



Media guidelines for 3PL Perspectives

3PL Perspectives has been a Transportation Intermediaries Association (TIA) publication since our inception in 1978. Originally known as the Logistics Journal, the magazine has aimed to help aid the members of TIA with helpful topics in the Logistics Industry. From where the industry is heading to way to improve your business, *3PL Perspectives* is here to educate the membership.

Who is eligible to write in *3PL Perspectives*?

3PL Perspectives is a member's only benefit only for those inside the TIA. This means that only TIA members are the only ones to receive this magazine and the only ones who can contribute.

What are we looking for in an article for publication?

For *3PL Perspectives*, TIA looks for articles to be informative rather than advertorial. The article should represent a current issue, trend, or tip to help members of the organization better understand the state of the Logistics Industry. Articles should be between 800-1200 Words in length.

How to contribute an article?

If you are interested in writing an article or have one that you think would fit well with *3PL Perspectives*, please reach out to our team at magazine@tianet.org. We will set you up with the appropriate Issue and deadlines.

What to expect with getting published?

TIA works 2 months in advance for *3PL Perspectives*. This means that once an article is submitted, it will be able to be run in the Issue 2 months after it being turned in. Any edits made to the article aside from grammatical errors will be sent back to the author for their approval. Issues will go out on the first Monday of every month. A digital copy will also be posted to our website.

Can I add pictures/images to my article?

Images are welcome to be added into the author's article. Please send the image as a PNG or JPEG instead of in the article to ensure that it stays in its highest quality. Please send us who the artist/photographer of the image is so we can properly credit them in the publication. If you do not wish to submit a picture/image, TIA will select a stock image from our database for your article.



Editorial Calendar 2023 - 2024

Month	Topic	Due Date
October	Cyber Security Trends	August 11, 2023
November	Issues Affecting the Logistics Industry	September 12, 2023
December	2023 Recap	October 13, 2023
January	2024 Outlook	November 10, 2023
February	Fraud in 3PL Industry	December 15, 2023
March	Capital Ideas Conference	January 12, 2024
April	Sales & Marketing Strategies	February 9, 2024
May	Nurturing Communities & Member Relationships	March 8, 2024
June	TIA Special Issue / National Logistics Day	April 12, 2024
July	Understanding & Accomplishing Leadership	May 10, 2024
August	TIA Policy Forum	June 16, 2024
September	Technovations	July 14, 2024
October	Cyber Security Trends	August 11, 2024
November	TIAIRE	September 12, 2024
December	2024 Recap	October 13, 2024

For any questions, please reach out to magazine@tianet.org