EDITOR’S NOTE

The transportation and logistics industry is what knits together the U.S. and global economies. For example, American Trucking Associations says the trucking industry is the U.S. economy’s “lifeblood,” with nearly 71 percent of all the freight tonnage in the United States moved via trucks. But this business is not without its challenges. *Transportation & Logistics International* is a valuable industry platform for emerging and leading companies to voice their opinions and perspectives to their executive peer group.

Industry leaders need a comprehensive publication to keep pace with this dynamic marketplace. *Transportation & Logistics International* is their must-read trade publication to stay abreast of critical issues and trends.

Through our print and digital publications, website, industry associations and independent editorial, *Transportation & Logistics International* keeps logistics executives in the know. Each issue profiles dozens of successful companies in the transport, shipping, supply chain management and logistics sectors, and provides our readers with timely interviews that showcase best practices in efficiency and management.

*Transportation & Logistics International* is the just-in-time vehicle for industry readers who want to read about, reach and influence the top decision-makers in this vital industry.

---

Alan Dorich
Editorial Manager
alan.dorich@tlimagazine.com
@TLimag

---

FOR MORE INFORMATION CONTACT JASON QUAN, SENIOR VICE PRESIDENT,
jason.quan@tlimagazine.com
# CONTENT CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 8</th>
<th>FEATURED SEGMENT</th>
<th>REGIONAL COVERAGE</th>
<th>INDUSTRY TRENDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE 1</td>
<td>Milestones</td>
<td>Canada &amp; Caribbean</td>
<td>Supply Chain Efficiencies</td>
</tr>
<tr>
<td>ISSUE 2</td>
<td>Ports &amp; Marine Infrastructure</td>
<td>Northeast USA</td>
<td>Compressed Natural Gas</td>
</tr>
<tr>
<td>ISSUE 3</td>
<td>Women In Transportation &amp; Logistics</td>
<td>Midwest USA</td>
<td>Technology</td>
</tr>
<tr>
<td>ISSUE 4</td>
<td>Family Businesses</td>
<td>Western USA</td>
<td>Skilled Labor</td>
</tr>
</tbody>
</table>

*Every edition is comprised of individual company profiles pertaining to the transportation, logistics, warehousing, and supply-chain management space. This is the bulk of the publication makeup. Advertorials, paid content, and industry case studies/independent contributions round out the rest.*
READERSHIP BREAKDOWN

GLOBAL REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>79,494</td>
</tr>
<tr>
<td>Canada</td>
<td>34,943</td>
</tr>
<tr>
<td>Caribbean</td>
<td>867</td>
</tr>
<tr>
<td>International</td>
<td>5,105</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>120,409</strong></td>
</tr>
</tbody>
</table>

JOB TITLE

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO, President, Owner, Managing Director, General Manager, Executive Director</td>
<td>30%</td>
</tr>
<tr>
<td>COO, VP Operations, Operations Director, Operations Manager</td>
<td>11%</td>
</tr>
<tr>
<td>Fleet Director, Logistics Manager, Warehouse Manager, Terminal Manager, Zone Manager</td>
<td>25%</td>
</tr>
<tr>
<td>CFO, Financial Principal</td>
<td>3%</td>
</tr>
<tr>
<td>VP Purchasing, Corporate Buyer, Sourcing Manager, Supply Chain Manager</td>
<td>8%</td>
</tr>
<tr>
<td>VP Sales, VP Business Development</td>
<td>4%</td>
</tr>
<tr>
<td>VP Transportation, VP Logistics, VP Warehousing</td>
<td>19%</td>
</tr>
</tbody>
</table>

EMPLOYEE SIZE

<table>
<thead>
<tr>
<th>Size Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 100</td>
<td>52.5%</td>
</tr>
<tr>
<td>100-499</td>
<td>31%</td>
</tr>
<tr>
<td>500-999</td>
<td>10%</td>
</tr>
<tr>
<td>1,000-9,999</td>
<td>4%</td>
</tr>
<tr>
<td>10,000+</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

COMPANY REVENUE

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $100M</td>
<td>26%</td>
</tr>
<tr>
<td>$100M to $499M</td>
<td>54%</td>
</tr>
<tr>
<td>$500M to $999M</td>
<td>16%</td>
</tr>
<tr>
<td>More than $1B</td>
<td>4%</td>
</tr>
</tbody>
</table>

EXECUTIVE OVERVIEW

- Have purchasing or procurement power: 66.5%
- Are key business decision makers and influencers: 85%
- Are in senior management positions: 66.7%
- Are integral to investment opportunities: 96.4%

FOR MORE INFORMATION CONTACT JASON QUAN, SENIOR VICE PRESIDENT, jason.quan@tlimagazine.com

www.tlimagazine.com
CUSTOM PUBLISHING

What is an Executive Business Profile?

• POV perspective from C-Suite Executive
• Fully catered to the client’s needs
• Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practices
• Showcase supply-chain partnerships and/or operational best practices

Print and Digital Presence
Social Media Promotion
Reprints
Dedicated E-Blasts
Video
VALUE-ADD RESULTS

Multiple platform exposure including print, digital, and social

SPECIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER

Reach a broader investment community of directors, private investors and commercial/investment banks

Gain access to Transportation & Logistics International’s comprehensive contact directory for industry-leading and emerging companies

Networking events bring together buyers, sellers and investors

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

www.tlimagazine.com

FOR MORE INFORMATION CONTACT JASON QUAN, SENIOR VICE PRESIDENT, jason.quan@tlimagazine.com
INDUSTRY LEADING COVERAGE

*Covering the “Who’s Who” of the transportation, logistics and warehousing space

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles

COMPANY PROFILES

NOW COURIER
HENKELS & MCCOY
PEAPOD
DUPONT PIONEER
HD SUPPLY
KANSAS CITY SOUTHERN
CHRYSLER GROUP
AEP RIVER OPERATIONS
SOUTHWEST AIR CARGO
HUB GROUP
NUTRISYSTEM
NOVA SCOTIA POWER
MCDONALD’S
AMTRAK
JACK COOPER
FORD MOTOR COMPANY
AIR TRANSAT
VERIZON
GROUPE ROBERT
TRAC INTERMODAL
WALMART CANADA
PORT OF MONTREAL
PACIFIC GAS & ELECTRIC
HOME DEPOT
USG
TRANSPORT INVESTMENTS
FRESH DIRECT
HOT LINE CONSTRUCTION
PPL ELECTRIC
NESTLÉ
BADCOCK FURNITURE
HYUNDAI GLOVIS
SUEZ NORTH AMERICA

PUBLICATION SECTIONS

**Trucking/Freight:** As the main component of the shipping and logistics industry, trucking and freight remain as vital today as it has ever been. This section covers the leading companies in this essential link of the logistics chain.

**Air Cargo:** With increases in fuel costs and other challenges, the air cargo sector has some obstacles to overcome; however, the sector is also poised for tremendous growth. We profile the major firms as well the smaller air cargo carriers that constitute this sector.

**Shipping/Ports:** International logistics depend highly on effective overseas shipping operations. The companies profiled in this section run the cargo ships and sea ports that coordinate these efforts.

**Fleet Management:** Whether it's five vehicles or 5,000, every successful transportation fleet needs to monitor and maximize its assets. From GPS tracking systems to sophisticated fleet management software that logs driver behavior, mechanical systems, fuel consumption and more, this section profiles the companies and products that are on the leading edge of logistical technology.
WHY ADVERTISE

» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

» Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last seven years

» Our research team only targets CEOs, Presidents, Vice Presidents, Owners, and Department Heads. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

» Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers

» Multiple platform exposure through the print, digital, website, and social avenues

» Tangible material to assist in any marketing and business development plan

“Stopping advertising to save money is like stopping your watch to save time.”

HENRY FORD

“Advertising is totally unnecessary. Unless you hope to make money.”

JEF I. RICHARDS

“Advertising is the life of trade.”

CALVIN COOLIDGE
ADVERTISING RATES & SPECS

DIGITAL ADD-ONS

Content Ad + 1/4 Page $950
• 1/2 Page $1,450
Embedded Video + 1/4 Page $1,250
• 1/2 Page $1,550
• Junior Page $1,690
• Full page/DPS $1,790
Slideshow ad + 1/4 Page $990
• 1/2 Page $1,290
• Junior Page $1,375
• Full page/DPS $1,450
Web Window + 1/4 Page $475
• 1/2 Page $525
• Junior Page $675
• Full page/DPS $800
Podcast or Audio $1,230
LeadGen Form + 1/4 Page $1,650
• 1/2 Page $1,790
• Junior Page $1,870
• Full page/DPS $1,950
AdGen Form + 1/4 Page $1,350
• 1/2 Page $1,490
• Junior Page $1,570
• Full Page/DPS $1,650
Leaderboard ad $1,800
Skyscraper ad $2,000

DIGITAL ONLY

E-Blast Full readership $4,500
E-Blast Half Readership $3,500
Bellyband $5,000
Overlay Ad $4,000
Social Media $75 per tweet
Special package $1,500 for 20

For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, PowerPoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. Transportation & Logistics International magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a test file or within the body of an e-mail. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

Terms and Conditions: These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher’s approval of the copy and to the space being available.

The Publisher reserves the right to insert or suspend an advertisement at any time for good cause as it determines in its sole discretion, or in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy must be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to replace existing copy held or to compose “generic” advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement. Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, suits, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the services provided by the Publisher to the Client are hereby excluded. Covers, single insertion orders and profile advertisers are non-cancellable.

Contract Advertising: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancellable), it reimburses any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate. While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher.

Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month on each sum due. For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, PowerPoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. Transportation & Logistics International magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a test file or within the body of an e-mail. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

www.tlimagazine.com
CONTACT US

Editorial Manager
Alan Dorich
alan.dorich@tlimagazine.com

Senior Vice President
Jason Quan
jason.quan@tlimagazine.com

Vice President, Custom Media Solutions
Daniel Bess
daniel.bess@tlimagazine.com

Vice President of Sales
Zach Potter
zach.potter@tlimagazine.com

Web Manager
Dash Blankenship
dash.blankenship@tlimagazine.com

Production Manager
ads@tlimagazine.com

Are you interested in becoming part of Transportation & Logistics International?
If you would like to be profiled in our magazine, please call 312.676.1249 or email jason.quan@tlimagazine.com. If you would like to submit editorial for consideration, please call 312.676.1125 or email john.krukowski@tlimagazine.com. Discounts available for 3x and 6x insertions.

Transportation & Logistics International
150 N. Michigan Ave., Suite 900, Chicago, IL 60601
Phone: 312.676.1100   Fax: 312.676.1101

(Click on buttons below) Please visit Transportation & Logistics International on Social Media