



LQ's 2010 Editorial Calendar

LQ is distributed to the Membership of Leading Associations in Canada and the United States:

- CSCMP 
- CIFFA 
- CITT 
- EyeFor Transport 
- NASSTRAC 
- RILA 
- WERC 
- Women in Trucking 

Regular LQ Columns:

- ATA
- CITT
- CSCMP
- NASSTRAC
- RILA
- WERC
- Technology Toolbox
- Executive's Corner

VOLUME 16, ISSUE 1

WQ Review: Warehouse Quarterly Review: Insights on how to make your DC and warehouse more productive. (A Survey of Executives and a profile of their best business practices in this field.)

MQ Review: Marine Quarterly Review: An Overview of leading North American ports, ocean carriers and insights on Intermodal trends

Training & Development Forum

Healthcare: Trends in 2009

Ad Sales February 25, 2010
Artwork February 28, 2010
Delivers March

VOLUME 16, ISSUE 2

Cover: Women in Supply Chain Management (WomenInSCM.com) (LQ's Second Annual Women in Supply Chain Management edition)

Special Supplement:

LQ's Excellence in North American Trucking Executive Interview Series



Feature: A Special Report on Automotive Logistics Providers
Air Cargo Trends
Short Sea Shipping
Reader Profile

Ad Sales April 3, 2010
Artwork March 7, 2010
Delivers April

VOLUME 16, ISSUE 3

Cover: LQ's Excellence in 3PL Technology Executive Interview Series

Transportation: Bulk/Break-bulk Report & LQ's Annual Overview of Trends in Transportation

Healthcare Technology
Mergers & Acquisitions Report

Reader Profile

Ad Sales April 17, 2010
Artwork April 21, 2010
Delivers August

VOLUME 16, ISSUE 4

Cover: LQ's Sustainability Executive Interview Series

Cold Chain: A Special Report

Executive Blog: A Special Report

Ad Sales July 8, 2010
Artwork July 15, 2010
Delivers September

VOLUME 16, ISSUE 5

Cover: LQ's Top North American 3PLs (LQ's sixth annual Third-Party Issue)



LQ's Private Fleets Report

Ad Sales September 23, 2010
Artwork September 30, 2010
Delivers October

VOLUME 16, ISSUE 6

LQ Innovative Partnerships Edition

- A Guide to Leaders in Logistics for 2010
- A Calendar of Events for 2010
- LQ's inaugural Online MicroSite - A new way to search for Leadership Online

Ad Sales October 21, 2010
Artwork October 25, 2010
Delivers December



To learn more visit
www.LQSummit.com



For sponsorship opportunities, call Fred Moody 800-843-1687 sales@logisticsquarterly.com




NOTE: November Partner Profiles: The Partner Profiles issue gives every full-page advertiser in that issue an opportunity to take advantage of a FREE profile page to share details about their products and services. (All editorial is subject to LQ's editorial review process for approval.)

All editorial is subject to change at the publishers discretion



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LQ is distinctive as a truly a transborder publication that mirrors the world's largest supply chains and trading partners criss-crossing the American and Canadian border. LQ is transborder in all aspects, from its editorial content, to its readers, its board members and advertisers. 

The Audit Bureau of Circulations (ABC) circulation audit of LQ's issues at the beginning of **2006** notes that LQ reaches some 28,379 readers in Canada and the United States.

2008 CIRCULATION - LQ circulation in Canada and the U.S. has increased to reach 37,000 readers.

Unique Readership and Market Penetration: LQ's readership is unique, as it is comprised of the proprietary lists of some of the top associations and organizations in our field, such as the senior-level American membership of CSCMP, the Canadian International Freight Forwarders Association (CIFFA), NASSTRAC, as well as others.

LQ enables its advertisers to achieve deeper market penetration in a uniquely international editorial-rich environment that reach LQ's distinctive readers, largely comprised of senior-level practitioners and academics.

Since its founding, LQ has offered its readers ideas for leadership in logistics and transportation, providing its advertisers with a superb U.S. and Canadian editorial environment comprised of articles written by leading academics and practitioners from North America for their peers. Two of the top editors in the field, Dr. David Closs (Michigan State) and Nick Seiersen (KPMG) oversee LQ's editorial.

FOUR-COLOR DISPLAY AD RATES (37,000 Copies) 2007

| | Page | Spread | 2/3 Page | 1/2 Spread | 1/2 Island | 1/2 Page | 1/3 Page |
|-----------|---------|----------|----------|------------|------------|----------|----------|
| 1X | \$7,767 | \$15,534 | \$6,279 | \$7,081 | \$4,993 | \$4,826 | \$3,719 |
| 2X | \$7,456 | \$14,913 | \$6,028 | \$6,798 | \$4,794 | \$4,633 | \$3,571 |
| 3X | \$7,146 | \$14,291 | \$5,777 | \$6,515 | \$4,594 | \$4,440 | \$3,422 |
| 4X | \$6,524 | \$13,049 | \$5,275 | \$5,948 | \$4,195 | \$4,054 | \$3,124 |
| 5X | \$6,214 | \$12,427 | \$5,023 | \$5,665 | \$3,995 | \$3,861 | \$2,976 |
| 6X | \$5,825 | \$11,651 | \$4,710 | \$5,311 | \$3,745 | \$3,619 | \$2,790 |

ADDITIONAL FEES & NOTES

- **Cover Postions** - 25% Premium • **Guaranteed Position** - 12% Premium
- **Cancellations** or changes in orders will not be accepted after advertising closing dates.

CONTACT INFORMATION: www.logisticsquarterly.com 1-800-843-1687

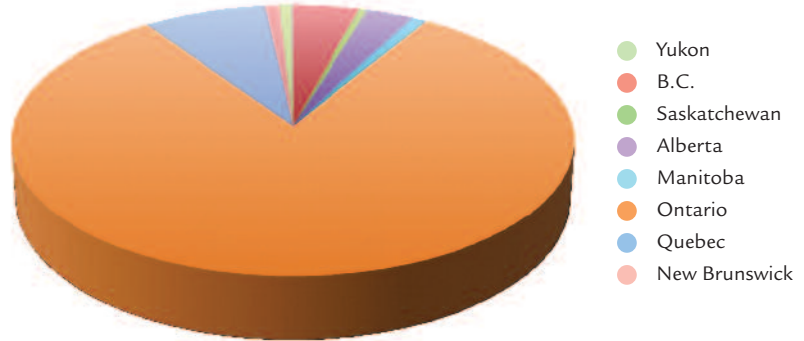
For sponsorship opportunities, call Fred Moody 800-843-1687sales@logisticsquarterly.com



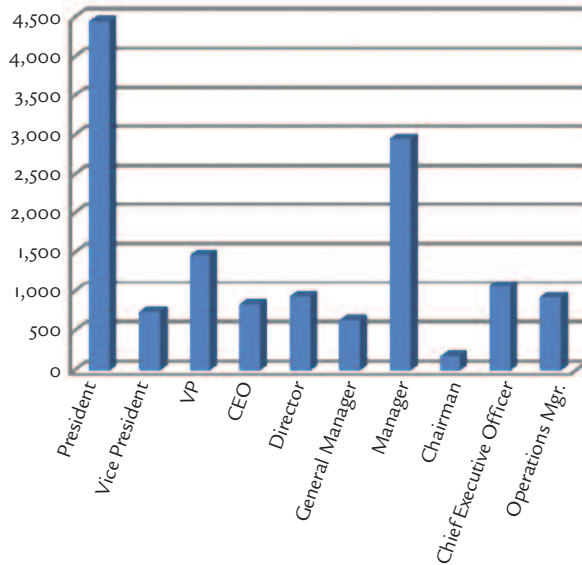
LQ: Canada

| | |
|----------------------|---------------|
| Yukon | 1 |
| B.C. | 832 |
| Saskatchewan | 106 |
| Alberta | 583 |
| Manitoba | 188 |
| Ontario | 15993 |
| Quebec | 1544 |
| New Brunswick | 178 |
| Nova Scotia | 157 |
| P.E.I. | 8 |
| Newfoundland | 1 |
| CDA Database: | 19,591 |

Canadian Breakdown by Province



Graphic Overview in CDA LQ Database:



Snapshot of Titles in CDA LQ Database:

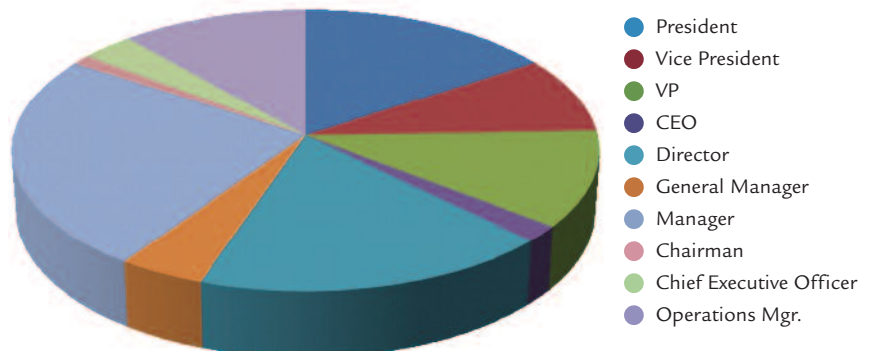
| | |
|-------------------------|---------------|
| President | 4449 |
| Vice President | 740 |
| VP | 1469 |
| CEO | 832 |
| Director | 933 |
| General Manager | 632 |
| Manager | 2952 |
| Chairman | 176 |
| Chief Executive Officer | 1067 |
| Operations Mgr. | 926 |
| Total Sample: | 14,176 |

LQ USA

Snapshot of Titles in USA LQ Database:

| | |
|-------------------------|---------------|
| President | 5159 |
| Vice President | 2895 |
| VP | 3627 |
| CEO | 609 |
| Director | 5881 |
| General Manager | 1417 |
| Manager | 8137 |
| Chairman | 362 |
| Chief Executive Officer | 1067 |
| Operations Mgr. | 3752 |
| Total sample: | 32,906 |

Graphic Overview USA LQ Titles Database:



* LQ's total readership in North America is comprised of 37,000 readers.



Additional Sponsorship Channels to Complement Your Advertising Strategy at LQ:

LQ Symposium Sponsorship 
(Bi-Annual Executive Exchange)

LQ Corporate Point 
Your Multimedia Presentation at LogisticsQuarterly.com
(LQ's Subscription-Based Cloud)

 **LQ Executive Insight Video Presentations Online**
(Includes Video Production)

LQ Blog Sponsorship 
(Leading academics and experts)

Banner Advertising
(Available in multiple online channels)

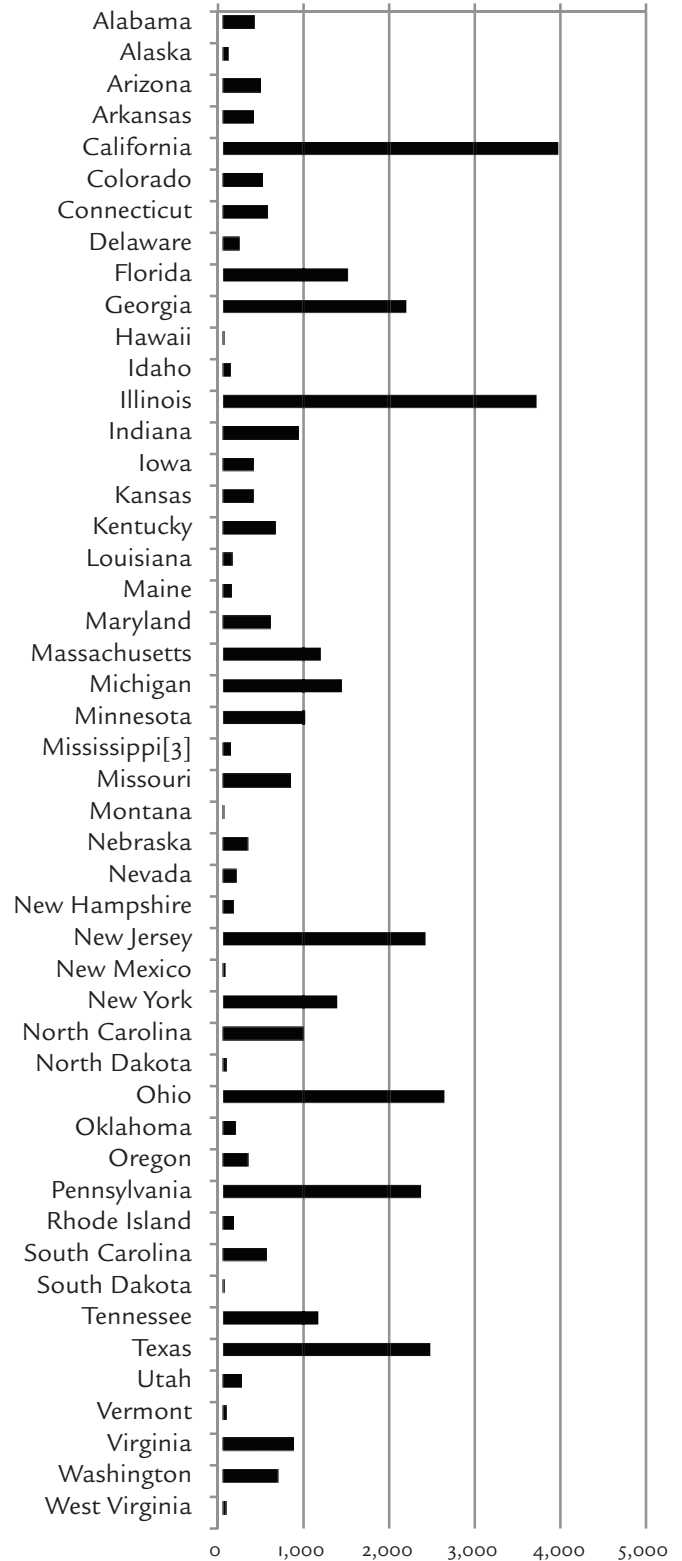
Executive Insight Newsletter eBlasts 

For more information, please download LQ's Online Media Kit or contact us at: Sales@LogisticsQuarterly.com 800-843-1687



LQ: USA (Demographic) by State






| | |
|----------------|---------------|
| Alabama | 367 |
| Alaska | 60 |
| Arizona | 433 |
| Arkansas | 355 |
| California | 3911 |
| Colorado | 459 |
| Connecticut | 516 |
| Delaware | 187 |
| Florida | 1456 |
| Georgia | 2136 |
| Hawaii | 13 |
| Idaho | 81 |
| Illinois | 3656 |
| Indiana | 882 |
| Iowa | 350 |
| Kansas | 349 |
| Kentucky | 603 |
| Louisiana | 103 |
| Maine | 91 |
| Maryland | 552 |
| Massachusetts | 1140 |
| Michigan | 1386 |
| Minnesota | 955 |
| Mississippi[3] | 84 |
| Missouri | 783 |
| Montana | 15 |
| Nebraska | 288 |
| Nevada | 154 |
| New Hampshire | 118 |
| New Jersey | 2362 |
| New Mexico | 21 |
| New York | 1330 |
| North Carolina | 941 |
| North Dakota | 33 |
| Ohio | 2583 |
| Oklahoma | 143 |
| Oregon | 289 |
| Pennsylvania | 2309 |
| Rhode Island | 114 |
| South Carolina | 507 |
| South Dakota | 18 |
| Tennessee | 1110 |
| Texas | 2416 |
| Utah | 214 |
| Vermont | 40 |
| Virginia | 813 |
| Washington | 636 |
| West Virginia | 31 |
| Wisconsin | 1154 |
| Total | 38,547 |



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LQ Ad Sizes & Mechanical Requirements

| ad format | non bleed material size | trimmed bleed material size | bleed material size |
|--|-------------------------|-----------------------------|---------------------|
|  Double page spread | 15.13 × 9.88" | 16.75 × 10.88" | 17.00 × 11.13" |
|  Full page | 7 × 9.88" | 8.38 × 10.88" | 8.63 × 11.13" |
|  1/2 page horizontal spread | 15.13 × 4.88" | 16.75 × 5.38" | 17.00 × 5.5" |
|  1/2 page horizontal | 7 × 4.88" | 8.38 × 5.38" | 8.63 × 5.5" |
|  1/2 page island | 4.62 × 7.38" | 5.42 × 7.93" | 5.53 × 8.05" |

mechanical requirements

LQ requires high-resolution PDF or PDF/X-1A digital files for full-page ads and two separate PDF or PDF/X-1A files for double-page spreads. Ensure all fonts are embedded.

Ads are to be supplied as CMYK. No RGB and no matched colours except cover positions.

Bleed ads must include bleed allowance of 1/8" (.125) on all four sides as indicated in the bleed material sizes above.

Set trim marks to a 12pt offset to ensure proper position on the page, other wise the publication will determine position.

Do not use PC TrueType fonts.

No JPEG images due to lossy compression. TIFF or EPS images are preferred.

Compress images using TIFF LZW compression only.

Images must be a minimum of 300 dpi.

UCR: 280% maximum for #3 coated stock.

Refer to Magazine Advertising Canadian (MAC) Specifications for further details.

COLOUR PROOFS

Press run-to proofs must accompany digital files and should print from the digital files.

Proofs should be MAC-approved and have GATF/SWOP standard colour bars.

When providing non-half-tone digital proofs, allowance for reproduction quality should be considered.

Colour laser proofs are not acceptable as press run-to proofs.