

Global Trade

The Magazine for US Companies Doing Business Globally

www.globaltrademag.com



2025
MEDIA KIT



Global Trade MEDIA KIT

GROWTH IS NEVER BY MERE CHANCE;
IT IS THE RESULT OF
FORCES WORKING TOGETHER

Global Trade MEDIA KIT

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WELCOME TO GLOBAL TRADE

Are you ready to propel your business onto the global stage? Global Trade Magazine is America's leading logistics publication and 24/7 news platform, dedicated to delivering cutting-edge solutions for domestic and international expansion. We provide essential education and tools for U.S. manufacturers eager to export and big-box retailers aiming to import.

Our unique brand of vibrant, logistics-oriented journalism speaks directly to global CEOs and decision-makers responsible for steering their company's growth. With the authority to choose their logistics partners, these leaders trust Global Trade for the latest industry insights, trends, and opportunities.

We deliver authoritative content that not only informs but also deeply engages our readers and viewers, fostering meaningful connections with our advertisers. In an era where reader engagement is often overlooked, we prioritize it. At Global Trade, we are committed to offering a comprehensive 360-degree experience through our integrated platform of print and digital editions, a mobile app, an interactive website, and a dynamic presence across social media.

Join us in celebrating excellence in the logistics industry—such as through our annual America's Leading 3PL Awards—and become part of a community that values innovation, engagement, and global growth.

Let Global Trade Magazine be your trusted partner in navigating the complexities of international trade and logistics.

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A NOTE FROM PUBLISHER

Eric Kleinsorge



A new year provides exciting opportunities to further support the needs of current and prospective partners. As we welcome 2025, our team continues to work behind the scenes identifying and developing business-forward solutions that not only keep up with the changes within the logistics industry but also meet specific client goals and initiatives.

We continue to represent one of Google's top choices for organic global trade-related news and anticipate another year of successes, vertical growth, and mutually beneficial partnerships.

Global Trade

The Magazine for US Companies Doing Business Globally

Are you a U.S.-based C-level executive in a multinational company? Global Trade Magazine is the quarterly publication you need, delivering crucial insights into international trade.

As America's leading logistics magazine, we provide around-the-clock news through our top-ranked website, globaltrademag.com. Recognized by Google as a top source, we offer vital information on expansion solutions, education, and tools for U.S. manufacturers who export and big-box retailers who import.

Our strategic circulation reaches key decision-makers shaping global commerce. With Global Trade Magazine, stay ahead of industry trends and join a community of leaders driving global business forward.

Empower your company with the knowledge only Global Trade Magazine provides. Elevate your global strategy today.

Circulation Overview

Print

Manufacturers That Export / Shippers	3,970
Retailers That Import / Wholesalers / BCO's	3,957
3PLS / Forwarders.....	1,890
Other Logistic Providers / Site Selection Consultants.....	1,338

TOTAL PRINT DISTRIBUTION 11,155

Digital

Manufacturers That Export / Shippers	17,713
Retailers That Import / Wholesalers / BCO's	14,330
3PLS / Forwarders.....	2,970
Other Logistic Providers / Site Selection Consultants.....	1,417

TOTAL DIGITAL 36,430

**Total Monthly Average ** Includes digital magazine page views, app reader downloads, eblasts and newsletter recipients*

PUBLISHER'S SWORN STATEMENT CIRCULATION PROFORMA

2711 LBJ Freeway | Suite 1032 | Dallas, TX 75234

Global Trade's unique brand of vibrant, logistic-oriented journalism addresses the needs of over

Over 30,000 global C-Level executives

who are responsible for charting their company's growth and who have the authority to approve you as their logistics partner.

TOTAL PRINT & DIGITAL DISTRIBUTION - 47,585

Affidavit: We hereby make oath and say all data in this statement are true. **Eric Kleinsorge**, Owner, Global Trade Magazine

Ranked #1

Google

For 11 years and going!



Sworn Statement by:
Eric Kleinsorge, Publisher

Date signed:
December 1, 2025

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WHAT WE OFFER

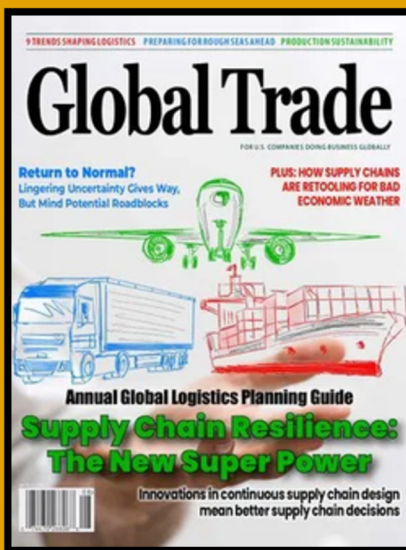
Our **CEO readers**, the true decision makers who can approve you as their vendor, will be reading your ad in an environment where they are already thinking about their needs and, therefore, in a receptive mind to the solutions you can provide them.

WHAT WE OFFER

Global Trade has created a powerful distribution of decision makers. When we send our magazine to small and midsize manufacturers who comprise 98 percent of all exports, we go to the CEOs because in a business that size, they will authorize every major vendor decision. As we scale up to larger operations, we target the vice presidents of logistics to whom C-suite executives delegate vendor decisions.

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FEATURES



Logistics Planning Guide



Power 50 Ports



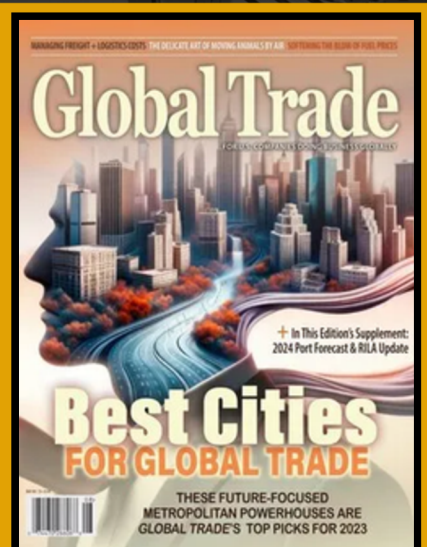
America's Leading 3PLs



Women in Logistics



Logistics and Supply Chain Technology Guide



Best Cities for Global Trade

Global Trade

2025 EDITORIAL PLANNING GUIDE

WINTER

- **Supplement/Cover:** Annual Global Logistics Planning Issue: Get the Right Logistics Partners in Place to Grow your Market Share
- **Feature:** Adapting to Global Inflation: Strategies for Trade Resilience
- **Port Feature:** BreakBulk Europe Preview
- **3PL/Trucking:** 3PLs as Growth Drivers in Developing Economies
- **3PL/Trucking:** Navigating the New Norm - Resiliency, Risk Management and Sustainability
- **Ocean Logistics/Carriers:** Green Shipping Innovations
- **Air Cargo Logistics:** Speed and Agility: The Role of Air Cargo in Perishable Goods Trade
- **Technology:** Blockchain for Trade Security
- **Executive Lifestyles:** Hollywood Elegance: Business and Leisure for L.A. Executives
- **Workforce/Education:** Reskilling the Workforce: Meeting the Demands of a Global Economy
- **Site Location/Site Selection:** Selecting the Right Location for Global Expansion: A Data-Driven Approach

Bonus Circulation/Shows: RILA Link 2025, Promat 2025, SelectUSA, BreakBulk Europe, AAPA U.S.

Sales Deadline: February 14

Materials Deadline: February 21

SPRING

- **Supplement:** Container Ports
- **Cover:** Women in Logistics
- **Feature:** Global Trade in the Age of AI: Unlocking New Potential
- **Port Feature:** Ro-Ro Ports
- **3PL/Trucking:** Scaling Global Business: The Role of 3PLs in Managing Complexity
- **Ocean Logistics/Carriers:** Decarbonization of the Shipping Industry
- **Ocean Logistics/Ports:** Digital Ports: A Look at the Future of Port Operations
- **Air Cargo Logistics:** Breaking Barriers: How Air Cargo is Connecting Remote Markets
- **Technology:** AI-Powered Demand Forecasting in Global Trade
- **Workforce/Education:** Future-Proofing the Supply Chain Workforce
- **Site Location/Site Selection:** Shifting Trade Routes: How to Choose Locations for Global Reshoring
- **Executive Lifestyles:** Capitol Comfort: Top Spots for Executives in Washington, D.C.

Bonus Circulation/Shows: Select USA, Home Delivery World, Fabtech

Sales Deadline: May 16

Materials Deadline: May 23

SUMMER

- **Supplement:** Breakbulk Americas Preview and Power 50 Ports
- **Cover:** The Rise of Reshoring: Bringing Global Manufacturing Back Home
- **Feature:** Trade Finance Innovations: Fueling Global Expansion
- **Port Feature:** Latin American Ports: Unlocking Trade Potential
- **3PL/Trucking:** Warehouse Automation and Its Global Impact
- **Ocean Logistics/Carriers:** Navigating the US - Asia e Shipping Corridor
- **Ocean Logistics/Ports:** Smart Ports: A Glimpse Into the Future of Trade
- **Air Cargo Logistics:** Air Cargo's Role in Global Supply Chain Agility
- **Technology:** The Internet of Things (IoT) in Supply Chain Visibility
- **Executive Lifestyles:** Elevated Business: Las Vegas' Finest for the Traveling Executive
- **Workforce/Education:** Upskilling the Global Workforce: Preparing for the Jobs of Tomorrow
- **Site Location/Site Selection:** The Role of Tax Incentives in Global Site Selection

Bonus Circulation/Shows: Select USA, BreakBulk Americas, AAPA LATAM, Fabtech 2025

Sales Deadline: August 15

Materials Deadline: August 22

FALL

- **Supplement:** America's Leading 3PLs
- **Cover:** 10th Annual Best Cities for Global Trade
- **Port Feature:** Annual Port Forecast for 2026
- **3PL/Trucking:** Optimizing the Reverse Logistics Process with 3PLs
- **3PL/Trucking:** The Future of 3PL: Automation, AI, and the Road Ahead
- **Ocean Logistics/Carriers:** The Evolving Impact of Ocean Shipping on Global Trade
- **Ocean Logistics Ports :** Revitalizing Port Infrastructure for the New Era of Trade
- **Air Cargo Logistics:** Adapting to the E-Commerce Boom: Air Cargo's Evolving Role
- **Executive Lifestyles:** Executive Escapes in Chicago: From Luxury Stays to Iconic Event Spaces
- **Technology:** Digital Trade: The Future of E-Commerce and Cross-Border Transactions
- **Workforce/Education:** Vocational training and its Impact on the Labor Force
- **Site Location/Site Selection:** Finding the Right Fit: How to Choose the Best Location for International Operations

Bonus Circulation/Shows: RILA Link 2026, BreakBulk Americas

Sales Deadline: November 14

Materials Deadline: November 18

Global Trade

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Our audience of executive decision-makers has come to rely on Global Trade as having the flair of a consumer magazine tailored to the specialized needs of today's global CEO's.

Print Ad Rates

BEST VALUE

STANDARD SIZES	4X		2X		1X	
	Print + Digital	Digital Only	Print + Digital	Digital Only	Print + Digital	Digital Only
Full Page	\$4,800	\$2,450	\$5,250	\$2,650	\$5,650	\$2,950
Spread	\$7,600	\$3,950	\$8,400	\$4,275	\$8,800	\$4,575
2/3 Page	\$3,575	\$1,950	\$4,075	\$2,150	\$4,475	\$2,350
1/2 Page	\$2,900	\$1,550	\$3,200	\$1,675	\$3,400	\$1,775
1/3 Page	\$2,075	\$1,075	\$2,275	\$1,175	\$2,375	\$1,250

PREMIUM POSITIONS	4X		2X		1X	
	Print + Digital	Digital Only	Print + Digital	Digital Only	Print + Digital	Digital Only
Inside Front Cover	\$5,800	\$3,050	\$6,400	\$3,350	\$6,800	\$3,550
Page 2&3 Spread	\$9,500	\$4,950	\$10,500	\$5,350	\$11,000	\$5,550
Page 3	\$6,375	\$3,100	\$6,900	\$3,400	\$7,300	\$3,600
Inside Back Cover	\$5,400	\$2,750	\$5,900	\$3,050	\$6,200	\$3,250
Back Cover	\$6,750	\$3,400	\$7,000	\$3,700	\$7,200	\$3,900

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

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 contracts 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 quarterly. Please see 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."

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PRINT AD SPECIFICATIONS



Full Page (bleed) 8.375" x 10.75"



Full Page (no bleed) 7.125" x 9.5"



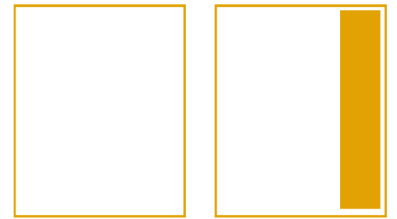
Full Page Spread (bleed) 16.5" x 10.75"



Full Page Spread (no bleed) 15.25" x 10.75"



Half Page spread 15.25" x 4.75"



2/3 Page vert. 4.65" x 9.5"



Half Page vert. 4.65" x 7.25"



Half Page horiz. 7.125" x 4.75"



1/3 Page vert. 2.175" x 9.5"



1/3 Page horiz. 4.75" x 4.875"

MECHANICAL REQUIREMENTS

Trim size: 8.125" x 10.5" Live Area: 7.125" x 9.5

Perfect Bound Four-Color Process

Images: 300 dpi

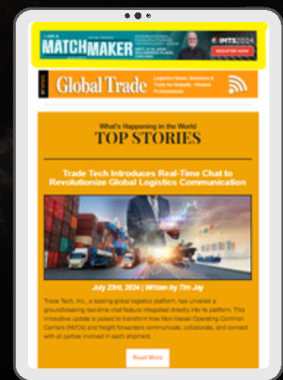
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MAXIMIZE YOUR DIGITAL IMPACT

Global Trade can **optimize your digital presence** in a variety of ways, including:

- E-Newsletter sponsorships
- E-Blasts Sponsorships
- Web Advertisements
- Native Posts
- Sponsored Content
- Gt Podcasts
- Social Promotions
- Gt Connect Directory Listings
- White Paper Promotion



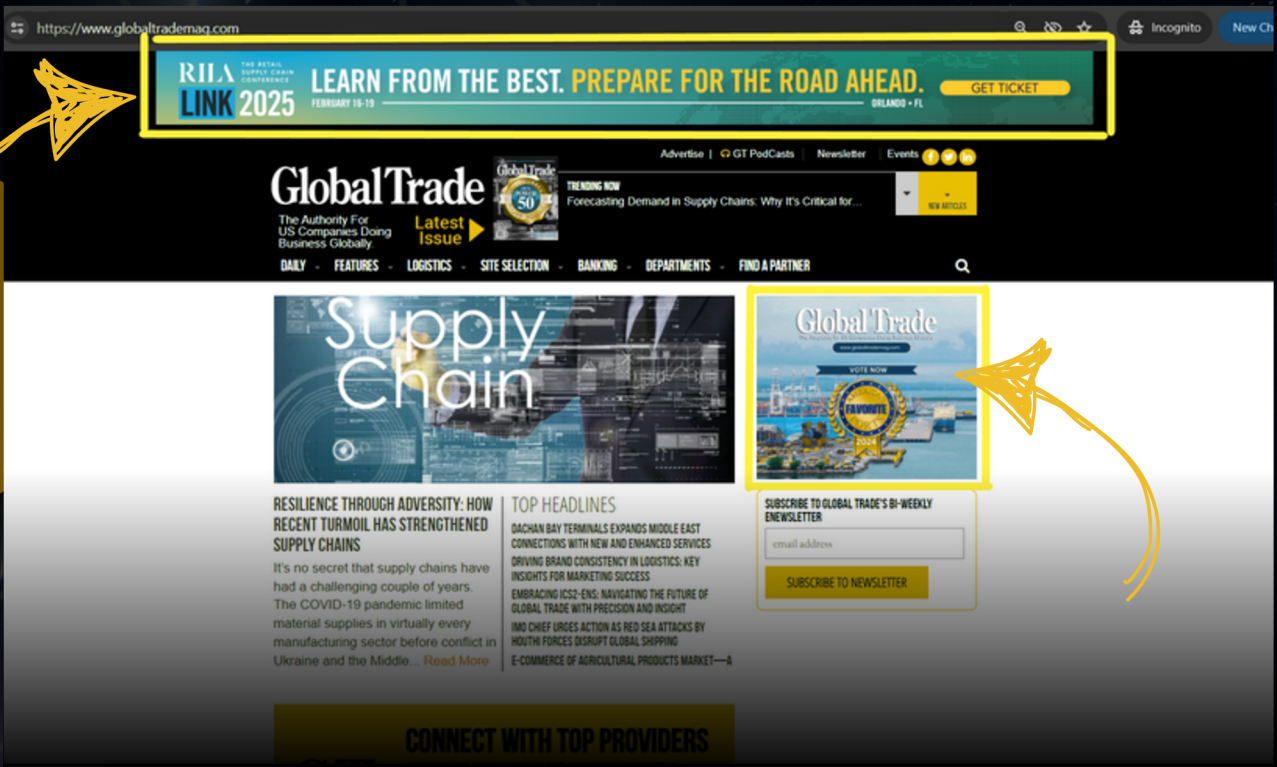
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DIGITAL ADVERTISING WEB BANNERS

Quick and simple access to relevant content is critical to securing and maintaining a robust online presence. Our website is continually updated by exclusive web only content spanning multiple industries and topics.

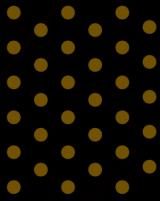
Global Trade reports on breaking trends, relevant industry conversations and new advancements spurring growth in global trade.

Web ads are a great opportunity to promote your company and build brand awareness to 30,000 unique monthly visitors on GlobalTradeMag.com. For maximum exposure, there are rotating positions available for each of the seven ad types.



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DEDICATED EMAIL MARKETING



Sponsors receive the name of all recipients who have clicked through to access full details about them.

A dedicated email is a great vehicle to help promote your company as a thought leader in your field. You can direct logistics professionals to your white papers, videos, case studies, biogs, content and advertising messaging. Our dedicated emails garner a high level of engagement and brand awareness because of our targeted subscriber list of over 25,000+ CEO's, VPS, Directors, Logistics Management Professionals and other C-level titles.



YOUR EMAIL IS SENT TO OUR
DATABASE OF 25.000+
SUBSCRIBERS



READERS WHO ALREADY
WANT OUR CONTENT- LEAD
GENERATION



ASSISTANCE TO
MAXIMIZE YOUR EMAILS
EFFECTIVENESS

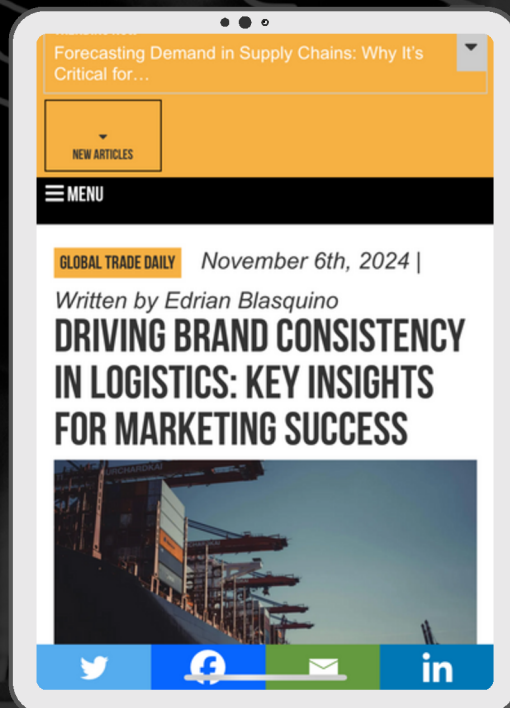
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BI-WEEKLY E-NEWSLETTER SPONSORSHIP

Get more exposure for your advertising with Global Trade's bi-weekly newsletters. Our newsletters deliver daily GT news and features to reader in boxes, including links to the latest articles, the current edition of GTM and trending articles on globaltrademag.com.

Audience: 15,000+ Opted In



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GT PODCASTS



Global Trade's podcasts can help you reach new audiences for your business and help in building familiarity with our audience. Podcasts are a one-sided medium, but our fun and interactive interviews with logistics executives helps in building effective relationships with the listeners.

DELIVERABLES

30 minute conversation with the publisher on 4-5 topics you would like to talk about. These can be developed pre-recording and submitted by the company. You're the expert, we get to pick your brains and make you look good! Professionally produced and distributed on our digital channels.



Native Content

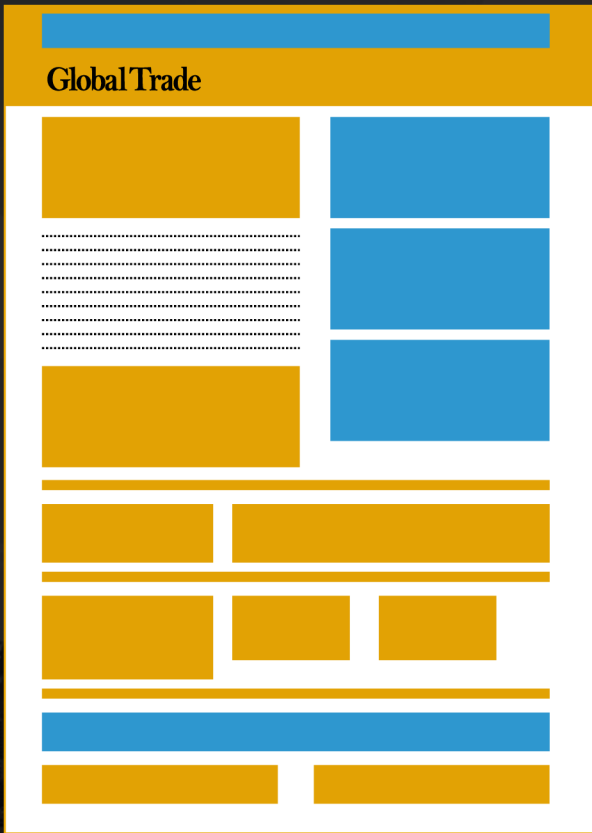
Good marketing tells a brand's story, and there's no more effective way to do that than with content marketing. Work with the professionals at Global Trade to leverage contextual integration and branded content to provide a higher level of engagement with your target audience.

DELIVERABLES

- Editorial created and published on globaltrademag.com
- Full editorial rights to republish on your company blog
- Submit a fully ready piece or an 800 word count article with images

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DIGITAL AD SPECIFICATIONS



File types accepted:

GIF, JPEG, 3rd Party



HOMEPAGE & ARTICLE ADS

Mobile Interstitial Pop-Up.....	320 x 400
Desktop Interstitial Pop-Up	800 x 600
Leaderboard.....	1280 x 100
Rectangle.....	300 x 250
Banner.....	728 x 90
Article Embed.....	728 x 90
Footer Pop-Up.....	728 x 90

NEWSLETTER SPONSORSHIP

Size.....	600 x 90
Max Length & Loops.....	[N/A]

EMAIL MARKETING

Our e-blasts are sent as HTML files.

Max File Size.....100kb

We recommend keeping main copy as text and limiting number of images.

Additional Charges (if applicable)

Set-up.....\$295

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

Industry-Select.....\$15 per 1,000 contacts

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DIGITAL AD WEB BANNER PRICING

Digital Ad Rates

HOMEPAGE ADS

BEST
VALUE

90,000
Impressions

60,000
Impressions

30,000
Impressions

Interstitial Pop-Ups

\$7,995

\$5,495

\$2,995

Leaderboard

\$6,735

\$4,740

\$2,495

Rectangle

\$4,845

\$3,410

\$1,795

Banner

\$3,990

\$3,990

-\$2,100

ARTICLE-PAGE ADS

90,000
Impressions

60,000
Impressions

30,000
Impressions

Footer Pop-up

\$5,875

\$6,450

\$2,495

Article Embed

\$5,875

\$6,450

\$2,495

Additional Opportunities

Dedicated Email Marketing..... \$4,500

Bi-Weekly E-Newsletter Sponsorship..... \$995 each edition

GT Podcasts..... \$2,950

Native Content..... \$2,495 + \$.50/WORD

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