LQ’s provides a North American perspective, and unique forum for leaders from the United States and Canada to exchange ideas and transform business through supply chain management and logistics.

2006 Editorial Calendar
LQ™ is a publication written by professionals for professionals worldwide, mirroring the realities of today’s global trade by its editorial and distribution.

• LQ™’s READERS ARE INVOLVED IN TRANSBORDER TRADE BETWEEN THE UNITED STATES AND CANADA, WHICH AVERAGES $1.3 BILLION PER DAY, according to Statistics Canada. This two-way flow of goods, services and income from investment between Canada and the United States constitutes the largest bilateral trading relationship in the world.

• LQ™ is a TRANSPARATION PUBLICATION WITH TOTAL SUBSCRIBERS OF 31,000 (10,000 Canadian subscribers & 21,000 American subscribers.)

• LQ™ frequency is SIX TIMES (2006).

• LQ™’S EVOLVING LOOK & DESIGN SHOWCASES LEADING-EDGE AND RICH EDITORIAL.
**Editorial Themes**

**MARCH**

*Editorial Due: February 1*

*Transportation Management*

A panel of the top transportation companies in North America looks ahead at some of the most important trends in transportation, in all modes. This edition will review how these challenges will be impactful to everyone involved in the supply chain. It will appeal to trucking companies, LTL and truckload companies, railways and intermodal marketing companies.

*A Special Report: Intermodal Market Trends*

**MAY**

*Editorial Due: March 29*

*The Processes that Enable Global Business Practices*

An LQ panel comprised of leaders reviews how globalization is impacting everything from a corporation’s global sourcing strategies to its IT resources. Case histories, research and commentary, 3PLs, ports and other trends in trade are explored.

*Special Report:* Twelve tips to select the right Customs Broker. Plus a Look at Trends in Offshore Shipping. This issue will appeal to shipping lines, ports, air freight companies and 3 PL's involved in overseas shipping and logistics.

*Please note: Themes and dates are subject to change without notice. Please contact your sales representative before booking.*
JUNE/JULY  
Editorial Due: May 31

Outsourcing Strategies: The non-logisticians guide to the latest developments in everything from technology to outsourcing companies that tells you what you need to know to make smart decisions to enhance your company’s supply chain and logistics practices.

Trends in Cross Borderer Transportation, from warehousing strategies to 3PL offerings. Plus a Special Report on 12 Leading Trucking Companies engaged in transborder operations. This issue will appeal to customs brokers, trucking companies, freight brokers, intermodal marketing companies and rail transport companies and 3PLs.

SEPTEMBER  
Editorial Due: August 2

New Frontiers in Technology
Logistics professionals have become managers of information overseeing sophisticated supply chains on a global scale. This issue focuses on the information technology that enables logistics executives as well as those in other disciplines to drive leadership and excellence in their practices.

Here is an informative and provocative look through the eyes of some of the world’s leading academics and leaders who are developing systems that will transform businesses.

A Special Guide on Selecting Software: Tips from ten leading technology companies on should you use a third party logistics company’s software or use your own.
**OCTOBER**

*Editorial Due: August 31*

**Who’s Who in Logistics and a Special 3PL Report**

A panel comprised of logistics professionals as well as executives from other disciplines will look at what it will take to be tomorrow’s leader in logistics, as seen through the eyes of some of the all-stars in areas of business. They’ll also review leadership skills as they forecast who will be most likely to reach the coveted CEO, CIO, CTO position(s). A Board’s-eye View of Leading Companies and their Business Strategies, with an emphasis on Supply Chain Management and Logistics.

**3PL Report: This edition features a Special 3PL Report, prepared by leaders in the field.**

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**DECEMBER**

*Editorial Due: November 1*

**Expedited Transportation Trends**

As transportation companies begin to reach the peak demand of the holiday season to meet the traditional spike in consumer demand, this issue focuses on the solutions the leaders in transportation and logistics provide as they face the pre-holiday rush.

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It is recommended that authors prepare an abstract of their proposed article for LQ’s Executive Editors to review before writing an article for LQ. All editorial submitted to LQ for publication is subject to an editorial review by LQ’s Executive Editors. Additional Editorial Guidelines and tips are available online in the Editorial Guidelines Section of LQ’s Web site at: http://www.LogisticsQuarterly.com