



THE TOP **100** **LOGISTICS IT**
COMPANIES

REACH OUR READERS IN THE
ANNUAL TECHNOLOGY ISSUE
INCLUDING SPECIAL WEB_CITE CITY® SECTION

The Definitive Source for Logistics IT Information

Inbound Logistics' annual Logistics Information Technology issue provides updated, detailed, descriptive information on leading LIT providers who offer cutting-edge solutions that drive advances in the practice of integrated logistics. *IL* readers use this information to stay informed given the rapid pace of change in logistics IT.

The Logistics Information Technology issue gives *IL's* 200,000+* monthly magazine readers and up to 7,000+ monthly online and handheld users the information they want and need about today's logistics IT leaders. By participating in this issue, you present your company's credentials—in detail—to those who buy hundreds of millions of dollars worth of logistics IT services annually.

Reach Our Readers, You Reach the Leaders

The buying profile of *Inbound Logistics* readers is the best in the segment. A recent survey found 54 percent of *IL* readers spend more than \$10 million a year on transport/logistics services. These readers refer to the Logistics Information Technology issue, and our Top 100 LIT Providers guide—in print, online, digital, and handheld—all year long when forming their logistics IT buying strategies.

IL Readers Respond

8,000+ reader requests for more information about the companies appearing in *Inbound Logistics* were processed in the past year—not counting the many readers who contact advertisers directly or respond online. Solutions like yours drive change. Don't wait; get your ad in this annual issue!

Here's What You Get **FREE** With Your Full-Page Ad In April:

- **Web_Cite City profile** in print and online for a full year, with a link to your home page.
- **Resource Center**—Recap of your ad's message in the magazine.
- **LIT RFP**—In the magazine, online, and on handheld devices. *IL* readers submit inquiries directly to you, either by fax, online, or via handheld devices.
- **Digital Edition**—With links to your Web site.
- **Decision Support Tool**—Puts your information in front of readers when they are in buying mode.
- **Access** to 200,000+* responsive, enthusiastic magazine readers, and 7,000+ monthly online and handheld users.

*ReADsearch survey 1/08

The Best Logistics IT Edit

▼ IT MATTERS

Experienced industry leaders share their views on important supply chain IT issues.

▼ LIT TOOLKIT

This reader-acclaimed report relates the latest and most exciting logistics IT success stories.



TECH UPDATE ►

Profiles the latest products and services in logistics information technology.



IT PERSPECTIVES ►

Exclusive research highlights trends and developments affecting the logistics technology sector. **4,879 Digital Downloads!**



**APRIL
DIGITAL
ISSUE
12,301
downloads!**



Editorial Anywhere Is Coming In April

▼ IN-DEPTH FEATURES & DIRECTORIES

Real-world examples of companies leveraging their IT investment to cut costs and boost efficiency and productivity, and the decision support to help you make the best IT choices.

▼ LIT RFP In Print and Online Industry Exclusive!

No other magazine in the segment puts buyer and seller together like Inbound Logistics' free RFP service. Available to advertisers only, readers request detailed information specifically from you.



BUYERS GUIDE

PRODUCT	DESCRIPTION	ISSUES	INDUSTRY	EXPLANATION
Plan Logistics	Provides a user-friendly application for creating, tracking, and managing logistics plans. Includes features for creating, tracking, and managing logistics plans.	Office	Logistics	Provides a user-friendly application for creating, tracking, and managing logistics plans.
Highway Software	Provides a user-friendly application for creating, tracking, and managing highway software. Includes features for creating, tracking, and managing highway software.	Highway	Logistics	Provides a user-friendly application for creating, tracking, and managing highway software.
IT Technology	Provides a user-friendly application for creating, tracking, and managing IT technology. Includes features for creating, tracking, and managing IT technology.	IT	Logistics	Provides a user-friendly application for creating, tracking, and managing IT technology.
Web Site Management	Provides a user-friendly application for creating, tracking, and managing web site management. Includes features for creating, tracking, and managing web site management.	Web Site	Logistics	Provides a user-friendly application for creating, tracking, and managing web site management.
Job Software	Provides a user-friendly application for creating, tracking, and managing job software. Includes features for creating, tracking, and managing job software.	Job	Logistics	Provides a user-friendly application for creating, tracking, and managing job software.
Mobile	Provides a user-friendly application for creating, tracking, and managing mobile. Includes features for creating, tracking, and managing mobile.	Mobile	Logistics	Provides a user-friendly application for creating, tracking, and managing mobile.
Cloud	Provides a user-friendly application for creating, tracking, and managing cloud. Includes features for creating, tracking, and managing cloud.	Cloud	Logistics	Provides a user-friendly application for creating, tracking, and managing cloud.
Analytics	Provides a user-friendly application for creating, tracking, and managing analytics. Includes features for creating, tracking, and managing analytics.	Analytics	Logistics	Provides a user-friendly application for creating, tracking, and managing analytics.
Automation	Provides a user-friendly application for creating, tracking, and managing automation. Includes features for creating, tracking, and managing automation.	Automation	Logistics	Provides a user-friendly application for creating, tracking, and managing automation.



TOP 100 Logistics IT Companies

Rank	Company	Revenue	Employees	Website
1
2
3
4
5
6
7
8
9
10

▲ TOP 100 LOGISTICS IT PROVIDERS

IL's editorial team evaluates more than 300 LIT companies annually, selecting the Top 100 LIT providers that best meet our readers' needs. An easy reference for readers searching for LIT solutions, it includes all the information they need to guide their search. **Don't forget to submit your credentials online at www.inboundlogistics.com/lit**



**PREMIUM POSITIONS ARE GOING FAST!
RESERVE YOUR SPACE TODAY.**

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Logistics IT RFP

Inbound Logistics is the only magazine in the segment that puts buyer and seller together with a **FREE RFP service** – in print, online, digital and handheld



Inbound Logistics helps readers in a way no other magazine in the segment does. In print, online, digital, and on handheld devices, IL's RFP is the perfect way to help readers manage logistics change – to get them the IT solutions they need quickly. As an advertiser, you will receive RFPs such as these:

"I'm looking for PC-based software to shop LTL rates, create bills of lading, daily manifests and communicate with carriers."

– R.M., Operations Manager
LDR Industries

"I'm a 3PL, looking for the right ASP."

– M.D., IT Manager
Mid-Florida Freezer Warehouses

"We're a major expedited carrier in the United States looking for software and ASP solutions to energize our web site. We need online track and trace, and back-office functions that can integrate into our legacy systems, giving a web front end that our customers can use."

– E.J., Marketing Manager, T.S. Co.

TURN THE PAGE FOR MORE MERCHANDISING OPPORTUNITIES



**Free Web_Cite City
Profile – Online
and in Print – With
Your Full-Page Ad**



Visitors to *IL's* Web site will see your Web_Cite City profile and **link directly to your home page.** Your profile is posted **free for one year** with your full-page ad in the April issue!
***IL's* Web traffic averages 7,000+ monthly visits.**

Your profile **also appears in the annual Web_Cite City directory** printed in the April issue.

inbound logistics

THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS

To reserve your ad in the logistics IT issue, call your sales representative or the N.Y. headquarters.

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