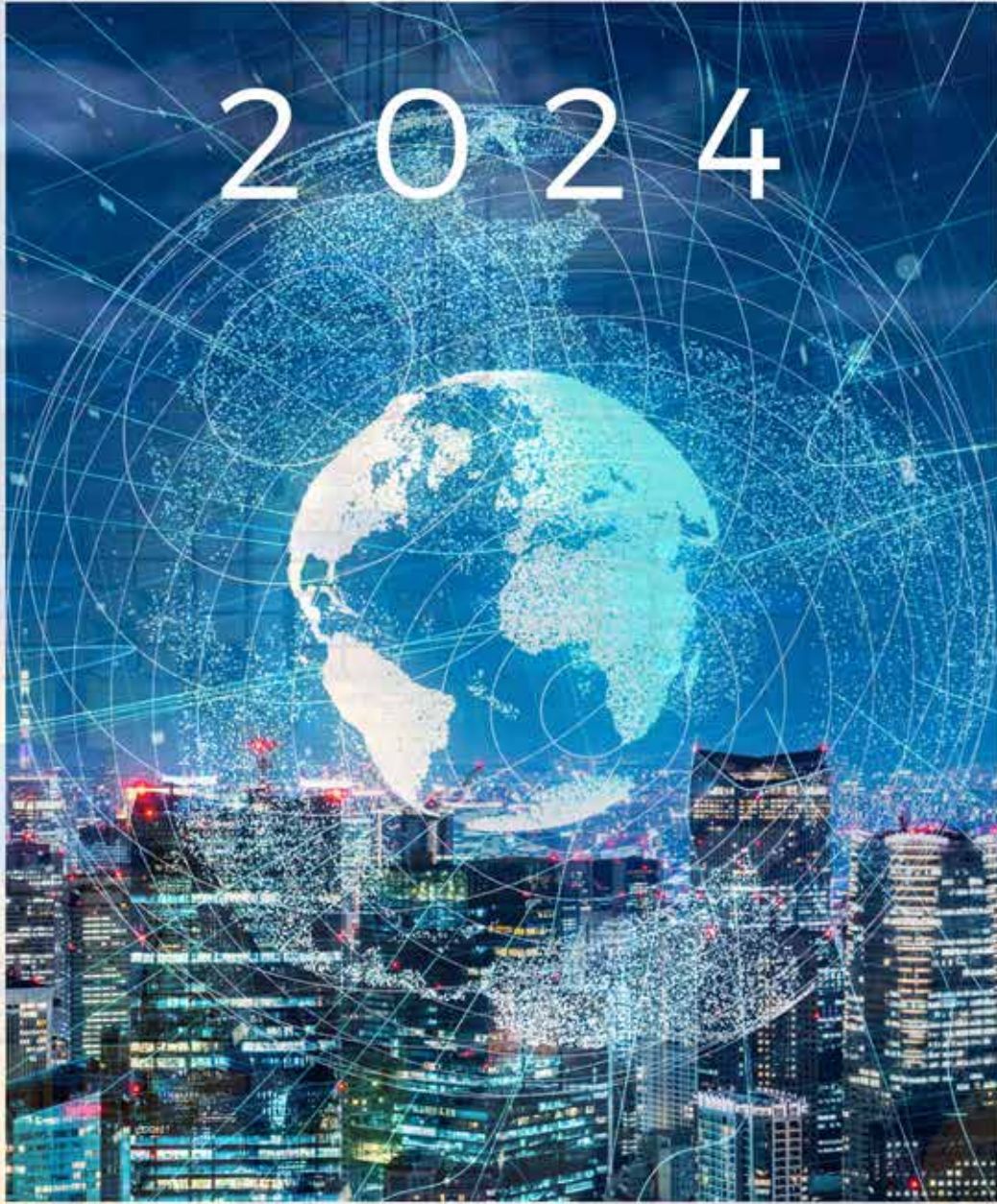


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MEDIA KIT

2024



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GROWTH IS NEVER
BY MERE CHANCE; IT
IS THE RESULT OF
**FORCES WORKING
TOGETHER.**

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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.

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A NOTE FROM PUBLISHER **BRET RONK**



A new year provides exciting opportunities to further support the needs of current and prospective partners. As we welcome 2024, 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.

Bret Ronk, Publisher

Global Trade

The Magazine for US Companies Doing Business Globally

Global Trade Magazine is a Bi-Monthly business magazine serving the information needs of C-level executives in charge of multinational companies that reside in the United States. Global trade has become America's leading logistics magazine that provides around the clock news from the **Globaltrademag.com** website. Ranked #1 by Google, Global trade provides information on expansion solutions, education and tools for U.S. manufacturers that export and box box retailers that import.

Global Trade Magazine's circulation is a strategic combination of Direct Request, Qualified non-request and Digital.

Circulation Overview

Print

Manufacturers That Export / Shippers	3,970
Retailers That Import / Wholesalers / BCO's	3,957
3PLS / Forwarders.....	1,890
Other Logistic Providers / Site Selection Consultants.....	1,338

TOTAL PRINT DISTRIBUTION 11,155

Digital

Manufacturers That Export / Shippers	17,713
Retailers That Import / Wholesalers / BCO's	14,330
3PLS / Forwarders.....	2,970
Other Logistic Providers / Site Selection Consultants.....	1,417

TOTAL DIGITAL 36,430

**Total Monthly Average*

*** Includes digital magazine page views, app reader downloads, eblasts and newsletter recipients*

PUBLISHER'S SWORN STATEMENT CIRCULATION PROFORMA

2711 LBJ Freeway | Suite 1032 | Dallas, TX 75234

Global Trade's unique brand of vibrant, logistic-oriented journalism addresses the needs of over

100,000 global

C-Level executives

who are responsible for charting their company's growth and who have the authority to approve you as their logistics partner.



For 9 years and going!

TOTAL PRINT & DIGITAL DISTRIBUTION - 47,558

Affidavit: We hereby make oath and say all data in this statement are true.

Eric Kleinsorge, Owner
Corresta Galaviz, Business Manager



Sworn Statement by:
Bret Ronk, Publisher

Date signed:
January 15, 2023

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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 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.



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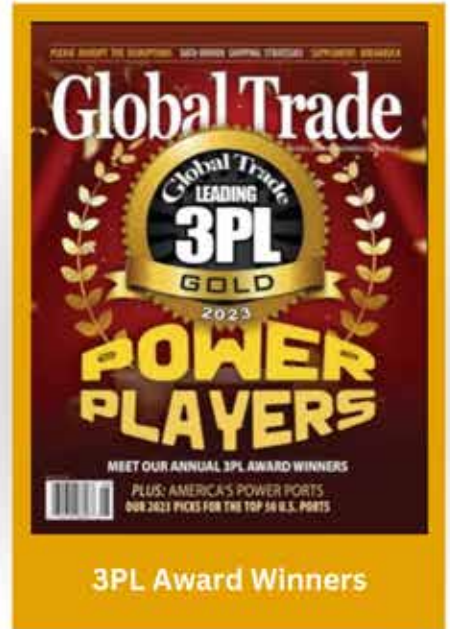
FEATURES



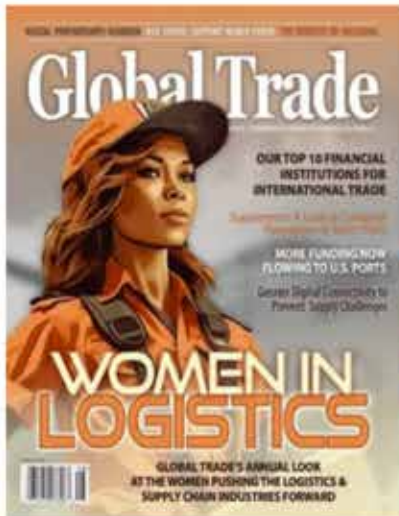
Logistics Planning Guide



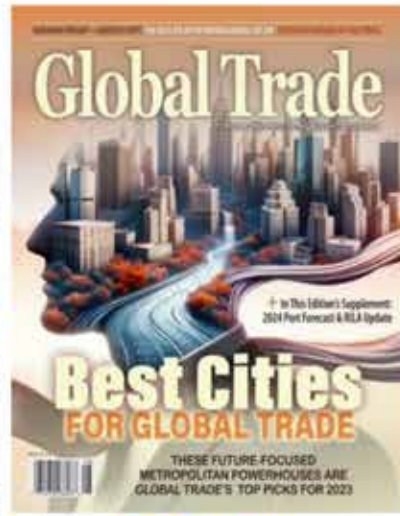
Logistics & Supply Chain Technology Guide



3PL Award Winners



Women in Logistics



Best Cities for Global Trade

Global Trade

2024 EDITORIAL PLANNING GUIDE

WINTER

- **Supplement/Cover:** Annual Global Logistics Planning Issue: Get the Right Logistics Partners in Place to Grow your Market Share
- **Feature:** 3 Strategies for Importing Goods from the U.S. to Europe
- **Port Feature:** BreakBulk Europe Preview
- **3PL/Trucking:** How Recent Economic Conditions are Affecting Truckload Rates
- **3PL/Trucking:** Navigating the New Norm – Resiliency, Risk Management and Sustainability
- **Ocean Logistics/Carriers:** Energy Ports (Sustainability)
- **Ocean Logistics/Ports:** American Ports' \$5 Trillion Infrastructure Overhaul
- **Air Cargo Logistics:** U.S. Airports Will Offer Hundreds of Collaborative Opportunities in 2024
- **Banking/E-Commerce:** Supply Chain Finance: Uncertainty in Global Supply Chains is Going to Stay
- **Technology:** Understanding How 3D AI Immersive Mixed Reality and Apple May Transform the Metaverse
- **Workforce/Education:** Investing in Knowledge and Skills: Why It's Never too Late to Start an Apprenticeship
- **Site Location/Site Selection:** Who's Who in Foreign Direct Investment
- **Bonus Circulation/Shows:** Modex 2024, Retail Supply Chain and Logistics 2024, SelectUSA, BreakBulk Europe, AAPA U.S.

Sales Deadline: February 17

Materials Deadline: February 24

SPRING

- **Supplement:** Container Ports
- **Cover:** Women in Logistics
- **Feature:** Republican Sentiment Sours Toward Foreign Investors
- **Port Feature:** Ro-Ro Ports
- **3PL/Trucking:** Global 3PL Market Size Estimated at \$2.1 Billion by 2032
- **3PL/Trucking:** The Future of Delivery Management: In-Scan and Out-Scan of Packages by LogiNext,
- **Ocean Logistics/Carriers:** Project Cargo and Heavy Lift
- **Ocean Logistics/Ports:** The Evolution of Container Chassis Provisioning
- **Air Cargo Logistics:** Air Freight Recovery Could Extend Well into 2024
- **Banking/E-Commerce:** Recession Pressures
- **Banking/E-Commerce:** Six Ways Entrepreneurs Can Use Machine Learning

- to Grow Their Startup
- **Workforce/Education:** Top Universities and Colleges for Logistics and Supply Chain
- **Site Location/Site Selection:** Florida and the Southeast
- **Bonus Circulation/Shows:** IMTS, Home Delivery World

Sales Deadline: May 16

Materials Deadline: May 23

SUMMER

- **Supplement:** Breakbulk Americas preview and Power 50 Ports
- **Cover:** Reimagining How Cities Can Leverage Holistic Platforms for Urban Mobility Solutions
- **Feature:** Why Is it a Good Time to Switch to Sustainable Logistics Practices?
- **Port Feature:** AAPA LATAM Ports
- **3PL/Trucking:** How Better Route Planning Reduces Risk When Shipping Perishable Goods by Sienna Johns,
- **3PL/Trucking:** Understanding How Connected Vehicles & Fleets Can Protect Data Privacy by Sumit Chauhan
- **Ocean Logistics/Carriers:** BreakBulk Carriers/BreakBulk Americas Preview: Shipping Lines Only
- **Ocean Logistics/Ports:** FCL vs LCL Shipping: Things to Consider
- **Air Cargo Logistics:** Inland Ports of North America
- **Banking/E-Commerce:** Cross-Border Payments to Transform Financial Industry, Ushering Best-in-Class Experiences for Clients
- **Technology:** The Benefits of Barcode Scanning for Warehouses
- **Site Location/Site Selection:** Utilities and Their Impact on Site Selection
- **Bonus Circulation/Shows:** RILA 2025, BreakBulk Americas, AAPA LATAM

Sales Deadline: August 15

Materials Deadline: August 22

FALL

- **Supplement:** Supply Chain
- **Cover:** 10th Annual Best Cities for Global Trade
- **Feature:** Defending Globalization: Movement of Goods, Services, People, Capital and Ideas
- **Port Feature:** Canadian Ports
- **3PL/Trucking:** The True Cost of Not Automating Your Warehouse

- **3PL/Trucking:** The Role of Supply Chain Management in Improving Access to Healthcare
- **Ocean Logistics/Carriers:** Containers
- **Ocean Logistics/Ports:** How Port Operators are Delivering End-to-End Offerings That Enhance Global Supply Chains
- **Air Cargo Logistics:** The International Air Cargo Association's Annual Sustainability Report
- **Banking/E-Commerce:** Tip Top in Trade Finance
- **Technology:** Unlocking Efficiency: The Future of Warehouse Management
- **Workforce/Education:** Vocational training and its Impact on the Labor Force
- **Site Location/Site Selection:** Texas and The Southwest Region
- **Bonus Circulation/Shows:** RILA/LINK in Orlando and BreakBulk Americas

Sales Deadline: November 14

Materials Deadline: November 18

ANNUAL DIGITAL BUYER'S GUIDE

- **Supplement:** Port Forecast for 2025 (To be reprinted in the Feb/March 2025 issue and available at Breakbulk Europe)
- **Cover:** Global Shift Toward Sustainable Packaging Materials
- **Feature:** Inside America's Manufacturing Boom
- **3PL/Trucking:** Understanding How Connected Vehicles & Fleets Can Protect Data Privacy
- **Air Cargo Logistics:** What Are the Competitive Advantages of Air Cargo?
- **Banking/E-Commerce:** Cross-border Payments to Transform Financial Industry, Ushering Best-in-Class Experiences for Clients
- **Technology:** E-Commerce Logistics Market Report & our Annual Technology Buyer's Guide
- **Workforce/Education:** Online Programs for Logistics, Supply-Chain and Economic development
- **Annual Ports Buyers Guide and Ports Forecast to be reprinted in Winter 2025 Issue.**
- **Sales Deadline: November 25**
- **Materials Deadline: December 1**

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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 SIZES	BEST VALUE					
	6X		3X		1X	
	Print + Digital	Digital Only	Print + Digital	Digital Only	Print + Digital	Digital Only
Full Page	\$4,900	\$2,550	\$5,400	\$2,850	\$5,650	\$2,950
Spread	\$7,600	\$3,950	\$8,400	\$4,375	\$8,800	\$4,575
2/3 Page	\$3,675	\$1,950	\$4,050	\$2,150	\$4,475	\$2,350
1/2 Page	\$2,900	\$1,550	\$3,275	\$1,690	\$3,400	\$1,775
1/3 Page	\$2,060	\$1,075	\$2,275	\$1,185	\$2,380	\$1,250

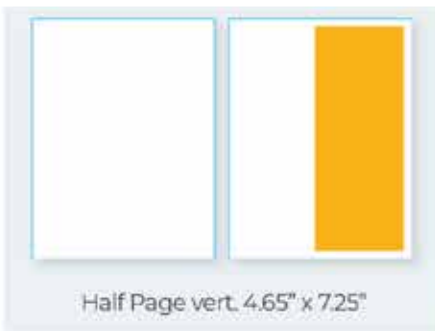
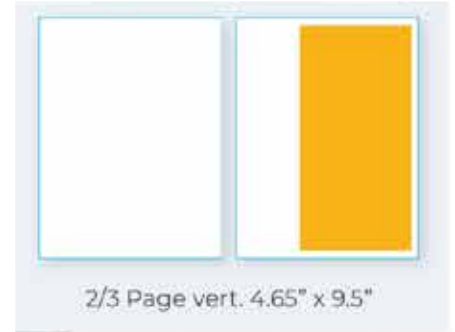
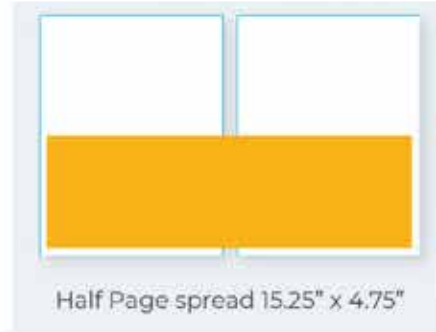
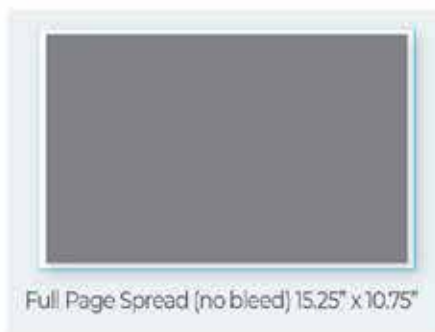
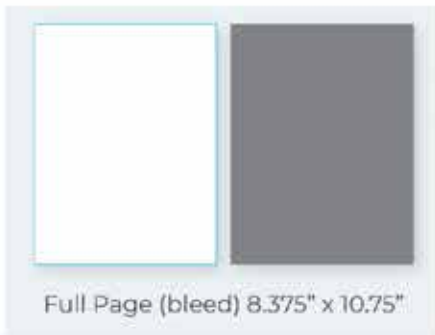
PREMIUM POSITIONS	BEST VALUE					
	6X		3X		1X	
Inside Front Cover	\$5,875	\$3,150	\$6,450	\$3,350	\$6,800	\$3,550
Page 2&3 Spread	\$9,490	\$4,950	\$10,500	\$5,475	\$11,000	\$5,750
Page 3	\$6,375	\$3,350	\$7,000	\$3,650	\$7,300	\$3,825
Inside Back Cover	\$5,325	\$2,790	\$5,900	\$3,075	\$6,200	\$3,250
Back Cover	\$6,850	\$3,575	\$7,500	\$3,950	\$7,800	\$4,750

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 quarterly. Please see 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

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MAXIMIZE YOUR DIGITAL IMPACT

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



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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.



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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, biogs, content and advertising messaging. Our dedicated emails garner a high level of engagement and brand awareness because of our targeted subscriber list of over 25,000 + CEO's, VPs, Directors, Logistics Management Professionals and other C-level titles.



YOUR EMAIL IS SENT
TO OUR DATABASE OF
25,000+ SUBSCRIBERS



READERS WHO ALREADY
WANT OUR CONTENT =
LEAD GENERATION



ASSISTANCE TO
MAXIMIZE YOUR EMAIL'S
EFFECTIVENESS

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BI-WEEKLY E-NEWSLETTER SPONSORSHIP

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

Audience: 15,000+ Opted In



The image shows a preview of a newsletter email. At the top, the Global Trade logo is displayed in orange, with the tagline "Logistics News, Solutions & Tools for Global Trade Professionals" and a Wi-Fi icon. Below the logo, the text reads: "Our top picks in news and content from the day on globaltrademag.com brought to you by **YOUR COMPANY**". A central image shows a person in a blue shirt and cap loading boxes onto a hand truck next to a white delivery van. Below the image, the article title is "5 Key Logistics Trends and Technology Implications for 2019", dated "February 18th, 2019 | Written by Chris Jones". A short introductory paragraph follows, starting with "What an exciting year 2018 was in logistics and transportation management! Many companies started to reach beyond traditional strategies and approaches to take their logistics and transportation capabilities to new levels. Ecommerce continued to grow at record levels and there didn't appear to be the slowdown that many were predicting. There was considerable global trade instability and...". At the bottom of the preview is a "Read More" button.

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GT PODCASTS

Global Trade's podcasts can help you reach 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.

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.

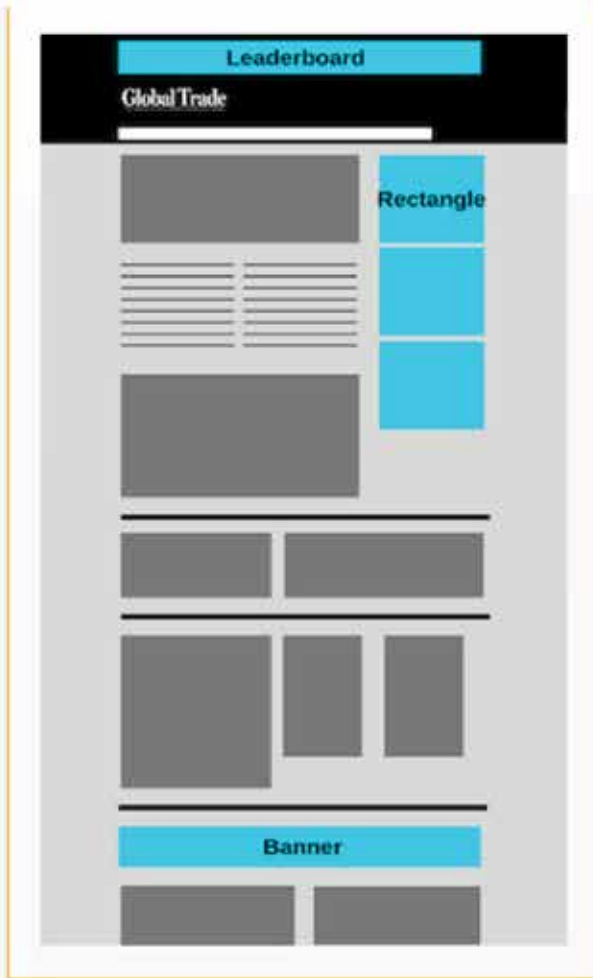
DELIVERABLES

- Interview conducted by Global Trade writer with the 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

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DIGITAL AD SPECIFICATIONS



File types accepted:
GIF, JPG, 3rd Party



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 number of images.

Additional Charges (if applicable)

Set-up \$295

Art Charge (optional) \$250

Industry-Select \$15 per 1,000 contacts

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DIGITAL AD

WEB BANNER PRICING

Digital Ad Rates

	BEST VALUE		
HOMEPAGE ADS	90,000 Impressions	60,000 Impressions	30,000 Impressions
Interstitial Pop-Ups	\$7,995	\$5,495	\$2,995
Leaderboard	\$6,735	\$4,740	\$2,495
Rectangle	\$4,845	\$3,410	\$1,795
Banner	\$3,990	\$3,990	\$2,100
ARTICLE-PAGE ADS	90,000 Impressions	60,000 Impressions	30,000 Impressions
Footer Pop-up	\$5,875	\$6,450	\$2,495
Article Embed	\$5,875	\$6,450	\$2,495

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

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The Magazine for US Companies Doing Business Globally

General Information: info@globaltrademag.com

Print Editorial Inquiries: mcoker@globaltrademag.com

Contributed Content Inquiries:

content@globaltrademag.com;

mcoker@globaltrademag.com

Advertising Artwork: ads@globaltrademag.com

Accounting Inquiries: accounting@globaltrademag.com

EDITORIAL TEAM

Eric Kleinsorge, CEO, ekleinsorge@globaltrademag.com

Bret Ronk, Publisher, bret@globaltrademag.com

Matt Coker, Managing Editor, mcoker@globaltrademag.com

Jay Tim, Web Editor & Writer, content@globaltrademag.com

Jennifer Moreland, Art Director, jmoreland77@gmail.com

Corresta Galaviz, Business Manager,

Corresta@globaltrademag.com

ADVERTISING CONTACTS

Clive Bullard

Associate Publisher

cbullards@cs.com

845-237-0846

Bret Ronk

Publisher

bret@globaltrademag.com

469-778-2606 x7