

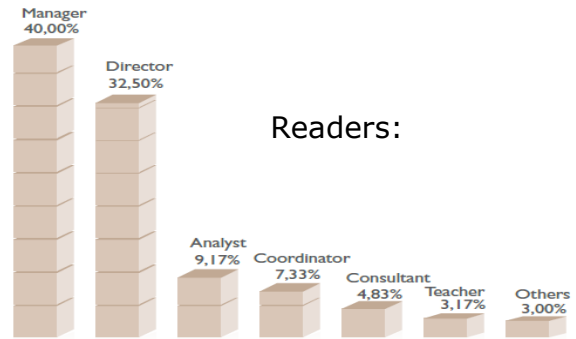
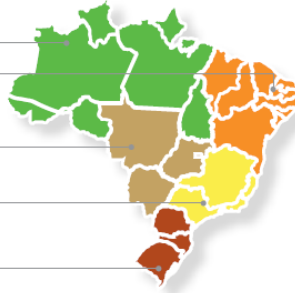
NEXT PUBLICATION: "Mundo Logística" (World Logistics) Magazine

"Mundo Logística" magazine became a required reading for the good professionals of logistics and supply chain that need constant updating to improve work processes and business. With specialized content composed of technical solutions in logistics and supply chain, enables readers to increase knowledge and understand of how to apply best practices in day-to-day operations.



Distribution by regions in Brazil:

North: 2,12%
 Northeast: 9,52%
 Midwest: 13,85%
 Southeast: 62,88%
 South: 11,63%



Readers:

- Average Public of 10 thousand Brazilian Logistics and Supply Chain Professionals, 40% Managers and 32.5% Directors.
- Magazine Distribution in over 140 cities focused on major capitals in Brazil where most of importers, exporters and logistics providers are located.

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 ADVERTISEMENT FOR
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ONLINE



1. Magazines with technical content are often used for continual consultations and information sharing, which provides increasing marketing and brand recognition for longer periods of time.
2. Higher penetration among executives, higher level decision makers.
3. Segmented content favors communication strategies to stimulate perceived market needs.
4. Studies shows that 35% improvement in ROI takes place when combining print with online formats.

Next Edition:

March/April

Topic:

"Cost Reduction in Logistics Projects" related to 3rd Party, Technology, Management, Distribution Centers and Logistics Network.

Deadline:

February 4th 2013

Print and Program:

Starts: Beginning of March, 2013 - Ends: End of April, 2013

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www.SIS4Biz.com

More Information:

Presentation (8 min): <http://youtu.be/pNB-hK8pglw>

Brazil Programs Information: www.sis4biz.com/brazil

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