



2012 DIRECTORY OF WAREHOUSE LOGISTICS PROVIDERS

IWLA and *World Trade 100* are collaborating once again in a joint partnership to produce the ***Directory of Warehouse Logistics Providers***. This directory will include IWLA warehouse and associate members **exclusively**.

This directory will be in print, digital, and online. It will reach over 25,000 *World Trade 100* subscribers and e-subscribers.*

PRINT

- The directory will be polybagged with the June issue of *World Trade 100* to 15,000* subscribers in Manufacturing, Wholesale & Retail who buy/specify for warehousing and 3PL services.
- Distributed at Trade Shows throughout the year
- Interactive Map – Display and Premium Listing Advertisers will have their main or corporate location sited and linked to LSL directory listings on an interactive map located at worldtradeWT100.com.
- Ad-Lead Gen Program – Digital Edition subscribers and users will be able to request more information right from Premium Listings and advertisers.

ONLINE

- *World Trade 100* will produce an exact replica of the printed edition in a digital version and send it via email to over 10,000 digital subscribers of *World Trade 100*.*
- *World Trade 100* will promote the IWLA Logistics Services Locator (LSL) search tool on worldtradewt100.com and in *WT100*'s E-newsletters, *World Trader*.
- Live web and email links for advertisers and enhanced directory listings.

IWLA MEMBERS

- All IWLA members will receive the printed edition.
- Only warehouse and associate members of IWLA will be listed in the directory.

RENEW YOUR LISTING –

Contact Kristin Green for your custom login information at either 248-244-6422 or at greenk@bnpmmedia.com.

World Trade
WT100

As “The Benchmark for Global Supply Chain Business”, *World Trade 100* is the vital source of news and information for U.S. manufacturers active in domestic and international trade. With cutting-edge coverage of every aspect of logistics and the integrated supply chain, *WT100* reflects the priorities and diverse interests of its senior level and management subscribers to help them navigate today’s rapidly changing and highly competitive global marketplace.



