

GcX

GLOBAL CORPORATE EXPANSION



2010

MEDIA KIT

ABOUT GLOBAL CORPORATE XPANSION

Five times per year, *Global Corporate Xpansion* delivers in-depth content to growing corporations involved in expansion projects. The digital format, www.gcx-digital.com, embeds rich media advertising such as navigation bar sponsorships, article logos, video overlays, slide shows and audio clips. Regularly appearing content in *GCX* includes coverage of the latest trends, initiatives and issues underway within a given industry and the site search process. A sample of industries featured includes: aerospace; advanced manufacturing; automotive; biosciences; logistics; back office and headquarters operations, and more.

In addition, *GCX* spotlights quality of place, workforce development trends, green building practices, and economic development rankings. Each issue also includes profiles on regional economies in the United States and Canada.

The Global Financial Corporate Investment department in each issue ties into the cover story. FDi Intelligence outlines foreign direct investment data from around the world in a certain sector.

A staple of *GCX* is its directory of economic development organizations, which appears in each issue. Our digital capabilities and live links allow readers to immediately reach out to points of contact in order to answer their pressing site selection questions.



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AUDIENCE

GCX distributes 110,000 digital copies of each issue, as well as print copies, to corporate executives located throughout the world. GCX's readership consists primarily of C-level executives at manufacturing companies.

In addition to the United States, we deliver to the following destinations:

AUSTRALIA

EUROPE

England

France

Germany

Italy

Spain

The Netherlands

NORTH AMERICA

Canada

Mexico

NORTH ASIA

China

Japan

Taiwan

SOUTH AMERICA

Brazil

SOUTHEAST ASIA

India

Singapore

The Philippines



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UNIQUE DELIVERY STRATEGY

GCX is delivered to requested subscribers and at several premier trade shows and industry-specific conferences. GCX reaches company executives that are often difficult to contact.

GCX is delivered to decision makers in the following industries:

- Aerospace/Defense
- Alternative Energy
- Automotive
- Chemical
- Construction/Engineering
- Economic Development Professionals
- Financial Services/Insurance
- Health Care
- High-Tech Manufacturing
- Industrial Manufacturing
- Life Sciences
- Manufacturing
- Oil and Gas
- Professional Services
- Public Sector (Government)
- Relocation Consultants
- Retail/Wholesale Distribution
- Telecom
- Transportation
- Utilities

COMPANY SIZE

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

EXECUTIVE TITLES

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



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CONTENT FOR 2010

WINTER

Industry Focuses:

- Advanced Manufacturing (cover story)
- Aerospace
- Entrepreneurs And The Creative Economy

Regional Outlook:

- Southwest United States

SPRING

Industry Focuses:

- Quality Of Place (cover story)
- Biosciences
- Workforce Development Trends

Regional Outlooks:

- West United States And Canada's West Coast Provinces

SUMMER

Industry Focuses:

- Automotive (cover story)
- Annual Economic Development Rankings
- Green Building And Sustainability Practices

Regional Outlooks:

- Midwest United States And Canada's Prairie Provinces

FALL

Industry Focuses:

- Logistics (cover story)
- High-Tech Manufacturing
- Food Processing/Agribusiness

Regional Outlooks:

- Northeast United States And Canada's Central Provinces

ALTERNATIVE ENERGY SPECIAL ISSUE FEATURING: BIOFUELS, SOLAR AND WIND ENERGIES

Industry Focuses:

- Headquarters And Back Office
- Defense And Homeland Security

Regional Outlooks:

- Southeast United States And Canada's Atlantic Provinces



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ONLINE CONTENT

At www.gcxmag.com we offer display advertising opportunities to further promote your message to growing companies. At the Article Exclusives section, users will find content related to general business ideas, and the site selection process. The section also includes Community Profiles and White Papers.

Visitors to the site can also view your latest conferences and events, as well as stay up-to-date via the Marketwire news feed.

DIGITAL MEDIA

With the digital edition of GCX, www.gcx-digital.com, readers can view your rich media message via video overlays, interactive flash media, article logos, and/or slide shows. Users can click on live Internet and e-mail links located throughout articles and ads. They can also search content and archives; share articles with friends; download the publication, and more. And, Digital Media Special Editions showcase your state, region and communities to prospective, progressive and innovative companies.



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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
Inside Front Cover	\$4,200
Inside Back Cover	\$3,925

All rates are based on black & white ads.
Add \$400 for two-color ads.
Add \$900 for four-color ads.

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

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AD REQUIREMENTS AND ARTWORK DUE DATES

We can directly open most Apple/Macintosh software and can usually translate the following PC software:

- QuarkXpress
- Photoshop
- Illustrator
- We can also accept PDF's (print optimized), High resolution TIFF's or JPEG's of the ad.
- Ad must be accompanied by a hard copy to guarantee output is correct.
- All screen fonts and printer font extensions used must be included or substitutions may have to be made.
- 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: Jan. 8, 2010

SUMMER: May 21, 2010

ANNUAL

SPRING: March 12, 2010

FALL: Aug. 6, 2010

FOCUS: Oct. 22, 2010



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A large graphic for the 2010 Media Kit. The year "2010" is prominently displayed in the center, with the "20" in white and the "10" in a bold, red, sans-serif font. Below the year, the words "MEDIA KIT" are written in a bold, black, sans-serif font. The background of the graphic is a light orange color with a subtle pattern of binary code (0s and 1s) and a faint globe of the Earth.