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.

Mark Lawton
Chief Editor
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@TLimag
# CONTENT CALENDAR

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<th>FEATURED SEGMENT</th>
<th>REGIONAL COVERAGE</th>
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<td>Family Businesses</td>
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*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>

EMPLOYEE SIZE

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

- 26% Less than $100M
- 54% $100M to $499M
- 16% $500M to $999M
- 4% More than $1B

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

A: Print and Digital Presence
C: Social Media Promotion
D: Reprints
E: Dedicated E-Blasts
F: Video
VALUE-ADD RESULTS

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

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER

Multiple platform exposure including print, digital, and social

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

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

JEFF RICHARDS

“Advertising is the life of trade.”

CALVIN COOLIDGE
ADVERTISING RATES & SPECS

**ADVERTISER FOCUS**
- 2-page Insert: $9,200
- 4-page Insert: $12,000

**1/2 Page Vertical**
- 3.551"w X 9.5"h: $3,560
- Junior Page: $3,800 (non-bleed)

**1/2 Page Horizontal**
- 7.273"w X 4.667"h: $1,290

**Junior Page**
- 4.667"w X 9.5"h: $1,690

**Full Page**
- 7.273"w X 9.5"h: $1,790
- 16.999"w X 11"h: $4,500
- 8.375"w X 10.75"h: $8,300

**2-Page Spread**
- 16.999"w X 11"h: $16,095

**DIGITAL ADD-ONS**
- Content Ad: + 1/4 Page: $500
- Embedded Video: + 1/4 Page: $1,250
  - + 1/2 Page: $1,450
  - + Junior Page: $1,690
  - Full page/DPS: $1,790
- Slideshow 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
- 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: $1,800
- Skyscraper: $2,000

**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 rework any copy or to compose ‘generic’ advertising for the Advertiser. Time shall be of the essence in respect of all deadlines 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. 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.

- The Publisher reserves the right to repeat existing copy held or to compose “generic” advertising for the Advertiser. Time shall be of the essence in respect of all deadlines undertaken by the Advertiser. SLIDE SHOW and single insertion orders and profile advertisers are non-cancellable.

- 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 warranties, guarantees 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.

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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.

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