



# 2024 Editorial Calendar

CSCMP's **SUPPLY CHAIN XCHANGE** will publish six times a year, with one special issue—June's State of Retail Supply Chain 2023—appearing only in a digital format.

The publisher reserves the right to revise this calendar based on industry developments and editorial judgment. Topics may appear in the print edition, online, or both.

Issue	Special theme or feature	Ad close	Bonus distribution
January/February	<b>Global Logistics and Transportation Focused Coverage</b> The lead article looks at warehousing and material handling's role in supply chain execution.	12/1/23	MODEX
March/April	<b>Robotics and Automation Focused Coverage</b> The lead article focuses on logistics and transportation as the foundation of the global supply chain.	2/1/24	
May/June	<b>Retail Supply Chain 2023</b> This all-digital edition will deliver readers our very own content on retail logistics and supply chain innovations and strategies from the market's best media brands.	4/1/24	Both <i>Supply Chain Xchange's</i> and <i>DC Velocity's</i> digital, mobile app, and e-newsletter subscribers
July/August	<b>EDGE Preview Feature</b> This issue focuses on the exciting things happening at EDGE 2024 in Nashville.	5/31/24	CSCMP 2024 EDGE Annual Conference
September/October	<b>Startups/New Technologies Focused Coverage</b> The lead article looks at how technology enables supply chain innovation.	8/1/24	
November/December	<b>State of Logistics Report</b> Special theme issue explores the impact of logistics on the U.S. economy.	10/1/24	ProMat 2025

\*Examples of potential technology topics include: Blockchain, supply chain planning and execution, TMS, WMS, visibility, inventory management, risk management, e-procurement, internet of things, data capture/track and trace, manufacturing, network optimization, demand planning and management, global trade management, analytics, S&OP, business intelligence, forecasting, supplier management, machine learning, artificial intelligence, geographic information systems, ERP

**Value-Added Coverage**

- CSCMP EDGE Conference Preview e-Newsletter (September)
- Supply Chain Exchange Exhibition Show Guide (September)
- Weekly Supply Chain Executive Insight e-Newsletter
- Daily additions to TheSCXchange.com

*In every issue:*

- Logistics and transportation
- Technology\*
- Supply chain best practices
- Warehousing and material handling
- Procurement
- Manufacturing
- Finance and economics
- Professional and career development
- Q&A with industry thought leaders
- Expert commentary on supply chain trends and current research
- News and views from CSCMP

## SPECIAL ADVERTISING OFFERS

▪ **JANUARY/FEBRUARY**

*Buy one full-page ad, get a FREE Boardroom Outlook page*  
All full-page advertisers in this issue will receive a FREE Boardroom Outlook page, where they can present a company executive's message to our readers.

▪ **MARCH/APRIL**

*Bonus Distribution at CSCMP's EDGE Conference*

▪ **STATE OF RETAIL SUPPLY CHAIN – All Digital Edition (MAY/JUNE)**

*Bonus Distribution: DC VELOCITY Readers*  
Readers of both **SUPPLY CHAIN XCHANGE** and *DC Velocity* will get this special issue, available only in a digital format.

▪ **JULY/AUGUST**

*Buy one full-page ad, get a FREE Partner Profile page*  
All full-page advertisers in this issue will receive a FREE Partner Profile page, where they can present their company's value proposition to our readers.

*Bonus Distribution at CSCMP's EDGE Conference*

**A SUPPLY CHAIN XCHANGE EXCLUSIVE!**  
All attendees will receive the issue in their conference registration packets.

\*All pricing is NET.

## State of Retail Supply Chain

*Change is constant and happens at an accelerating pace. There is no business sector in which accelerating change has been more pronounced than retail.*

### ALL-DIGITAL EDITION, MAY/JUNE

Driven by e-commerce and challenging customer expectations, retail supply chain executives need to stay abreast of the latest developments, innovation, and technological breakthroughs that impact the retail supply chain.

Serving these critical informational needs is our new annual compendium of featured content and special reports content carefully curated by the award-winning editorial teams at CSCMP's **SUPPLY CHAIN XCHANGE** and *DC Velocity*.

Our *State of Retail Supply Chain* will deliver readers our very own content on retail logistics and supply chain innovations and strategies from the market's best media brands. This annual, all-digital special edition reaches more than 200,000 logistics and supply chain executives who receive our brands' e-newsletters.

Your sponsorship opportunity includes:

- Two pages in the edition, which can be:
  - One traditional spread ad
  - Two single full-page ads
  - One single full-page ad and one single full-page case study that you supply
- Brand awareness via the inclusion of a sponsor logo that links directly to your ad in two *State of Retail Supply Chain* promotional emails

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