

GCMX

GLOBAL CORPORATE EXPANSION

2014

M E D I A K I T



GCOX

GLOBAL CORPORATE XPANSION

WHO WE ARE

Growing and expanding organizations are in need of useful insights, tips and case studies about how to implement a successful site selection process. *Global Corporate Xpansion* is a reliable source for companies, whether they are involved in a domestic or international search, for in-depth coverage on numerous industries and business trends.

A popular department, Global Corporate Financial Investment, outlines where expansion projects are heading, and the business climates and industry opportunities in international markets.

GCOX also features Q&As with economists from The Conference Board and the Conference Board of Canada, commenting on the strengths and challenges of regional economies in the United States and Canada.

Also for your consideration, each issue of GCOX features a directory of economic development organizations. Businesses turn to the directory, available digitally and in print, to connect with economic developers to answer their expansion-related questions.

ABOUT THE PUBLISHER

Global Corporate Xpansion is published by Latitude3 Media Group, LLC, headquartered in Birmingham, Ala. Latitude3 was formed in 2002 by three partners, with more than 75 years of combined experience that had a vision for providing every customer with comprehensive advertising and branding solutions. The company has two national titles for economic development and one for home improvement. All magazines are published in a print and digital format, and include periodical industry newsletters.

2014



M E D I A K I T



GCOX

GLOBAL CORPORATE XPANSION

EDITORIAL CONTENT FOR 2014

WINTER

In Focus Features:

- Data Centers and Cloud Computing
- Wind Energy OEMs/Suppliers
- Aerospace OEMs/Suppliers

Regional Profiles:

U.S. Northeast and
Canada's Central Provinces

FALL

In Focus Features:

- Food Processing/Agribusiness
- Clean Tech
- Sustainability

Regional Profiles:

U.S. West Coast and
Canada's West Coast Provinces

SPRING

In Focus Features:

- Automotive OEMs/Suppliers
- Emerging Markets in Renewable Energy
- Biosciences and Biopharma

Regional Profiles:

U.S. Midwest and
Canada's Prairie Provinces

ANNUAL FOCUS ISSUE: MANUFACTURING

In Focus Features:

- Additive (3D printing) and Digitized Manufacturing
- Makers Cooperatives
- Manufacturing Training Centers
- Achieving Life-Work Balance

Regional Profile:

U.S. Southwest

SUMMER

In Focus Features:

- Logistics/Supply Chain
- Solar Energy OEMs/Suppliers
- Cybersecurity and Defense Industry

Regional Profiles:

U.S. Southeast and
Canada's Atlantic Provinces

2014

M E D I A K I T



GCX

GLOBAL CORPORATE XPANSION

METHODS OF DELIVERY

DIGITAL MEDIA

Our digital editions, www.gcxdigital.com, provide opportunities for the delivery of enhanced digital media messages.

We embed media advertising such as navigation bar sponsorships, article logos, video overlays, slide shows and audio clips. Through our digital capabilities and live links, readers can immediately reach out to points of contact in order to answer their pressing site selection questions. They can also search topics and archives; share articles with friends; download the publication and more.



Digital Media Special Editions showcase your state, region and communities to prospective, progressive and innovative companies.

SOCIAL MEDIA

Follow GCX at Facebook and Twitter to view the latest information in regard to the site selection process, the economy and business topics.



ONLINE CONTENT

At www.gcxmag.com we offer display advertising opportunities to further promote your message to expanding companies. At the Article Exclusives section, users will find content related to business topics, the site selection process and community profiles.

There is also an online directory of economic developers posted at www.gcxmag.com.

PRINT

Each issue of *Global Corporate Xpansion* is also available in a print version, which is mailed to a controlled circulation audience.

2014

M E D I A K I T



GCOX

GLOBAL CORPORATE XPANSION

CIRCULATION AND DISTRIBUTION

GCOX distributes 85,000 digital copies each issue, and thousands more to current print subscribers, to business professionals, corporate managers and directors, and c-level manufacturing executives in the United States and abroad. This comprehensive coverage gives economic developers a distinct advantage in business recruitment.

Foreign distribution is concentrated in such countries as: Australia, Central America (Costa Rica, etc.), Europe (France, Germany, Spain, U.K., etc.), India, New Zealand, North America (U.S., Canada, Mexico), North Asia (China, Japan, Taiwan, etc.), South America (Argentina, Brazil, etc.) and Southeast Asia.

TRADE SHOW DISTRIBUTION

GCOX is distributed at many national trade shows and industry-specific conferences. A partial list includes; six Design and Manufacturing shows, Renewable Energy, C2ER, AWEA, Bio International, IEDC and SEMA.

GCOX reaches executives in the following industries:

Aerospace/Defense, Alternative Energy (wind, solar, biofuels), Automotive, Biotechnology, Chemical, Construction/Engineering, Economic Development Professionals, Financial Institutions, *Fortune* 500 Companies, Health Care, High-Tech Manufacturing, Industrial Manufacturing, Life Sciences, Logistics, Oil & Gas, Professional Services, Public Sector (government), Relocation Consultants, Retail/Wholesale Distribution, Telecommunications, Transportation and Utilities.

SIZE OF COMPANIES

1-49 Employees	19%
50-99 Employees	11%
100-499 Employees	22%
500-999 Employees	9%
1,000+ Employees	39%

EXECUTIVE'S TITLES

CEO, COO, CFO, Partner	26%
VP/Other C-Level	40%
Corporate Manager/Director	24%
Economic Development Manager	5%
Other Company Manager	5%

2014

M E D I A K I T



GCX

GLOBAL CORPORATE XPANSION

RATES AND PREMIUM PRICING: PRINT

Ad Size	1X	3X	4X	5X
2-Pg. Spread	\$5,700	\$4,800	\$4,150	\$4,000
Full Page	\$3,300	\$2,860	\$2,650	\$2,425
1/2 Page Island	\$2,125	\$1,950	\$1,675	\$1,525
1/2 Page Horizontal	\$2,015	\$1,850	\$1,650	\$1,500
1/3 Page	\$1,475	\$1,425	\$1,300	\$1,200
1/4 Page	\$1,175	\$1,050	\$1,000	\$ 850
Listing	\$ 500	\$ 475	\$ 450	\$ 400

Premium Spaces

Back Cover	\$4,475	All rates are based on black & white ads. Add \$400 for two-color ads. Add \$900 for four-color ads.
Inside Front Cover	\$4,200	
Inside Back Cover	\$3,925	

AD DIMENSIONS (All sizes are measured width by height in inches.)

Ad Size	Image Area	Bleed	Trim
2-Page Spread	14.75 x 9.5	16 x 10.75	15.75 x 10.5
Full Page	6.875 x 9.5	8.125 x 10.75	7.875 x 10.5
1/2 Horizontal	6.875 x 4.5	NA	NA
1/2 Island	4.5 x 7.125	NA	NA
1/2 Vertical	3.375 x 9.25	NA	NA
1/3 Island	4.5 x 4.5	NA	NA
1/3 Vertical	2.187 x 9.25	NA	NA
1/4 Vertical	3.375 x 4.5	NA	NA

2014

M E D I A K I T



GCX

GLOBAL CORPORATE XPANSION

DIGITAL AD OPTIONS

Options include banners, logos, embedded web links, email links, video, audio, and flash objects that enrich the reader experience. Multimedia content plays automatically or plays upon demand. It can be integrated into all ads or directly inside ad pages.

Research shows digital edition readers take action **91 percent** of the time when presented with advertising:

- 83 percent look at an advertiser's website
- 41 percent send information about an advertiser to a friend
- 38 percent contact advertisers for more information
- Digital readers also visit advertisers' websites 4x more when using digital editions.

(Source: Texterity.)

AD REQUIREMENTS

We are an Apple work environment and utilize QuarkXpress, Photoshop and Illustrator.

- We also accept PDF's (print optimized), high resolution TIFF's or JPEG's.
- Ad must be accompanied by a hard copy to guarantee output is correct.
- All screen fonts and printer font extensions must be included.
- All photos must be at least 300 dpi.

We cannot accept ads that are designed and built with Publisher, PowerPoint or Word.

AD ARTWORK IS DUE BY THE FOLLOWING DATES:

WINTER: Dec. 27, 2013 **SPRING:** March 9, 2014

SUMMER: May 16, 2014 **FALL:** July 25, 2014

ANNUAL FOCUS: Oct. 24, 2014

2014

M E D I A K I T

Global Corporate Xpansion

2300 Resource Drive, Suite B
Birmingham, Alabama 35242
866.222.3722 Fax: 205.949.1601
Editorial Office: 785.312.9315

www.gcxmag.com
www.gcxdigital.com
www.gcxmag.com/twitter
www.facebook.com

