



LQ's 2011 Editorial Calendar

FALL/SUMMER EDITION (A Combined issue, Volume 17, Issues 1 & 2)

A New Opportunity to Interact With LQ's Canadian and US Readers

- LQ's Digital Edition will be available Online, Offline and iPad compatible. (LQ's readers can enjoy this issue on their Mac, PC or iPad – online or offline – anytime, anywhere.
- Searchable content: LQ's readers can explore and search for articles based on relevant key words or phrases.
- Add notes and bookmarks: LQ's readers can highlight or bookmark articles for their future reference.
- LQ Digital Magazine works in conjunction with Google analytics (a good way for LQ's advertisers to see who, what, where, when & how readers are interacting with LQ online).
- LQ's ads will link to their corporate websites – and benefit from enhanced interactivity by the addition of optional video, audio or animated movies.
- Reach LQ's 37,000 readers – the members of leading North American Associations, building on LQ's traditional circulation this edition – as a Flipbook edition – instead of print.

A few other noteworthy interactive features are:

- Readers can jump to pages within the digital edition
- Send emails
- Play movies
- Leave comments for LQ's Editorial Team

EDITORIAL MENU

LQ's Executive Interview Series: Chairman and CEO Chris Martin and Nick Colesanti, Director of Supply Chain, C.F. Martin & Company, on Leadership and Sustainability

The Winner and Finalists of LQ's 3PL Sustainability Study and Awards Program, 2011; Celebrating Innovation & Excellence in Supply Chain Sustainability, featuring insights from the Finalists and LQ's Executive Editors, David Closs, PhD, Michigan State and Thomas Goldsby, PhD, Ohio State University. Executive Video Interviews will also be featured.

LQ's Annual Women in Supply Chain Management Interview Series; Plus: Trends in Transportation

Editorial: August 25
Delivers September

VOLUME 17, ISSUE 3

LQ's Inaugural Mergers & Acquisitions Report; How can Logisticians Benefit and Mitigate Risk in their Business

Plus: The New Supply Chain Trend – Retailers Expand in Canada In the aftermath of the recession, more organizations are expanding their businesses domestically and internationally. This trend to expand is evidenced by leading U.S. retailers now growing their operations in Canada. For example, TJX

Companies, recently announced plans to open **100 Marshalls stores** across Canada. Other U.S. retailers joining this trend include: **Juicy Couture, Victoria's Secret, Crate & Barrel, Kohl's, J. Crew and Target.**

This edition looks retailers and their partners developing expanding and sustainable supply chains in Canada.

Editorial: September 30
Delivers October

VOLUME 17, ISSUE 4

LQ's 9th Top North American 3PL Report: A Guide for Logisticians Charged with Outsourcing Supply Chain Management in Canada and the U.S.

Editorial: October 31
Delivers November

THE BEST OF LQ: LQ's COMPENDIUM OF IDEAS FOR LEADERSHIP IN LOGISTICS AND TRANSPORTATION (LQ's Digital Edition)

A Compilation of Choice Articles and Interviews from LQ's Archives and New Insights Forecasting the Future of Supply Chain Management

Editorial: September 9
Delivers December



LQ Columns:

Canada China Business Council



CITT



CSCMP



GSi



HSCN



NASSTRAC



RILA



WERC



Technology Toolbox



Executive's Corner

LQ's second edition of its **3PL Sustainability Study and Awards Program 2012**



Applications available: August 31, 2011
Applications due: January 20, 2012

LQ's Supply Chain Studies are conducted in cooperation with leading association in Canada and the United States.



For sponsorship opportunities, call Fred Moody 416-461-8355 sales@logisticsquarterly.com



NOTE: November Partner Profiles: The Partner Profiles issue gives every full-page advertiser in that issue an opportunity to take advantage of a FREE profile page to share details about their products and services. (All editorial is subject to change at the publisher's discretion.)