

{2013}



MEDIA KIT

THE MAGAZINE FOR U.S. COMPANIES DOING BUSINESS GLOBALLY





OUR MISSION

Many business magazines claim to be “required reading.” How boring! *Global Trade* prides itself on being *desired* reading, a major difference. *Global Trade* is an industry fascinated with itself. It has reason to be: at \$18 trillion per year, it’s the world’s largest industry. With so much at stake, *Global Trade* readers have a keen interest in both our articles and advertisers.

Our mission is to educate and entertain our readers on ways to utilize the global marketplace to increase market share and corporate profits, through creative efficiencies in global logistics, banking, joint ventures, outsourcing and expansion opportunities.

Lots of magazines can educate, but when you can also entertain readers at that same time—through snappy content, creative headlines and imaginative photography—then you’ve got a magazine that readers want to spend time with in both its digital and print versions. This extra level of reader involvement inherent in *Global Trade* translates into maximum reader response to your advertising program.

EDITORIAL CONTENT

Three important questions a media buyer should ask concerning the editorial content of a magazine are:

- 1** Do the readers stay with the magazine long enough to read the ads?
 - 2** Does the quality of writing and content leverage the impact of my ad?
 - 3** Is the magazine popular with its readers?
- Global Trade* scores high marks in all three areas. We carefully develop all of our content so that no matter what specific business our readers are in, they can learn vital lessons that are also applicable to their situations. As one CEO put it, "Their challenges become our challenges and their successes become ours, as well."

Extra creativity goes into our business journalism to make all *Global Trade* content entertaining and educational to read. Each article is carefully edited to provide compelling content that engages the reader and allows him to reflect on his own experiences. This is an important intangible that is largely overlooked in media buying today, but more than ever, essential to maximizing readership of your advertisement.

At \$18 trillion a year, global trade represents the largest industry in the world. But it is also very much a community. That's why we source award-winning writers from around the globe who have the ability to make our content come alive for our readers. Executives like reading about how other companies approach a challenge. They want to know about the people behind the issues, who are innovating by exporting to new markets, sourcing overseas, or joint venturing and manufacturing abroad.

We enjoy creating our editorial content, coming up with clever headlines and procuring award-winning, creative photography to accompany articles. All of this works in tandem to make *Global Trade* exciting, entertaining and compelling to read. Here's a sampling of articles developed by our editors:



SEE TOM JUMP THE POND
Tom's shoes makes a splash in Europe

10 UNDER 30
Ten global entrepreneurs under 30 changing the world

GREEN WITH ENVY
Being globally green has its advantages

MAKING OF A GLOBAL BRAND
7 Cargo transportation strategies to increase your market share

HOT EXPORTS
American products the world wants most

ON THE RIGHT TRACK
Why some shippers have high hopes for their rail shipments

SECRETS OF THE RAINMAKER
Winning new customers in some dangerous places

THE SKY'S NO LIMIT
With volume increasing, shippers push airport executives for more space

CAN REEBOK
keep the pace in 120 countries?

GLOBAL RUMMAGE SALE
Exporting products to overlooked markets

THE MIDAS DUTCH
Why more than 1000 U.S. companies work Europe from the Netherlands

COMMOTION IN THE OCEAN
Hazardous material regs have shippers scrambling

LOOK MA, NO HANDS
How Harley Davidson revved up its global sales

LIGHTING THE WAY
How U.S. utility companies can power your exports

PEACH OF A STATE
Why Georgia is attracting exporters and international investment

BLOC PARTY
The old Warsaw Pact is ripe for U.S. investment—if you're patient

GETTING FAMOUS FAST

How these U.S. exporters built brand awareness in no time

IT'S IN THE MAIL

How catalog companies are increasing their global trade

OVER HERE

What makes this guy so good at selling used factories to foreign buyers?

FRANCHISING FRENETICS

Tuning your global supply chain for foreign franchisees

BRAINS AND BRAUN

Should you buy your foreign competitor?

Plus Every Issue Has These Columns and Departments

LAND/AIR/SEA

How cargo transportation strategies can help shippers open new markets and win customers

BANKING ON GLOBAL TRADE

Maximizing your banking relationships

STOPOVERS

Flying and meeting in executive style

SETTING YOUR SITES

In-depth reports on U.S. and global site selection

BILL OF GOODS

Trade talk and gossip from the world's capitals

PAR AVION

The readers write back

GLOBAL TRADE INDEX

Tracking ocean, air, rail and truck carriers

DATEBOOK

Our picks for the best upcoming international trade fairs

LOOKING BACK

Historical look at trade through the ages



**GLOBAL TRADE
IS A 360 DEGREE
MEDIA BUY
OFFERING FULL
PAGE LAYOUTS
IN PRINT AND
DIGITAL VERSIONS
FOR TABLETS AND
SMART PHONES**

- Digital for viewing on PC and Mac tablets
- Print

Some executives prefer to feel a magazine in their hands. They'll read it on the train ride home, or on their next flight, or take it to lunch with them. Either way, they tear out ads and articles, write notes on them and give them to members of their team for follow-up. We get that.

While there will always be something special about holding a magazine in your hands that enhances the reading experience, readers can also source *Global Trade* on their tablets with full-page graphic downloads—exactly as seen in the print magazine—with fast, page-turning capability. Ads come alive with the click of a mouse that either direct the reader to the advertiser's website or enable a company video to pop up with sound. Plus, readers have the ability to instantly email an article or advertisement to a co-worker for follow-up.

And while they're on the go, readers can source *Global Trade* right from their cellular phone by utilizing the *Global Trade* digital edition with touch capabilities.

OUR READERS ARE YOUR TOP PROSPECTS



Global Trade is edited for CEOs and VPs of global operations of U.S.-based companies that source the world looking for ways to increase their international sales, market share and competitiveness. CEOs are increasingly focused on global trade because it's the front line in the battle for market share and profit. If you're not exporting, sourcing overseas, or otherwise competing globally, you're at a significant disadvantage. According to the U.S. Department of Commerce, manufacturers doing business globally are poised to grow the fastest, both domestically and abroad. And that makes them your top prospects for new business development.

Why target CEOs and VPs of global operations at these companies? Because they approve key vendor relationships, chart their company's international growth and have the purchasing authority to do business with you. It is these top executives who:

- Approve who their distribution and logistics partners will be
- Approve which global markets to expand into
- Approve which international banks to use
- Approve where to relocate or open a new facility
- Fly first class and business class on international flights and because they are top management, choose the world's nicest business hotels for their meetings and conventions.

READERS BY STATE

Alaska	35
Alabama	554
Arkansas	276
Arizona	461
California	4226
Colorado	427
Connecticut	636
District of Columbia	38
Delaware	72
Florida	1412
Georgia	834
Hawaii	71
Iowa	494
Idaho	162
Illinois	2091
Indiana	1051
Kansas	391
Kentucky	412
Louisiana	322
Massachusetts	989
Maryland	478
Maine	135
Michigan	1560
Minnesota	1042
Missouri	780
Mississippi	233
Montana	65
North Carolina	1137
North Dakota	91
Nebraska	234
New Hampshire	230
New Jersey	1152
New Mexico	98
Nevada	152
New York	2068
Ohio	2090
Oklahoma	340
Oregon	527
Pennsylvania	1853
Rhode Island	201
South Carolina	397
South Dakota	102
Tennessee	679
Texas	2200
Utah	332
Virginia	659
Vermont	110
Washington	603
Wisconsin	1376
West Virginia	116
Wyoming	26



READERSHIP SURVEY

MANUFACTURER COUNTS BY EMPLOYEE SIZE

50-99	18101
100-249	10802
250-499	3150
500-999	1515
1000-4999	1617
5000-9999	371
10,000+	464

JOB TITLE

CEO, President, Owner, Chairman	71%
CFO, COO	29%

TYPE OF BUSINESS

U.S. Manufacturers that export	100%
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SALES VOLUME

Less Than \$500,000	16
\$500,000 - 1 Million	10
\$1 - 2.5 Million	124
\$2.5 - 5 Million	476
\$5 - 10 Million	2460
\$10 - 20 Million	9881
\$20 - 50 Million	10264
\$50 - 100 Million	3947
\$100 - 500 Million	2862
\$500 Million - \$1 Billion	454
Over \$1 Billion*	947

MANUFACTURERS BY CATEGORY

Food and Related Products	2969	Leather & Leather Products Mfrs	116
Tobacco Products Mfrs	30	Stone Clay Glass & Concrete Prods Mfrs	1260
Textile Mill Products Mfrs	676	Primary Metal Industries Mfrs	1664
Apparel & Other Finished Products-Mfrs	884	Fabricated Metal Products Mfrs	4580
Lumber & Wood Prods Except Furniture Mfrs	1884	Industrial & Commercial Machinery Mfrs	4454
Furniture & Fixtures Mfrs	937	Electronic & Other Electrical Equip Mfr	2311
Paper & Allied Products Mfrs	1233	Transportation Equipment Mfrs	1184
Printing Publishing & Allied Industries	3306	Measuring & Analyzing Instruments-Mfrs	2058
Chemicals & Allied Products Mfrs	1774	Miscellaneous Manufacturing Inds Mfrs	1515
Petroleum Refining & Related Inds Mfrs	417	Wholesale Trade-Durable Goods	662
Rubber & Miscellaneous Plastics Mfrs	1908		

Methodology: Each of these 35,620 companies was independently phone verified by InfoUSA

*Did not respond to sales question 4573



CIRCULATION AND READERSHIP

CIRCULATION SUMMARY

CEOs/Int'l VPs, CFOs and COOs of U.S. manufacturers that export **35,620**

Newsstand Draw **5,555**

Total 41,175

Is your advertising reaching the right decision makers? Are you sure?

Which global markets to export to, which carriers and banks to use, where to build their next facility and where to hold their next global meeting are all decisions made by C-level management. It's not as if a logistics manager wakes up one morning and says, "I think we should be doing business in Ireland or Singapore." Those are decisions made at the CEO level. And as CEOs and VPs of global operations chart their companies' international growth, they choose logistic partners and banks, and approve the locations their companies will operate from. That's the power of *Global Trade* magazine—your ad message becomes part of our readers' global strategy.

Global Trade has a very powerful, audited print distribution of 41,175. Of that, 35,620 copies are read by CEOs and VPs of global operations at the largest U.S.-based manufacturers that export. In fact, by a wide margin, *Global Trade* reaches more CEOs of manufacturers that export than any of our competitors. According to the Department of Commerce, manufacturers that export are among the fastest growing companies in the U.S. Collectively they have the most shipping, banking, facility relocation/expansion, and global travel and meeting needs of any corporate demographic in the U.S. According to U.S. Customs, the 11,000 largest shippers account for more than 70 percent of all U.S. exports. Just winning

a few dozen of these high-volume shippers as new customers can help make your year. So while it's important to reach them—and we do—it's also important to reach the mid-size manufacturers that export, as your sales can grow right along with theirs.

GLOBAL NEWSSTAND CIRCULATION AND THE WEB

Global Trade is sold on major newsstands throughout North America and the world with special emphasis on major trading partners in Europe, Asia, and Latin America. And of course the magazine is available for viewing worldwide at no cost over the Internet on tablets and laptops with ultra-fast page-turning capabilities. Both the global newsstand and digital readership offer essential opportunities for new business development in countries around the world. If you had a global business development team on salary trying to make introductions for your company around the world, the annual cost could easily exceed millions. Our global newsstand reach and tablet readership does that for you for pennies on the dollar.

EDITORIAL PLANNING GUIDE

Jan•Feb 2013 **Bonus Distribution!**

Flex-Bill Option! You can be invoiced in Dec or Jan: your choice
2013 Global Logistics Planning Guide: From 3PL's, carriers, ports and software, everything you need to know

LOGISTICS

RELOCATION & EXPANSION

BANKING ON GLOBAL TRADE

INT'L TRAVEL AND MEETINGS

SPECIAL REPORT

California's best business addresses
New Jersey is bullish on manufacturing
Oklahoma Report: Sooner State Shippers
Funding a new overseas factory
Destination Dubai
Top Foreign Trade Zones

Mar•Apr 2013

LOGISTICS

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INT'L TRAVEL AND MEETINGS

SPECIAL REPORT

How carriers can open new markets for you
Why shippers love these 20 ports
Texports: Why Texas is Tops with Exporters
Advantage South Carolina
Global payment tools
Destination Rio
Doing Business in Germany

June•July 2013

LOGISTICS

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INT'L TRAVEL AND MEETINGS

SPECIAL REPORT

Warehouse Technologies
Refrigerated shipments
Florida sun is shining on manufacturers
Why shippers love Memphis
5 "must" things to ask your bank about its global capabilities
10 things to make sure your int'l meeting is a success
Europe's most employer-friendly hubs

Sept•Oct 2013

LOGISTICS

RELOCATION & EXPANSION

BANKING ON GLOBAL TRADE

INT'L TRAVEL AND MEETINGS

SPECIAL REPORT

Latest technologies in tracking cargo
Shipping to Asia
America's top cities for global trade
Best Distribution Parks
Global Investment Banking
Destination Frankfurt
Manufacturing in Vietnam

Nov•Dec 2013

LOGISTICS

RELOCATION & EXPANSION

BANKING ON GLOBAL TRADE

INT'L TRAVEL AND MEETINGS

SPECIAL REPORT

Revisiting your rail/truck connections
5 things to ask when interviewing a 3PL
Sweet Home Alabama: Why to love the Heart of Dixie
Nebraska has manufacturers cheering "Go Big Red"
Supply Chain Finance Solutions / FX
We rank the world's airlines for int'l first class service
Making the Netherlands your European hub

Jan•Feb 2014

Flex-Bill Option! You can be invoiced in Dec or Jan: your choice!
2014 Global Logistics Planning Guide: From 3PL's, carriers, ports and software, everything you need to know

LOGISTICS

RELOCATION & EXPANSION

BANKING ON GLOBAL TRADE

INT'L TRAVEL AND MEETINGS

SPECIAL REPORT

The Beltway Bonanza
Maximizing the FTZ advantage
Credit Facilities / Project Finance
Destination Budapest
Sourcing through Hong Kong



RATES AND DATES

Tailor your advertising program with *Global Trade* to meet your company's marketing needs. For the same low price, your ad will appear in our print and digital editions, and there are no extra fees! Use *GlobalTrade.com* to reinforce your advertising message with our online audience, and for maximum visibility, take advantage of *Global Trade's* email blast program to speak directly to the executives you need to reach. Be as selective as you like by targeting the states, industries and job titles that match your company's goals.

ISSUE	MAIL DATE	MATERIALS	SPACE
January/February	December 28	December 14	December 12
March/April	February 15	February 1	January 30
June/July	May 3	April 19	April 17
September/October	August 7	July 24	July 22
November/December	October 9	September 25	September 23
January/February	December 28	December 14	December 12

DISPLAY ADVERTISING RATES (Black and White) 4-Color Charge: Add \$950
Embed company video into *Global Trade* digital edition for \$950

	BEST VALUE			
	6x	4x	3x	1x
Full Page	4900	5150	5400	5650
Spread	7600	7975	8400	8800
2/3 Page	3675	3850	4050	4475
1/2 Page	2900	3075	3275	3400
1/3 Page	2060	2160	2275	2380

PREMIUM POSITIONS (INCLUDES 4 COLOR)

Inside Front Cover	5875	6175	6450	6800
Page 2 & 3 Spread	9490	9975	10500	11000
Page 3	6375	6675	7000	7300
Inside Back Cover	5325	5850	5900	6200
Back Cover	6850	7100	7500	7800

WEB RATES

Leaderboard on Home Page
\$1900 per month (non-rotating)

Leaderboard on Jump Pages
\$995 per month (non-rotating)

Skyscraper on Home Page
\$595 (3 rotation max)

Box on Jump Pages
\$395 (3 rotation max)

WEB AD SIZES

Leaderboard 1000 X 125

Skyscraper 320 x 250

Box 244 X 365

EMAIL BLAST RATES

Per Email Rate +
\$950 Processing Fee

Tier 1 3K–10K contacts
1st email = \$0.44 per address. 2nd & 3rd email = \$0.30 per address.

Tier 2 10K–20K contacts.
1st email = \$0.41 per address. 2nd & 3rd email = \$0.28 per address.

Tier 3 20K–35K contacts.
1st email = \$0.37 per address.

2nd & 3rd email =
\$0.26 per address.

Tier 4 35K–50K contacts
1st email = \$0.35 per address. 2nd & 3rd email = \$0.25 per address.

Tier 5 50K–100K contacts
1st email = \$0.30 per address. 2nd & 3rd email = \$0.225 per address

WEEKLY EMAIL BLAST RATES
Banner \$695

PRINTING SPECIFICATIONS

Trim size 8.125" x 10.5"

Binding Perfect Bound

Colors Four-Color Process

Images 300 dpi

MECHANICAL REQUIREMENTS

(Trim= 8.125" x 10.5" • Live Area=7.125" x 9.5)

Full page (w/bleed) 8.375" x 10.75"

Full page (no bleed) 7.125" x 9.5"

2/3 page vert. 4.75" x 9.5"

1/2 page vert. 4.75" x 7.75"

1/2 page horiz. 7.125" x 4.75"

1/3 page vert. 2.375" x 9.5"

1/3 page horiz. 4.75" x 4.875"

Please send all ad materials to our production and advertising office

GLOBAL TRADE MAGAZINE

881 Dover Drive, Suite 100
Newport Beach, CA 92663

Phone 949.650.0431

Fax 949.650.3459

For advertising inquiries, please contact
ads@globaltrademag.com

Content inquiries
content@globaltrademag.com

Ad production inquiries
art@globaltrademag.com

Accounting inquiries
accounting@globaltrademag.com

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 contract is 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 three business 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".

MEET THE MANAGEMENT TEAM



DREW LAWLER
Publisher and Chief Content Officer

Drew has enjoyed a 30-year career in magazine publishing. A graduate of the USC School of Journalism, Drew has launched eight magazines. He is chairman of Abundant Life Media, the parent company of *Global Trade* and publishers of two consumer enthusiast magazines, Pacific Coast Sportfishing and Working Ranch, which mirror two of his passions. He has a knack for finding the right market niche and then giving the readers a product they truly look forward to reading. "Magazines are alive and well and more exciting than ever now that you can publish them digitally and in print. I am thrilled to bring our original team back together to publish *Global Trade*. Without a doubt, it's the world's most dynamic industry and at \$18 trillion, the world's largest."
dlawler@globaltrademag.com



PATRICK DOOLEY
Editor

Patrick graduated from Long Beach State's English, Creative Writing program, having also served as editor of the student-run campus publication. His diverse professional experience includes turns as contributing writer, section editor, account executive, advertising coordinator, director of advertising, editor and publisher. Among his publishing stops are *Union Weekly*, *Saturday Night Magazine* and *District Weekly* where he met *Global Trade* editor-at-large, Will Swaim. Most recently, he founded and published his own advertorial dining guide, *Cuizine*, before leaving to pursue a position at *Global Trade*. "It's a rare opportunity to work with Drew Lawler and Will Swaim on a truly global magazine, and not one I was prepared to pass up." pdooley@globaltrademag.com



HEATHER ANDERSON
Art Director

Heather Anderson is a national award-winning art director whose aesthetic shaped OC Weekly and other Village Voice Media publications, and The District Weekly in Long Beach, California. She has described her work as "an attempt to create real, lasting art that serves the more fundamental, immediate needs of readers for absolute clarity." Former Fortune magazine design chief Robert Newman, now head designer at Real Simple, has called her "one of the three or four best art directors working." ads@globaltrademag.com



LINDA FISH
Photo Editor

Linda Fish graduated from the USC School of Journalism and began her career editing for a chain of business journals before moving into the role as photo editor at World Trade magazine. She has a unique gift for reading an article and coming up with creative, "out of the box" thinking on how to organize a photo shoot. "With an industry as colorful and diverse as *Global Trade*, the possibilities for compelling photography are remarkable." art@globaltrademag.com



GLENN SCHWALLER
Advertising Services

Glenn Schwaller has over 30 years in the magazine publishing industry and has led advertising development for a number of large publishers including Meister Media Worldwide and Meredith. Glenn has a wide range of business acumen across multiple vertical industries. He did his undergraduate work at Kent State and holds an MBA from Case Western Reserve. We are pleased to put his considerable advertising experience to work for *Global Trade*. "It's a pleasure to sell for a magazine with such quality editorial. And the caliber of advertisers in *Global Trade* make it that much more interesting and useful to our readers." gschwaller@globaltrademag.com



KRISSY GENDRON
Circulation Services

Krissy Gendron knows the ins and outs when it comes to making sure that subscribers get their copies on time and that the newsstand copies are shipped by the on-sale date. She cut her teeth in the industry working for Pacific Coast Sportfishing and Working Ranch magazines, two consumer enthusiast magazines also owned by our parent company, Abundant Life Media. "If there's an issue, I'm all over it. The foundation for *Global Trade*'s credibility as a successful magazine is built on the quality of circulation." kgendron@globaltrademag.com

Global Trade

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NEWPORT BEACH CA 92663 | PHONE 949.650.0431

globaltrademag.com