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
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@TLimag
# 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>80,322</td>
</tr>
<tr>
<td>Canada</td>
<td>35,311</td>
</tr>
<tr>
<td>Caribbean</td>
<td>876</td>
</tr>
<tr>
<td>International</td>
<td>5,141</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>121,650</strong></td>
</tr>
</tbody>
</table>

EMPLOYEE SIZE

- 52.5% Less than 100
- 31% 100-499
- 10% 500-999
- 4% 1,000-9,999
- 2.5% 10,000+

JOB TITLE

<table>
<thead>
<tr>
<th>Category</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>

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

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

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

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

www.tlimagazine.com

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER
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

2-Page Spread $16,095
Full-Page $9,495
1/2 Horiz. Spread $9,000
Junior Page $8,295
1/2 Page $6,395
1/4 Page $4,195

Special
Belly Band $9,000
Vendor Focus $9,200

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
Slide show Ad + 1/4 Page $900
• 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
Sky scraper $2,000

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For more information contact Jason Quan, Senior Vice President, jason.quan@tlimagazine.com

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The Publisher reserves the right to omit 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 cancellation 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.

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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 may 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 Publisher 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, costs, 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 service provided to the Publisher by the Client are hereby excluded. Covers, single insertion orders and profile advertisers are non-cancellable.

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Jurisdiction and venue over any claims arising out of this agreement shall be subject to the exclusive jurisdiction of the Circuit Court of Cook County, Illinois.

Readership: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown. If our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is research makeup.

Click here for the digital media kit!
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