

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.



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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.

A Note from Publisher **Bret Ronk**



Bret Ronk
Publisher

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

Manufacturers That Export	3,395
Retailers That Import / Wholesalers.....	3,718
3PLs / Forwarder	1,553
Other Logistic Providers Site Location Consultants.....	1,338

TOTAL PRINT DISTRIBUTION 10,004

Digital

Website Visitors*.....	93,400
Digital Edition*.....	142,782
iPhone App.....	26,947
eNewsletter Subscribers.....	13,847

TOTAL DIGITAL 217,308

**2021 Monthly Average*

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

Reader Demographics

MANUFACTURERS THAT EXPORT/SHIPPERS (PRINT) 3,395

TITLES	NUMBER OF EMPLOYEES	ANNUAL SALES VOLUME
CEO & Like Titles2,846	Up to 99.....2,624	Up to \$20 Million.....2,929
COO & Other C Titles..... 79	100-499.....346	\$21-100 Million..... 279
VP/Director Int'l 338	500-999 79	\$100-500 Million186
Logistics Management132	1,000 or More 354	\$500 Million or More 43

3PLS/FORWARDERS/OTHER LOGISTICS PROVIDERS (PRINT) 1,553

TITLES	NUMBER OF EMPLOYEES	ANNUAL SALES VOLUME
CEO & Like Titles 657	Up to 99..... 453	Up to \$20 Million.....5482
COO & Other C Titles..... 46	100-499.....187	\$21-100 Million..... 201
VP/Director Int'l 457	500-999 76	\$100-500 Million326
Logistics Management393	1,000 or More1,152	\$500 Million or More794

BCOS (RETAILERS, IMPORTERS, WHOLESALERS) (PRINT) 3,718

TITLES	NUMBER OF EMPLOYEES	ANNUAL SALES VOLUME
CEO & Like Titles808	Up to 99.....625	Up to \$20 Million..... 4,921
COO & Other C Titles..... 196	100-499.....1,012	\$21-100 Million.....1,276
VP/Director Int'l1,913	500-999 330	\$100-500 Million1,191
Logistics Management801	1,000 or More 903	\$500 Million or More 594

SITE LOCATION CONSULTANTS (PRINT) 1,338

TITLES	NUMBER OF EMPLOYEES
Senior Executives.....	1,338



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.

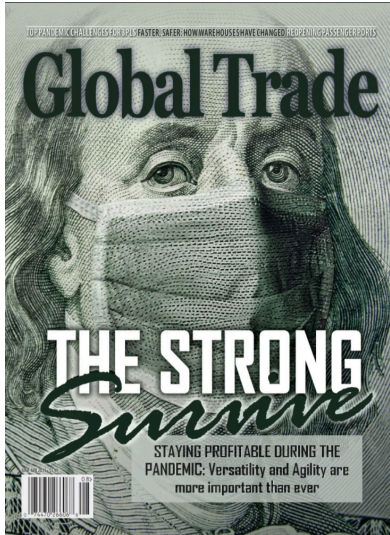
What's Important

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

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



ur 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.

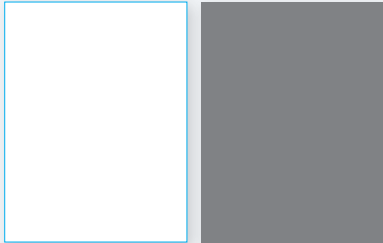
Print Ad Rates

	BEST VALUE		
STANDARD AD SIZES	6X	3X	1X
Full Page	\$4,900	\$5,400	\$5,650
Spread	\$7,600	\$8,400	\$8,800
2/3 Page	\$3,675	\$4,050	\$4,475
1/2 Page	\$2,900	\$3,275	\$3,400
1/3 Page	\$2,060	\$2,275	\$2,380
PREMIUM POSITIONS	6X	3X	1X
Inside Front Cover	\$5,875	\$6,450	\$6,800
Page 2 & 3 Spread	\$9,490	\$10,500	\$11,000
Page 3	\$6,375	\$7,000	\$7,300
Inside Back Cover	\$5,325	\$5,900	\$6,200
Back Cover	\$6,850	\$7,500	\$7,800

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".

PRINT AD SPECIFICATIONS



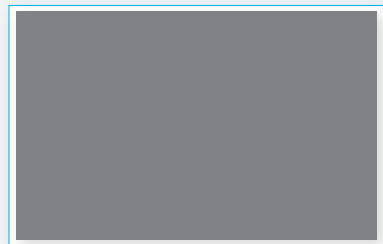
Full Page (bleed) 8.375" x 10.75"



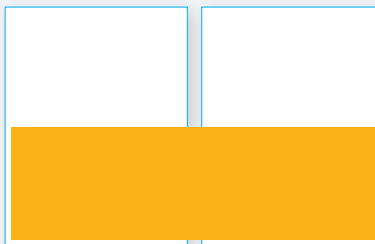
Full Page (no bleed) 7.125" x 9.5"



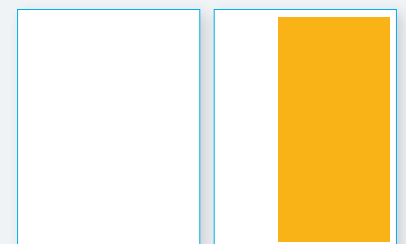
Full Page Spread (bleed) 16.5" x 10.75"



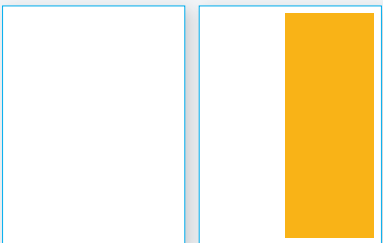
Full Page Spread (no bleed) 15.25" x 10.75"



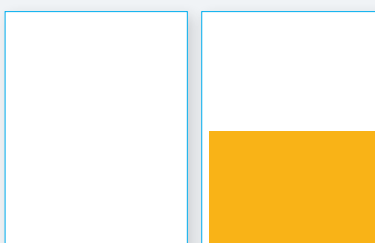
Half Page spread 15.25" x 4.75"



2/3 Page vert. 4.65" x 9.5"



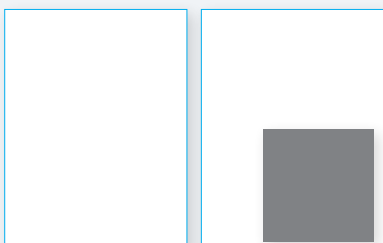
Half Page vert. 4.65" x 7.25"



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

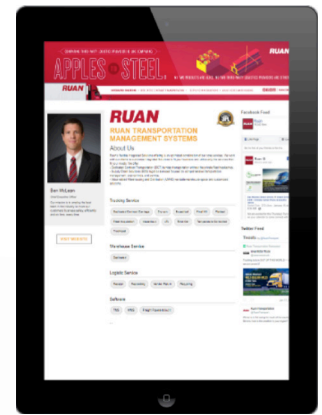
Trim size: 8.125" x 10.5" · **Live Area:** 7.125" x 9.5

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:



Dedicated Email Marketing



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



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 newsletters**. 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

600x90 ENewsletter Banner

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

Our top picks in news and content from the day on globaltrademag.com brought to you by



5 Key Logistics Trends and Technology Implications for 2019
 February 18th, 2019 | Written by Chris Jones

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...

[Read More](#)

Don't Miss the Current Issue!

Global Trade

THAT'S DEEP BRO
 How smart shippers are using deepwater improvements

THE ENVELOPES, PLEASE...
 The winners of the Supply Chain Finance Awards

Global Trade

IN THIS ISSUE
Choose Texas: Best Texas Cities for Business

GLOBAL CITY 2021

All Roads Lead to HOUSTON
 The TEXAS METROPOLIS heads Global Trade's ninth annual list of America's Best Cities for Global Trade, alongside New York & Los Angeles

React, Adapt & Collaborate to Move Freight by Plane

Editors

- [Relocation: Texas, Shipping, LA Attracts Big Companies with An Unmatched Workforce](#)
- [Best States for Manufacturing](#)
- [Know about Industrial Pack 2019?](#)

Follow, Like, Share Global Trade!

GT Podcasts

Global Trade's podcasts can help you reach 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

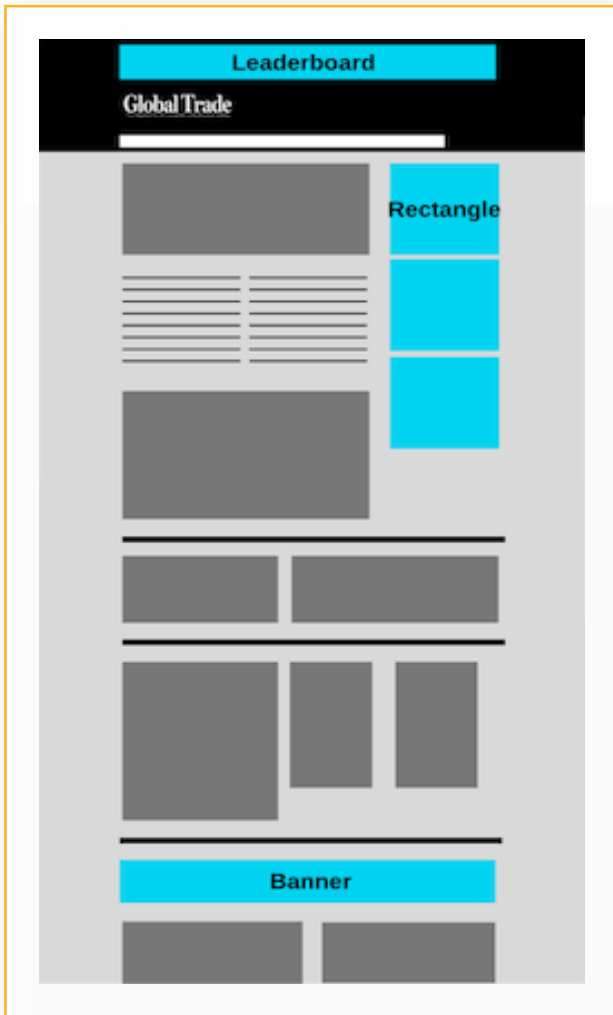
Digital Ad Rates

	BEST VALUE		
	90,000 Impressions	60,000 Impressions	30,000 Impressions
HOMEPAGE ADS			
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			
Footer Pop-up	\$5,875	\$6,450	\$2,495
Article Embed	\$5,875	\$6,450	\$2,495

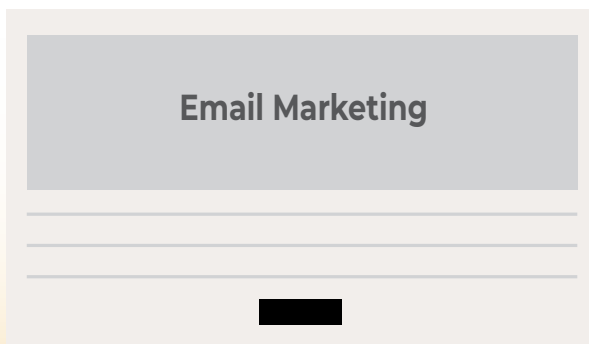
Additional Opportunities

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

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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