and mutually beneficial partnerships.
### Circulation Overview

#### Print

<table>
<thead>
<tr>
<th>Category</th>
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<td>Manufacturers That Export</td>
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<tr>
<td>Retailers That Import / Wholesalers</td>
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<td>3PLs / Forwarder</td>
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<tr>
<td>Other Logistic Providers Site Location Consultants</td>
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**TOTAL PRINT DISTRIBUTION 10,004**

#### Digital

<table>
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<td>Digital Edition*</td>
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<td>iPhone App</td>
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<td>eNewsletter Subscribers</td>
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**TOTAL DIGITAL 217,308**

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*2021 Monthly Average

** Includes digital magazine page views, app reader downloads, eblast and enewsletter recipients

**TOTAL PRINT & DIGITAL DISTRIBUTION — 227,312**
### MANUFACTURERS THAT EXPORT/SHIPPERS (PRINT)

<table>
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<tr>
<th>Titles</th>
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<tr>
<td>Logistics Management</td>
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### 3PLS/FORWARDERS/OTHER LOGISTICS PROVIDERS (PRINT)

<table>
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### BCOS (RETAILERS, IMPORTERS, WHOLESALERS) (PRINT)

<table>
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<th>Annual Sales Volume</th>
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<tr>
<td>CEO &amp; Like Titles</td>
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### SITE LOCATION CONSULTANTS (PRINT)

<table>
<thead>
<tr>
<th>Titles</th>
<th>Number of Employees</th>
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</thead>
<tbody>
<tr>
<td>Senior Executives</td>
<td>1,338</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 small and midsize manufacturers who comprise 98 percent of all exports, we go to the CEOs because in a business that size, theys will authorize every major vendor decision. As we scale up to 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**  
Top Supply Chain Trends

**May/June**  
Women in Logistics

**July/Aug**  
Power 50 Ports

**Sep/Oct**  
10th Annual Americas Leading 3PLs issue

**Nov/Dec**  
10th Annual Best Cities for Global Trade
**Global Trade 2022 EDITORIAL PLANNING GUIDE**

**JANUARY/FEBRUARY**
Sales Deadline: December 31  
Materials Deadline: January 10
- **Supplement**: Annual Global Logistics Planning Guide
- **Feature**: Top Manufacturers Supporting Sustainability
- **3PL**: 3PL Supply and Demand: Key Components to Keep Up with Demand
- **Ports**: Heavy-Lift Port Challenges and Trends for 2022
- **EDC**: Annual Governor’s Cup: State-by-State Review of Site Incentives for Manufacturers
- **BONUS CIRCULATION**: RILA LINK 2022, MODEX 2022

**MARCH/APRIL**
Sales Deadline: February 28  
Materials Deadline: March 9
- **Cover**: Top Supply Chain Trends for 2022
- **Supplement**: Top Ocean Carriers of 2021
- **3PL**: All Things Automation: The Do’s and Don’ts of Implementation
- **Trucking**: Top Trucking Companies
- **Banking**: Motor Freight and LTL: Competitive Performance Musts
- **Ports**: Ro Ro Container Spotlight
- **Education**: Workforce Education at Lamar University and Texas A&M
- **BONUS CIRCULATION**: Breakbulk Europe 2022

**MAY/JUNE**
Sales Deadline: April 30  
Materials Deadline: May 10
- **Cover**: Women in Logistics
- **Supplement**: Container Ports Breaking New Records
- **Feature**: Top Robotic Solutions
- **3PL**: Inventory Management: Lessons from 2021
- **Air Cargo Logistics**: Streamlining Pharma Transportation
- **Ports**: Reefer Trade Ports/Intermodal Ports, Plus Cold Storage and Containers: How Automation is Streamlining Shipping

**JULY/AUGUST**
Sales Deadline: June 30  
Materials Deadline: July 10
- **Cover**: Meet the New Leaders in E-commerce
- **Supplement**: Breakbulk Ports and Breakbulk Americas show issue
- **Feature**: Power 50 Ports
- **Site Selection**: Top States for Logistics Infrastructure
- **Trucking**: Trucker Snapshot: Tips on Recruiting Long-Term Employees
- **EDC**: 2022 Port City Review
- **BONUS CIRCULATION**: Breakbulk Americas 2022

**SEPTEMBER/OCTOBER**
Sales Deadline: August 31  
Materials Deadline: September 9
- **Supplement**: 10th Annual America’s Leading 3PLs
- **Feature**: Breakbulk and Liquid Bulk Transporting Tips
- **Trucking**: Last-Mile Logistics: Tips for Success
- **3PL**: How Cold Chain Logistics is Shifting
- **Site Selection**: Navigating International Site Selection
- **Air Cargo Logistics**: What Air Cargo Carriers Should Do for the Holidays
- **Ocean Logistics/Ports**: Autonomous Cargo Ships: Reality or Pipe Dream?

**NOVEMBER/DECEMBER**
Sales Deadline: October 31  
Materials Deadline: November 10
- **Cover**: 10th Annual Best Cities for Global Trade
- **Supplement**: Top Heavy Lift and Project Cargo Freight Forwarders of 2022
- **Workforce/Education**: Top 10 Logistics Companies Exemplifying a Healthy Workplace
- **Feature**: 2022 Port Trends Forecast: Preparing for the Future
- **Site Location**: Texas Elite Cities
- **Ocean Logistics/Carriers**: What Carriers Must Adapt for 2023 Success
Global Trade  

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 global CEOs.

Print Ad Rates

<table>
<thead>
<tr>
<th>STANDARD AD SIZES</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
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<tbody>
<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>
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<tr>
<td>2/3 Page</td>
<td>$3,675</td>
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<tr>
<td>1/2 Page</td>
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<td>$2,060</td>
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<table>
<thead>
<tr>
<th>PREMIUM POSITIONS</th>
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<tr>
<td>Inside Front Cover</td>
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<td>$6,450</td>
<td>$6,800</td>
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<tr>
<td>Page 2 &amp; 3 Spread</td>
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<td>$10,500</td>
<td>$11,000</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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<td>Back Cover</td>
<td>$6,850</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 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 15 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. Emailed files, other than PDFs, should be “Stuffed”.

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PRINT AD SPECIFICATIONS

MECHANICAL REQUIREMENTS

*Trim size:* 8.125” x 10.5”  •  *Live Area:* 7.125” x 9.5”

Perfect Bound  •  Four-Color Process

*Images:* 300 dpi
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 seven ad types:
Dedicated Email Marketing

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

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.
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: 11,233+ Opted In**
GT Podcasts

**Global Trade’s podcasts** can help you reach new audiences for your business and help in building familiarity with our audience. GT Podcasts 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.

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
# Digital Ad Web Banners Pricing

## Digital Ad Rates

<table>
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<th>HOMEPAGE ADS</th>
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<td>Footer Pop-up</td>
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<tr>
<td>Article Embed</td>
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## Additional Opportunities

- **Dedicated Email Marketing**: $4,500
- **Bi-Weekly E-Newsletter Sponsorship**: $995 each edition
- **GT Podcasts**: $3,950
- **Native Content**: $2,495 + $.50/WORD
DIGITAL AD SPECIFICATIONS

HOMEPAGE & ARTICLE ADS

- **Mobile Interstitial Pop-Up**: 320 x 400
- **Desktop Interstitial Pop-Up**: 800 x 600
- **Leaderboard**: 1280 x 100
- **Rectangle**: 300 x 250
- **Banner**: 728 x 90
- **Article Embed**: 728 x 90
- **Footer Pop-Up**: 728 x 90

NEWSLETTER SPONSORSHIP

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

EMAIL MARKETING

Our e-blasts are sent as HTML files.

- **Max File Size**: 100kb

We recommend keeping main copy as text and limiting the number of images.

**Additional Charges (if applicable)**

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

**File types accepted:**

GIF, JPG, 3rd Party