

MEDIA KIT 2019

 **FREIGHTWAVES**[®]

#1 Source For Navigating The Freight Markets

Q1
2019



 **FREIGHTWAVES**[®]

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12.5 Million

IMPRESSIONS PER MONTH (AND GROWING)

#1 **IN WEB ENGAGEMENT**
2x other freight news sites

#1 **IN SOCIAL MEDIA ENGAGEMENT**
34x the nearest logistics site in monthly engagement

1.5M **WEB PAGEVIEWS**
per month

CORE AUDIENCE

Carrier	31%
Intermediary/3PL	21%
Technology	17%
Shipper	11%
Other	10%
Finance/VC/PE	6%
Media	4%

FACEBOOK

35,000+
followers

7M+
reach per month

122,000+
weekly engagement



Our Audience

#1 Trafficked Supply Chain and Logistics News Site

NEWS SITE	ESTIMATED MONTHLY PAGEVIEWS*
FreightWaves	1,568,707
Transport Topics	488,259
JOC	376,584
Trucks.com	372,165
Supply Chain Dive	312,283
Fleet Owner	267,968
CCJ Digital	257,178
Overdrive Online	245,511
Truckinginfo.com	214,705

*Data from Amazon's Alexa. January 15, 2019.

LinkedIn Engaged Visitors — 60.4% Manager Level and Above

Content Syndication to 405M+ Monthly

FreightWaves is the largest freight news and content provider, period. We are the official voice of freight on 70+ sites, including:





Sponsored Content Opportunities

Sponsored Content is branded to your organization, focuses on topics related to your company's position within the industry, and receives promotion across a variety of FreightWaves media channels. Some examples of Sponsored Content include:



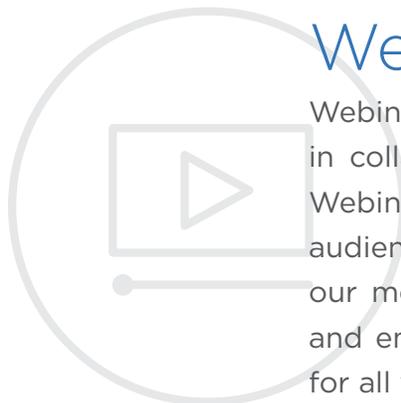
Articles

Articles that may either be (a) written by you and edited by the FreightWaves team or (b) written solely by the FreightWaves team, with the content and subject matter developed in collaboration. Content appears in FreightWaves newsletters and on FreightWaves.com. Articles may also be promoted through our social media channels.



Daily & Weekly Newsletters

Daily and weekly newsletters are distributed via email to our network of subscribers and feature a top banner ad (640x100) with sponsorship recognition in each issue.



Webinars

Webinars are informative, educational sessions that are developed in collaboration with the sponsor and the FreightWaves team. Webinars are marketed and promoted to the FreightWaves audience and include pre- and post-webinar promotions across our media channels, including social media, FreightWaves.com, and email blasts. Webinar sponsors also receive contact details for all webinar registrants.



Podcasts

Podcasts are hosted weekly by the FreightWaves editorial team and cover the industry's most compelling stories. The "What the Truck?!?" series is hosted weekly and is marketed and promoted to the FreightWaves audience through pre- and post-podcast promotions across our digital channels, including social media, FreightWaves.com, and email blasts.



Infographics

Infographics serve as a great way to associate your brand with compelling visual content that highlights current issues in the freight and transportation industry. Similar to articles, FreightWaves editorial staff may create an infographic based on timely industry content or work in partnership with the sponsor to develop the theme. Infographics appear in our daily newsletter and on the FreightWaves site and also receive promotion across our social media channels.



Company Profile Pages

Company Profile Pages allow you to elevate your company's brand and product awareness within the freight industry. Showcase your company's news, articles, videos, infographics, white papers, and other newsworthy content to the FreightWaves audience through a dedicated page on our website. The Company Profile Pages section is also promoted monthly across FreightWaves' social media channels.



White Papers

White papers allow you to display your company's expertise and thought leadership within the freight industry. FreightWaves will promote and distribute your white papers and research to our subscribers through the daily newspaper, social media channels, and the FreightWaves site to drive viewers to your content.

To learn more about Sponsored Content opportunities, email Preston Brown at pbrown@freightwaves.com.

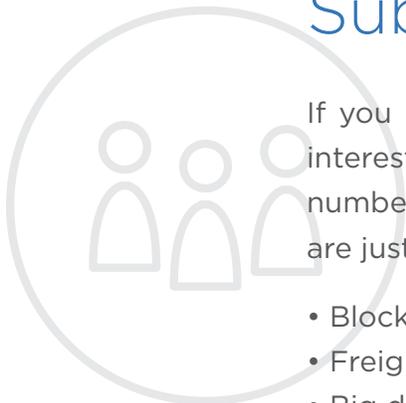


Additional Engagement Opportunities



Events

Events provide integrated sponsorship opportunities for the freight industry's leading transportation events. Transparency (held in the spring) and MarketWaves (held in the fall) offer a number of ways to gain exposure for your brand.



Subject Matter Experts

If you have an upcoming conference, webinar or event and are interested in featuring a speaker from FreightWaves, we have a number of subject matter experts who may be able to help. Below are just a handful of topics we are able to cover:

- Blockchain
- Freight economic outlook
- Big data and analytics
- Global trade flows
- Disruptive technology



Global Eco Partnerships

Global Eco Partnerships are our most robust sponsorship opportunities, offering a full suite of FreightWaves products and services that are tailored to your organization's unique needs and desired level of participation. If you are interested in pursuing multiple avenues of involvement—including custom editorial content, events, webinars and more—a Global Eco Partnership may be the right fit for you.

To learn more about event sponsorship opportunities, get in touch with our subject matter experts, or become a Global Eco Partner, email David Bradford at dbradford@freightwaves.com.