



SUPPLY CHAIN CHANGE

2024 Media Kit

Reaching supply chain executives through thought-leading editorial, fresh business intelligence, and integrated marketing solutions.

The **SUPPLY CHAIN XCHANGE** mission

SUPPLY CHAIN XCHANGE captures the reader with content.

SUPPLY CHAIN XCHANGE's mission is to illuminate the intricate web of global supply chains, providing a beacon of knowledge and insight to professionals and enthusiasts alike. We are committed to delivering timely, accurate, and comprehensive information that empowers individuals and organizations to navigate the ever-evolving landscape of supply chain management.

Through rigorous research, insightful analysis, and thought-provoking content, we aim to foster innovation, efficiency, and sustainability within the supply chain industry. Our publication is dedicated to bridging the gap between theory and practice, connecting the dots across the supply chain spectrum, and ultimately shaping the future of logistics, procurement, and distribution.

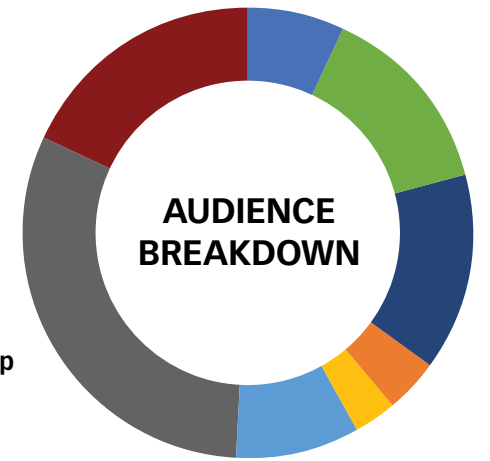
Together, we can make the world a better place one supply chain at a time.



The **SUPPLY CHAIN XCHANGE** advantage

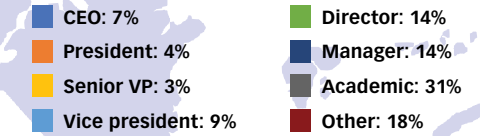
What makes **SUPPLY CHAIN XCHANGE** stand out from the rest of the pack?

Supply Chain Xchange provides unparalleled thought leadership in all aspects of international and domestic supply chain operations. It offers an exceptional editorial lineup with targeted, credible content to grab and hold the attention of key decision-makers.



CSCMP Membership Demographics

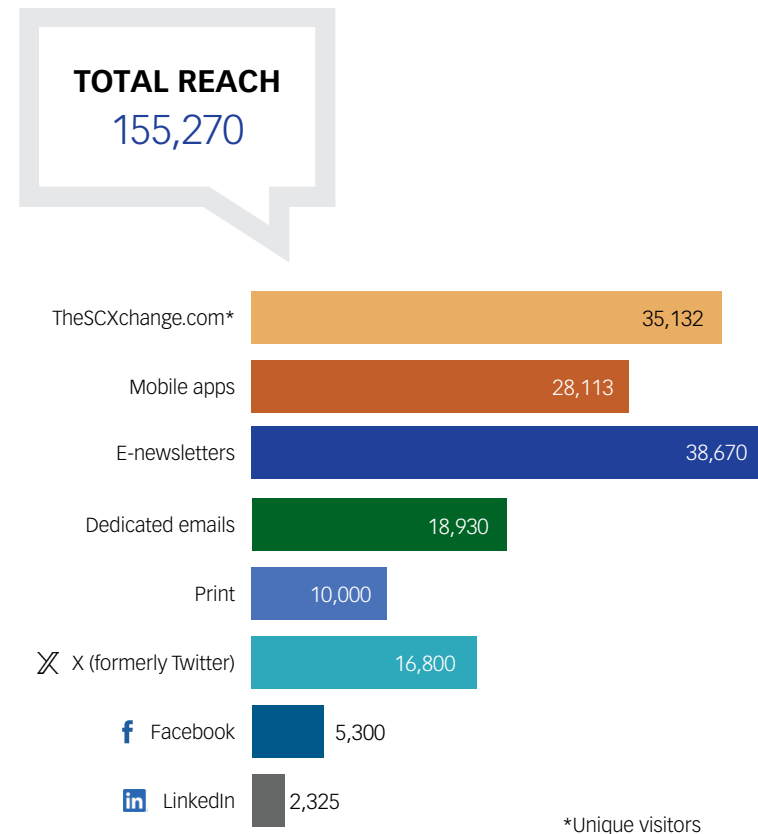
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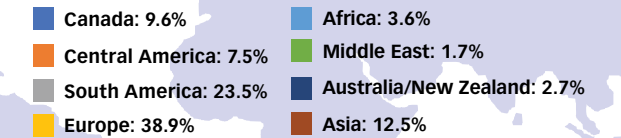
Why **SUPPLY CHAIN XCHANGE**?

The **SUPPLY CHAIN XCHANGE** reader:

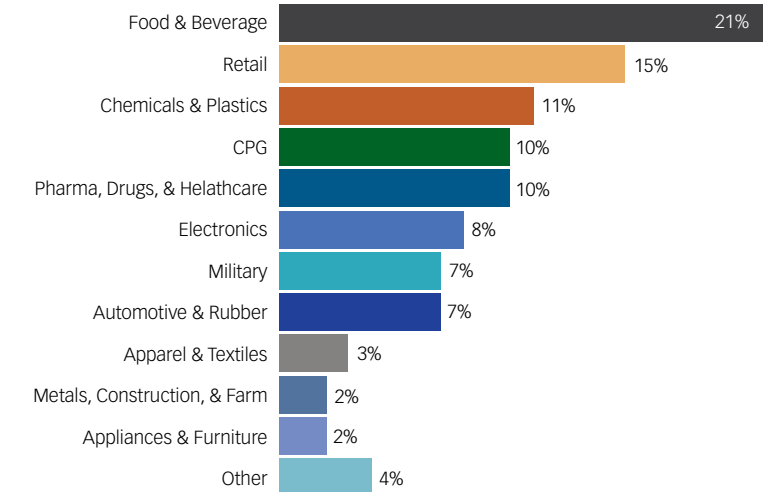
- Oversees/controls an average of \$58 million annually
- Will spend an average of \$2.1 million on IT and \$2.6 million on transportation in the next 12 months
- Influences the purchases of multiple products and service areas
- Has an average company revenue of \$1.7 billion
- Manages an average of 70 employees, 73% are director level and above
- 3 out of 4 **SUPPLY CHAIN XCHANGE** readers are loyal readers – cover to cover, and pass on to at least 2 other people
- More than two-thirds of our readers will spend more than \$1.75 million on transportation services



International Membership by Region:



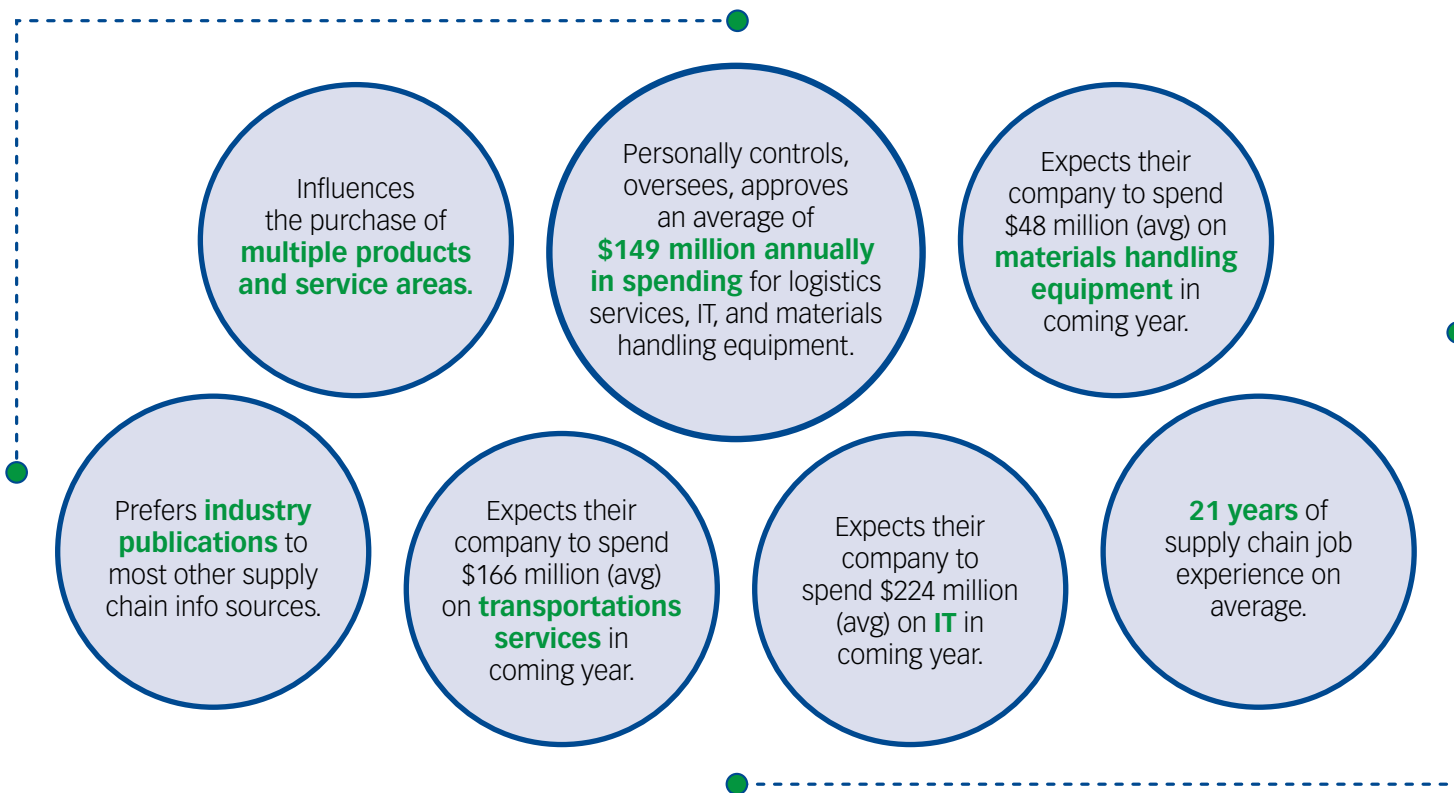
Industry (Manufacturing & Merchandising Firms only):



REACH THE COMPLETE CSCMP MEMBERSHIP

As our demographic breakdown shows, there is simply no audience in the supply chain industry as powerful as the members of the Council of Supply Chain Management Professionals (CSCMP). Let us help you get your marketing message out to their entire audience.

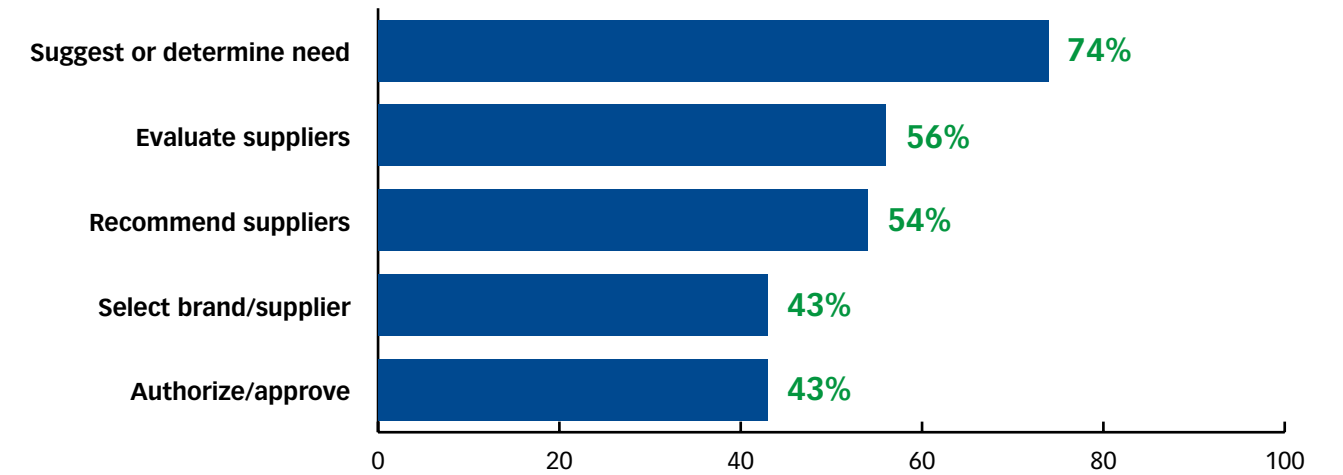
The Supply Chain Xchange Professional



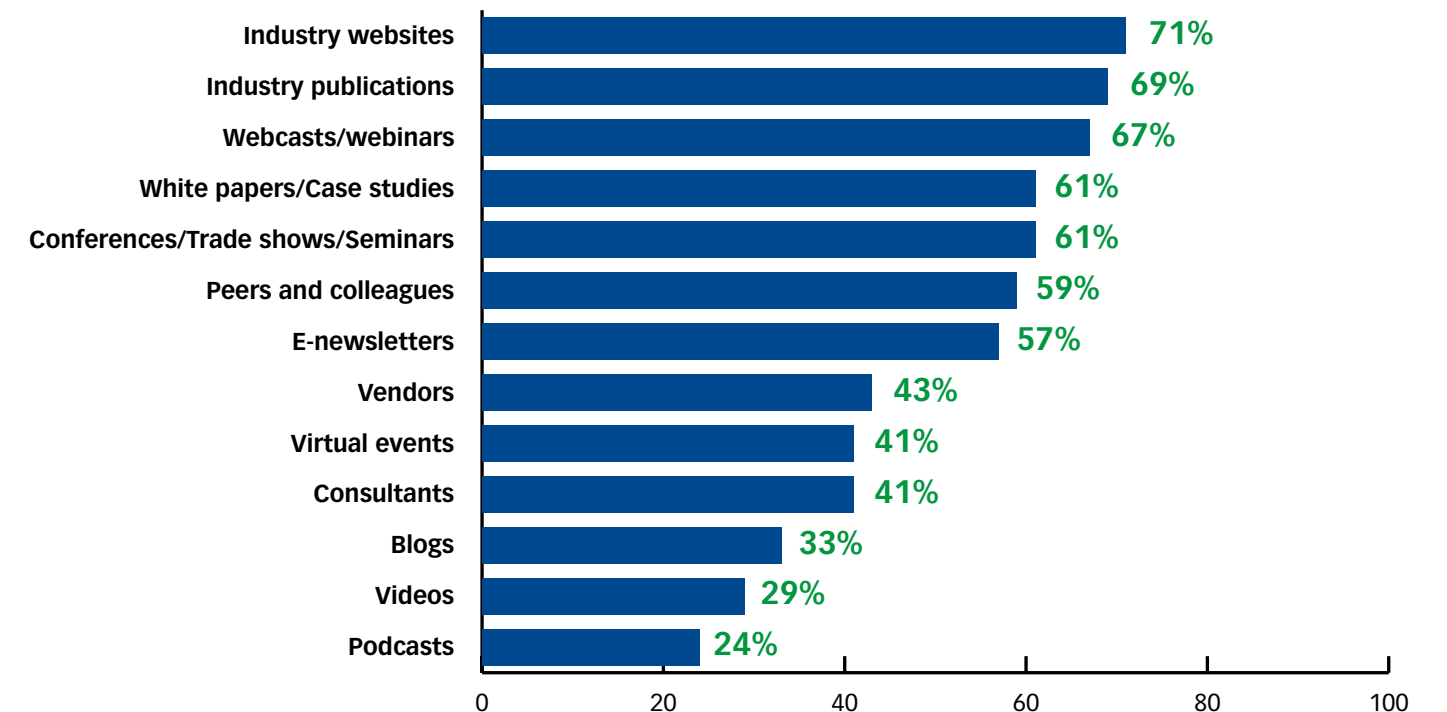
Who consumes Supply Chain Xchange content?

- | | | |
|---------------------------------|-----------------------------------|-------------------------------------|
| 3M Company | FedEx Freight | Raytheon |
| Abbott Laboratories | FEMA | Samsung SDS Global SCL America Inc |
| Abercrombie & Fitch | Foot Locker | SAP North America |
| Ace Hardware Corp | Gap Inc | Snap-on Tools |
| Adobe | Garmin | Stanley Black & Decker Inc |
| Albertsons Companies Inc | General Electric | Starbucks |
| Amazon | Google | Target Corporation |
| American Airlines | Gorilla Glue Co | The Boeing Company |
| Andersen Windows Corporation | Hollister Inc | The Coca Cola Company North America |
| Bath and Body Works Logistics | Honda Logistics North America Inc | The Hershey Company |
| Best Buy Inc | IBM | The Home Depot |
| BNSF Railway | Intel Corporation | The Honey Baked Ham Company |
| Bristol Myers Squib | Johnson & Johnson | The Vitamin Shoppe |
| Bumble Bee Sea Foods | JP Morgan Securities LLC | Tiffany & Co |
| Canon Business Process Services | Land O Lakes | TMobile USA Inc |
| CarMax | La-Z-Boy Inc | Total Wine and More |
| Caterpillar | Lockheed Martin | True Value Company |
| Chevron NA | Lowes Companies Inc | Uber |
| Cisco | Microsoft Corporation | Ulta Beauty |
| ConAgra Brands | Nestle USA | United Parcel Service |
| CVS Corp | Nike | UPS |
| Dannon Co | Oracle | Victoria's Secret Stores |
| Dell Inc | Owens Corning | Walmart |
| Dell Technologies | Panasonic Avionics Corporation | Wayfair.com |
| Dillard's Inc | PepsiCo | Whirlpool |
| Dollar Tree Family Dollar | Pfizer Inc | |
| Estee Lauder Companies Inc | Proctor & Gamble | |

The Power of the Supply Chain Xchange Subscriber: Involvement in Purchase Process



Information Sources Used for Transportation Services, IT, and Material Handling Products/Equipment



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!](#)





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	Global Logistics and Transportation Focused Coverage The lead article looks at warehousing and material handling's role in supply chain execution.	12/1/23	MODEX
March/April	Robotics and Automation Focused Coverage The lead article focuses on logistics and transportation as the foundation of the global supply chain.	2/1/24	
May/June	Retail Supply Chain 2023 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	EDGE Preview Feature This issue focuses on the exciting things happening at EDGE 2024 in Nashville.	5/31/24	CSCMP 2024 EDGE Annual Conference
September/October	Startups/New Technologies Focused Coverage The lead article looks at how technology enables supply chain innovation.	8/1/24	
November/December	State of Logistics Report 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*

AGiLE Content Services

Your Content + Our Channels = Results

Every day businesses, advertising agencies, and other organizations face critical needs 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—and 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 experienced 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 XCHANGE*, AGiLE Content Services is your resource for a portfolio of communications strategy, planning, writing and content, execution and project management services for 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
- Research and writing
- Content deliverable production, execution, and ongoing program management



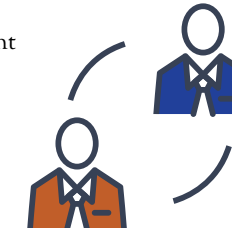
Public Relations/Earned Media Editorial Services

- 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 as 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 conference



Social Media Management

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



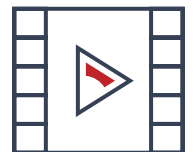
Graphic Design Services

- 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	

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.

What do you get with SUPPLY CHAIN XCHANGE's dedicated emails?

- 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

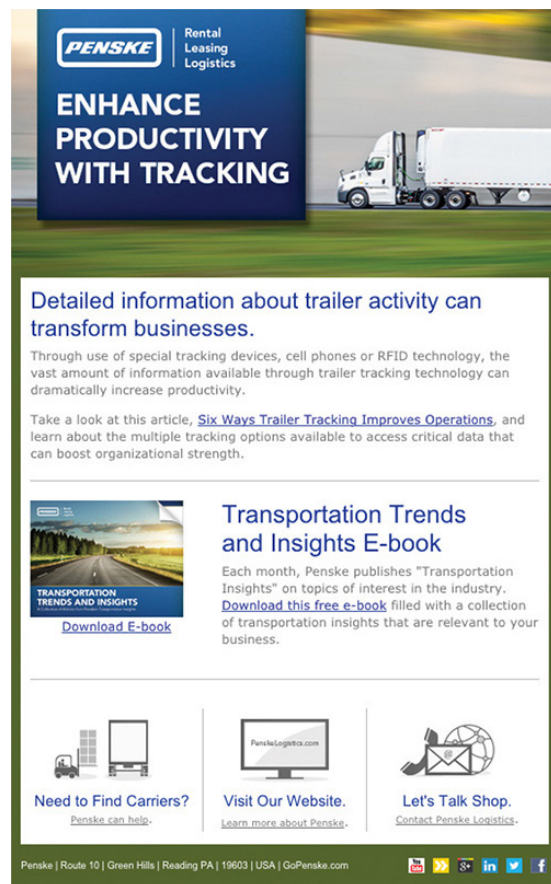
Specs:

- 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@TheSCXchange.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.



The image shows a preview of an email from Penske Logistics. At the top left is the Penske logo and 'PENSKE Rental Leasing Logistics'. The main header reads 'ENHANCE PRODUCTIVITY WITH TRACKING' next to a white semi-trailer truck. Below this is a section titled 'Detailed information about trailer activity can transform businesses.' with a sub-headline 'Through use of special tracking devices, cell phones or RFID technology, the vast amount of information available through trailer tracking technology can dramatically increase productivity.' and a link to an article 'Six Ways Trailer Tracking Improves Operations'. Another section promotes a 'Transportation Trends and Insights E-book' with a 'Download E-book' link. At the bottom are three call-to-action buttons: 'Need to Find Carriers?', 'Visit Our Website.', and 'Let's Talk Shop.' The footer contains contact information and social media icons.

Digital advertising

*Build unparalleled brand awareness on
TheSCXchange.com*

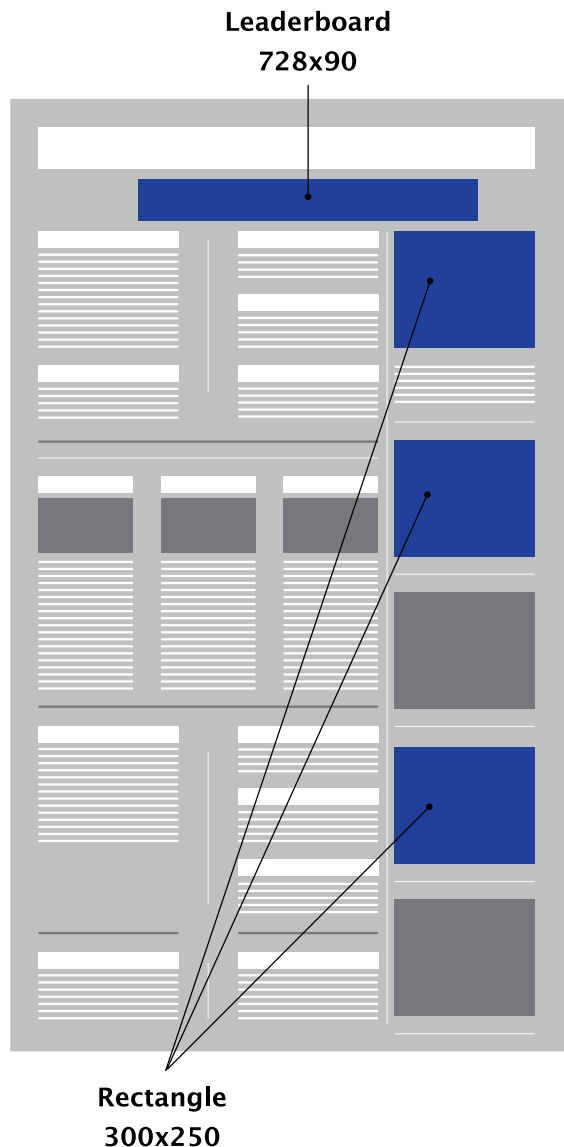
SUPPLY CHAIN XCHANGE operates a network of digital platforms that cater to its readers' preferences for how they consume logistics news, in-depth feature stories, and video reports. Our dedicated digital staff gives key decision-makers a holistic view of supply chain, logistics, and material handling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

THESCXCHANGE.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 35,132 unique monthly visitors to TheSCXchange.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

Real-time updates to keep supply chains moving and sales leads flowing

SUPPLY CHAIN XCHANGE's e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market. Our industry-leading e-newsletters offer the opportunity to promote your business and increase brand awareness through your sponsorship investment.

▪ **Supply Chain Executive Insight**

Supply Chain Executive Insight is a weekly electronic newsletter with over 38,272 subscribers, directly targeted to supply chain executives worldwide.

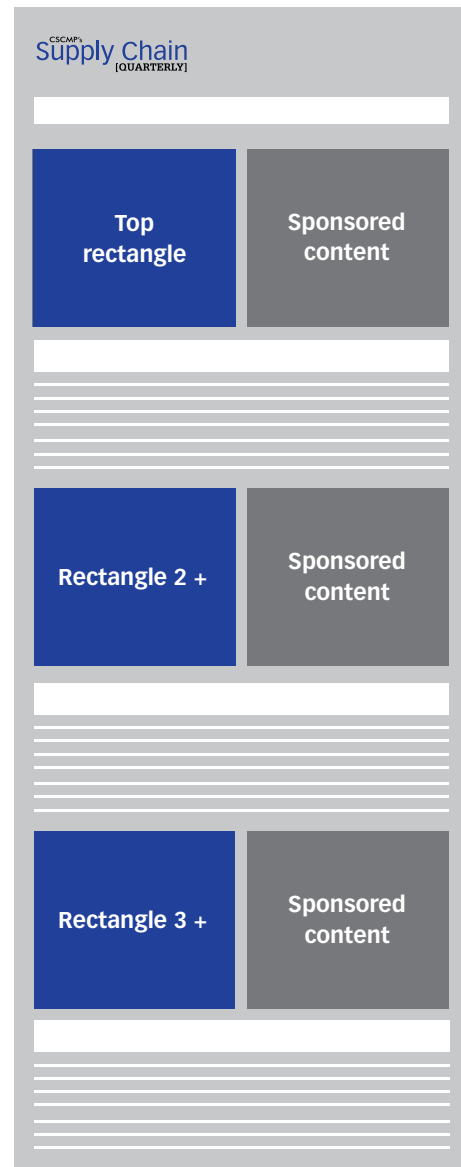
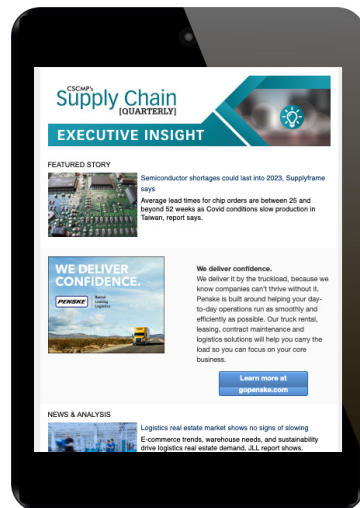
▪ **SUPPLY CHAIN XCHANGE Preview**

The CSCMP's SUPPLY CHAIN XCHANGE Preview e-newsletter is transmitted the same day that the print issue of SUPPLY CHAIN XCHANGE is mailed. This companion e-newsletter gives our core audience a quick look at the new issue—and helps to promote your business and increase brand awareness through your banner sponsorship investment.

Ad Specs:
Rectangle + Sponsored Content

- Ad size: 300x250 pixels; 35k maximum; GIF, JPG, or PNG
- Headline: 50 characters maximum, including spaces
- Copy: 300 characters maximum, including spaces
- Click-through URL

Price: \$4,500*



Industry Press Room E-newsletter

SUPPLY CHAIN XCHANGE'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 TheSCXchange.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 TheSCXchange.com:
<https://www.TheSCXchange.com/articles/topic/86-industry-press-room>
2. Contact your Supply Chain Xchange sales representative and let them know you want to upgrade to the Industry Press Room e-newsletter package.

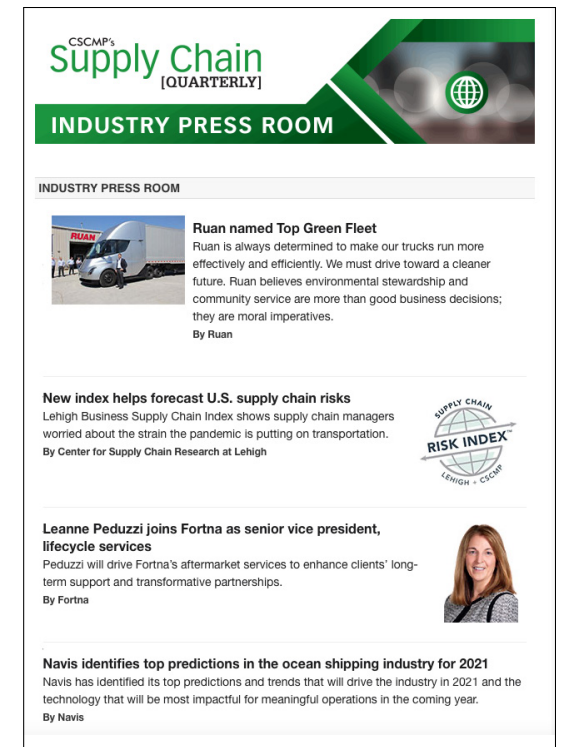
Here's what you will get:

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*



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 SCX and DCV, 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 SCX and DCV, 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

Supply Chain in the Fast Lane Podcast Series

This is a series-based podcast filled with Supply Chain Management exposure and pinpointed, deep industry discussions with top thought innovators from the end-to-end supply chain.

Each series will contain eight episodes, developed and hosted by CSCMP and SCX, containing fast-track topics you need to know from leaders you want to know.

Podcast sponsorships provide a way for you to reach specifically targeted senior supply chain and logistics professionals. In addition to a sponsorship presence during the opening of each podcast, your sponsorship will be packaged with robust digital and social media promotion by both CSCMP and Supply Chain Quarterly to help deliver a compelling package. There will be three sponsorships available per series.

The following promotions will include your logo as 'sponsored by' throughout the series of eight episodes:

- Social media posts
- Dedicated emails*
- Banner in our e-newsletters
- Website banners

Price: \$15,000* (per sponsor)



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, podcast, video, 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 on TheSCXchange.com
2. A dedicated email blast to our *Supply Chain Xchange* audience
3. One social media posts

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.

Social Media Sponsorship

With a combined X (formerly known as Twitter), Facebook, and LinkedIn audience of over 25,000 supply chain 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 Supply Chain Xchange'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*



*All pricing is NET.

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 **SUPPLY CHAIN XCHANGE**. 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 TheSCXchange.com
- A video thumbnail or link to the podcast will be featured in the very popular Executive Insight e-newsletter, including a link to the interview and lead capture

Price: \$5,000*

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

Contact your sales representative for more information.

Video Case Studies

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. **SUPPLY CHAIN XCHANGE**'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 **SUPPLY CHAIN XCHANGE** magazine
- A companion four- to five-minute video hosted on SupplyChainXchange.com

You also receive:

- Hosting of the video at SupplyChainXchange.com
- Full duplication rights to both the case study and video
- A dedicated email sent to **SUPPLY CHAIN XCHANGE** subscribers announcing the launch of your Velocity Video Case Study
- A social media post to **SUPPLY CHAIN XCHANGE**'s market-leading audience of 25,000 followers
- Inclusion in one of our Executive Insight e-newsletters

Price: \$13,500*



Video Promotion

Videos are both efficient and effective, and have a great ROI! Our promotion of your video will provide e-branding as well as lead generation. Here's what you will get:

- A dedicated email featuring your video
- A social media post sent out to our market-leading audience
- Hosting of the video on Supply Chain Xchange's website

Price: \$6,500*



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.

Supply Chain Xchange 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 **SUPPLY CHAIN XCHANGE** editor to help you organize the presentation and moderate the webcast
- The value and credibility of the trusted **SUPPLY CHAIN XCHANGE** 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 **SUPPLY CHAIN XCHANGE** to promote your webcast
- An on-demand webcast produced by professionals who not only understand the supply chain field but also how to produce quality videos and webcasts

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

SUPPLY CHAIN XCHANGE 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 TheSCXchange.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*



A BRIGHTER FUTURE: How COVID-19 Continues to Change Freight Procurement Strategies for the Better



The COVID-19 pandemic caused shippers to revise their U.S. transportation procurement strategies to enable greater supply chain flexibility. According to our exclusive reader survey, many shippers are still fine-tuning this strategy with transportation provider diversification serving as a key component.

A STUDY BY
CSCMP'S
Supply Chain
[QUARTERLY]

SPONSORED BY
amazon freight

Print advertising

The one-stop resource for supply chain intelligence

Print remains a vital component in brand positioning and awareness for integrated B2B marketing campaigns. **SUPPLY CHAIN XCHANGE** provides the best, most engaging print environment to help advertisers attain their marketing goals.

SUPPLY CHAIN XCHANGE provides unparalleled thought leadership in all aspects of international and domestic supply chain operations. **SUPPLY CHAIN XCHANGE** offers an exceptional editorial lineup with targeted, credible content to grab and hold the attention of key decision-makers. What does that mean for marketers? Engaged readers are more responsive to e-marketing initiatives and pay more attention to advertisements. This translates into marketing messages that are heard—and responded to—at a higher rate than with other media brands.

Frequency	Full Page	1/2 Page	1/3 Page	1/4 Page
1x	\$7,500*	\$4,500*	\$3,500*	\$2,500*
4x	\$6,500*	\$3,500*	\$2,500*	\$1,500*
6x	\$5,500*	\$2,500*	\$1,500*	\$1,000*



Authorities and leading thinkers in the field share their expertise and knowledge with peers by publishing articles and groundbreaking research in SUPPLY CHAIN XCHANGE.

BOARDROOM OUTLOOK

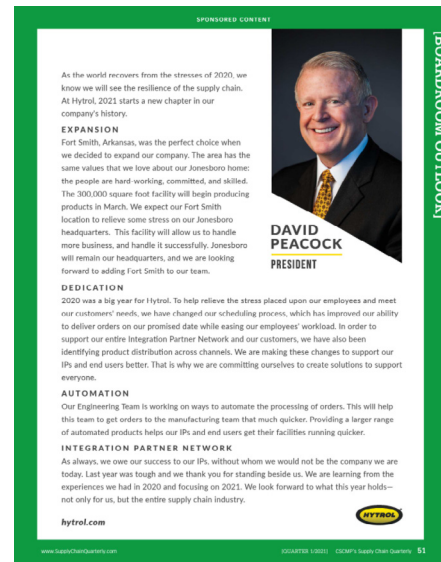
What will the new year bring to the supply chain? What role will your company play? Our annual Boardroom Outlook issue (published in the January/February issue) gives advertisers a FREE bonus page to deliver a marketing message from company leaders directly to our readership of senior-level supply chain decision-makers in a business-letter format. That's right. Buy one full-page ad and get a second ad—a one-page Boardroom Outlook letter—FREE!

Materials:

Submit a one-page letter from one of your company's C- or V-level executives with a company logo, headshot of the letter's author, and company contact information.

The letter must fit within the following dimensions: 7.375 inches wide by 9.75 inches high. A press-optimized PDF is required. The file must be saved as CMYK with all graphics and fonts (OpenType fonts only) embedded.

*All pricing is NET.



Boardroom Outlook letters will appear in the January/February issue.

PARTNER PROFILES OFFER

SUPPLY CHAIN XCHANGE's July/August issue gives each advertiser a FREE bonus page to deliver the message of its choosing in a clean, crisp format with the purchase of a full-page ad. As a further value-add, this special issue is included in all attendee registration packets at ABM&E's EDGE Conference.

The letter must fit within the following dimensions: 7.375 inches wide by 9.75 inches high. A press-optimized PDF is required. The file must be saved as CMYK with all graphics and fonts (OpenType fonts only) embedded.



Partner Profiles will appear in the July/August issue.

THE STATE OF LOGISTICS REPORT

This annual special issue which will be in the November/December issue, examines economic trends and developments affecting North American logistics. Its centerpiece will be an analysis of CSCMP's annual "State of Logistics Report," followed by thought leaders' commentaries on the outlook for major functional areas, including:

- Trucking
- Air Freight
- Inventory
- Rail/Intermodal
- Third-Party Logistics
- Technology
- Ocean Shipping
- Warehousing
- Parcel



LIST SALES

Are you looking to execute successful marketing campaigns and lead-generation programs? Whether it is via direct mail or telemarketing, **SUPPLY CHAIN XCHANGE** offers its database for use through The Information Refinery, a full-service list brokerage.

Their experienced team of list industry professionals will help you make the best use of the **DC VELOCITY** and **SUPPLY CHAIN XCHANGE** lists. For more information, contact:

Brian Clotworthy, President
The Information Refinery
brian@inforefinery.com
800-529-9020

POLY-BAGS

Whether you have a 200-page magazine, a four-page sales brochure, or another type of marketing piece that you want to print and mail, we can help!

By poly-bagging your printed mail piece with **SUPPLY CHAIN XCHANGE**, you get the following benefits:

- Save money on postage and printing. For example, we recently printed and mailed a 168-page piece for less than \$2 a copy!
- Extend your reach. In addition to saving money, you can extend your reach to a powerful audience of supply chain decision-makers.
- Added bonus: We will also include your printed and mailed piece with our digital edition of **SUPPLY CHAIN XCHANGE**.

BELLY BANDS

Gain immediate attention with a belly band! A belly band is a highly effective way to get your marketing message across to our readers. It's the first thing our subscribers will see upon delivery of their copy of **SUPPLY CHAIN XCHANGE**. And, because readers need to remove it in order to see the contents of the magazine, you can be assured they will notice your ad!

You have the option of banding a full run, or you can choose to only band show copies at any of the events listed under "Bonus Distribution" on our editorial calendar.

Conference Offerings

PRE-CONFERENCE REPORTS

Get exclusive pre-event coverage of ABM&E's EDGE Conference with our Pre-Conference Report. *SUPPLY CHAIN XCHANGE* subscribers, including key attendees, receive this e-newsletter. Seeing your paid-content insertions before they set foot on the show floor will help ensure their itinerary includes a stop at your booth.

Sponsorship opportunities:

300x250 Rectangle + Sponsored content

Price: \$4,500*

ABME'S EDGE SHOW GUIDE

This very popular guide will be distributed at the Supply Chain Exchange show at Agile Business Media & Event's EDGE Conference and will provide information that will be beneficial for attendees to have at the event.

PRE-CONFERENCE DEDICATED EMAILS

The perfect opportunity to let our subscribers know what new and exciting things you'll be up to at the upcoming event with your customized message. These dates sell out quickly, so schedule yours today!

Price: \$5,775*

CONFERENCE DAILY REPORT

SUPPLY CHAIN XCHANGE's Conference Daily report will bring readers insights and important news from the ABM&E EDGE Conference, including highlights of the previous day's program. Each day's report will include:

- A lead story reporting on the main-stage keynotes
- Articles on conference educational sessions attended by our editors
- A video report featuring *SUPPLY CHAIN XCHANGE* edit team members sharing their insights from each day of the conference
- "Supply Chain Spotlight" Q&A video interviews with speakers, ABM&E staff, and thought leaders attending the conference
- Booth videos filmed on the show floor

Sponsorship opportunities:

300x250 Rectangle + Sponsored content

Price: \$4,500*

VIDEO OPPORTUNITIES – HIGH-IMPACT, EASY & COST EFFECTIVE!

Booth Video Taping

SUPPLY CHAIN XCHANGE is offering an exclusive opportunity to promote your presence during the show with a video that we produce. We will tape an interview at your booth or ours and promote it in our Conference Daily Report e-newsletter. You will also receive a copy of the video for your own promotional efforts.

Price: \$3,995*

Our team of experts

Our world-class editorial team is second to none

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.

Mitch Mac Donald, Chairman of AGiLE Business Media & Events, also serves as the Group Editorial Director Emeritus of *Supply Chain Xchange* and *DC Velocity*. Mitch began his career as a newspaper reporter before shifting his focus to national business journalism. He was twice named one of the nation's Top 10 Business Journalists. 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.

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 *Supply Chain Xchange*. 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 SCX 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

Supply Chain Xchange is the work of a team of award-winning journalists with decades of experience reporting and writing on supply chain topics.

Susan Lacefield, Executive Editor, was one of the founding members of CSCMP's *Supply Chain Quarterly*. While that may make her sound old and creaky, there's no denying this: She has heard more than her share of supply chain stories and article pitches over the years. As a result, she knows the difference between a truly new and fresh idea and the same old story wrapped up in the latest buzzwords. As the primary curator of *Supply Chain Xchange's* content, Lacefield seeks out subject matter experts and article topics that can walk the middle path—somewhere between the heavy prose that you find in academic journals and the superficial coverage of supply chain topics that you get in the general press.

Diane Rand, Managing Editor, has been working with *Supply Chain Xchange* since December 2015. Attention to details and a love of organization made her a natural fit to handle the production of a magazine. When she's not bothering her coworkers about staying on deadlines, Diane is responsible for several production assignments and lends a hand when needed for digital and editorial content. Outside of work, she spends time with her husband and three children, tries to find time to train for half marathons, and reads as much as possible.

Karen Bachrach, Consulting Editor, serves in an editing and advisory capacity at *Supply Chain Xchange*. 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, Editor-At-Large, 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 logistics to transportation to technology as a member of the *Supply Chain Xchange* staff.

Ben Ames, Editor-at-Large, 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.

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.

THE BUSINESS TEAM

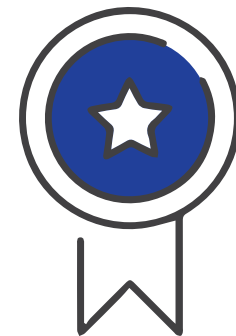
Susan Lougee, AGiLE Business Media & Event's Finance Director, joined us in 2015. With seven years under her belt, she has helped us navigate the ever-evolving world of finance and works hard to keep our clients and staff happy. In her downtime, she enjoys being with her family and friends and taking 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/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."



Contact us

Need more details on *SUPPLY CHAIN XCHANGE* products and services?

As the leading media brand in the supply chain field, *SUPPLY CHAIN XCHANGE* offers a wide array of print, digital, video, and event-based products and services to suit your brand-building and lead-generation needs.

Simply select the products and services that interest you most, and a member of our team will provide more information and answer any additional questions.

CONTENT LICENSING AND REPRINTS

The award-winning content that makes *SUPPLY CHAIN XCHANGE* the best-read magazine in the market is also available for use in promoting your company and enhancing the content on your website. You may purchase reprints of *SUPPLY CHAIN XCHANGE* articles by contacting Nathan Swales at Mossberg & Co., reprints@mossbergeo.com.

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