

2008 2ND QUARTER EDITORIAL UPDATE

Outsourced
LOGISTICS

These are the stories the *Outsourced Logistics* editorial team is working on for the upcoming 2nd quarter 2008. To place advertising in any or all of these issues, please contact your **sales representative**. If you have information or a case study that can help shape these stories, please contact the OL editor listed at the bottom of the feature/department before the editorial date listed. Be sure to include contact information so that if the editor wants to follow up with you, he/she can. (NOTE: Do not submit finished articles for publication in the magazine. Please understand that editors will not be able to use everything they receive.) To submit articles for publication, please send queries first to Perry Trunick, *Outsourced Logistics* Chief Editor at perry.trunick@penton.com. To automatically receive a special *Outsourced Logistics* Editorial Alert E-newsletter each quarter, please register at <http://mediakit.outsourced-logistics.com/editorialalert>.

JUNE FEATURES:

EDITORIAL DEADLINE: 04/18/08
AD CLOSE: 05/16/08

EDITORIAL SUBJECT TO CHANGE WITHOUT NOTICE.

State of outsourced logistics

Globalization, volatile markets and cost pressures have been driving increased use of outsourced logistics as more companies look for ways to reduce capital exposure and improve market responsiveness. Once spoken of in whispers, more senior managers are embracing outsourcing for non-core logistics functions. This article looks at the growth of outsourcing, its rise to recent prominence as a business strategy and a quick look ahead at developing trends. Contact Chief Editor Perry Trunick, perry.trunick@penton.com.

Using outsourced logistics to reach new markets

Even in a good economy, the ability to respond quickly to new market opportunities is critical. Building solid capabilities quickly can provide the staying power to grow and outdistance the competition. This article examines how companies expand into new markets using outsourced logistics to avoid costly capital investments while ensuring top notch logistics support.

Contact Senior Editor Roger Morton, roger.morton@penton.com.

Cost control vs cost cutting

Keeping the rush to cut costs from going too far and seriously damaging customer service requires a good understanding of when costs are under control. Stopping or slowing the growth of some cost factors may be the more advisable strategy. This article examines how the collaborative efforts of logistics providers and their users check costs and deliver results.

Contact Senior Editor Roger Morton, roger.morton@penton.com.

DEPARTMENTS:

World Markets:

Europe and Asia links.

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Logistics Services:

Improving containerload services between Asia and the US.

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Operations & Strategy:

Re-Optimize your distribution center network.

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Contact Jason Washburn at 216-931-9511 or @ Jason.Washburn@penton.com



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JULY FEATURES:

EDITORIAL DEADLINE: 05/16/08
AD CLOSE: 06/13/08

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Selecting a Logistics Provider: Size Matters

Scope, scale and market coverage can be important factors in choosing a logistics provider who will meet growing needs, seasonal surges or new market development. Some of the larger third party logistics companies have global operations and affiliates in every major market and most regions. Users and logistics providers pull back the cover and look at how to assess those services and relationships.

Contact Senior Editor Roger Morton, roger.morton@penton.com.

Global Trade Strategies

Logistics arrangements and trade compliance are parallel needs in global markets. The consequences of violations can be dramatic. Technology and trade services companies focus on the complex issues of documentation, visibility, safety and security and compliance with tariffs, quotas and trade restrictions. This article examines the issues and the tools to support a solid global trade strategy.

Contact Senior Editor Roger Morton, roger.morton@penton.com.

Outsourcing for Mid-Sized Firms

Mid-sized companies are going global to grow and survive. When it comes to handling their logistics functions, they often select smaller providers who match their size and style. But large logistics services companies are increasingly developing tools and targeting small- to mid-sized enterprises (SME), offering them an opportunity to match their larger competitors on capability. This article looks at how third-party logistics providers serve this market segment and what strategies SMEs are using when they outsource non-core logistics functions. Contact Chief Editor Perry Trunick, perry.trunick@penton.com.

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World Markets:

Mexico on the rise?

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Logistics Services:

Latin American retail logistics at Bimbo

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Operations & Strategy:

Examining warehouse management capabilities

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AUGUST FEATURES:

EDITORIAL DEADLINE: 06/13/08
AD CLOSE: 07/17/08

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Sharing Investment Risk/Gain

A true outsourced logistics partnership involves some shared risk as well as shared gains. This article looks at how companies determine which investments to share, who takes on which risks, and how the gains in productivity, efficiency and cost are assigned.

Contact Chief Editor Perry Trunick, perry.trunick@penton.com.

Reduce Cost, Improve Efficiencies

Cost cutting is only part of the benefit of outsourcing. This article will look at how improved efficiencies can benefit both the logistics provider and the outsourced logistics user and at how some outsourced logistics users build continuous improvement into the relationship. Contact Senior Editor Roger Morton, roger.morton@penton.com.

3PL M&A: How Hot is the Market?

Consolidation has helped to create some massive global players in the logistics services market. This article looks at how the logistics landscape has been changed by mergers and acquisitions. Are there more major moves ahead, or will the activity slow to some smaller, tactical moves? Contact Chief Editor Perry Trunick, perry.trunick@penton.com.

DEPARTMENTS:

World Markets:

Expanding infrastructure
in India

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Logistics Services:

Strategies for managing
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