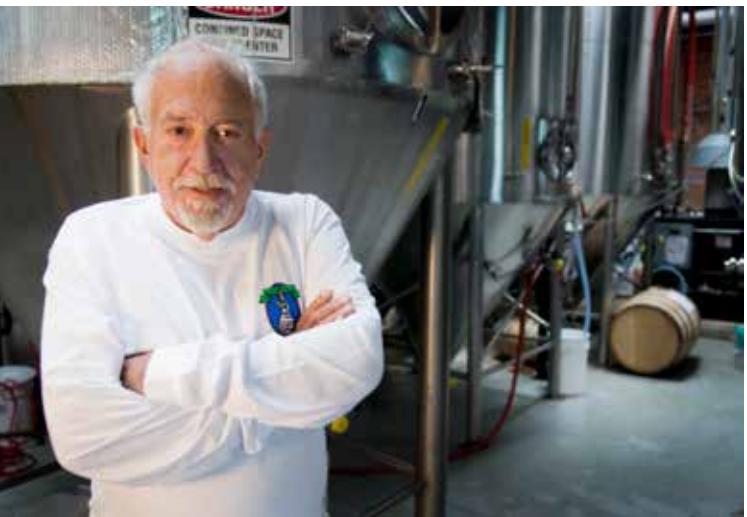


# {2014} MEDIA KIT







# OUR MISSION

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*Global Trade* is a U.S.-based magazine for U.S.-based companies that do business globally. 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:



## **GHOSTBUSTER TO SPIRIT EXPORTER [A]**

Dan Aykroyd's roll as global pitch man for Crystal Head Vodka

## **ZIPPO'S BURNING QUESTION [B]**

How does the maker of the world's most iconic lighter become known for brand first, not product?

## **HEADQUARTERED IN THE HEARLAND**

The Port-to-Plains region is wide open for global business

## **FULL SPEED AHEAD**

Chris-Craft boats have risen from the bone yard of broken brands to become a chic export

## **ACCOUNTING FOR ARMAGEDDON**

Analyzing "What-if" scenarios with your international banker

## **THINKFUN, ACT GLOBAL [C]**

The maker of popular brainteasers learned to conquer the challenges of the global marketplace

## **STAR SPANGLED SHIPPERS**

Annin Flagmakers has woven itself into the tapestry of American history

## **AMERICA'S BREWING REVOLUTION GOES GLOBAL**

Generations of European beer traditions are fizzling in the new world of American brewing innovation

## **ENERGIZING EXPORTS**

6 energy trends to watch for an edge in the global marketplace

## **VICTORY OF DEFEET [D]**

Cycling sock maker survives fire, flood and IRS audit to win top exporting honors

## **WHY SHIPPERS LOVE THESE PORTS**

20 ports and what they offer your logistics program

## **QUIKSILVER'S ACCIDENTAL EXPORTER**

CEO Bob McKnight and his model for eco-friendly global business

## **GOLDEN STATE OPPORTUNITY [E]**

California's efforts to increase exports

## **POLARIS IS BLAZING NEW TRAILS FOR EXPORTS**

CEO Scott Wine leads the charge through employee swaps and global guerilla marketing

## **ABROAD ACQUISITION [F]**

Hillenbrand says due diligence is the most important investment of its acquisition process



## **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 viewing on PC, tablets and smartphones
- Print
- iPhone app
- iPad app

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 the palm of their hand by utilizing the *Global Trade* iPhone app, iPad app and digital edition with touch capabilities.

# OUR READERS ARE YOUR TOP PROSPECTS



*Global Trade* is edited for CEOs and VP/directors 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 VP/directors 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 where to relocate or open a new facility
- Approve which global markets to expand into
- Approve which international banks to use
- 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         | 32   |
| Alabama        | 794  |
| Arkansas       | 254  |
| Arizona        | 308  |
| California     | 4799 |
| Colorado       | 603  |
| Conneticut     | 750  |
| Washington DC  | 69   |
| Delaware       | 50   |
| Florida        | 1582 |
| Georgia        | 1104 |
| Hawaii         | 40   |
| Iowa           | 273  |
| Idaho          | 107  |
| Illinois       | 3035 |
| Indiana        | 835  |
| Kansas         | 223  |
| Kentucky       | 279  |
| Louisiana      | 259  |
| Massachusetts  | 2116 |
| Maryland       | 417  |
| Maine          | 103  |
| Michigan       | 1421 |
| Minnesota      | 684  |
| Missouri       | 593  |
| Mississippi    | 119  |
| Montana        | 43   |
| North Carolina | 751  |
| North Dakota   | 54   |
| Nebraska       | 153  |
| New Hampshire  | 177  |
| New Jersey     | 1162 |
| New Mexico     | 50   |
| Nevada         | 97   |
| New York       | 2273 |
| Ohio           | 2428 |
| Oklahoma       | 228  |
| Oregon         | 425  |
| Pennsylvania   | 1206 |
| Puerto Rico    | 5    |
| Rhode Island   | 178  |
| South Carolina | 265  |
| South Dakota   | 56   |
| Tennessee      | 599  |
| Texas          | 1855 |
| Utah           | 239  |
| Virginia       | 460  |
| Vermont        | 60   |
| Washington     | 1041 |
| Wisconsin      | 866  |
| Wyoming        | 22   |



# DEMOGRAPHICS

*Demographics shown are subject to modification on issue-to-issue basis.*

**Total Circulation 41,175**

## MANUFACTURERS THAT EXPORT = 25,699

### TITLES REACHED

|                                 |       |                     |       |
|---------------------------------|-------|---------------------|-------|
| CEO                             | 16107 | ANNUAL SALES VOLUME |       |
| Senior Manager of Logistics     | 134   | Up to \$5 Million   | 2356  |
| COO                             | 2204  | \$5-30 Million      | 32219 |
| VP or Director of International | 7254  | \$20-50 Million     | 3687  |
|                                 |       | \$50-100 Million    | 5740  |
|                                 |       | 100 Million or More | 10328 |
|                                 |       | Blank               | 369   |

### NUMBER OF EMPLOYEES

|              |      |
|--------------|------|
| Up to 50     | 1196 |
| 50-99        | 1424 |
| 100-499      | 5679 |
| 500-999      | 6327 |
| 1000-4999    | 4407 |
| 5000+        | 4760 |
| Less Than 50 | 1064 |
| Blank        | 842  |

## 3PL OR LOGISTICS PROVIDER = 5,711

### TITLES REACHED

|                             |      |                     |      |
|-----------------------------|------|---------------------|------|
| CEO                         | 61   | ANNUAL SALES VOLUME |      |
| Senior Manager of Logistics | 5643 | Up to \$5 Million   | 1306 |
| Other Senior Manager        | 6    | \$5-30 Million      | 713  |
| COO                         | 1    | \$20-50 Million     | 966  |
|                             |      | \$50-100 Million    | 380  |
|                             |      | 100 Million or More | 2338 |
|                             |      | Blank               | 8    |

### NUMBER OF EMPLOYEES

|              |      |
|--------------|------|
| Up to 50     | 1613 |
| 50-99        | 6    |
| 100-499      | 1594 |
| 500-999      | 35   |
| 1000-4999    | 863  |
| 5000+        | 1573 |
| Less Than 50 | 1    |
| Blank        | 26   |

## RETAILERS THAT IMPORT = 2,573

### TITLES REACHED

|                                 |      |                     |     |
|---------------------------------|------|---------------------|-----|
| CEO                             | 13   | ANNUAL SALES VOLUME |     |
| Other Senior Manager            | 2    | Up to \$5 Million   | 79  |
| VP or Director of International | 2558 | \$5-30 Million      | 844 |
|                                 |      | \$20-50 Million     | 894 |
|                                 |      | \$50-100 Million    | 252 |
|                                 |      | 100 Million or More | 501 |
|                                 |      | Blank               | 3   |

### NUMBER OF EMPLOYEES

|              |      |
|--------------|------|
| Up to 50     | 4    |
| 50-99        | 1    |
| 100-499      | 1838 |
| 1000-4999    | 366  |
| 5000+        | 354  |
| Less Than 50 | 1    |
| Blank        | 9    |



# CIRCULATION AND READERSHIP

## CIRCULATION SUMMARY

|   |               |
|---|---------------|
| CEOs and VP/Directors of International Business at U.S. Manufacturers that Export   | <b>25,699</b> |
| CEOs and Senior Managers of Logistics at 3PLs and Logistics Providers               | <b>5,711</b>  |
| VP/Directors of International at U.S. Retailers that Import                         | <b>2,573</b>  |
| CEOs and VP/Directors of International at U.S. Wholesalers, Distributors and Others | <b>1,637</b>  |
| Newsstand Draw  | <b>5,555</b>  |
| <b>Total</b>  | <b>41,175</b> |

### 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 VP/directors of global operations chart their companies' international growth, they choose logistics 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 VP/directors of global operations at U.S. manufacturers that export and retailers that import, and senior managers of logistics at 3PLs and logistics providers. In fact, by a wide margin, *Global Trade* reaches more CEOs and decision makers for U.S. manufacturers that export than 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-value 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.

# 2014 EDITORIAL PLANNING GUIDE

## January•February Our Annual NAFTA Issue

### GLOBAL LOGISTICS

- Who should handle foreign language packaging? Your distributor or 3PL?
- Door-to-door in Eastern Europe
- How ports are evolving to accommodate Panama Canal ships

### RELOCATION & EXPANSION

**Regions** The Beltway Bonanza (VA, MD, DC)

**States** Setting your sights on Ohio

**States** A Louisiana Purchase could be in your sites

**Logistics/Industries** Biopharmaceuticals

### BANKING ON GLOBAL TRADE

- Credit Facilities
- India's banking system

### INT'L TRAVEL AND MEETINGS

- Destination Budapest

### SPECIAL REPORT

- Northern Neighbors: Taking advantage of the Canadian market (including air & ground transportation options, free trade effects, nearshoring and cautions)

- Shipping to and from Mexico

### SOFTWARE

- When to invest in the next layer of products

### EDUCATION

- Case study: ROI of funding your employee's continuing education

**BONUS SHOW DISTRIBUTION: RILA, SAN DIEGO (FEB 23-26)**

## March•April

### FEATURE Free Trade Agreement Report Card: Middle Eastern Partners

### GLOBAL LOGISTICS

- Be Everywhere: Have you set up your Omni-channel?
- Shipping oversized and "project" cargo
- Simplifying your supply chain

### RELOCATION & EXPANSION

**Regions** Rocky Mountains (CO, ID, MT, UT, WY)

**States** Indiana wants YOU!

**States** Washington is the apple of our eye

**Logistics/Industries** Plastics and Chemicals

### BANKING ON GLOBAL TRADE

- Increasing cash flow through extended settlement terms with suppliers
- Banking in Brazil

### INT'L TRAVEL AND MEETINGS

- Taipei 101: What you need to know about business-tripping in Taiwan
- 5 reasons to visit your foreign distributors

### SPECIAL REPORT

- Emerging market report card
- Sourcing through Hong Kong

### SOFTWARE

- Manufacturing in the cloud

### EDUCATION

- Immediate impact: How employees can help your int'l business through integrated student projects

**BONUS SHOW DISTRIBUTION: CNS PARTNERSHIP CONFERENCE, SAN ANTONIO (MAY 4-6)**

## May•June 2015 Global Logistics Planning Guide

### Reach shippers now while they're planning their

### 2015 logistics needs!

### GLOBAL LOGISTICS

- How 3PLs are helping these shippers open new markets.
- Reducing typical custom delays.
- Sourcing carriers to tap into regional Free Trade Agreements for global market share.
- Leave ample room for value-added service in your rate structure.
- 5 "must" things to know about the port and airport you ship through.
- Time to update your global trade management software? If you have to think about it, it is.
- Choosing distribution parks, truck and rail carriers to maximize collaborative distribution opportunities.

### RELOCATION & EXPANSION

**Regions** Mississippi River Corridor

(AR, IA, IL, KY, LA, MN, MO, MS, TN, WI)

**States** Michigan flexes its industrial might

**States** Utah offers big sky and bigger opportunities for exporters

**Logistics/Industry** Energy

### BANKING ON GLOBAL TRADE

- Toeing the line on international tax havens
- Best Middle East Banks

### INT'L TRAVEL AND MEETINGS

- Business is a battlefield: Cautions for post-war visits to former foes
- Best international business-class airline

### SPECIAL REPORT

- Get an edge via global procurement
- Leveraging the Pearl River Delta region

### SOFTWARE

- Securing your supply chain through software

### EDUCATION

- 5 reasons to send your execs back to school

**BONUS SHOW DISTRIBUTION: TBA**

## July•August Annual Global Trade 500 Issue

If you service the 500 largest exporters in the U.S., or would like to, this is your issue!

### GLOBAL LOGISTICS

- What the nation's largest shippers want from their carriers
- How 3PLs service America's export giants
- Partnerships: U.S. ports find creative ways to customize logistics

### RELOCATION & EXPANSION

**Regions** Southeast (AL, FL, GA, MS, NC, SC, TN)

**States** Texas is King of the Hill

**States** The new Oregon Trail leads to the Pacific Rim

**Logistics/Industries** Medical devices

### BANKING ON GLOBAL TRADE

- Trade Credit Insurance
- German Banks

### INT'L TRAVEL AND MEETINGS

- Mission to Moscow
- Failing with style: Where in the world can lax attire cost you business?

### SPECIAL REPORT

- Choosing your European distribution hub
- 5 Perks of Panama

### SOFTWARE

- Automate your customs brokerage

### EDUCATION

- School's out, now what? Ongoing support after graduation

**BONUS SHOW DISTRIBUTION: TBA**

## September•October America's Best 3PLs Issue

### FEATURE

Free Trade Agreement Report Card: A Look at Latin America's FTAs.

### GLOBAL LOGISTICS

- Transportation's tech advances and how they affect you
- The Big 4: Supply-chain functions you should outsource
- Maximizing your rail service

### RELOCATION & EXPANSION

**Regions** Central Plains States (KS, MO, NE, ND, OK, SD)

**States** California's export assistance program

**States** Arizona says, Won't you come my way?

**Logistics/Industry** Aerospace

### BANKING ON GLOBAL TRADE

- Europe's new Single Euro Payments Area arrangement
- Hong Kong Banking

### INT'L TRAVEL AND MEETINGS

- Outsourcing to India? Hire in person.
- How to optimize your int'l trade show schedule

### SPECIAL REPORT

- Why the UK?

### SOFTWARE

- Where in the world is your shipment? GPS vs TMS: What you need & what's available.

### EDUCATION

- How the Global MBA helped propel the careers of these international CEOs

**BONUS SHOW DISTRIBUTION: CSCMP, SAN ANTONIO (SEPT 21-24)**

## November•December Top Cities for Global Trade

### FEATURE

Free Trade Agreement Report Card: Australia

### GLOBAL LOGISTICS

- Why we love these 20 ocean ports
- The latest tech in refrigerated shipments
- Re-shoring: repatriate your supply chain

### RELOCATION & EXPANSION

**Regions** New England (CT, ME, MA, NH, RI, VT)

**States** The sun is shining on Florida

**States** Illinois has it all

**Logistics/Industry** FTZ advantages

### BANKING ON GLOBAL TRADE

- Project Finance
- Canada's trade finance banks

### INT'L TRAVEL AND MEETINGS

- Destination: The Caucasus

### SPECIAL REPORT

- Top 5 int'l air cargo hubs

### SOFTWARE

- Measuring the effectiveness of your global trade management software

### EDUCATION

- In the know: Getting your execs educated on the latest trade regulation

**BONUS SHOW DISTRIBUTION: NITL TRANSCOMP EXHIBITION, FORT LAUDERDALE (NOV 14-19)**

### NOTE

\*All Fractional ad space reservations will be due two weeks prior to listed Full Page deadlines.

\*All editorial is subject to change by editor and/or publisher.

# 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 *GlobalTradeMag.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  | January 15  | December 19 | December 18 |
| March/April       | February 21 | February 7  | February 5  |
| May/June          | April 16    | April 4     | April 2     |
| July/August       | June 11     | May 30      | May 28      |
| September/October | August 12   | August 1    | July 30     |
| November/December | October 14  | October 3   | October 1   |

**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

|                    |      |      |       |       |
|--------------------|------|------|-------|-------|
| 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

**Leaderboard on Jump Pages**  
\$995 per month

**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

## WHITE PAPER ON

**GLOBAL TRADE'S WEBSITE FOR ONE YEAR**  
\$1495

## EMAIL BLAST RATES

\$300 per 1,000 contacts

**Set-up** \$295

**Art Charge** (optional) \$250

**Industry-Select Charge** (optional) \$15 per 1,000 contacts

**Available Contacts** (Subject to change)

**4,302** CEOs of U.S. manufacturers that export  
**7,600** VP or director of international at U.S. manufacturers that export

**2,580** VP or director of International at retailers that import  
**5,702** Senior managers of Logistics for 3PLs and freight forwarders

**20,184** Total Number of Contacts

## WEEKLY EMAIL BLAST RATES

**Banner** \$695

**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

## 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 pg (w/bleed)** 8.375" x 10.75"

**Full pg (no bleed)** 7.125" x 9.5"

**Full pg spread (w/bleed)** 16.5" x 10.75"

**Full pg spread (no bleed)** 15.25" x 10.75"

**Half pg spread** 15.25" x 4.75"

**2/3 pg vert.** 4.65" x 9.5"

**1/2 pg vert.** 4.65" x 7.25"

**1/2 pg horiz.** 7.125" x 4.75"

**1/3 pg vert.** 2.175" x 9.5"

**1/3 pg 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

editor@globaltrademag.com

## Ad production inquiries

art@globaltrademag.com

## Accounting inquiries

accounting@globaltrademag.com

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".