GLOBAL LOGISTICS & SUPPLY CHAIN STRATEGIES

2004 Media Information



There's no better advertising vehicle for reaching executives at the highest levels of supply-chain management who rely, every month, on detailed editorial coverage of leading-edge strategies and real-world solutions that are directly applicable to their continuing corporate growth and success.

Editorial Calendar. 6-7
Rate Card. 8-9

GLOBAL LOGISTICS & SUPPLY CHAIN STRATEGIES...



Competitive advantage turns on management's ability to create adaptive supply chains and agile business models, using innovative technology, people and processes. With supply chains that extend across enterprises, unanticipated problems are a fact of life. The key to success is not to eliminate the problems, but to see them the moment they arise and to respond swiftly and effectively. Successful companies carefully plan each move they make, internally and with their trading partners — but they are able to immediately change plans and actions when circumstances dictate. And they use each change as a learning experience, since results are continuously monitored and measured.

***Global Logistics & Supply Chain Strategies'* in-depth case studies, content-rich features and exclusive executive interviews 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 has led to its prestige as the premiere publication for executives at the highest levels of supply-chain management.**

Case Studies

Each month, *GL&SCS* presents the most detail-rich case studies of any publication in the logistics and supply-chain management field.

Tightly focused on the kinds of challenges readers face each day, these real-world reports cover the specifics of actual logistics or supply-chain challenges, detail how and why given solutions were chosen, then exhaustively track the implementation process.

Each case study in *Global Logistics & Supply Chain Strategies* is based on exclusive interviews with the executive participants at the corporate enterprise, the provider of software or services, and at any third-party involved in the project.

Never hypothetical, these case studies are drawn from the experiences of actual companies. They mirror the same hurdles faced every day by *GL&SCS* readers — top-line executives responsible for purchasing and deploying crucial technology and services.

Technology Features

Each month, *GL&SCS* presents well-researched articles on the latest technology designed to optimize the supply chain. Like its case studies, all *GL&SCS* technology features are based on personal interviews with the end users as well as with the developers of the systems, applications and products. Regardless of a product's focus, the editors and staff of *GL&SCS* report on products that are intended to make any aspect of the supply chain more efficient. From front office to back office and to all points in between, from the supplier's supplier to aftermarket sales and service, *GL&SCS* covers it.

2004 Technology Features include: Supply-chain E-Business: Cutting–edge Technologies; Best Practices in Supply Chain Planning, Warehouse Management, Visibility, Transportation Management and Collaboration; IT for Global Supply Chains; Data Synchronization; Advanced Order Fulfillment and more.

SCM Trends Features

The logistics and supply-chain management arena is one of the most innovative anywhere in the world of business. For years, corporate management has turned to logistics professionals to find ways to cut costs throughout the enterprise. As cost containment continues to be the watchword, that won't change.

Trends to be covered in 2004 include: Using Supply Chains to Help Build Brands; Logistics Legislation and Regulations; Supply-chain Analytics: Performance by the Numbers; and Supply Chain Value vs. Cost Containment.

Logistics Features

No commodity, product or service moves without logistics, and no enterprise can hope to stand out from the competition without a complete understanding of logistics realities today. Each month, 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 2004, Logistics Features will include: The Changing Face of Trucking; Trends in Logistics Outsourcing; Logistics Contract Management; 3PLs on the Rise; Best Practices in International Trade Management; Transportation Procurement Strategies and more.

Exclusive Executive Interviews

Kicking off each issue is a one-on-one interview between Editorial Director Jean Murphy, one of the most highly-respected journalists covering supply-chain issues today, and a senior executive from a major enterprise. These executives discuss the "must" strategies necessary to stay competitive in today's business environment.

Departments

The New Business Report, each month, provides information on the latest ideas and innovations in supply-chain management as well as news briefs on new products and services from any provider whose business is helping senior executives to maximize supply-chain efficiency for their organizations.

Global Shipping offers news from the transportation sector concerning Ocean, Air, LTL/ Truckload, Rail, Ports and Hubs.

Executive Education reviews upcoming conferences, seminars and business courses presented in the coming months.

The Most Experienced Staff in the Field

All *GL&SCS* articles are researched and written by a deeply experienced editorial staff and a very select group of contributors. Four full-time senior editors bring a wealth of extensive industry knowledge and analytic ability to the articles they write. Together they offer over 100 years' experience reporting on logistics and supply-chain management.



OVER 300 IN-DEPTH SUPPLY CHAIN MANAGEMENT CASE STUDIES SINCE 1997

Global Logistics & Supply Chain Strategies' case studies are always rich in detail and have provided a blueprint of leading-edge strategies and real-world solutions for executives at the highest levels of supply-chain management. This depth of coverage is unmatched in our field.




















Who's That Behind FosterGrant's Demand Planning?


In a Marriage of Giants, HP and Compaq Successfully Merge Supply Chains


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

Food Distributor Cures Supply-chain Indigestion With Visibility Solution


Supply-chain Reorganization Is the New Flavor At Ocean Spray


TaylorMade Drives Supply-Chain Efficiency With 24-Hour Club


Ericsson Frees Capital By Restructuring Supply Chain


True Value Battles Adversity With Supply-chain Efficiency


European Grocery Supplier Shows How CPFR Really Works

Start-up eSilicon Streamlines Semiconductor Supply Chain


Philips Consumer Electronics Revamps Distribution With Outsourced Solution


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

GL&SCS 2004 EDITORIAL CALENDAR

JANUARY

Feature Articles:
- Feature Case Study
- Supply Chain Planning – Best Practices
- Supply Chain Risk Analysis
- The Changing Face of Trucking
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/Ports/Hubs
- Regional Logistics – Europe

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Retail/CPG/Food

Special Supplement:
The 2004 Supply Chain Calendar of Events

BONUS DISTRIBUTION
- *Interlog Winter, January 26-28 Miami, FL*

Space Closing: December 5
Material Closing: December 12

FEBRUARY

Feature Articles:
- Feature Case Study
- Global Logistics Outsourcing
- Corporate Governance and the Role of SC Managers
- A New Look at Vendor Managed Inventory
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/LTL/Truckload
- Regional Logistics – Asia
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Automotive/High Tech/ Electronics

BONUS DISTRIBUTION
- *National Manufacturing Week, February 23-26, Chicago, IL*
- *Supply Chain Executive Retreat, February 25-27, Phoenix, AZ*
- *Logicon, March 8-11 Las Vegas, NV*

Space Closing: January 9
Material Closing: January 16

MARCH
SPECIAL ISSUE
SUPPLY CHAIN E-BUSINESS CUTTING EDGE TECHNOLOGIES

Feature Articles:
- Feature Case Study
- Warehouse Management – Best Practices
- Logistics Contract Management
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/Ports/Hubs
- Regional Logistics – Latin America
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Process Manufacturing – Chemical, Pharmaceutical, etc.

BONUS DISTRIBUTION
- *Supply Chain World North America, March 29-31, Chicago, IL*
- *IWLA 2004, March 28-31, Phoenix, AZ*

Space Closing: February 6
Material Closing: February 13

APRIL

Feature Articles:
- Feature Case Study
- IT for Global Supply Chains
- 3PLs on the Rise
- Case Studies in Site Selection
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/LTL/Truckload/Rail
- Regional Logistics – Europe
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Retail/CPG/Food

BONUS DISTRIBUTION
- *The Logistics & e-Supply Chain Forum, May 10-13, New York, NY*
- *Retail Systems/VICS Collaborative Commerce, May 17-20, Chicago, IL*
- *Distribution/Computer Expo, May 18-20, Chicago, IL*

Space Closing: March 12
Material Closing: March 19

MAY

Feature Articles:
- Feature Case Study
- SC Software Winners
- Supply Chain Visibility – Best Practices
- Data Synchronization
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/Ports/Hubs
- Regional Logistics – Asia
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Automotive/High Tech/ Electronics

BONUS DISTRIBUTION
- *WERC's Annual Conference, May 16-19, Atlanta, GA*
- *Distribution/Computer Expo, May 18-20, Chicago, IL*
- *Interlog Summer, June 14-17 Huntington Beach, CA*

Space Closing: April 9
Material Closing: April 16

JUNE
SPECIAL ISSUE
TRENDS IN LOGISTICS OUTSOURCING

Feature Articles:
- Feature Case Study
- Advanced Order Fulfillment
- The Top Developers of Supply Chain Facilities
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/LTL/Truckload
- Regional Logistics – Latin America
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Process Manufacturing- Chemical, Pharmaceutical, etc.

BONUS DISTRIBUTION
- *SupplyChainXchange, July 18-21, Park City, UT*

Space Closing: May 7
Material Closing: May 14

GL&SCS 2004 EDITORIAL CALENDAR

JULY

Feature Articles:
- Feature Case Study
- Transportation Management – Best Practices
- Lean Supply Chains
- RFID Update
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/Ports/Hubs
- Regional Logistics – Europe
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Retail/CPG/Food

Special Supplement:
SCM Success Stories

BONUS DISTRIBUTION
- *SupplyChainXchange, July 18-21, Park City, UT*

Space Closing: June 11
Material Closing: June 18

AUGUST
SPECIAL ISSUE
100 GREAT SUPPLY CHAIN PARTNERS

Feature Articles:
- Feature Case Study
- Using Supply Chains to Help Build Brands
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/LTL/Truckload/Rail
- Regional Logistics – Asia
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Automotive/High Tech/Electronics

BONUS DISTRIBUTION
- *CLM Annual Conference, October 3-6, Philadelphia, PA*
- *Frontline International Supply Chain Week Conference & Expo September 13-15, Chicago, IL*

Space Closing: July 9
Material Closing: July 16

SEPTEMBER

Feature Articles:
- Feature Case Study
- Reverse Logistics
- International Trade Management – Best Practices
- Facility Location Strategies
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/Ports/Hubs
- Regional Logistics – Latin America
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Process Manufacturing – Chemical, Pharmaceutical, etc.

BONUS DISTRIBUTION
- *CLM Annual Conference, October 3-6, Philadelphia, PA*
- *APICS Conference & Expo October 10-13, San Diego, CA*

Space Closing: August 6
Material Closing: August 13

OCTOBER

Feature Articles:
- Feature Case Study
- Transportation Procurement Strategies
- Business Process Management
- Demand Management
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/LTL/Truckload
- Regional Logistics – Europe
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Retail/CPG/Food

Plus:
Our Annual Report on **Vertical Solutions** for Process Manufacturing, High-Tech, Automotive, Food, Retail and CPG.

BONUS DISTRIBUTION
- *Transcomp (NITL)/ International Intermodal Expo, November 13-17, San Antonio, TX*

Space Closing: September 10
Material Closing: September 17

NOVEMBER

Feature Articles:
- Feature Case Study
- Supply Chain Collaboration – Best Practices
- Logistics Legislation & Regulations
- Supply Chain Analytics: Performance by the Numbers
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/Ports/Hubs
- Regional Logistics – Asia
- Executive Education

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Automotive/High Tech/ Electronics

Space Closing: October 8
Material Closing: October 15

DECEMBER

Feature Articles:
- Feature Case Study
- The Real Value of Executive Education
- SC Value vs. Cost Containment
- Facility Location Planning: The Case for Incentives
- *GL&SCS* Exclusive Interview

Departments:
- Global Shipping – Ocean Freight/ Airfreight/LTL/Truckload/Rail
- Regional Logistics – Latin America

New Business Report:
- Fast Forward/ Ideas & Trends in Supply Chain Management
- Logistics News
- Technology News
- Industry News – Process Manufacturing – Chemical, Pharmaceutical, etc.

Special Supplement:
The 2005 SCM Resource Guide

Space Closing: November 12
Material Closing: November 19

GL&SCS 2004 RATES & MECHANICAL DATA

Global Logistics & Supply Chain Strategies Display Advertising – (U.S. Dollars)

Black & White	1x	3x	6x	9x	12x	18x	24x	30x	36x
Full Page	$7,290	$6,960	$6,560	$6,270	$5,880	$5,560	$4,970	$4,560	$4,190
2/3 Page	5,380	5,140	4,770	4,630	4,280	3,990	3,490	3,160	2,970
1/2 Page (isl., vert., horiz.)	4,180	3,970	3,760	3,590	3,360	3,120	2,690	2,390	2,090
1/3 Page	3,070	2,930	2,790	2,690	2,390	2,280	1,930	1,630	1,390
1/4 Page	2,480	2,380	2,260	2,130	1,960	1,830	1,530	1,220	1,070
1/6 Page	1,840	1,790	1,640	1,560	1,460	1,420	1,270	960	790
1/8 Page (Showcase)	1,290	1,090	890	790	690	590	490	390	290

Bleed: $250 per page

Color

Standard AAAA	$670
Matched Color	770
4-Color Process	1,880
4-Color Process Spread	2,590

Premium Positions

Cover Two	extra 20%
Cover Three	extra 10%
Cover Four	extra 25%
T.O.C	extra 10%
Editor's Column	extra 10%

All rates are gross

Supplied Inserts

Use standard size or fold-out inserts to promote your complete line of products or services. Prices coincide with maximum stock weight of 80 lb. Please contact your representative for page size, quantity, shipping information and special handling costs. Binding charges vary.

Business Reply Card	2-Page	4-Page	6-Page	8-Page	12-Page	16-Page	20-Page	24-Page
$6,970	$9,890	$14,990	$18,990	$22,390	$26,590	$31,890	$37,490	$43,990

Custom Publishing

GL&SCS magazine can write, manufacture and publish your own magazine, brochure or sales literature which can include case studies, columns from top management, interviews with your senior executives, etc. The product can be distributed as an insert within an issue of *GL&SCS* to either a segment or the entire circulation, with extra distribution to your company's own list as well as overruns sent to you for internal use. All manufacturing, distribution and editorial costs will be included. Costs vary according to specifications.

International Edition (Published Quarterly)



The international edition of *Global Logistics & Supply Chain Strategies* is air-mailed quarterly to 7,149 senior-level supply-chain management executives at companies outside of the United States. Each edition is made up of editorial features and reports from the domestic edition that are most appropriate for our international subscribers. Many of these subscribers have been loyal readers of *GL&SCS* since the magazine's inception in 1997. The international circulation is heavily concentrated in today's most industrialized nations. The majority of the magazine's readers are based in Western Europe, Asia, Latin America & Canada. Inquire with your sales representative for a specific breakdown by country, title and industry. Space closing dates: Spring, February 6; Summer, May 7; Fall, August 6; Winter, November 12. Material closing dates are one week later.

	1x	2x	3x	4x
Full Page 4-Color	$3,790	$3,590	$3,180	$2,890
1/2 Page 4-Color	$2,370	$2,160	$1,930	$1,790

GL&SCS domestic advertisers qualify for the 4x rate.
Premium positions and covers: Cover 2, Cover 3, Cover 4, Table of Contents: 10% extra

All rates are gross

Supply-Chain Calendar of Events Sponsorships (January Issue)



The Supply-Chain Calendar of Events provides a complete list of supply-chain and logistics-related trade shows, conferences, seminars and business courses presented in the coming year and is produced as a separate brochure inserted within the January issue. The Calendar of Events is also distributed at more than 10 industry events each year from January through June. (More than 2,500 additional copies.) Full page sponsorships are available for $6,700 net, 1/2 page sponsorships are $3,490 net. In addition to your advertisement placed within the Calendar of Events insert, all sponsors also receive the following; (1) A logo indicating sponsorship on the front cover; (2) Company name and web site address on all calendar pages; (3) A rotating banner on the Supply-Chain Calendar of Events web page at SupplyChainBrain.com for a period of six months from January 1 through June 30. There are a limited number of sponsorships available each year.

GL&SCS 2004 RATES & MECHANICAL DATA

Case Study Advertorials (July issue)



Advertisers are offered the opportunity to place case-study advertorials in a special section of the July issue entitled "Supply Chain Management Success Stories." Each advertorial can demonstrate how your specific solution or service has impacted a corporation's supply-chain efficiency. Advertisers are responsible for all copy and art work supplied to *Global Logistics & Supply Chain Strategies*. Each advertorial is produced by *GL&SCS* in a prearranged format. Consult your representative for layout options.

Rates: Full page, four-color advertorials are offered at US$3,900 net; Two-page spread, four-color advertorials are offered at US$6,900 net.

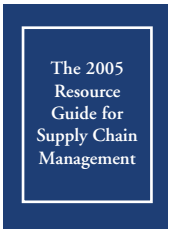
Vertical Solutions Advertorials (October Issue)



Vertical Solutions is an annual feature in the October issue of *GL&SCS* which addresses the latest innovations in industry-specific SCM solutions designed by companies with expertise in Retail, Consumer Packaged Goods, High-tech/Electronics, Process Manufacturing, Automotive and Food.

Advertisers are offered the opportunity to feature Vertical Solutions Advertorials, which each provide a detailed explanation of your company's expertise within a specific industry category. Your advertorial can include your history within the industry category, case studies and a client list. Advertorials are appropriately positioned after each of the six editorial sections which make up the Vertical Solutions feature. Vertical Solutions Advertorials are offered at the very low rate of $2,900 net for full pages (500 words) and $5,390 net for two-page spreads (1000 words). Each advertorial is produced by *GL&SCS* in a prearranged format. Advertisers are responsible for submitting all copy.

Corporate Profiles (December Issue)



The annual Resource Guide for Supply Chain Management is published in the December issue of *GL&SCS* magazine and is continually updated monthly on SupplyChainBrain.com. The Resource Guide is a complete directory of profiles from companies offering transportation, logistics, technology and consulting services for supply-chain management, with detailed information about each company, quick and easy product/service identifiers on each profile page and introductory charts by category of product or service which help our readers easily locate companies in specific categories of interest. A full page, four-color corporate profile is only $850 for *GL&SCS* advertisers, which includes all production and layout work. Each four-color profile is comprised of a 300-word company outline, company logo, corporate image, corporate headquarters location and name and title of the highest ranking corporate executive. All profiles are produced by *GL&SCS* in a prearranged format.

Event Preview Advertising

Executive Education is a regular department appearing in *GL&SCS* from February through November, providing executives with infomation on a variety of upcoming SCM events including a wide array of conferences, seminars and business courses. Advertise your participation at a specific event with a 1/4 page or 1/2 page 4-color event preview advertisement within this department. 1/4 pages are offered at $1,590 net, 1/2 pages are offered at $2,870 net.

Dimensions

	Inches Wide x Deep	CMS Wide x Deep
Standard Page	7 x 10	17.8 x 25.4
2/3 Page	4½ x 9½	11.4 x 24.2
1/2 Page (Isl.)	4½ x 7½	11.4 x 19.1
1/2 Page (Hor.)	7 x 4⅞	17.8 x 12.4
1/2 Page (Vert.)	3⅜ x 9½	8.6 x 24.2
1/3 Page (Vert.)	2 3/16 x 9½	5.7 x 24.2
1/3 Page (Hor.)	4½ x 4⅞	11.4 x 12.4
1/4 Page	3⅜ x 4⅞	8.6 x 12.4
1/6 Page	2 3/16 x 4⅞	5.7 x 12.4
1/8 Page (Showcase)	3½ x 2	8.9 x 5.1
Bleed Page*	8¾ x 11⅛	22.2 x 28.2
Trim Size	8½ x 10⅞	21.6 x 27.6
2 Pg. Spread Bleed*	17¼ x 11⅛	43.8 x 28.2
2 Pg. Spread Trim	17 x 10⅞	43.2 x 27.6

Keep live matter 5/8" (1.6 cm) from all trim

Digital files preferred. Please read the following carefully before submitting.

- **Send files created in the following applications only: QuarkXPress, Adobe Illustrator or Adobe Photoshop. WE CANNOT ACCEPT PDF FILES.**
- **Include all fonts, images/scans, logos and artwork used in the creation of the ad.**
- **High End File Formats: PICT, TIFF, JPEG or EPS at a minimum of 300dpi at 100% size of art. All images/scans must be in CMYK mode.**
- **Media: We can accept high density IBM or Macintosh formatted floppy disks, ZIP disks, 1.2GB JAZ disks, or CD ROM.**

Proofs: Proofs must be provided at 100% size. Color files must be accompanied by a color proof or film-based (Matchprint, Cromalin, Fuji, etc.) of the file.

If you cannot supply a digital file, please provide film negatives, right reading emulsion side down; Screen: Up to 133-line screen.

General Regulations

Agency Commission: 15% on gross if paid within 30 days. Production charges billed net.

Liability for contents of advertisements printed, as well as any claims arising from advertisements, is assumed entirely by advertisers and advertising agencies. Position of advertisement is at discretion of publisher, except where a special position has been acknowledged by publisher in writing.

Mailing Instructions

Send all materials to:

Keller International Publishing LLC
Attention: Jessica Whitebook, Production Manager
150 Great Neck Road; Great Neck, NY 11021
Phone: (516) 829-9210, Ext. 140
Fax: (516) 829-3591
E-mail: jwhitebook@kellerpubs.com

For a more detailed description of mechanical data visit www.supplychainbrain.com/mediakit/gls_media.htm

MARKETING SERVICES

Market Intelligence

The Market Intelligence Program provides *GL&SCS* advertisers with highly qualified sales leads which are produced through in-depth conversations with senior-level executives from a wide range of companies. Our Market Intelligence division elicits information about each company's needs for specific products and services, and matches those needs to the products and services offered by current *GL&SCS* advertisers. Detailed information is conveyed within each e-mailed lead, including the contact's request for information, description and history of the company, financial and employee information, as well as complete contact information. Each lead is completely qualified, and is capable of being turned into business. This is a program of immeasurable value and is offered year-round at no cost to all *GL&SCS* advertisers!



Reprints

Reprints of articles can be produced in print and/or as a PDF file. Reprints can be tailored to meet your specifications. You can combine multiple GL&SCS articles and you can add advertisements or logos if necessary. Please contact Carole Sheppard for rates and information at Csheppard@glscs.com.



Direct Mail

GL&SCS will give you permission to rent a portion of the circulation list for one-time use. Selections may be made by Title, Industry and/or Geography. A GL&SCS list may be rented for direct mail or e-mail campaigns. All subscribers have been contacted via e-mail for permission to receive promotional third party e-mails. Each e-mail transmission includes a source disclosure header and an optional footer. For list rental prices and information contact: Patti Niebling, CC3, List/ Database Management and Brokerage Group; Phone: 631-218-0389 Ext. 202, Fax: 631-218-0395, E-mail: pniebling@cc3.com

CONTACT INFORMATION



Brad Berger,
Publisher
Brad Berger is Group President of Global Supply Chain Media and publisher of *GL&SCS*. He is a 15-year veteran at Keller International Publishing. Having spent 10 years living and working abroad, he is fluent in five languages and is well-versed in the business practices and cultures of many countries.
Sales: NY, NJ, PA, OH

150 Great Neck Road,
Great Neck, NY 11021
Tel: 516-829-9210,
Ext. 110;
Fax: 516-829-9306
E-mail:
bberger@glscs.com



Russell W. Goodman,
Editor-in-Chief
Russell Goodman has worked in newspapers, newsletters and magazines, with a focus on logistics, business and trade for nearly 30 years. He has also specialized in editing and writing publications in world affairs, politics and legal matters. Russell has been with *GL&SCS* since its launch in 1997.

150 Great Neck Road,
Great Neck, NY 11021
Tel: 516-829-9210,
Ext. 105;
Fax: 516-829-9306
E-mail:
rgoodman@glscs.com



Jean V. Murphy,
Editorial Director
Jean Murphy is an award-winning journalist and editor with 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.

150 Great Neck Road,
Great Neck, NY 11021
Tel: 516-829-9210,
Ext. 123;
Fax: 516-829-9306
E-mail:
jmurphy@glscs.com



Robert J. Bowman,
Senior Editor
Robert Bowman has more than 20 years' experience writing about logistics, the supply chain, transportation and international trade. Prior to joining *GL&SCS*, Bob was former editor-in-chief of *Pacific Shipper*, and senior editor of *Distribution*.

38 Seal Rock Drive
San Francisco, CA 94121
Tel: 415-221-4396; Fax:
415-387-1105
E-mail:
rbowman@glscs.com



Thomas A. Foster,
Senior Editor
Tom Foster has over 25 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.

734 Westbourne Road
Westtown, PA 19395
Tel: 610-399-1728
E-mail: tfoster@glscs.com



Barri Aron,
National Sales Director

Barri Aron has over 11 years of sales and marketing experience in technology and publishing. Prior to *GL&SCS*, she was with Gartner, Inc. as their national accounts manager for worldwide events.

150 Great Neck Road
Great Neck, NY 11021
Tel: 516-829-9210,
Ext 108
Fax: 516-829-5414
E-mail: baron@glscs.com



Emily Vaughn Janson,
Director of Sales, Midwest U.S. (MN, WI, IL, MI, IN, MO, ND, SD, NE, KS, IA, Canada: Manitoba)

Emily Vaughn Janson, former president of TMCA, has been actively selling advertising in the field of logistics and supply-chain management for 12 years. She has been with *GL&SCS* since 1998.

873 Yale Lane
Highland Park, IL 60035
Tel: 847-266-9858
Fax: 847-266-9868
E-mail: ejanson@glscs.com



Kelly Keller,
Director of Sales, Western U.S. (CA, AK, HI, WA, OR)

Kelly Keller has 17 years' combined experience in publishing, international business and multicultural training and development.

793 Euclid Ave.
Berkeley, CA 94708
Tel: 510-526-0672
Fax: 510-526-0672
E-mail: kkeller@glscs.com



Catherine Avolio,
Director of Sales for Transportation & Educational Services

Catherine Avolio has over 17 years experience in Business to Business magazine sales. She is a veteran of the transportation industry.

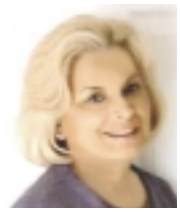
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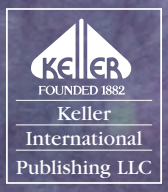
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