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 2023, 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 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>
<th>distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers That Export</td>
<td>3,395</td>
</tr>
<tr>
<td>Retailers That Import / Wholesalers</td>
<td>3,718</td>
</tr>
<tr>
<td>3PLs / Forwarder</td>
<td>1,553</td>
</tr>
<tr>
<td>Other Logistic Providers Site Location Consultants</td>
<td>1,338</td>
</tr>
<tr>
<td><strong>TOTAL PRINT DISTRIBUTION</strong></td>
<td><strong>10,004</strong></td>
</tr>
</tbody>
</table>

### Digital

<table>
<thead>
<tr>
<th>Category</th>
<th>distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Visitors*</td>
<td>93,400</td>
</tr>
<tr>
<td>Digital Edition*</td>
<td>26,345</td>
</tr>
<tr>
<td>iPhone App</td>
<td>26,947</td>
</tr>
<tr>
<td>eNewsletter Subscribers</td>
<td>15,003</td>
</tr>
<tr>
<td><strong>TOTAL DIGITAL</strong></td>
<td><strong>161,695</strong></td>
</tr>
</tbody>
</table>

*2021 Monthly Average

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

** TOTAL PRINT & DIGITAL DISTRIBUTION — **171,709**
## Reader Demographics

### Manufacturers that Export/Shippers (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></td>
<td></td>
</tr>
<tr>
<td>COO &amp; Other C Titles</td>
<td>2,846</td>
<td></td>
</tr>
<tr>
<td>VP/Director Int’l</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logistics Management</td>
<td>132</td>
<td></td>
</tr>
<tr>
<td>Up to 99</td>
<td>2,624</td>
<td>Up to $20 Million</td>
</tr>
<tr>
<td>100-499</td>
<td>346</td>
<td>$21-100 Million</td>
</tr>
<tr>
<td>500-999</td>
<td>79</td>
<td>$100-500 Million</td>
</tr>
<tr>
<td>1,000 or More</td>
<td>354</td>
<td>$500 Million or More</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>657</td>
<td></td>
</tr>
<tr>
<td>COO &amp; Other C Titles</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>VP/Director Int’l</td>
<td>457</td>
<td></td>
</tr>
<tr>
<td>Logistics Management</td>
<td>393</td>
<td></td>
</tr>
<tr>
<td>Up to 99</td>
<td>453</td>
<td>Up to $20 Million</td>
</tr>
<tr>
<td>100-499</td>
<td>187</td>
<td>$21-100 Million</td>
</tr>
<tr>
<td>500-999</td>
<td>76</td>
<td>$100-500 Million</td>
</tr>
<tr>
<td>1,000 or More</td>
<td>1,152</td>
<td>$500 Million or More</td>
</tr>
</tbody>
</table>

### BCOS (Retailers, Importers, 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>808</td>
<td></td>
</tr>
<tr>
<td>COO &amp; Other C Titles</td>
<td>196</td>
<td></td>
</tr>
<tr>
<td>VP/Director Int’l</td>
<td>1,913</td>
<td></td>
</tr>
<tr>
<td>Logistics Management</td>
<td>801</td>
<td></td>
</tr>
<tr>
<td>Up to 99</td>
<td>625</td>
<td>Up to $20 Million</td>
</tr>
<tr>
<td>100-499</td>
<td>1,012</td>
<td>$21-100 Million</td>
</tr>
<tr>
<td>500-999</td>
<td>330</td>
<td>$100-500 Million</td>
</tr>
<tr>
<td>1,000 or More</td>
<td>903</td>
<td>$500 Million or More</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></td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></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 small and midsize manufacturers who comprise 98 percent of all exports, we go to the CEOs because in a business that size, they 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
## 2023 EDITORIAL PLANNING GUIDE

### JANUARY/FEBRUARY
Sales Deadline: January 15  
Materials Deadline: January 20  
- **Supplement:** Annual Global Logistics Planning Guide  
- **Feature:** Sustainability Trends for 2023  
- **3PL/Trucking:** Trends Shaping the Logistics Industry in 2023  
- **Port Feature:** Dry Bulk Port Challenges and Trends for 2023  
- **Air Cargo Logistics:** 2023 Air Cargo Trends & Predictions  
- **Banking:** Finance Trends for 2023  
- **BONUS CIRCULATION:** RILA/Promat

### MARCH/APRIL
Sales Deadline: March 15  
Materials Deadline: March 20  
- **Supplement:** 1st Annual 2023 Logistics and Supply Chain Technology Guide  
- **Feature:** Supply Chain & Logistics Technology: Companies to Watch in 2023  
- **3PL/Trucking:** Delivery Technologies and How They are Changing the Supply Chain  
- **Air Cargo Logistics:** Air Cargo Transport: Why Forecasting Should Be at the Top of Your Planning  
- **Banking:** The Intersection of Sustainability and Bottom Line Performance  
- **Ocean Logistics/Ports:** Ocean Carriers Ro/Ro Update  
- **BONUS CIRCULATION:** Breakbulk Europe

### MAY/JUNE
Sales Deadline: May 15  
Materials Deadline: May 20  
- **Supplement:** Container Ports  
- **Feature:** Women in Logistics  
- **3PL/Trucking:** From Farm to Container: Optimizing Agricultural Supply Chain  
- **Air Cargo Logistics:** Air Freight Logistics Strategies  
- **Ocean Logistics/Ports:** Container Ports Breaking New Records  
- **Banking:** Top Banks for Global Trade 2023  
- **Workforce Education:** Increasing Diversity in the Supply Chain  
- **Technology:** Greater Digital Connectivity to Prevent Food Supply Challenges

### JULY/AUGUST
Sales Deadline: July 15  
Materials Deadline: July 20  
- **Supplement:** Breakbulk  
- **Feature:** Trade Frictions Effects on Businesses’ Operational Performance  
- **Port Feature:** Power 50 Ports  
- **Technology:** Understanding the Freight Industries Digital Future  
- **3PL/Trucking:** How Recent Economic Conditions are Affecting Truckload Rates  
- **Workforce Education:** Driver Shortage: How to Recruit and Retain  
- **Banking:** Supplier Finance  
- **BONUS CIRCULATION:** Breakbulk Americas

### SEPTEMBER/OCTOBER
Sales Deadline: September 15  
Materials Deadline: September 16  
- **Supplement:** America’s Leading 3PLs  
- **Feature:** 11th Annual America’s Leading 3PLs Issue.  
- **EDC Feature:** Navigating International Site Selection  
- **3PL/Trucking:** Automations’ Effects on the Delivery Process  
- **Technology:** Top Trends Boosting the Industry Demand Through 2026  
- **Air Cargo Logistics:** Holiday Prep: What Air Shippers Can Do Now to Prepare for the Holiday Season  
- **Banking:** Trade Finance Experts: What you Should Know When Selecting

### NOVEMBER/DECEMBER
Sales Deadline November 15  
Materials Deadline: November 20  
- **Supplement:** RILA Supplement  
- **Feature:** 2023 Best Cities for Global Trade  
- **Feature 2:** Looking back: Global Trade’s Best Cities throughout the last decade  
- **3PL/Trucking:** Economy Slows while Supply Chain is Still Heating Up  
- **Ocean Logistics/Carriers:** Lessons from the Year: What Carriers Must Adapt for 2024  
- **Port Feature:** 2024 Ports Update
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

#### 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>
</tr>
</tbody>
</table>

#### PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
</tr>
</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>

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 1.52% 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 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.”
PRINT AD SPECIFICATIONS

- **Full Page (bleed)** 8.375" x 10.75"
- **Full Page (no bleed)** 7.125" x 9.5"
- **Full Page Spread (bleed)** 16.5" x 10.75"
- **Full Page Spread (no bleed)** 15.25" x 10.75"
- **Half Page spread** 15.25" x 4.75"
- **2/3 Page vert.** 4.65" x 9.5"
- **Half Page vert.** 4.65" x 7.25"
- **Half Page horiz.** 7.125" x 4.75"
- **1/3 Page vert.** 2.175" x 9.5"
- **1/3 Page horiz.** 4.75" x 4.875"

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
Digital Advertising
Web Banners

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:
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.
Bi-Weekly Enewsletter Sponsorship

Get more exposure for your advertising with Global Trade's bi-weekly enewsletters. Our newsletters deliver daily CT news and features to reader inboxes, including links to the latest articles, the current edition of GTM and trending articles on globaltrademag.com.

Audience: 15,006+ 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. Podcasts are a one-sided medium, but our fun and interactive interviews with logistics executives helps in building effective relationships with the listeners.

DELIBERABLES
- 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.

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

File types accepted:
GIF, JPG, 3rd Party

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

Additional Charges (if applicable)
Set-up ................................ $295
Art Charge (optional) ............ $250
Industry-Select .................. $15 per 1,000 contacts
## Digital Ad Web Banners Pricing

### Digital Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>Best Value</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>90,000 Impressions</td>
<td>60,000 Impressions</td>
<td>30,000 Impressions</td>
</tr>
<tr>
<td><strong>HOMEPAGE ADS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interstitial Pop-Ups</td>
<td>$7,995</td>
<td>$5,495</td>
<td>$2,995</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$6,735</td>
<td>$4,740</td>
<td>$2,495</td>
</tr>
<tr>
<td>Rectangle</td>
<td>$4,845</td>
<td>$3,410</td>
<td>$1,795</td>
</tr>
<tr>
<td>Banner</td>
<td>$3,990</td>
<td>$3,990</td>
<td>$2,100</td>
</tr>
<tr>
<td><strong>ARTICLE-PAGE ADS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Footer Pop-up</td>
<td>$5,875</td>
<td>$6,450</td>
<td>$2,495</td>
</tr>
<tr>
<td>Article Embed</td>
<td>$5,875</td>
<td>$6,450</td>
<td>$2,495</td>
</tr>
</tbody>
</table>

### Additional Opportunities

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