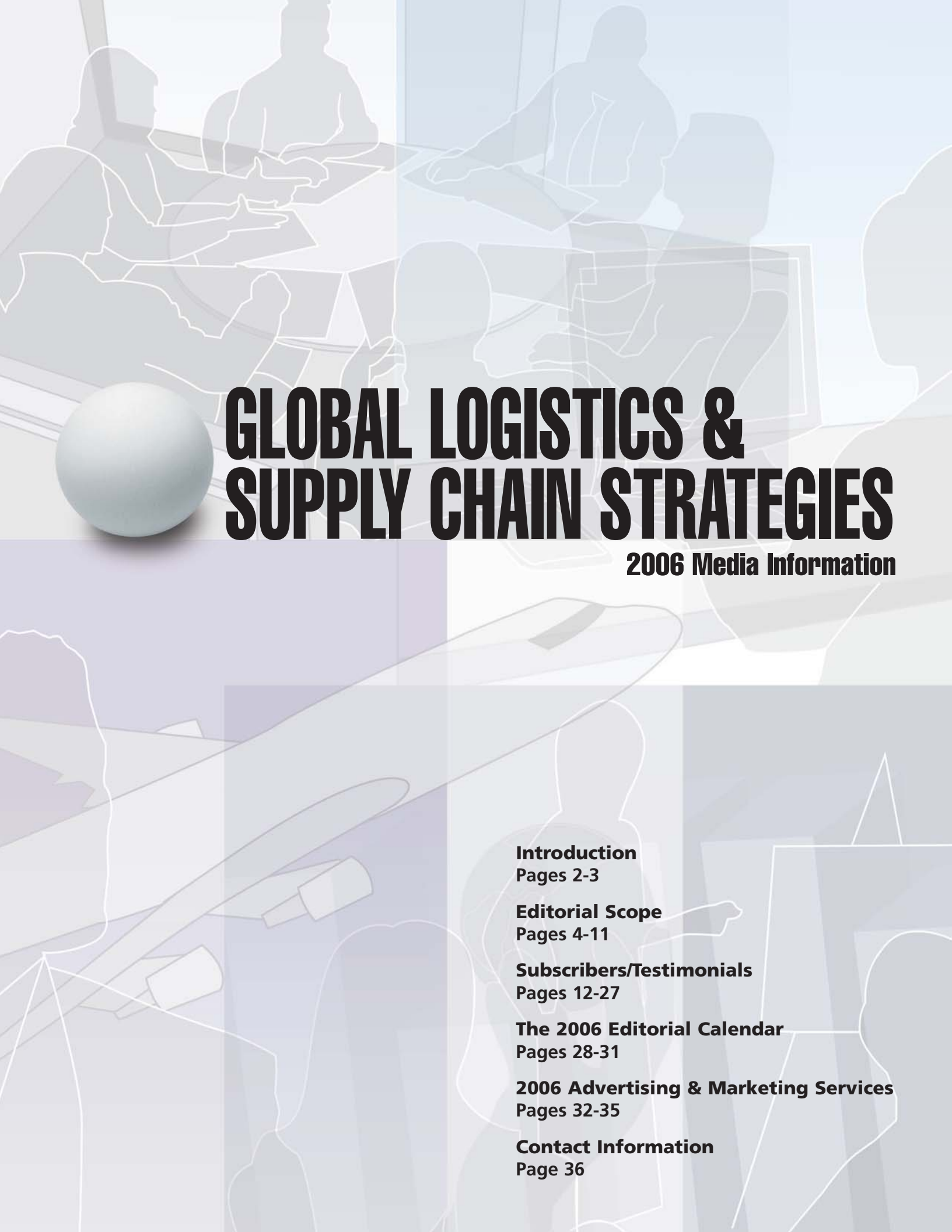


GLOBAL LOGISTICS & SUPPLY CHAIN STRATEGIES

2006 Media Information

Introduction
Pages 2-3

Editorial Scope
Pages 4-11

Subscribers/Testimonials
Pages 12-27

The 2006 Editorial Calendar
Pages 28-31

2006 Advertising & Marketing Services
Pages 32-35

Contact Information
Page 36

Global Logistics & Supply Chain Strategies:

Today's Most Widely Read Supply-chain Management Publication

In today's world, competitive advantage is built on more than quality products and services. It requires the ability to anticipate change, and to react immediately when changes—or problems—in supply or demand occur. And reliable, real-time information is the foundation of this capability.

Global Logistics & Supply Chain Strategies' in-depth case studies, exclusive executive interviews, and content-rich features provide a wealth of information on the latest technology, services and processes needed to maximize supply chain efficiency. The magazine's detailed coverage of leading edge strategies and real-world solutions is the basis for its reputation as the premier publication for executives at the highest levels of supply chain management.





GL&SCS Editors:

The Most Experienced Staff in the Field

Jean V. Murphy (***GL&SCS* Editorial Director**) is an award-winning journalist and editor with more than 30 years of experience. She joined *GL&SCS* during its pre-launch period and served as chief editor until being named editorial director in May 1999. Murphy has worked for numerous magazines in the logistics and supply-chain field, including six years as editor of *Traffic World*, the industry news weekly. Her past experience also includes work as director of a transportation trade association and as editor/owner of a transportation law newsletter. Murphy is a three-time winner of the Jesse H. Neal Award for editorial excellence presented by the American Business Media and has frequently appeared as a speaker at industry meetings. She also is a member of numerous professional organizations.

Russell W. Goodman (***GL&SCS* Editor-in-Chief**) has worked in newspapers, newsletters and magazines, with a focus on logistics, business and trade, for more than 30 years. He also has specialized in editing and writing for publications in world affairs, politics and legal matters. Prior to joining *Global Logistics & Supply Chain Strategies* in 1996, Goodman directed editorial coverage for two leading international commerce magazines. Goodman was managing editor of the *Journal of Defense & Diplomacy*, a bimonthly edited in Washington that reported on and interpreted the interplay between security and political issues. From Washington, Goodman, as editor in chief of *Middle East Insight* magazine, directed coverage of business and political affairs in that critical part of the world. He also developed and edited *Eastern Europe Law Week*, a newsletter that covered legal reform in post-Soviet Europe.

Robert J. Bowman (***GL&SCS* Senior Editor**) has more than 25 years' experience writing about logistics, the supply chain, transportation and international trade. Prior to joining *Global Logistics & Supply Chain Strategies*, Bowman was former editor-in-chief of *Pacific Shipper*, and senior editor of *Distribution*. In addition, he has written for numerous journals including *Traffic World*, *Journal of Commerce*, *Shipping and Trade News of Tokyo*, *Lloyd's List*, *Lloyd's Maritime Asia*, *Warehousing Management*, *Cargovision and Area Development*. For six years, he authored the entry on international trade for *Collier's Yearbook* and *Funk and Wagnalls New Encyclopedia Yearbook*. Bowman is a regular speaker at industry conferences and seminars. He has been senior editor at *GL&SCS* since 1998.

Tom Foster (***GL&SCS* Senior Editor**) has over 30 years of independent and corporate experience in the communications industry where he has specialized in logistics and supply-chain management. He has been an editor and publisher of both print and electronic publications, as well as a consultant to buyers, sellers and developers of logistics services and technology through his firm, Logistics International. Foster has developed and marketed web sites, search engines, an Internet portal and numerous custom publishing products in the supply-chain marketplace for leading logistics companies. He has created and launched a print and electronic regulatory compliance product called *HazMat Shipping*, a magazine for distribution operations, and several logistics-related newsletters and seminar programs. Foster is also a frequent speaker at industry forums. He joined *GL&SCS* in 1999.

Case Studies:
Real-world Solutions to Real-world Challenges

Supply chain professionals work in a world of constant and very real challenges. They need an information source that examines the logistics and supply chain hurdles others in their profession have faced, and what they did to clear them.

Global Logistics & Supply Chain Strategies presents real-world case studies. These reports, the most complete and in-depth in any supply chain management publication, detail the specific nature of the problem to be addressed. They describe how and why given solutions were chosen. They exhaustively track the implementation, including what problems occurred during that process.

Reporting is based on exclusive interviews with the company affected, the software or services provider, and any third-party involved in the project. Tasked with meeting daunting schedules and deadlines while containing costs, logistics and supply chain professionals need an information source with case studies that give them real-world solutions to real-world challenges.



CASE STUDY

Naturally Fresh Dresses Its Supply Chain With New Capabilities

CASE STUDY

New Supply-chain Strategy Has Top Furniture Maker Sitting Pretty



CASE STUDY

For Ford Motor Co., the Aftermarket Is No Longer an Afterthought

CASE STUDY

Brash High-Tech Start-up Matures Into a Profitable Unit of Siemens



CASE STUDY

SPX: Getting Suppliers in Line Means Starting Small, But Thinking Big



CASE STUDY

TaylorMade Drives Supply-Chain Efficiency With 24-Hour Club

CASE STUDY

True Value Battles Adversity With Supply-chain Efficiency



Levi Strauss Revamps Value-Channel Supply Chain to Keep Pace With Outlet Shoppers





CASE STUDY

Managing a Rapidly Expanding Supply Chain Isn't Child's Play



CASE STUDY

More Accurate Forecasts Give Sales, Operations Planning New Life at Sara Lee Unit

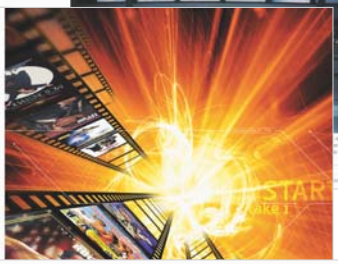
CASE STUDY

Philips Consumer Electronics Revamps Distribution With Outsourced Solution



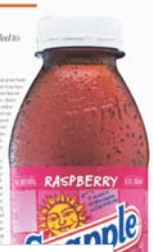
CASE STUDY

Now Playing: MGM's Home Video VMI Program



CASE STUDY

Snapple Found Handling Logistics In-house Left A Sour Taste



CASE STUDY

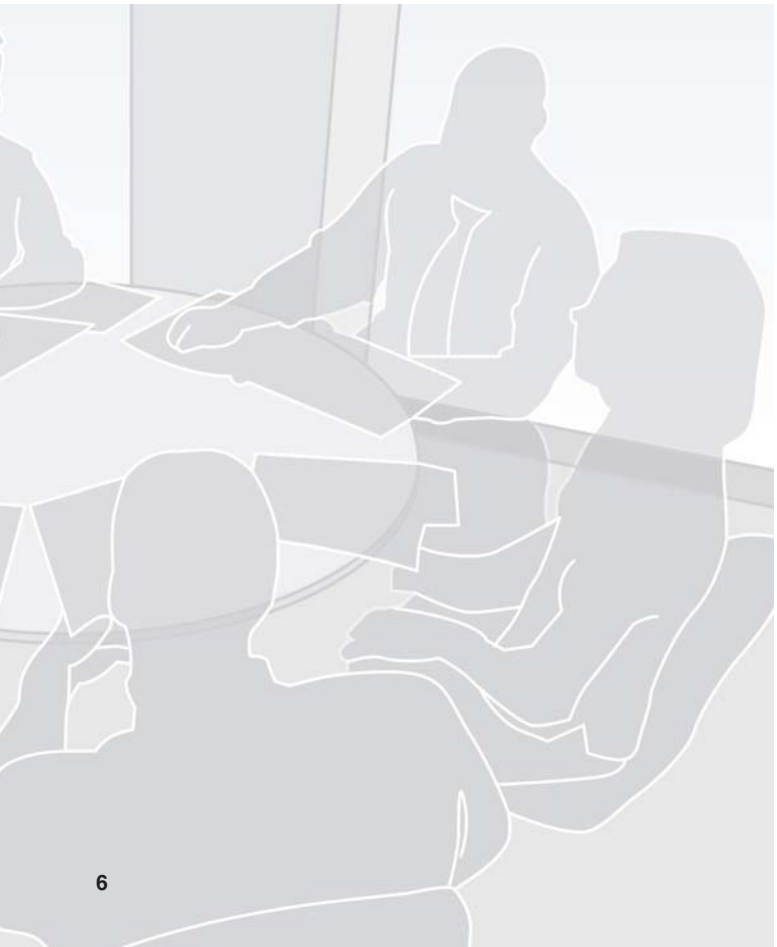
Demand Management Enables Cooking.com To Add New Products With No New Costs

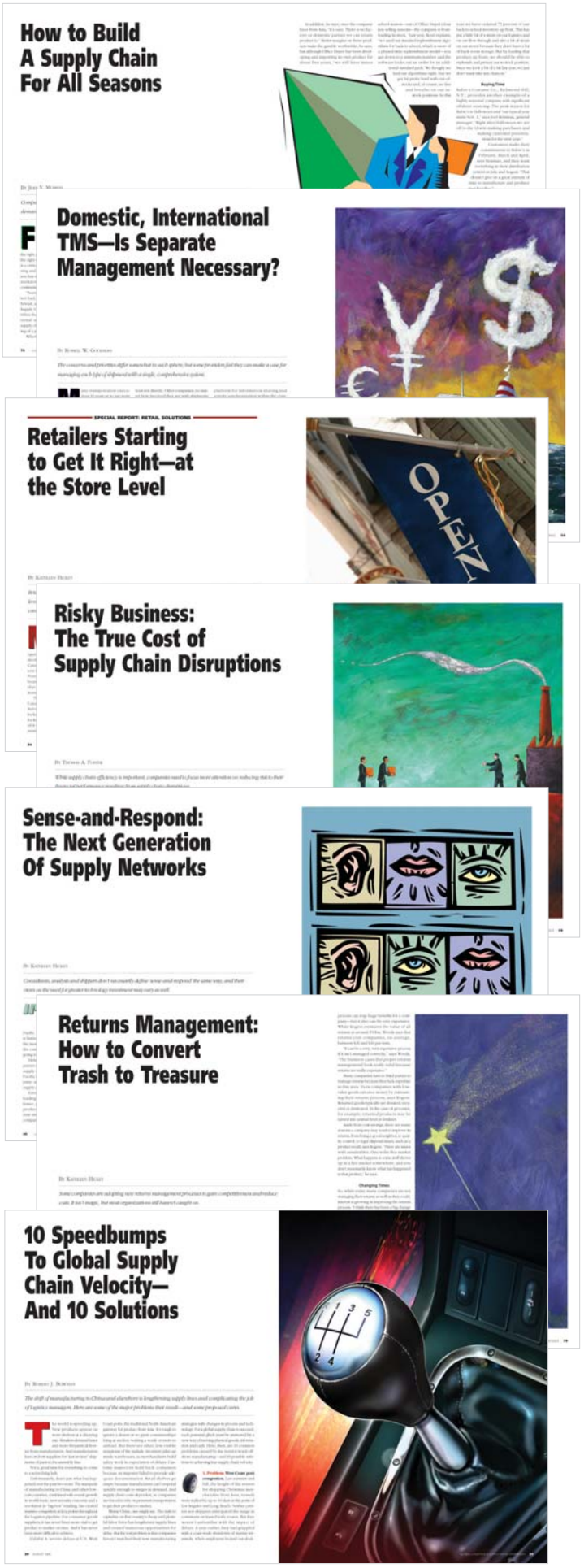


Ideas & Trends:
The Latest in Supply Chain Thinking

Change and innovation are two of the most important words in the supply chain lexicon, and logistics and supply chain professionals must keep abreast of the evolution taking place in their world. They need to know the individuals and companies behind these trends. They must understand the impact of these changes. And they must know how to cooperate with—or counteract—what's taking place.

Some of the important ideas and trends that *GL&SCS* will address in 2006 include: New Ideas for Congestion Relief; Complexity Masters; Managing Supply Chain Risk; Continuous Improvement in the Supply Chain; the Evolving Concept of Lean; Greening the Supply Chain; Change Management; Performance Management; Supply Chain Security and Facility Location Planning.







Executive Interviews:
What The Experts Say

In exclusive interviews, top-level SCM executives of the best and biggest companies discuss their complex supply chain challenges, and how they've dealt with these problems.

Through candid conversations with *GL&SCS* Editorial Director Jean V. Murphy, executives painstakingly walk the reader through the problems their companies faced, and then through the analysis and decision making process needed to solve them.

In recent issues, executives have discussed such challenges as knowing when to say no to a trusted provider; calculating safety stock levels when everything is outsourced; experimenting with materials resource planning; utilizing "brainpower" of nearby universities; assessing the relative strengths of the foreign countries that want your outsourced business; and setting up an overseas production plant only to learn that one's global suppliers really aren't global.

No other supply-chain management magazine has the complete attention of top-level logistics and supply chain professionals like *Global Logistics & Supply Chain Strategies.*



Logistics Features:
Delivering Value

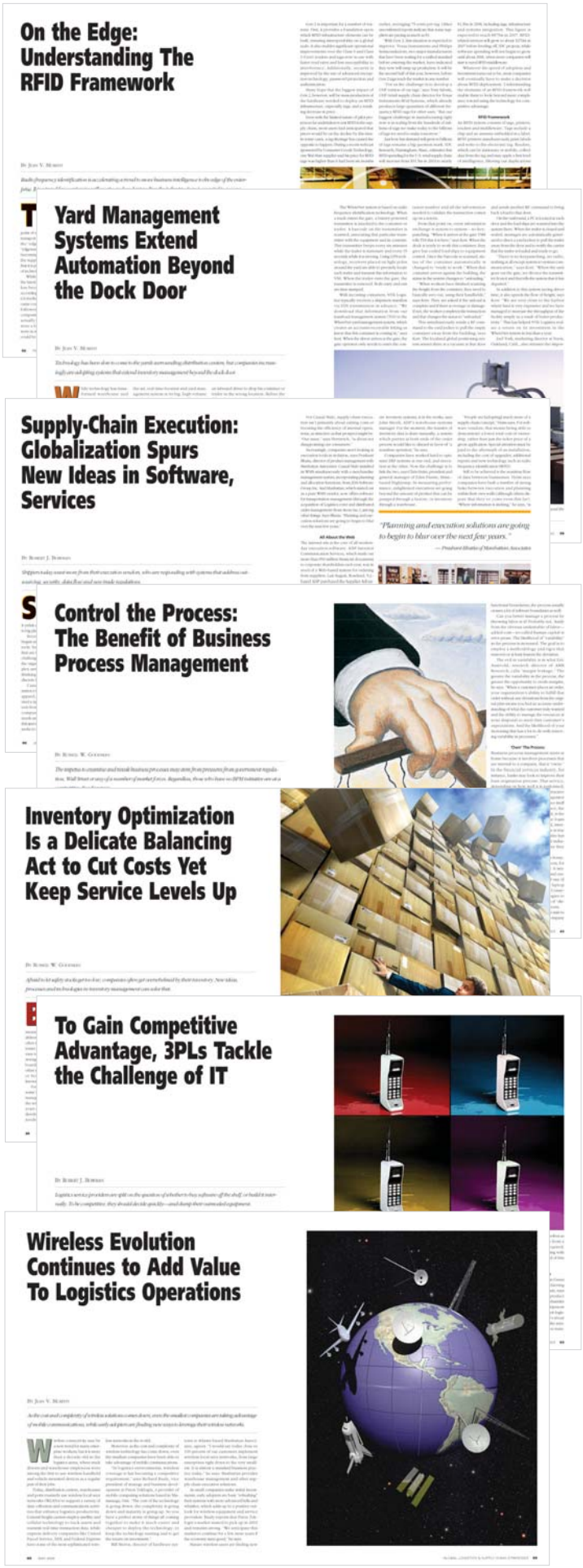
The logistics ideal—inventory never at rest but in constant motion—may not be achievable. But that hasn't stopped logistics professionals from trying to get as close to realizing that dream as possible. No one can do it alone, and none can reach optimum efficiency without the complete understanding of logistics realities today that only a reliable information source can give.

Each month in *GL&SCS*, exclusive interviews with logistics and supply chain management executives reveal what products, services and strategies they use to manage their real-world logistics challenges.

In 2006, some logistics features will include: Global Trade Management; Service Parts; 3PL Vertical Specialists; Logistics Outsourcing; Value-Added Logistics Strategies; Global Supply Chain Management; Modal Optimization; 3PLs in China; EMS Logistics Operations; and European Distribution.







Technology Features:
Analysis & Implementation

No part of the supply chain is untouched by technology, and no part of a supply chain professional's work life is complete without an understanding of the role of technology—systems, applications and products. That understanding requires a reliable information conduit. Each month, *Global Logistics & Supply Chain Strategies* presents authoritative articles on how the latest technology is optimizing the supply chain. These features are based on extensive interviews with end users as well as with the developers of the technologies they utilize.

In 2006, some technology features in *GL&SCS* will include: RFID in the Future Store; Retail Solutions; Demand Planning; The Collaboration Toolbox; Wireless Technology; Supplier Relationship Management; Optimizing Fulfillment in a Global Network; Warehouse Productivity; RFID: a Reality Check; and the indispensable Technology Roadmap for Supply Chain Excellence.



Departments:

Important News—Brief and to the Point

FastForward includes the latest ideas and innovations in supply chain management, with dispatches from the most recent forums, seminars and user conferences, detailing experts' latest thinking on supply chain excellence.

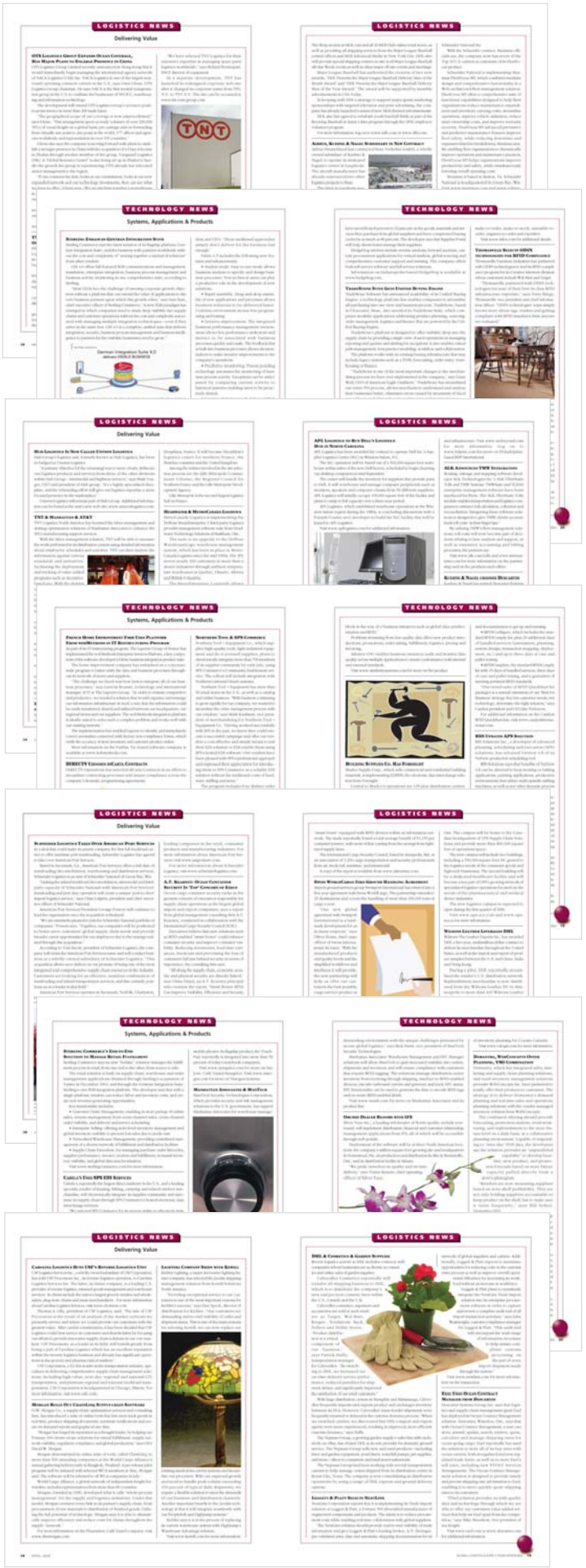
Up Front, a multi-page report on products and services that maximize supply chain efficiency, and on important customer wins in logistics and technology—worldwide. Up Front also highlights important supply chain developments in such industry verticals as Automotive/ High-Tech/Electronics; Retail/CPG/Food; and Process Manufacturing.

Transportation is a state-of-the-industry report, each month, concerning Ocean Freight, Truckload, Airfreight, Rail, Less-than-Truckload, and Ports & Airports.

Executive Education previews upcoming conferences, seminars and business courses designed for logistics and supply chain professionals.

Professional Services examines the use of outside parties with special capabilities that few organizations can effectively manage in-house. These specialties include freight payment, site location, legal counsel, insurance, security, and executive search.







The Annual Supply Chain Management Resource Guide and Executive Yearbook

January Issue

The annual Supply Chain Management Resource Guide and Executive Yearbook offers a wealth of industry information, from company profiles to expert analysis, in a single issue. It consists of four sections:

Our annual Resource Guide to suppliers, solutions, systems and services. Full-page profiles of leading providers are fully indexed by name and type of service, and cross-referenced for easy access.

Calendar of Industry Events. A comprehensive guide to the coming year's conferences, trade shows, exhibitions, seminars and other important dates, with detailed information about each listing.

Educational Institutions and Programs. All the major schools and educational opportunities, for industry newcomers as well as veteran supply-chain executives, can be found here.

Industry Review and Forecast. The top analysts and research organizations offer a perspective on recent developments, along with what to expect in the coming year.

This is the one volume that supply-chain executives will keep at hand for the entire year.



