

Transport Intelligence

Market Intelligence for the Transport and Logistics Industry



2012 Media Pack

How to associate your company with the market leader in logistics knowledge

Key Contact:

Sarah Smith
Marketing Manager

T: +44 (0) 1666 519 900
E: ssmith@transportintelligence.com

www.transportintelligence.com

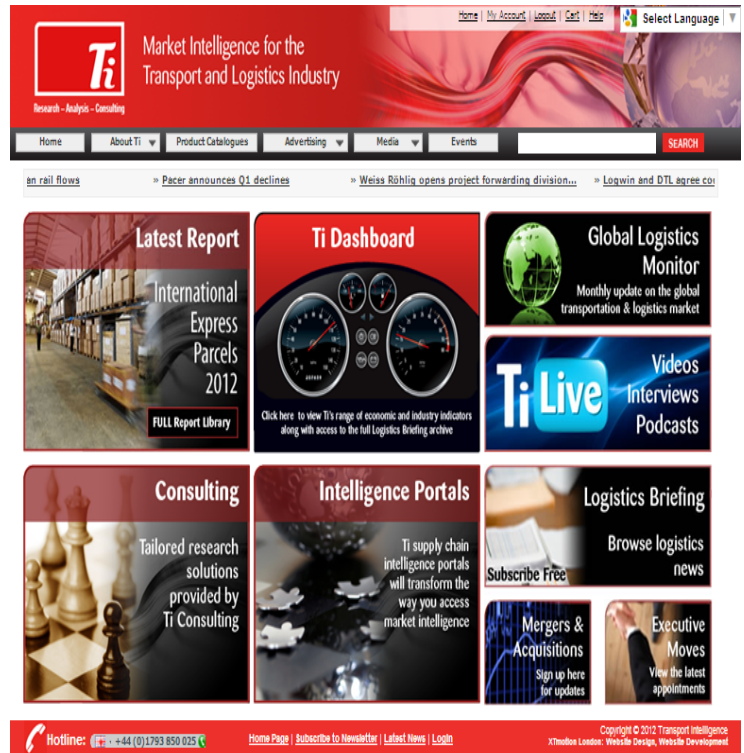
Ti: The Leader in Logistics Intelligence

Transport Intelligence (Ti) is the primary source of information for the transport and logistics markets. The company has developed a reputation for providing insightful analysis, utilising the knowledge of expert professionals with years of experience in the industry.

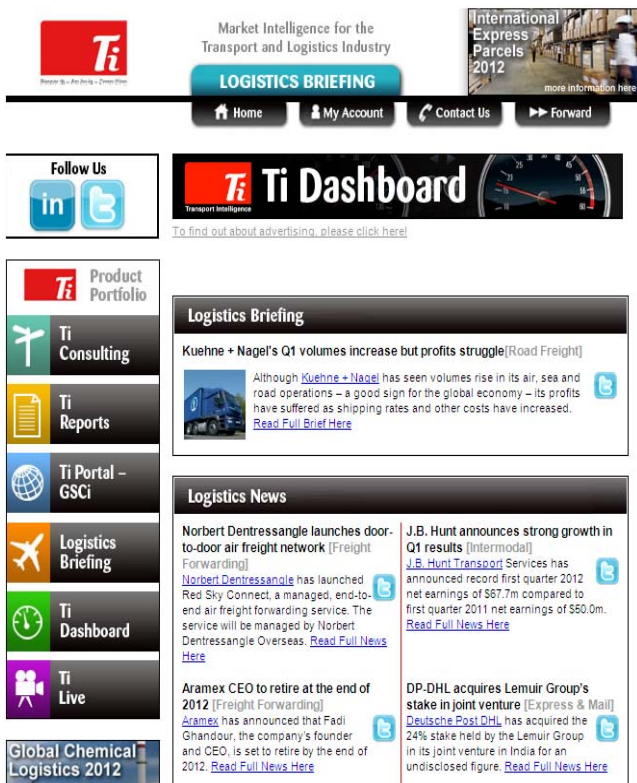
Transport Intelligence's market sizings and forecasts are used by market leaders across all sectors including manufacturers, retailers, logistics operators, governmental organisations, consultancies and banks.

Ti provides outstanding advertising opportunities enabling industry leading organisations to reach our global audience of supply chain professionals.

Opportunities include advertising on our company website and our e-newsletters as well as sponsorship of whitepapers and conferences.



Logistics Briefing – Ti's News & Analysis service



In total over 25,000 industry professionals receive *Logistics Briefing* every week, keeping them up to date on the latest trends and developments in the sector.

Ti's senior analysts write impartial and thought provoking articles on issues of vital interest to the transportation and logistics industry. This is complemented by a round-up of the other key news items currently affecting the industry.

Ti's news and analysis service, *Logistics Briefing*, is widely recognised as the most incisive, insightful and comprehensive briefing service in the industry.

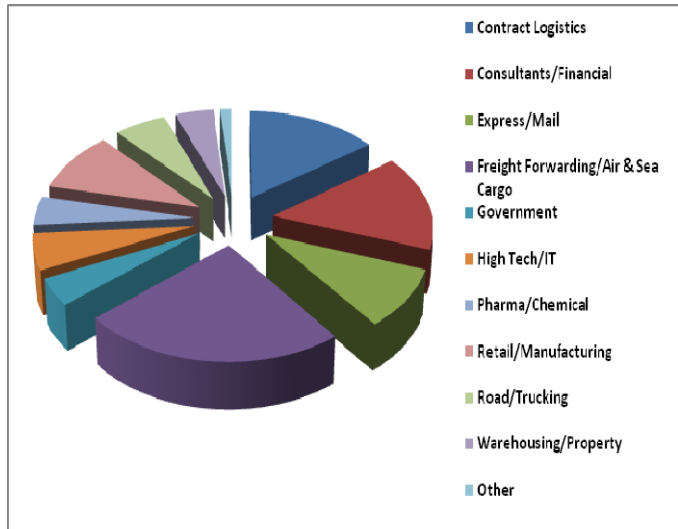
Ti distributes *Logistics Briefing* three times per week. Subscribers also have the option to receive a separate weekly roundup of our news and briefs. In addition, Ti produces a weekly Americas newsletter with region-specific articles and news.

Since 2002, Ti's analysts have written over 2,000 briefing articles, and covered over 6,500 news items. *Logistics Briefing* covers the express, contract logistics, ports, shipping, air cargo, warehousing, freight forwarding and road freight/trucking sectors in all regions of the world. Ti's analysts are based in all the major markets.

Logistics Briefing Readership

Logistics Briefing is an essential part of many logistics industry professionals' working life, either as their homepage or through emailed updates of news and analysis. Articles also form the basis for discussion groups and appear in all forms of social media.

Logistics Briefing subscribers come from all sectors of the global logistics industry, such as logistics managers of retailers/manufacturers, senior executives of freight forwarders, contract logistics companies, express and mail sectors. Many others represent consultancies, banks and governments.



Typical Logistics Briefing Subscribers

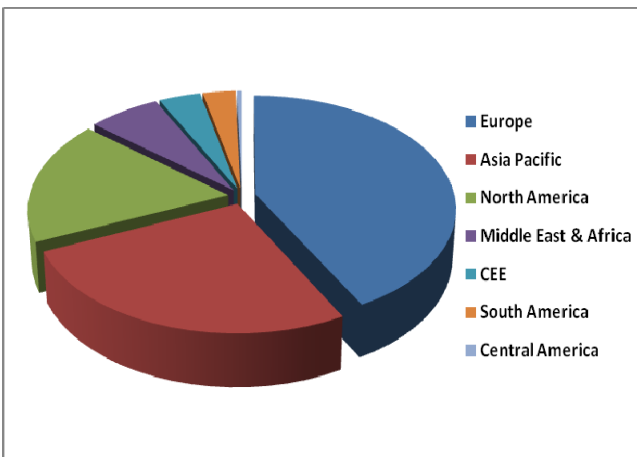
Head of Business Development, **DPWN**
 Head of Global Warehousing & Distribution, **Maersk**
 Director, Global Transportation, **Wyeth Pharmaceuticals**
 Director, **NOL**
 Vice President, **CB Richard Ellis**
 Managing Director, **TNT Post**
 Business Development Manager, **Kewill**
 European Logistics Director, **Unilever**
 Logistics Projects Manager, **IBM**
 Head of European Research, **Prologis**

Vice President, **Kuehne + Nagel**
 Global Logistics Manager, **Volvo**
 Supply Chain Analytics Manager, **P & G**
 Director, **Motorola**
 Business Development Director, **Gazeley**
 MD, **Credit Suisse**
 Supply Chain Specialist, **Dow Chemicals**
 Senior Logistics Sourcing Manager, **Nokia**
 Business Development Manager, **Goodman**
 President, **Trimac Transportation**

Global Reach

Logistics Briefing reaches a global audience. Over half of its readership is located outside of Western Europe, including many readers in the developing markets of Asia Pacific.

The global reach of *Logistics Briefing* provides a rare opportunity for advertisers to place their brand in front of a worldwide targeted audience. It's an essential opportunity for companies aiming to develop their products and services in the largest developing and developed markets.



Website statistics

As well as subscribing to the *Logistics Briefing* e-newsletters, thousands of industry professionals visit the Transport Intelligence website for its valuable news and analysis.

Our website receives over 28,000 visitors, 58,000 page views and 2.4 million hits every month.

Advertising Options

The Transport Intelligence website provides extensive advertising opportunities for your company to be associated with Ti's powerful brand.

You can place your banner on our e-newsletters, the *Logistics Briefing* homepage or across the 24 category pages. These can include a link through to your website. There are several different advertising opportunities available:

1. Website:

- Logistics Briefing homepage advertising
- 'Run of site' advertising banners

2. Newsletters:

- Logistics Briefing (Three times per week)
- Weekly Briefing
- Americas Briefing

3. White Paper and Special Feature Advertising

Website Advertising

Logistics Briefing Homepage

The *Logistics Briefing* homepage reports on the very latest global logistics news and events - making it our most frequently viewed webpage on the site. Your banner advert (468 x 60 pixels) will receive prime location at the top of the homepage.



'Run of Site' Banner Advertising

The Transport Intelligence website includes 24 major category pages, with essential related news articles and analysis. Your banner (468 x 60 pixels) will benefit from exposure on all the category pages listed below:

Countries/Regions

- China
- North America
- Latin America
- Russia and Central Asia
- Asia Pacific
- South Asia
- Europe
- Middle East and Africa

Logistics markets

- Shipping/Ports
- Intermodal
- Freight Forwarding
- Contract Logistics
- Express and Mail
- Road Freight
- Air Cargo
- IT Solutions
- Warehousing

Industry sectors

- Defence
- Humanitarian Logistics
- Oil and Chemical
- Pharmaceutical
- Automotive
- Consumer/Retail
- High Tech

The screenshot shows the Transport Intelligence website interface. At the top, there is a navigation bar with the logo and tagline "Market Intelligence for the Transport and Logistics Industry". Below this is a search bar and a menu with options like "Home", "About Ti", "Product Catalogues", "Advertising", "Media", and "Events".

On the left side, there is a vertical navigation menu with categories such as "Key TI information", "Product Range", "Logistics Briefing", "Industry Sectors", "Logistics Markets", "Countries / Regions", "Ti Live", "Ti Dashboard & Archive", "Ti Logistics Monitor", "Executive Moves", and "Mergers & Acquisitions".

The main content area features a prominent red banner that reads "Advertise your company here 468 x 60 pixel space". Below this, there is a section for "Latest Briefings" with several news items:

- TNT Express' profits in Europe fall, but Asia and Brazil improve**: A brief summary mentioning that TNT Express is being acquired by UPS and has shown better performance in some regions.
- European import/export volumes still weak, but index indicates improvement**: A brief summary mentioning the Stifel Nicolaus Logistics Confidence Index.
- FedEx's European acquisitions very different to UPS**: A brief summary mentioning the acquisition of the Polish courier business Opek.

On the right side, there is a "Featured Report" section for "European Road Transport & Logistics 2009" and a "Product Portfolio" section with various offerings like "Ti Consulting", "Ti Reports", "Ti Portal - GSCI", "Logistics Briefing", "Ti Dashboard", and "Ti Live".

Logistics Briefing e-Newsletter Advertising

The *Logistics Briefing* is sent out three times per week, providing outstanding access to a worldwide audience of 25,000 senior logistics professionals. There is also an opportunity to advertise in the *Weekly Briefing* which provides a summary of the week's news or the region-specific *Americas Briefing*. Newsletter subscription is free and growing at a rate of over 350 new subscribers per month.

Two positions are available on each newsletter, as indicated below:

The screenshot displays the top section of the Logistics Briefing e-newsletter. At the top left is the Ti logo with the tagline 'Market Intelligence for the Transport and Logistics Industry'. To the right is a featured article titled 'International Express Parcels 2012'. Below the header is a navigation bar with buttons for Home, My Account, Contact Us, and Forward. On the left side, there is a 'Follow Us' section with LinkedIn and Twitter icons, and a vertical 'Product Portfolio' menu with links to Ti Consulting, Ti Reports, Ti Portal - GSCi, Logistics Briefing, Ti Dashboard, and Ti Live. At the bottom left is a red box for a 170 x 150 pixel advertisement. On the right side, there are two main content areas: a red box for a 468 x 60 pixel advertisement and a 'Logistics Briefing' section featuring an article about FedEx European acquisitions. Below that is a 'Logistics News' section with three articles: 'Passenger car registrations decline 7.7% in Q1', 'Dachser continues growth trend', and 'DB Schenker Logistics provides customized supply solution for VW'. To the right of these are two more articles: 'Union Pacific Reports Record First Quarter' and 'CEVA opens new Freight Management office in Romania'. Each article includes a small image, a title, a brief summary, and a 'Read Full News Here' link, along with a Twitter icon.

White Paper, Survey and Special Feature sponsorship

Transport Intelligence develops regular, detailed articles and papers to promote interest and discussion. Each addresses a particular segment of the transport and logistics industry, providing a source of background information, comment and analysis.

Sponsorship is available through a collaborative approach with closely aligned companies. The resulting association can create a very strong message for your potential customers and generate significant media interest.

Here are some example articles and papers written by Ti's Senior Analysts:

- **Stifel Nicolaus Logistics Confidence Index**
- **Agility Emerging Markets Index**
- **Collaborative Networks 'The Way Forward'**
- **Transport Sector Key to Feeding World's Record Population**
- **Embrace Green Logistics or Lose Business: The Stark Choice for Providers**
- **Financing of Logistics Industry Deals Enters New Era**
- **Global Economic Instability - What Impact on the Asia Pacific Logistics Industry?**
- **Integrated Logistics in China - Overcoming the Challenges**
- **Logistics in the Automotive Sector - On the Margins of a Crisis**
- **Real Time Supply Chain Visibility - Increasing for Shippers and 3PLs**
- **Vertical Sectors Whitepaper: Cyclicity and Secularity**
- **Where's the Best Location for Your Distribution Centre?**



Advertising Rates

Website Advertising		
	Logistics Briefing Homepage	Run of Site Category Pages
Pixels: 468x60		
One Month	£500	£300
Six Months	£2500	£1500
Twelve Months	£4000	£2400
Pixels: 170x150		
One Month	£325	£250
Six Months	£1625	£1250
Twelve Months	£2600	£2000

Logistics Briefing e-Newsletter Advertising			
	Logistics Briefing – 3 times per week	Weekly Briefing	Americas Briefing
Pixels: 468x60			
One Month	£1000	£400	£400
Six Months	£5000	£2000	£2000
Twelve Months	£9000	£3600	£3600
Pixels: 170x150			
One Month	£500	£200	£200
Six Months	£2500	£1000	£1000
Twelve Months	£4500	£1800	£1800

White Paper, Survey and Special Feature sponsorship

For current opportunities and prices, or to discuss a bespoke advertising solution, please contact Sarah Smith.

Key Contact Details

Sarah Smith
Marketing Manager

T: +44 (0) 1666 519 912
E: ssmith@transportintelligence.com

Visit www.transportintelligence.com to browse our range of products and services.