

	JANUARY Ad Close: 12/5/11 Material Close: 12/9/11	FEBRUARY Ad Close: 1/6/12 Material Close: 1/12/12	MARCH Ad Close: 2/6/12 Material Close: 2/10/12	APRIL Ad Close: 3/5/12 Material Close: 3/9/12	MAY Ad Close: 4/6/12 Material Close: 4/12/12
COVER FEATURE	NextGen Cloud Computing 	Boosting the ROI From Your 3PL 	The 21st Century Warehouse 	The New LTL 	Nearshoring is Hot Again
GLOBAL SUPPLY CHAIN STRATEGIES	Trends Worth Watching in 2012 	Global Trade Finance 	Taking the Risk Out of Global Supply Chains 	U.S. Exports: A Success Story 	Special Services from Your LTL
TRANSPORTATION & LOGISTICS TRENDS	Intermodal: A New Level of Reliability 	Fleet Management 	Boxes, Bulk & Breakbulk: Port Update 	Green: Are We There Yet? 	Trade Finance Toolbox
REGIONAL VIEWS: DOMESTIC & GLOBAL PROFILES; STATE UPDATES	U.S. Southeast & EU; State Update: South Carolina 	U.S. Gulf Coast & BRIC Economies 	U.S. Southwest & NAFTA; State Update: Texas 	U.S. Northeast & Asia 	U.S. Midwest & China; State Update: Ohio
SECTOR PAIRS	Trucking and the Automotive Sector 	Reverse Logistics and the Pharmaceutical Sector 	LTL and the Electronics Sector 	Warehousing and the Food & Beverages Sector 	3PLs and the Consumer Packaged Goods (CPG) Sector
TRADE SHOWS	> SMC ³	> RILA	> IWLA	> NASSTRAC	TECH ManufactureXPO <small>TURNING YOUR BUSINESS TO BUSINESS</small>
VALUE ADDS	> Buy One Get One Free > Supply Chain Alert	> Lead Advantage > Supply Chain Alert	> Website e-Profiles > Supply Chain Alert	> Ad Study > Supply Chain Alert	> 1/2-page Executive Profile > Supply Chain Alert

AREA OF COVERAGE

Every month, *World Trade 100* covers each crucial element for the development of a successful, cost-effective and time-efficient global supply chain:

GROUND



The LTL, truckload, and intermodal rail sectors are expanding their products and services to reach deeper into customers' supply chains. Strategic partnerships are helping them expand their geographical reach in both domestic and foreign markets.

OCEAN



Carriers and ports are working closer together to capitalize on changing trade lanes and volumes, while environmental concerns are pushing sustainability initiatives in the sector to new heights.

AIR CARGO



After a difficult period, air cargo is starting to experience a rebound, particularly in key regions such as Asia-Pacific. More fuel-efficient aircraft and operations are also contributing to growth.

3PLs and 4PLs



Logistics service providers are helping shippers engineer supply chains that are more flexible and responsive to changing demands and complexities, allowing them to concentrate on core competencies.

WAREHOUSING



Automation and advanced technology continue to improve throughput with value-added services adding to the customization that shippers are demanding.

CALENDAR



JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close: 5/4/12 Material Close: 5/10/12	Ad Close: 6/6/12 Material Close: 6/11/12	Ad Close: 7/6/12 Material Close: 7/12/12	Ad Close: 8/6/12 Material Close: 8/10/12	Ad Close: 9/5/12 Material Close: 9/11/12	Ad Close: 10/5/12 Material Close: 10/11/12	Ad Close: 11/5/12 Material Close: 11/9/12
Fab 50+1 	Why Emerging Markets Matter for Your Supply Chain 	Trucking Looks Down the Road 	 WT100 Logistics DIRECTORY U.S. TRADE ASSISTANCE DIRECTORY <small>Supporting U.S. Exporters & Importers Worldwide</small> GLOBAL SUPPLY CHAIN STRATEGIES Expert Advice: SC Strategies from the Pros TRADE SHOWS > CSCMP > IEDC VALUE ADDS > Full Page Profile > Advertiser Enhanced Listing > Supply Chain Alert	The Intelligent Supply Chain 	Clash of the Titans: China v. India 	And the Winner Is
Changing Global Trade Lanes 	U.S. Port Digest WT100- Univ. of Tenn. Annual SC Survey 	Outsourcing: The Next Level 		The Latest in Sustainability & Technology 	Collaboration: Closer Than Ever 	A Safer Supply Chain
Mobile Tech Update 	Transforming Transportation: New Services 	Foreign Trade Zones Rules & Regs: It's the Law! 		Air Cargo Where's the Money? 	Hi-Tech Warehouse 	The Future of Ocean Transportation
U.S. Pacific NW & Eastern Europe; State Update: California 	U.S. Gulf Coast & NAFTA 	U.S. Southeast and the Americas; State Update: Georgia 		U.S. Southwest & Africa 	U.S. Midwest & the Middle East; State Update: Indiana 	U.S. Northeast & Asia
Air Cargo and the Cold Chain 	Transport Trends and the Project Cargo Sector 	Ocean Cargo and the Retail Sector 		LTL and the High-tech Sector 	Intermodal and the Chemicals & HAZMAT Sector 	Air Cargo and the Aerospace & Aviation Sector
> SMC ³ Summer > IWLA Directory					> NITL	
> Website e-Profiles > Supply Chain Alert	> Lead Advantage > Supply Chain Alert	> 1/2-page Executive Profile > Supply Chain Alert		> Lead Advantage > Supply Chain Alert	> Ad Study > Supply Chain Alert	> Full Page Profile: Looking Forward to 2013 > Supply Chain Alert

Note: To assure timely editorial coverage that meets industry and reader needs, WT100 reserves the right to change issue and/or article topics, and bonus distribution.

TECHNOLOGY

Cloud technology has emerged as a leading delivery model to drive down costs and enhance visibility. New and improved applications are also enhancing security and collaboration along the supply chain.

TRADE FINANCE

Innovative solutions are making it easier for buyers and sellers to gain access to working capital. Likewise, the U.S. government's focus on export promotion is boosting interest in trade finance, especially for the SMEs.

ECONOMIC DEVELOPMENT

The attraction of emerging markets coupled with reverse globalization trends underscores the need to carefully analyze sourcing and site selection decisions.

SUSTAINABILITY

Achieving greater levels of sustainability throughout the supply chain translates to more cost efficiencies and leaner operations, while satisfying stakeholder demands.

RISK & COMPLIANCE

Two critical areas that are moving to the forefront of supply chain executives' minds, both of which carry the potential for financial risk or reward.