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

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# CONTENT CALENDAR

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<th>VOLUME 8</th>
<th>FEATURED SEGMENT</th>
<th>REGIONAL COVERAGE</th>
<th>INDUSTRY TRENDS</th>
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<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>
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<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.*

[For more information contact Jason Quan, Senior Vice President, jason.quan@tlimagazine.com](mailto:jason.quan@tlimagazine.com)
READERSHIP BREAKDOWN

GLOBAL REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Readers</th>
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<tr>
<td>United States</td>
<td>80,322</td>
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<tr>
<td>Canada</td>
<td>35,311</td>
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<tr>
<td>Caribbean</td>
<td>876</td>
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<tr>
<td>International</td>
<td>5,141</td>
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<tr>
<td><strong>TOTAL</strong></td>
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EMPLOYEE SIZE

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

JOB TITLE

- **30%** CEO, President, Owner, Managing Director, General Manager, Executive Director
- **11%** COO, VP Operations, Operations Director, Operations Manager
- **25%** Fleet Director, Logistics Manager, Warehouse Manager, Terminal Manager, Zone Manager
- **3%** CFO, Financial Principal
- **8%** VP Purchasing, Corporate Buyer, Sourcing Manager, Supply Chain Manager
- **4%** VP Sales, VP Business Development
- **19%** VP Transportation, VP Logistics, VP Warehousing

COMPANY REVENUE

<table>
<thead>
<tr>
<th>Revenue Range</th>
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<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>
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</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

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

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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

A Print and Digital Presence
B Social Media Promotion
C Reprints
D Dedicated E-Blasts
E Video
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Multiple platform exposure including print, digital, and social

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ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

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

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» 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.”
JEFF RICHARDS

“Advertising is the life of trade.”
CALVIN COOLIDGE
ADVERTISING RATES & SPECS

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<td>1/4 Page</td>
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| SPECIAL                                      |                                   |                                   |
| Belly Band                                  | $9,000                            | 2 pg Insert $9,000                 |
| Vendor Focus                                | $9,200                            | 4 pg Insert $12,000                |

| DIGITAL OPTIONS                             |                                   |                                   |
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| Enhanced Ad/Animation - Slideshow           | $2,750                            |                                   |
| with video or audio                         | $5,500                            |                                   |
| Digital Belly Band                          | $5,500                            |                                   |

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