



The logistics industry's trusted source for thought-provoking content and impactful marketing solutions.

**DC** ***VELOCITY***

**2024 Media Kit**

# Welcome to *DC VELOCITY*

*Making the world a better place one supply chain at a time.*

Welcome to the world of *DC VELOCITY*, where innovation, efficiency, and success converge in the fast-paced realm of supply chain management. We understand that reaching your target audience effectively and standing out from the competition is crucial for your brand's growth. That's why we are thrilled to present the 2024 Advertiser Media File, a unique opportunity to amplify your brand's presence and connect with influential decision-makers in the logistics and supply chain industry.

At *DC VELOCITY*, we have built a reputation as a trusted source of knowledge and expertise, guiding businesses toward success in their logistics operations. We offer you an exclusive platform to showcase your brand, products, and services to our dedicated readership.

With a diverse range of advertising options available, including print, video, digital, and integrated marketing solutions, you can tailor your message to suit your specific goals and objectives. Whether you're looking to increase brand awareness, generate leads, or drive sales, our team is here to assist you every step of the way.

By aligning your brand with *DC VELOCITY*, you position yourself as a leader in the industry, gaining unparalleled exposure to a highly targeted audience of supply chain professionals, logistics experts, and decision-makers. Our comprehensive distribution channels ensure that your message reaches the right people at the right time, maximizing the impact of your advertising investment.

Join us as we unlock the power of *DC VELOCITY* and propel your brand to new heights of success. We offer you the solutions you want and the results you need to make a lasting impression in the supply chain world.

**When you think logistics, think *DC VELOCITY*.**

*We look forward to building a successful partnership in 2024.*



# Message from Gary Master, President and CEO of AGiLE Business Media & Events

In a day of division, constant changes, and difficulties around the world, AGiLE Business Media & Events exists to make a real difference. Our mission is to “make the world a better place, one supply chain at a time,” and we mean it. There is no better place to look to make lasting and game-changing differences in our lives than in the supply chain, and we want to be in the middle of it all.

What do we mean by changing the world? As we see it, that might include:

1. Building a coalition of associations, practitioners, suppliers, and other resources that can offer a basic understanding of more complex solutions to the labor shortage and, specifically, the frontline worker shortage. This includes education and automation solutions to eliminate unnecessary tasks, worker-retention initiatives, and introducing new technologies to the industry both through startups and new initiatives.
2. Providing a place of nurture and encouragement for startups that can fill voids in the supply chain and help solve issues that lead to disruption. We want to help promote, introduce, and assist startups and recognize that they help our industry remain vibrant and responsive to ever-changing demands placed on the supply chain. Startups push the industry forward and also challenge established suppliers to do even better in the products and services they provide.
3. Providing thought-leading and educational resources that offer supply chain leaders the latest metrics, best practices, case studies, and more. By keeping the industry up to speed with fresh thought leadership, we can help you make the right decisions when it comes to your business.
4. Understanding and using AI so we can better guide our partners and friends on where and how to utilize it best in operations.
5. Leading the way in sustainability by working with associations, practitioners, and other leaders to help pave the path toward a healthier and more sustainable world for future generations. How? By bringing these groups together, we can have solid discussions and develop programs and initiatives to minimize our impact on the planet.

If your organization is looking to make a real difference, let's talk and see how partnering together can bring about real change in the world!



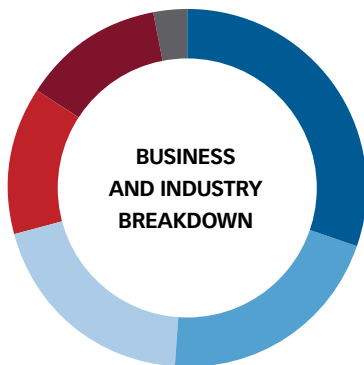
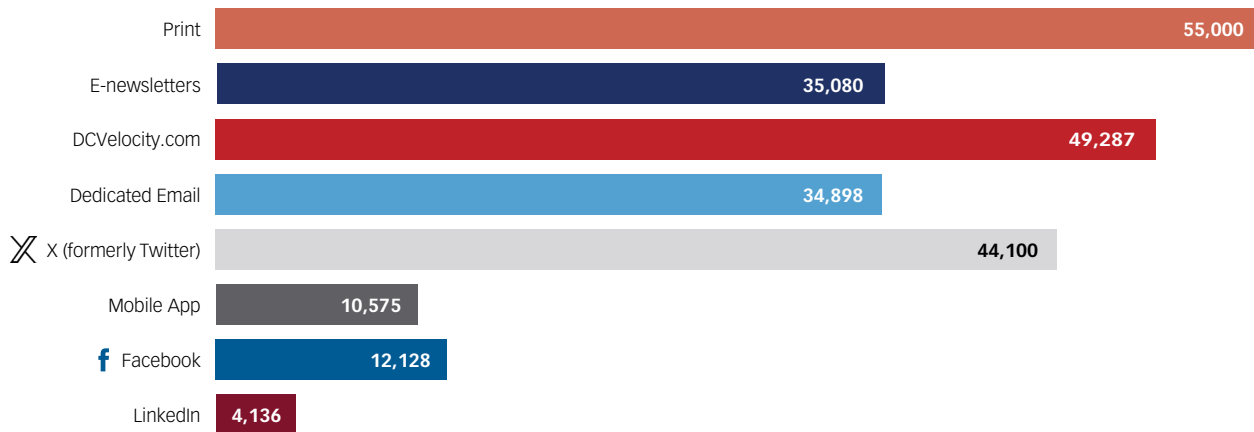
# Audience

DC VELOCITY’s audited circulation covers a combination of corporate-level executives, on-site directors, and vice presidents of logistics operations. Why all three? In a typical company, decision-makers at one level of an operation recommend and specify a project, with decision-makers at another level participating in the final “signoff.” This blended audience puts DC VELOCITY above the competition in the scope of its market coverage and assures advertisers that their messages reach the complete buying team.

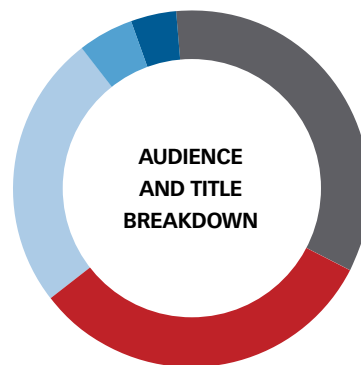
“We continue to invest heavily in meaningful partnerships with associations, shippers, suppliers, and communities. These efforts result in leading industry conversations, developing trust, and adding new consumers to our content. We have gained valuable industry insight, invested heavily in our audience development, and learned more about our partners than we ever have before. We are pleased that these efforts ensure the very best audience in the market today.”

—Gary Master, President & CEO, AGiLE Business Media & Events

**TOTAL REACH**  
245,204



- Retail Distribution Center: 30.5%
- Wholesale Distribution Center: 20.8%
- Manufacturing Distribution Center: 19.7%
- Manufacturer of Products & Goods: 13.3%
- Third-Party Logistics: 12.9%
- Other: 2.8%



- Operating Management: 36.8%
- Corporate Management: 33.9%
- Distribution Management: 20%
- Purchasing Management: 5.6%
- Other: 3.7%

# 2024 Editorial Calendar



**In every issue:**

- **Big Picture**
- **NewsWorthy**
- **Inbound**
- **Thought Leader**
- **In Person**
- **Applications**
- **Outbound**

**Special Reports in 2024:**

- **National Forklift Safety Day**
- **The Rainmakers**
- **Metrics Study**
- **Market Outlook**
- **RILA Study on Retail Trends**



Issue	Material Handling	Transportation	Technology
JANUARY	Forklifts	Last-Mile Delivery Focused Coverage	Artificial Intelligence
FEBRUARY	Picking Systems	Transportation and Logistics Focused Coverage	Visibility
MARCH	Barcodes, Scanners, Sensors	Motor Freight	Warehouse Management Systems
APRIL	Storage Systems	3PL	Digitalization
MAY	Forklifts - National Forklift Safety Day Special Coverage	Sustainability	Yard Management
JUNE	Ergonomics	Parcel Express	Labor Management
JULY	Packaging and Labeling	CSCMP's State of Logistics Report	Artificial Intelligence
AUGUST	Batteries and Charging Systems	Maritime/Ports	Inventory Management
SEPTEMBER	Dock and Yard Systems	Motor Freight	Internet of Things
OCTOBER	Pallets and Containers	Intermodal/Rail	Transportation Management Systems
NOVEMBER	Voice Systems	Parcel Express	Cybersecurity
DECEMBER	Cubing and Packing Systems	2025 Logistics Outlook	Startups/ New Technologies To Watch

Robotics and Automation	Bonus Distribution	Ad Close
Reverse Logistics	SMC <sup>3</sup> Jump Start, Manifest, MODEX Polybagged with Show Guide	December 15
Robotics	IWLA, RILA, Official Show Copy at MODEX	January 10
Labor-Saving Technologies		February 9
Drones	MHEDA, WERC	March 8
Conveyors and Sorters	TMSA	April 10
Mezzanines and Workstations	SMC <sup>3</sup> Connections	May 10
Vision Systems		June 9
Automation System Design	CSCMP, Parcel Forum	July 10
Automated Storage and Retrieval Systems	CSCMP	August 9
Automated Forklifts		September 11
Robotics and Automation Focused Coverage		October 10
Truck Loading and Unloading		November 8

The publisher reserves the right to revise this calendar based on industry developments and editorial judgment.

# AGiLE Content Services

Your Content + Our Channels = Results

Every day, businesses, advertising agencies, and other organizations face a critical need for integrated, strategic, well-written communications and marketing content—whether the audience is employees, customers, partners, members, prospects, or other industry influencers. Effectively communicating value and rising above the noise and clutter of today’s 24/7 media landscape to make your message heard is a tremendous challenge—one that can make or break the success of an agency client, organization, or business enterprise.

Yet not every agency or business has the specialized skills, expertise, and, particularly, the experience and resources to achieve this critical strategic imperative—day in and day out.



Introducing AGiLE Content Services. Drawing on the editorial and publishing resources that produce industry-leading online and print publications such as *DC VELOCITY* and *CSCMP’s Supply Chain Quarterly*, AGiLE Content Services is your resource for a portfolio of communications strategy, planning, writing and content, execution, and project management services to agencies, marketing firms, and other business enterprises.

Our solutions can be project-specific or delivered in an integrated program, providing the strategic counsel and tactical resources to plan, write, manage, and execute a wide range of turnkey content and communications products for your clients or business. Services include:

## Content Creation and Management

- Strategy counsel and development
- Content program design
- Research and writing
- Content deliverable production, execution, and ongoing program management



## Public Relations/Earned Media Editorial Services

- News releases
- Feature stories
- Case studies
- White papers
- Product/service profiles
- Corporate and executive bios
- Customer/solution success stories



## Employee Communications Services

- Content development and management (for internal intranet sites, company magazines, or employee newsletters)
- Editorial services (similar menu to that for external editorial services)
- Integrated internal/external communications initiatives and programs



## Website Management

- Design, deployment, and maintenance of websites



## Media Buying/Marketing Programs

- Assessment, market analysis, strategy/program recommendation and execution
- Ad design and production
- Print and online media (web) planning
- Social media
- SEO/SEM planning
- Lead generation (targeted email campaigns)
- Webinars
- Integrated advertising campaigns
- Virtual conferences



## Social Media Management

- Creation, launch, ongoing content development, and management for company-specific sites on principal social media platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube)



## Graphic Design Services

- Design/production of marketing collateral
- Content program design, other communications, and presentation aids (infographics, etc.)














## Video Content Services

- Strategies and tactics
- Story development and script writing
- On-site project direction, production, and management
- Post-production management and delivery
- Promotion and publishing



## Types of Content Marketing

 Blogs	 eBooks	 Podcasts	 Dedicated Emails	 Videos	 Memes
 Infographics	 Surveys	 Social Media	 Case Studies	 Webinars	

## DCV-TV

Changing the way the world sees logistics

Video is an extremely popular way to showcase a company's products, services, and thought leadership. What better way to develop leads and establish trust with your customers and prospects than to let them see what you have to offer and how it can benefit them?

That's what our exclusive video channel, DCV-TV, is all about.

We produce, host, and distribute video content to best engage our audience. Whether you submit your own video for promotion or we produce it in-house through AGILE Content Services, we've got it covered.

## DCV-TV Marketing Opportunities

### 1) DCV-TV Featured Video

One of our best-performing products, this sponsorship increases the viewership of videos you upload directly to our DCV TV channel 4. Your video will have a featured thumbnail link in our "Now Trending on DCV-TV" e-newsletter and will be featured in the subject line of the newsletter itself.

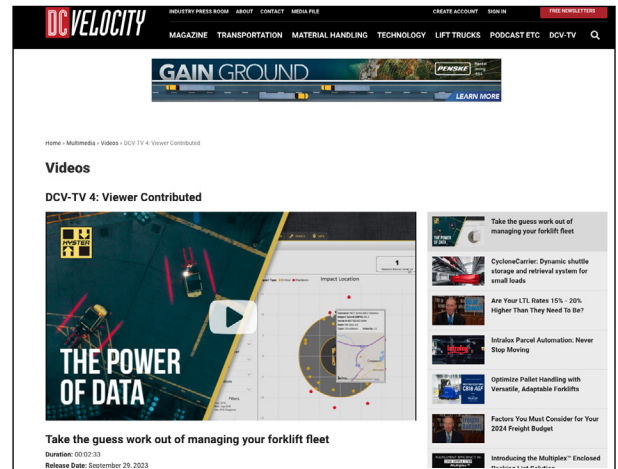
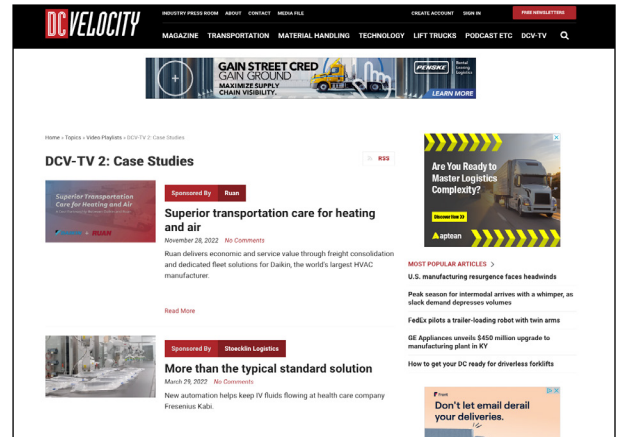
**Price: \$2,495\***

#### Specs:

- Title - 200 characters
- Description - 6,000 characters
- Video File (Accepted file types: mp4, WebM, ogv; max 2GB)
- Video Thumbnail (Accepted file types: gif, jpg, png, jpeg; max 2MB)

### 2) Viewer-Contributed Videos

Think of this as the "YouTube" of the logistics world. All of DC VELOCITY's readers and advertisers have an open invitation to upload their video clips to our network free of charge.



\*All pricing is NET.

# Dedicated Emails

Translate industry expertise and thought leadership into sales leads

A dedicated email is a perfect vehicle to help promote your company's thought leadership and to direct logistics professionals' attention to your white papers, videos, case studies, blogs, and other content. Email marketing continues to provide a high level of engagement and brand awareness with our audience.

## Dedicated Email Specs

- Email width: 600–700 px
- Maximum file size: 100KB
- File format: One HTML file and one plain text file required for each campaign

All materials should be submitted to Martha Spizziri, [Martha@dcvelocity.com](mailto:Martha@dcvelocity.com), five business days prior to deployment.

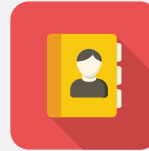
**Price: \$6,250\***

Don't have a dedicated email created already? No worries! AGiLE Content Services is available to create them for you using our team of award-winning journalists and editors. Contact your sales representative today for more information.

## WHAT DO YOU GET WITH THE *DC VELOCITY* DEDICATED EMAIL?



**Deployment of your message to our entire e-newsletter audience**



**Lead generation that does not intrude on the user experience**



**Consultation to help develop the email for maximum effectiveness**



# Digital Advertising

Build unparalleled brand awareness on DCVelocity.com

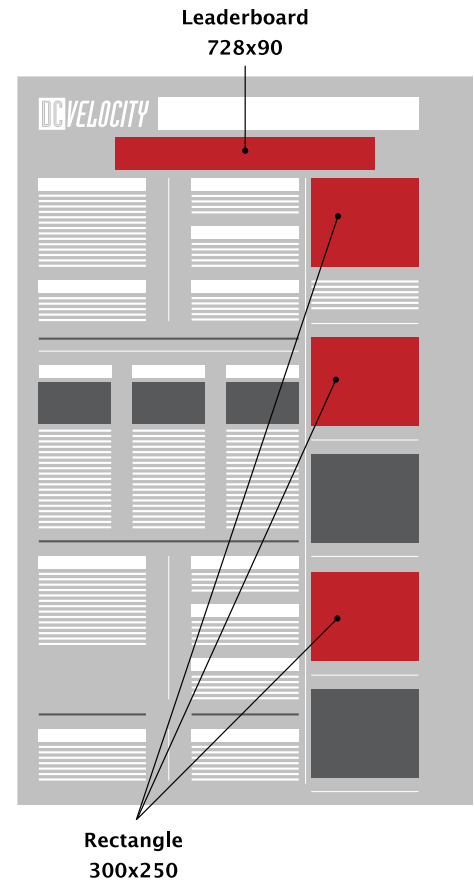
DC VELOCITY operates a network of digital platforms that cater to its readers' preferences for how they consume logistics news, in-depth feature stories, and video reports. Our dedicated digital staff gives key decision-makers a holistic view of supply chain, logistics, and material handling content in a direct, refined format, whether accessed from desktops, tablets, or mobile phones.

## DCVELOCITY.COM BANNERS

Quick, simple access to relevant content is critical to securing and maintaining a robust online audience. Our website is continually enhanced with exclusive web-only content that's updated daily.

Banner ads offer the opportunity to promote your business and build brand awareness to 49,000+ unique monthly visitors to DCVelocity.com. For maximum exposure, there are rotating positions available for each of the ad sizes.

**CPM Price: \$125\* / 1,000 impressions**



# E-newsletter Advertising Opportunities

DC VELOCITY's e-newsletter sponsorship opportunities are the perfect way to promote white papers, research reports, case studies, company news, and any other content assets you've developed. Content marketing has emerged as a critical component of an overall marketing strategy, so we have created these positions as a way for you to promote thought leadership and drive traffic to your website.

▪ **DCV Insider**

A first look at the stories that will appear in the upcoming issue of DC VELOCITY.

▪ **Velocity Weekly**

Our core weekly e-newsletter targeted to the logistics market. Along with the latest news and analysis, these e-newsletters include links to the latest blog posts and video clips on our website.

▪ **Now Trending on DCV-TV**

Each Monday and Friday morning, DC VELOCITY e-newsletter subscribers receive a snapshot of the most compelling videos launched during the previous week on DCV-TV. Like all of our e-newsletters, *Now Trending on DCV-TV* helps promote your business and increase brand awareness.

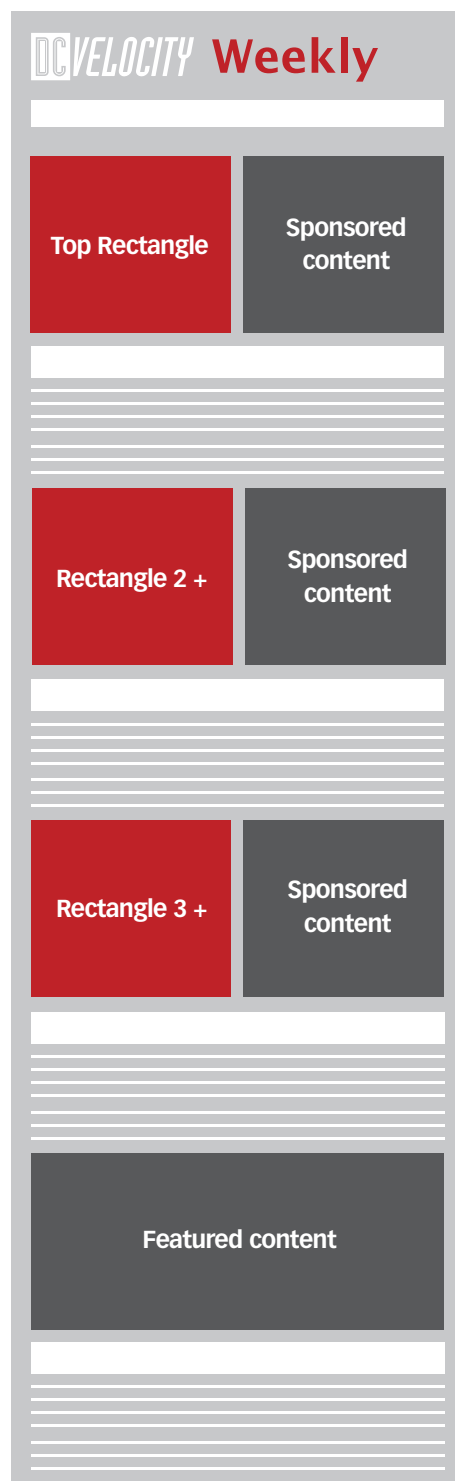
**Rectangle + Sponsored Content Specs**

- Ad Size: 300x250
- Headline: 50 characters, including spaces
- Content: 300 characters maximum, including spaces
- URL

**Price: \$4,500\***

**DC VELOCITY's e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market.**

\*All pricing is NET.



# Industry Pressroom E-newsletter

DC VELOCITY's innovative Industry Press Room, a first for media brands in the logistics market, has a simple concept: You upload your press release to our site in real-time—and for FREE!

That alone will put your news, just as you want it presented, in front of tens of thousands of logistics decision-makers. But don't you want to know exactly who saw your news on DCVelocity.com? We have a solution for that with our Industry Press Room e-newsletter package.

**Here's how it works:**

1. Post your news to DCVelocity.com:  
<https://www.dcvvelocity.com/articles/topic/87-industry-press-room>
2. Contact your DC VELOCITY sales representative and let them know you want to upgrade to the Industry Press Room e-newsletter package.

**Here's what you will get:**

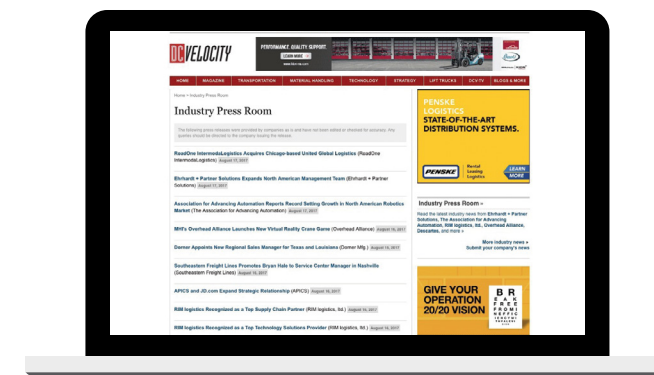
1. Your news will be placed in the top position of our e-newsletter.
2. We will post your photo alongside your news (if you provide one). Photo is recommended.

**Specs:**

- Headline: 100 characters max
- Announcement: 6,000 characters max
- Photo (recommended):  
Accepted file types: GIF, JPG, PNG; file size: 2MB max

**Price: \$2,595\***

\*All pricing is NET.



# Lead Genius & Branding Program

Revolutionize your lead generation with our new **Lead Genius & Branding Program!**

A successful lead generation campaign is not a one-time effort but an ongoing process that involves a combination of data-driven strategies, creative content, and consistent effort to attract and convert potential customers into loyal, paying clients – introducing Lead Genius!

Brought to you by DCV and SCX, Lead Genius offers many options and price points to deliver success. Whether it be campaigns for account-based marketing or industry-specific target markets you select, we have you covered.

Our product is designed to generate the right type of engagement to identify individuals and companies interested in your service or product and build your brand simultaneously.

With this program, you receive:

- Your asset promoted on our website
- Dedicated emails sent as needed to targeted lists chosen by you
- A banner in our weekly e-newsletter each month
- A social media post sent out each month

Targeting is available for the following:

- Geographical
  - Job Level/Title/Function(s)
  - Industries/Industry Targeting
  - Company Employee Size or Revenue Filter
- OR**
- ABM – a list of companies you provide

Here are some key benefits:

1. **Save Time and Resources:** Lead Genius, by DCV and SCX, allows your team to focus on what they do best – closing deals and growing your business. We will host a landing page on our website, promote the content of your choice over a period of time via various digital platforms, and provide you with solid, qualified leads.
2. **Targeted and Customizable:** We ensure that we only provide leads relevant to your industry, location, or specific criteria. This level of precision is a game-changer for your sales and marketing teams.
3. **Verified and Up-to-date Information:** We understand the importance of accurate and current data. Lead Genius ensures you're working with clean, verified data to increase your chances of successful outreach.
4. **Scalable Solution:** Lead Genius is designed to adapt and grow with your business, whether you're a small startup or a large enterprise

Are you ready to revolutionize your lead generation efforts and take your business to new heights? Contact us today and discover how we can help drive your success. Don't miss out on this opportunity to change how you do business. Your competitors are already taking advantage of advanced lead-generation tools; it's time you did too.

- Three-month promotion:** \$5,250/month – 200 guaranteed leads that meet your specifications
- Six-month promotion:** \$5,000/month – 400 guaranteed leads that meet your specifications
- Nine-month promotion:** \$4,750/month – 600 guaranteed leads that meet your specifications
- Twelve-month promotion:** \$4,500/month – 800 guaranteed leads that meet your specifications

# Logistics Matters Podcast Package

Each episode of “Logistics Matters” features a special guest interview on a timely topic that is relevant to our listeners. Our *DC VELOCITY* editorial team members also discuss top stories for the week, developing trends, and updates on newsworthy topics. It is all designed to keep our listeners informed about the latest news and the top trends affecting supply chain management.

Specifically developed with the edginess that has been a hallmark of *DC VELOCITY* since its launch, our podcasts are quick-hitting, fun, and informative. The podcast will be sometimes conversational, sometimes personal stories, and sometimes just the news itself.

The sole sponsor receives an audio pre-roll and post-roll callout during each episode. We have found that a 15-second host-read message is a lot more likely to cause listeners to take action within a podcast. Our host-read messages aren’t breaks in the show’s content — they are a part of it.

With over 69,798 downloads currently, and over 2,000 new downloads monthly, our podcast followers continue to rise.

Don’t miss out on one of the hottest podcasts in the industry—Logistics Matters has been ranked in the top 10 of supply chain podcasts.

The following is included with your sponsorship:

- Four social media posts
- Four dedicated emails
- E-newsletter banner in “Velocity Weekly” and “Now Trending on DCV-TV”
- Print ad promoting the podcast sponsorship
- Website banners

**Price: \$6,500\* per month**



# Promotion Packages — Case Studies, Podcasts, Videos, Webcasts, and White Papers

AGiLE Business Media & Events offers a variety of content marketing opportunities across many platforms. Whether the content is submitted by the sponsor or produced on the client's behalf by AGiLE Content Services, our promotion packages are designed to help position your brand as a thought leader in the industry.

But simply producing the case study, webcast, or white paper isn't enough. For maximum ROI, you want to be sure everyone reads it. We'll promote your content via a dedicated email blast and one social media post. By getting your message in front of the right buyers, we can help you leverage your brand and your content with high-value exposure that will provide the results you need.

**With your case study, podcast, video, webcast, or white paper investment, you get:**

1. Posting of your content at DCVelocity.com
2. A dedicated email blast to our *DC VELOCITY* audience
3. One social media post

**Price: \$7,000\* (asset provided)**

Don't have a case study, podcast, video, webcast, or white paper? We can help with that!  
AGiLE Content Services can research, write, and design one for you.

Contact your sales representative today for more information.

## Social Media Sponsorship Options

With a combined X (formerly known as Twitter), Facebook, and LinkedIn audience of over 60,000 logistics decision-makers, we can put your message in front of the professionals you want to reach.

Our Sponsored Social Media program is intended for those marketers with content assets (white papers, case studies, research reports, and so forth) that they want to share with *DC VELOCITY*'s followers. Or perhaps you have a simple message you'd like to share with the market or content on your website to which you'd like to draw attention. Whatever your objective, we are here to help.

### Here's all you need to do:

Send us a 240-character (max) message, including an embedded URL to the site of your choice, and we will post it into our social media stream.

Character counts include spaces, punctuation, and links.

**Price: \$1,595\***



# Supply Chain Short Takes

Agile Business Media & Events has launched a new offering that could be the perfect way to help you unveil a new product, introduce a new service, or position your company as a trustworthy subject matter expert. Step up to the mic and make your point in a friendly, conversational dialog we call Supply Chain Short Takes.

It's a fast-paced, one-on-one video interview with one of our expert supply chain industry editors and the company representative of your choice.

Short, sweet, personable, and relevant, Supply Chain Short Takes gets your message on the radar of the logistics and supply chain experts who subscribe to DC VELOCITY. With this package, you will receive:

- A three- to five-minute recorded interview with a member of our outstanding editorial team. This can be a video or a podcast.
- The interview will be permanently hosted on [dcvelocity.com](http://dcvelocity.com).
- A video thumbnail or link to the podcast will be featured in the very popular Velocity Weekly e-newsletter, including a link to the interview and lead capture.
- A video thumbnail or link to the podcast will be featured in the top position of the "Now Trending on DCV TV" e-newsletter, including a link to the interview.

Don't miss this opportunity to highlight your company's true thought leadership to our audience of high-level decision-makers.

**Price: \$5,000\***

Contact your *DC VELOCITY* sales representative for more information.

# Target Report — Sole Sponsorship

Content marketing has emerged as a critical component of an overall marketing strategy. DCV's "Target Report" e-newsletter is here to help you maximize the ROI on your content marketing programs.

As sole sponsor, you choose the Target Report's topic so you can get your message in front of the right prospects and buyers. You also get to choose the headline and subject line of the e-newsletter and include a link to your company website or another website of your choice. To further enhance ROI, we encourage you to submit your own articles to appear along with our award-winning content.


The sole sponsorship includes three "rectangle + sponsored content" positions that are the perfect way to promote white papers, research reports, case studies, company news, and any other content assets you've developed. We have created these positions as a way for you to increase brand awareness and drive traffic to your website.

## Rectangle + Sponsored Content Specs

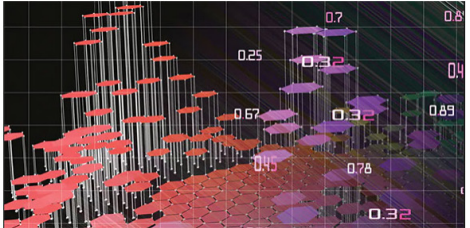
- Ad Size: 300x250
- Headline: 50 characters max, including spaces
- Content: 300 characters max, including spaces

**Price: \$6,500\***

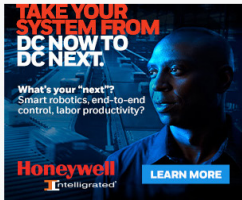
\*All pricing is NET.

**TARGET REPORT**

### MEETING THE GROWING CHALLENGES OF E-COMMERCE FULFILLMENT



**The Advancement of DC Fulfillment Technologies**  
Retail leaders are beginning to automate and upgrade specific aspects of their DC operations that are bowing under the weight of e-commerce pressures.  
By Honeywell Intelligrated



**E-commerce Fulfillment Challenges on the Rise**  
The transition to handle e-commerce growth by DCs is well underway. From labor to machine learning, DCs are reevaluating every aspect of their operations. See what's available so you can achieve success for e-commerce fulfillment.



## Video Case Studies

One of the most successful products, with an average of over 200 clicks per promotion!

A Velocity Video Case Study is a turnkey integrated marketing tool that showcases your company's products and services, and is specifically designed to generate highly qualified sales leads. *DC VELOCITY*'s in-house team visits with your staff and customer to develop a case study or product and service profile. The profile will then be developed into:

- A one-page print advertorial in *DC VELOCITY* magazine
- A companion four- to five-minute video hosted on DCV-TV

You also receive:

- Hosting of the video at DCVTV.com
- Full duplication rights to both the case study and video
- A dedicated email sent to *DC VELOCITY* subscribers announcing the launch of your Velocity Video Case Study
- A social media post to *DC VELOCITY*'s market-leading audience of 60,000 followers
- Inclusion in one of our Now Trending On DCV-TV e-newsletters

**Price: \$13,500\***





# Webcasts

Start an instant conversation with your target audience

Your gateway to an immersive and engaging digital experience! In today's fast-paced world, staying connected and informed is more crucial than ever. Our webcasts are the perfect platform to unlock the power of information, offering a dynamic and interactive way to connect with your audience.

DC VELOCITY will handle all aspects of the webcast production, so you can focus on what's most important—your message. With the purchase of a webcast, you will receive:

- The services of a DC VELOCITY editor to help you organize the presentation and moderate the webcast
- The value and credibility of the trusted DC VELOCITY brand attached to your webcast
- Two dedicated emails to our audience inviting them to attend the webcast
- Two social media posts to our market-leading audience
- One full-page print ad in DC VELOCITY to promote your webcast
- An on-demand webcast produced by professionals who not only understand the logistics field but also how to produce quality videos and webcasts
- Hosting on DCV-TV Channel 3, our streaming-video channel

**Price: \$12,500\***

## WHY WEBCASTS CONTINUE TO INCREASE IN POPULARITY



**Cost-effective**



**Drive audience interactivity via live Q&As and discussions**



**Strengthen and extend brand awareness**



**Generate solid leads via registration**



**Convenience of on-demand viewing**



# White Papers

DC VELOCITY's offers a dedicated email and hosting service to help you promote your white paper. This is the perfect way to let our audience of logistics and supply chain decision-makers know about your company's valuable insights, cutting-edge research, and, most importantly, how THEY can benefit from them by staying ahead of the industry. In addition to a dedicated email to our list of subscribers, we will host your white paper on DCVelocity.com.

## Requirements:

- Subject line
- White paper title
- White paper description (1,750 characters max)
- White paper cover image (min. width 300 px)
- Download URL
- Company logo and URL

**Price: \$6,250\***

**DC VELOCITY White Papers**

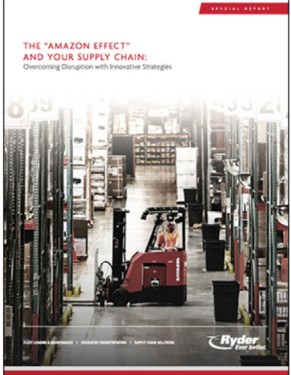

JULY 13, 2017

## The "Amazon Effect" and Your Supply Chain

In order to fulfill consumer demands and keep up with the e-commerce phenomenon known as the "Amazon Effect," supply chain managers are forced to adjust strategies so they won't lose loyal customers — or even worse, their business. In this report, learn how the "Amazon Effect" is disrupting supply chains and how some companies are overcoming these challenges.

[Download the white paper.](#)

Presented By:



[Download now](#)

# Print Advertising

Print media continues to play a critical role in brand positioning and raising awareness for integrated B2B marketing campaigns. Whether our magazine is read over morning coffee or on a business trip, *DC VELOCITY* provides the most engaging “unplugged” readership experience in the market to help advertisers attain their marketing goals.

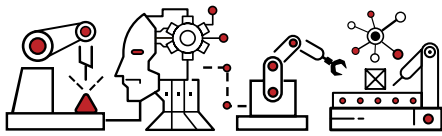
AGiLE Business Media & Events’ ongoing investment in our print publication includes award-winning graphic and creative design along with unbiased and newsworthy staff-written content. Our attention to an audience experience of uncompromised quality has allowed *DC VELOCITY* to retain the largest and most dedicated editorial team covering the logistics market today.



## Price\*

Frequency	Full Page	2-Page	1/2-Page	1/3-Page	1/4-Page
1x	\$9,500	\$17,000	\$6,000	\$4,000	\$3,000
6x	\$8,500	\$15,000	\$5,000	\$3,500	\$2,500
12x	\$7,500	\$14,000	\$4,000	\$3,000	\$2,000

\*All pricing is NET.



**DC VELOCITY**  
**ROBOTICS & AUTOMATION**

# A special supplement to the November issue of *DC VELOCITY*

*DC VELOCITY* is excited to once again offer a special multimedia package –

***DC VELOCITY*'s Robotics & Automation Special Report.** The special section, which will be included with the November issue of *DC VELOCITY*, will feature successful implementations and look at trends and developments in the robotic automation industry. You won't want to miss the opportunity to participate!

**Sponsorship of the special supplement will include:**

- An invite to participate in a robotics industry Q&A that will be included in the special report. This article, which will feature responses received directly from you and other participating companies, will focus on the use of robotics in automation and will be a “must-read” for those considering how best to adapt their operations to an era of perpetual change.
- A two-page spread ad (either a one-page advertorial or case study plus a full-page ad, or a typical spread ad or case study). This will also appear in the digital edition and on our mobile app.
- A dedicated email sent to our audience promoting your case study or featuring a video\*\* of a product demo/application of your choice
- Social media promotion to our 60,000 followers
- Your video\*\* included in our “Now Trending on DCV-TV” e-newsletter
- Hosting of your video\*\* on DCV-TV’s channel 4

**Price: \$13,500\***

\*\*Don't have a video? No worries. Agile Content Services can help produce one for a fee.



\*All pricing is NET.

## MODEX 2024 – Exclusive Offers from DC VELOCITY



DC VELOCITY offers a wide range of options for reaching your target audience before, during, and after the MODEX 2024 Show in Atlanta.

### January—MODEX Show Planning Guide

Get ahead of the crowd in promoting your content and letting everyone know what they can look forward to at the show by taking advantage of our special offer:

- A full-page ad in the January issue of DC VELOCITY
- A dedicated email to be transmitted in January
- Sponsorship of an e-newsletter to be transmitted in January
- Print Ad Material Deadline: December 9, 2023

**Price: \$8,500\***

Our special offer: Buy an ad in the January issue of DC VELOCITY and receive the same-sized ad for half price in the MODEX Show Planning Guide!

This very popular planning guide is poly-bagged with the January issue of DC VELOCITY. It will also be distributed at the show. The guide will provide exclusive information attendees will find beneficial to have before they head to Atlanta.

- Print Ad Material Deadline: December 8, 2023

### February—MODEX Show Issue

Our February edition will include full bonus distribution at MODEX, supplementing our already market-leading audience reach and making this issue a great way to promote your company's content assets.

- Print Ad Material Deadline: January 10, 2024

### Pre-Show Dedicated Emails

The perfect opportunity to leverage your customized message to let our 36,000 subscribers know what new and exciting things you'll be up to at MODEX. These dates sell out quickly, so schedule your dedicated emails today!

**Price: \$6,250\***

Contact your DC VELOCITY sales representative today to learn more about special fully customized package deals.

\*All pricing is NET.

\*\* Time permitting

### MODEX Pre-Conference Report

This information-packed e-newsletter will be transmitted on February 26, 2024, to DC VELOCITY's subscriber base of 36,000 logistics professionals.

The newsletter will focus on what attendees need to know to get the most out of the show, including a list of exhibitors, a conference session schedule, an exhibit floor map, and general information on the key themes and planned highlights of the show.

This will be a prime opportunity to get your company on the radar of these buyers of logistics-related products and services long before they head out to Atlanta—and will help ensure that their itinerary will include a stop at your booth.

- Ad material due February 18, 2024

**Price: \$4,500\***

### MODEX Conference Daily Report

DC VELOCITY will have the largest and most experienced editorial staff in the logistics market covering the show floor in Atlanta. DC VELOCITY's editors will provide daily news reports on March 12, 13, and 14 to our audience of 36,000 e-newsletter subscribers.

- Ad material due March 4, 2024

**Price: \$4,500\***

### Rolling Video Taping—high-impact, easy, and cost-effective!

Promote your presence during the show with a MODEX video that we produce. We will tape an interview at your booth and promote it in our Conference Daily Report\*\* as well as in the "Now Trending on DCV TV" e-newsletter with hosting on www.dcvtv.com. You will receive a copy of the video for your promotional efforts.

**Price: \$3,750\***

## MODEX 2024 – DC VELOCITY's Last-Mile Theater

DC VELOCITY, in partnership with MHI, is excited to present the DC VELOCITY Last-Mile Theater at MODEX 2024. The theater presentations aim to educate and inform company executives, managers, employees, and partners about the strategies, technologies, and best practices employed in last-mile delivery. Presentations may cover topics such as route optimization, efficient vehicle utilization, real-time tracking and visibility, customer experience management, and sustainable delivery options. They may also discuss emerging trends, such as the use of autonomous vehicles, drones, and smart delivery lockers.

Through these ongoing, daily educational sessions, companies will create awareness, foster collaboration, and inspire innovation to achieve optimal last-mile delivery performance, improve customer satisfaction, and stay ahead in the competitive market.

Don't miss your chance to participate in the following available opportunities:

- An invite to participate in a last-mile Q&A that will be featured in a special supplement to the February issue of DC VELOCITY (our official MODEX show issue). The article will feature responses received directly from you and other participating companies. The discussion will focus on new practices and technologies, and will be a "must-read" for those considering how to adapt their operations to an era of perpetual change.
  - The content will also appear in the digital edition and our mobile app.
- DC VELOCITY's last-mile delivery-focused education sessions
  - Offered to exhibitors only (12 available slots).
  - Each session is 45 minutes in total, with a 30-minute presentation and 15 minutes of live Q&A)
- Recording of the session and the repurposing of the video as an on-demand webcast. Webcast promotion includes
  - Two social media posts
  - A dedicated email\*
  - Video will be included in our "Now Trending on DCV-TV" e-newsletter \*
  - Video will be hosted on DCV-TV.com
  - Full-page print ad in the February issue of DC VELOCITY magazine\*

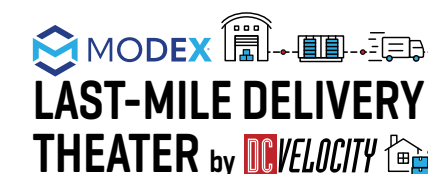
**Price: \$12,000\* for the session and promotion package**

Receive branding, lead generation, and the ability to shape future decision-making through these special offers. We anticipate the sessions will sell out, so lock yours in today!

Contact your DC VELOCITY representative today to customize the package that best suits your needs!

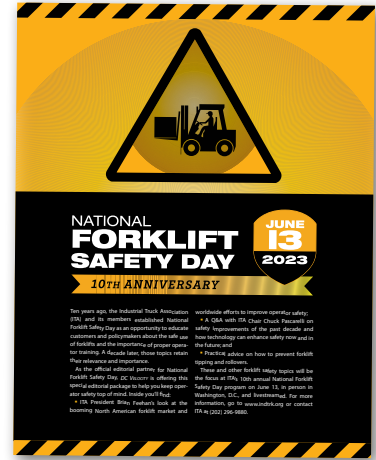
Pricing deadline: 50% deposit due December 15, 2023, with the balance due March 15, 2024

\*All pricing is NET.



# DC VELOCITY – The Official Media Brand of National Forklift Safety Day

DC VELOCITY is honored to once again be named the official media brand of National Forklift Safety Day by the Industrial Truck Association (ITA). In partnership with ITA, DC VELOCITY is planning several key initiatives to promote National Forklift Safety Day to our audience of logistics and supply chain decision-makers via the print and digital editions of the magazine and our website, e-newsletters, and social media stream.



## WHAT IS NATIONAL FORKLIFT SAFETY DAY?

This event provides an opportunity for the industry to educate customers, policymakers, and government officials about the safe use of forklifts and the importance of proper operator training.

### Sponsorship Package Details

- Full-page ad or 2-page spread ad within DCV’s special National Forklift Safety Day section within the May issue
- The digital edition will be emailed to our entire list of subscribers
- Website—Banner sponsorship of our dedicated National Forklift Safety Day web page
- E-newsletter—Logo sponsorship of our National Forklift Safety Day e-newsletter
- Your Message—Your content placed in our special National Forklift Safety Day e-newsletter and on our special web page. This can be a statement from your company on the importance of forklift safety and National Forklift Safety Day, or a statement on how your company promotes and supports forklift safety
- Social Media—Social media promotion of our coverage of National Forklift Safety Day through DC VELOCITY’s Facebook, X (formerly Twitter), and LinkedIn accounts
- Dedicated Email—Coverage of National Forklift Safety Day, including a thank you to all those who have participated

**Full-page ad price: \$10,995\***

**2-page spread price: \$12,995\***

\*All pricing is NET.

## National Forklift Safety Day 2023 Sponsors



**STRONG PARTNERS.  
TOUGH TRUCKS.™**





# Our Team of Experts

*DC VELOCITY* is the product of a team of award-winning journalists and editors with decades of experience reporting and writing on logistics topics.

## WORLD-CLASS EDITORIAL TEAM

**Gary Master, Publisher, President, and CEO**, is a founding principal of AGiLE Business Media, LLC (now AGiLE Business Media & Events). Before joining AGiLE, he was president of Green Associates, a consulting and marketing services firm. Gary has been a key player in the logistics market for more than 28 years. Don't let his experience level fool you, though; his four teenagers keep him current on all the retail and social media trends hitting the market. Gary believes strongly in servant leadership and strives to be a value-added resource for companies seeking leading-edge insights and marketing strategies. He currently serves on several boards of companies and associations that seek to make the world a better place, one supply chain at a time.

**David Maloney, Group Editorial Director**, would be happier sailing his boat on Lake Erie, but he has a wife, too many cats, pond fish, and turtles to support. So, he does the next best thing he can think of — overseeing all print and electronic content created for *DC VELOCITY*. Before entering the wonderful world of supply chain reporting, Dave was a journalist and television producer/director in Pittsburgh. He continues to use those skills in creating electronic content for the *DCV* audience, including videos and webcasts. In his spare time (which admittedly is not a lot), he enjoys travel and golf, and is a long-suffering Pirates baseball fan. Dave lists C.S. Lewis as his favorite writer.

**Mitch Mac Donald, Chairman of AGiLE Business Media & Events**, also serves as Group Editorial Director Emeritus of *DC VELOCITY* and *Supply Chain Xchange* in a consultative and advisory role. Mitch began his career as a newspaper reporter before shifting his focus to national business journalism. Twice named one of the nation's Top 10 Business Journalists, he is passionate about music but with absolutely zero musical aptitude. Mitch says that if stranded on a desert island, he would pass the time listening to his "Island 5" of Frank Zappa, The Beatles, Joe Jackson, Roger Waters, and Jason Isbell.

**Karen Bachrach, Executive Editor**, handles editing and daily editorial operations for the magazine. Her role on the DCV team can pretty much be summed up by her Twitter handle: @PeskyEditor. When not at work, she enjoys cycling, hiking, running (maybe "enjoy" is too strong a word here), general gym rattery, and spending time with her family.

**Victoria Kickham, Senior Editor**, started her career as a newspaper reporter in the Boston area before moving into B2B journalism. She has covered manufacturing, distribution, and supply chain issues for a variety of publications in the industrial and electronics sectors, and now writes about everything from forklift batteries to omnichannel business trends for *DC VELOCITY*.

**Ben Ames, Senior News Editor**, thinks the best thing about covering supply chain tech is traveling to cool places, meeting new folks in logistics, and learning how their robots and startups are about to change the world. Find him typing tweets and news stories on his laptop in airports, hotels, and warehouses. Or catch him after work paddling kayaks, hiking trails, or losing to his kids at tennis.

**Susan Lacefield, Editor at Large**, is one of those people you really don't want to sit next to at a dinner party. That's because the more mundane and pedestrian the supply chain topic, the more she likes to geek out over it. While others may wax enthusiastic about autonomous vehicles, blockchain, and robots, Susan loves to talk and write about wood pallets, corrugated boxes, and bar codes. Seriously. Her son once asked her, "Mom, what's your favorite kind of pallet?" and she actually had an answer for him. That's because Susan believes that even in this increasingly technology-driven world, there are stories and lessons to be found in the most basic of logistics principles and tools.

**Diane Rand** is an **Associate Editor** for *DC VELOCITY*. Although her career dreams of becoming a Formula 1 racecar driver never came to fruition, she has turned her attention to the next best thing: writing about transportation and logistics. Most of her workdays are spent handling new products, managing the magazine's blogs, and tackling special projects. Off the clock, Diane enjoys spending time with her husband and children, tries to find time to train for half marathons, and reads as much as possible.

**Martha Spizziri, Managing Editor – Digital**, has been a writer and editor for longer than she cares to remember. Suffice it to say that her work in the supply chain field includes 11 years at *Logistics Management* and five years as web editor at *Modern Materials Handling* magazine, starting with the website's launch in 1996. She has long experience in developing and managing web-based products. In her off hours, she can be found reading either a classic work of literature or something really trashy. She also enjoys watching both classic and cheesy old films on TCM.

## BUSINESS TEAM

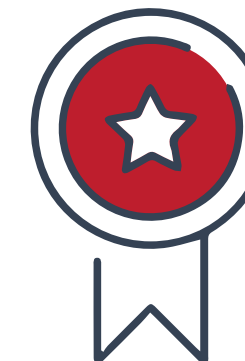
**Susan Lougee**, AGiLE Business Media & Event's **Finance Director**, joined us in 2015. With eight years under her belt, she has helped us navigate the ever-evolving world of finance and works hard to keep our clients and staff happy. In her downtime, she enjoys being with her family and friends and taking long walks on any beach. Fall is her favorite season as she is an avid fan of the NFL.

**Maria Mac Donald, Director of Client Success**. While wearing many hats for AGiLE Business Media & Events, Maria has the pleasure of working closely with both the publisher and the sales team, helping to keep things organized and running smoothly. Maria's attitude is the glass is always half full (preferably with a nice cabernet). She enjoys laughing, kettlebell workouts, and live music—although if, by chance, she was stranded on a desert island with, say, Mitch, she would find a way to lose the Zappa music and replace it with some Don Henley.

## CREATIVE/PRODUCTION

**Keisha Capitola, Director of Creative Services/Print Production Manager**, has extensive experience in business publication design. When not conceptualizing another innovative and engaging illustration idea for third-party logistics providers, she can be found managing her family's stable of 20 American Quarter Horses and competing at horse shows nationwide. Keisha adores her rambunctious toy poodle, strawberry ice cream, and mixed media collage. Still getting used to Southern living, she refuses to add the word "y'all" to her vernacular but enjoys sipping sweet tea on the veranda.

**Jeff Thacker, Director of eMedia**, has built websites and web applications, and managed e-newsletter development for more than a decade. He joined *DC VELOCITY* in 2004 after five years as a member of the electronic media and production staff at *Supply Chain Management Review* and *Logistics Management*. An avid hockey fan who is still known to lace up his own skates now and again, Jeff can often be heard telling less tech-savvy staff members that "It really is all that complicated."



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