

Media Pack 2020

WORLD TRADE MATTERS

The Professional Journal from the Institute of Export & International Trade

Contact IOE&IT

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INSTITUTE
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& INTERNATIONAL TRADE



ISSUE	Editorial/Advertorial Deadline	PDF Ready Files	Distribution Date	Online Date
Spring 2020:	06/03/2020	27/03/2020	30/03/2020	01/04/2020
Summer 2020:	22/05/2020	19/06/2020	29/06/2020	04/08/2020
Autumn 2020:	04/09/2020	25/09/2020	29/09/2020	27/10/2020
Winter 2020:	13/11/2020	11/12/2020	14/12/2020	12/01/2021

2020 Themes

Spring: Trade in Transition - How to keep up with rapid change

Summer: Equality and Trade - How do we make trade fairer and more diverse?

Autumn: Post Brexit Britain - Are you ready?

Winter: Beyond the EU - BRICs, USA, and the Commonwealth

Regular Features

Blueprint for Post Brexit Britain

Roadmap to Export Success - practical tips for traders

World Trade Analysis / Shifting Trade Flows

Regulatory Analysis - Standards, Sanctions, Customs and Controls

The Bigger Picture - the big issues of today and tomorrow

Ethics in Trade / Sustainable Trade

World Traders - professional skills and career opportunities in global trade

SME Focus: Analysing support for UK SMEs looking to export

Market Focus: Looking at markets around the world

Case Studies: Open to Export winners, Queen's Award winners

Student Interviews: interviews with students from the IOE&IT and Customs Academy

Member Focus

Trade Association Focus

Technical Help for Exporters

Updates about events and initiatives from the IOE&IT



About

About - Institute of Export & International Trade (IOE&IT)

The Institute of Export & International Trade (IOE&IT) is the UK's only professional membership body representing international trade.

Established in 1935, we firmly believe that our future export growth must be underpinned by a sound foundation of knowledge. Our mission is to enhance the export performance of the UK by setting and maintaining professional standards in international trade management and export practice, which is principally achieved by the provision of education, training and practical business support services.

About - World Trade Matters

'World Trade Matters' is the new quarterly Professional Journal for members of the IOE&IT, designed to keep members in touch with the Institute's local, national and international activities, topical industry issues, as well as articles from some of the most knowledgeable and influential thought leaders on the key issues that impact on international trade.



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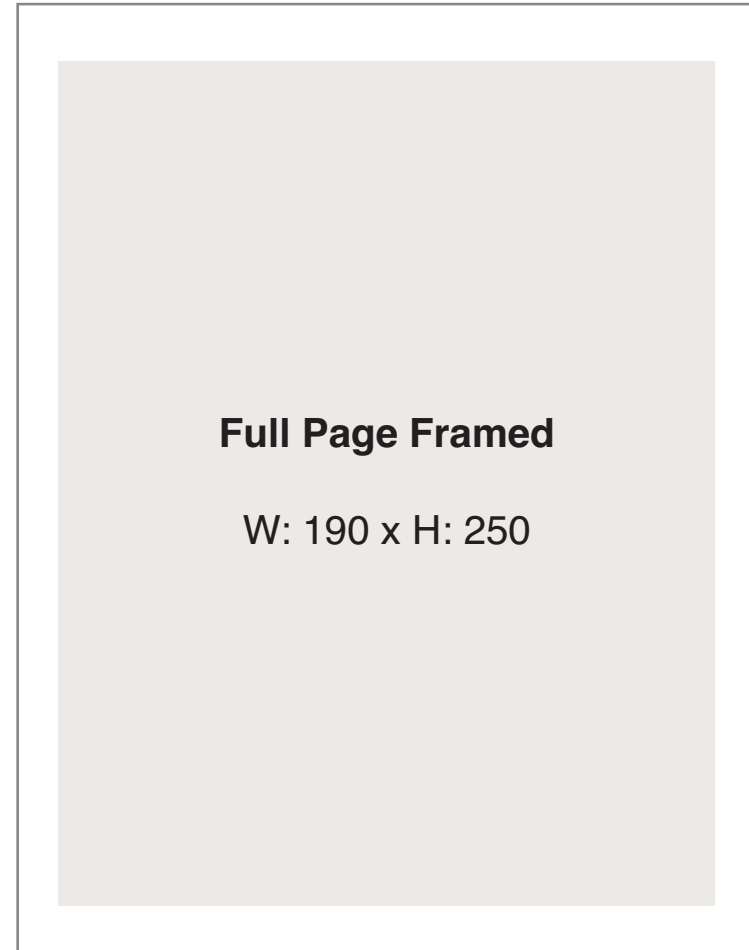
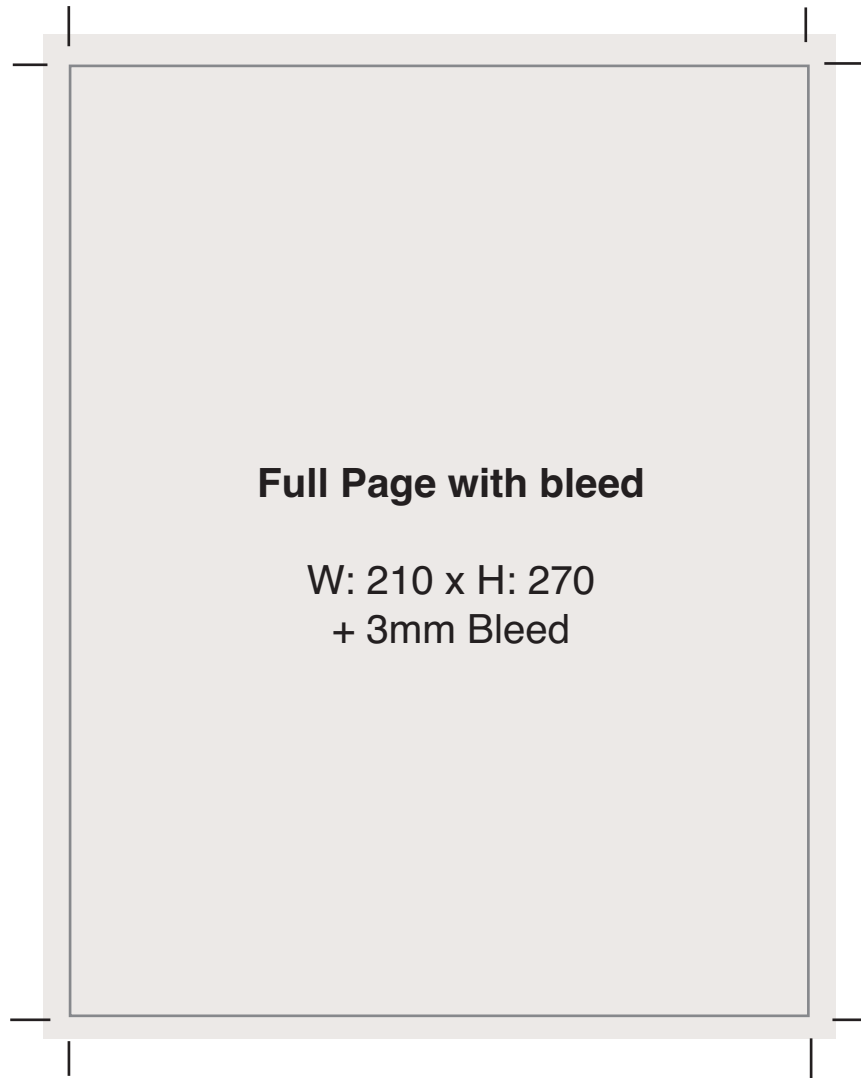
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• All documents have cropmarks and bleed applied • The document contains no unnecessary colour.

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Supporting organisations



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Content opportunities with the Institute of Export & International Trade

'Export Expert' **Entry Package - £1000**

- Single page interview article (republished on blog within 6-12 months of the journal)

And one of the following:

- 5 minute video interview video clip
- Podcast interview / member webinar slot
- Speaking slot at an IOE summit
- Speaking slot on an Open to Export webinar

'Export Expert' **Silver Package - £3000**

- Single page ad in journal
- Single page interview article (republished on blog within 6-12 months of the journal)

And 2 of the following:

- 5 minute video interview video clip
- Podcast interview / Member Webinar slot
- Speaking slot at an IOE summit
- Speaking slot on an Open to Export webinar (no registration data)
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'Export Expert' **Gold Package - £6000**

- Single page ad in journal
- Single page interview article (republished on blog within 6-12 months of the journal)
- Interview posted on IOE&IT blog one month after journal publication
- 5-10 minute video interview video clip on the IOE&IT blog
- Podcast interview or member webinar slot
- Speaking slot at an IOE&IT World Trade Summit
- Speaking slot on an Open to Export webinar
- Access to registration data from the Open to Export webinar via an opt-in
- Social media promotion for all content

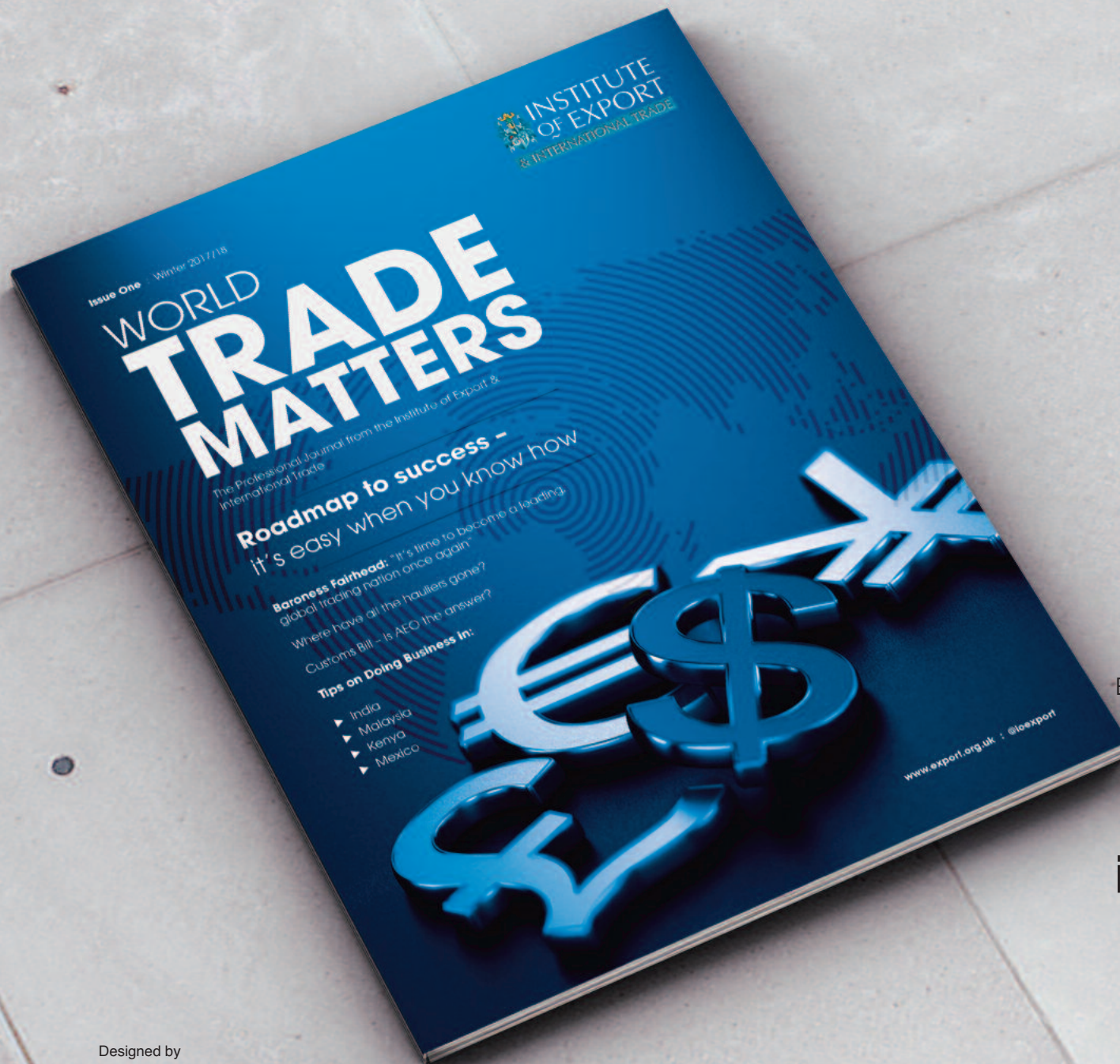
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Each quarter, up to 5,000 copies of the journal will be produced and sent to the Institute's members database of international trade professionals, as well as key major stakeholders from the world of international trade. In addition, to the Institutes members database, the journal will be distributed free of charge across the UK via the Institutes network of 500+ distribution outlets, which include:

- Institute of Export & International Trade Head Office Peterborough and Buxton (Northern office)
- Department for International Trade (DIT) UK-wide network of 350+ International Trade Advisors
- UK Export Finance (UKEF) Head Office London, and the UKEF UK-wide network of 35 International Export Finance Advisers
- 50 UK-based local / regional Chambers of Commerce
- Various trade associations and industry governing bodies i.e. British Expertise, the Confederation of British Industry (CBI)
- The journal will also be mailed to specific exporters, investors and effective business travellers. Further distribution will take place at relevant exhibitions, road shows, conferences and trade



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