



CSCMP's
Supply Chain
[QUARTERLY]

2016 Media Kit

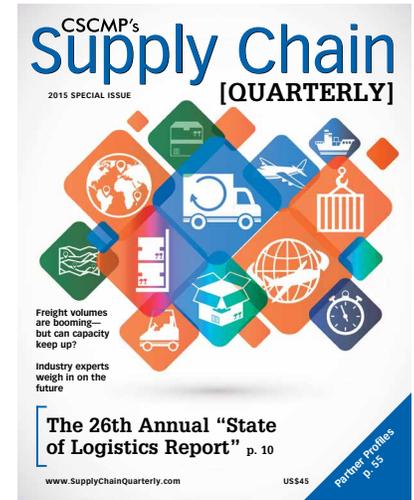
Reach supply chain executives through thought-leading editorial, fresh business intelligence, and integrated marketing solutions

The *Supply Chain Quarterly* mission

Supply Chain Quarterly captures the reader with content.

CSCMP's *Supply Chain Quarterly* provides the highest-value, must-have business intelligence available. With meaningful, timely content *Supply Chain Quarterly* commands the attention of an audience that truly reflects the global nature of today's supply chains, reaching executives in all 50 U.S. states, 72 countries and six continents. *CSCMP's Supply Chain Quarterly* offers a unique, proven channel to unite sellers with buyers of supply chain products and services, including CEOs, vice presidents, directors and managers involved in shipping, wholesale, consulting, 3PL, retail and manufacturing operations.

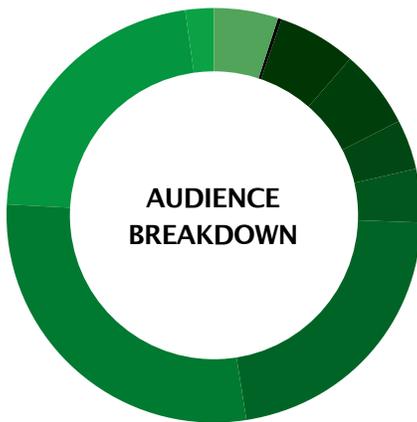
Staff-written stories and contributed articles from leading practitioners, academics and consultants provide unparalleled thought leadership on international and domestic supply chain operations. Six times a year, the publication delivers fresh, cutting-edge ideas on all aspects of the global supply chain, from product design, procurement, transportation and warehousing to human resources, information technology and finance. The magazine and its associated digital content offerings provide insight and advice to help readers make their supply chain operations a success.



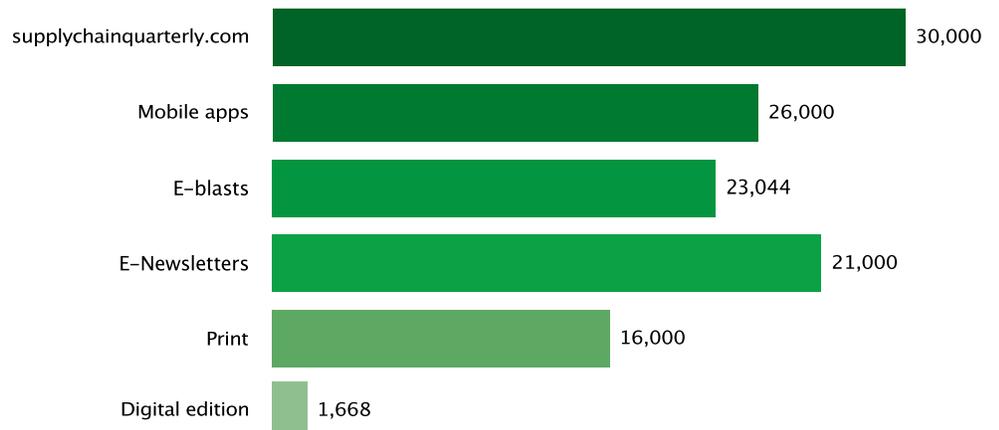
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TOTAL REACH
117,712



CSCMP Membership Demographics*

Position within company:

- CEO: 6%
- Director: 28%
- President: 6%
- Manager: 22%
- Corporate officer: 4%
- Supervisor: 2%
- Senior VP: 4%
- Specialist: 5%
- Vice president: 22%
- Retired: 0.5%

*71% of CSCMP membership is at the director level and above

The *Supply Chain Quarterly* Advantage

What makes CSCMP's *Supply Chain Quarterly* stand out from the rest of the pack?



1 A TRUE SUPPLY CHAIN MEDIA BRAND

Supply Chain Quarterly is the market's only dedicated supply chain media brand. Others claim the space, but their content only covers part of the industry. Rather than focusing on a few segments of the supply chain, *Supply Chain Quarterly* delivers the whole picture, from manufacturing and procurement to logistics and IT.

2

GLOBAL REACH

The global nature of our readers' operations requires that genuine supply chain publications have a deep, diverse international audience. With 14% of its circulation outside the United States and Canada, *Supply Chain Quarterly* offers true global reach—not limited to North America like many other media brands.

3

THE POWER OF PAID

Readers demonstrate how much they value *Supply Chain Quarterly* by paying to receive it year after year. *Supply Chain Quarterly* is the market's most widely circulated, paid-subscription supply chain publication, with a total circulation of more than 40,000 readers through conventional print, digital desktop editions and mobile app delivery.

4

REACH THE COMPLETE CSCMP MEMBERSHIP

As our circulation list shows, there is simply no audience as powerful as the Council of Supply Chain Management Professionals, and there is no other magazine that guarantees your marketing message will reach this entire target audience.

5

AWARD-WINNING EDITORIAL

In its first year, *Supply Chain Quarterly* received three awards from the American Society of Business Publication Editors, including best new magazine and best magazine design. In 2011, 2012 and 2013, *Supply Chain Quarterly* received two more ASBPE awards, including best special edition and best staff column. Shouldn't your ad appear alongside content that commands respect?



2016 editorial calendar

CSCMP's *Supply Chain Quarterly* will publish six times a year, with one special issue—March/April—appearing only in a digital format.

In every issue:

- Finance
- Global Strategies
- Logistics
- Manufacturing
- Procurement
- Technology

Issue	Issue theme and features	Ad close (tentative)	Bonus distribution
Q1 2016 January/February	Global Viewpoints Articles explore international supply chain strategies and best practices	February 1	MODEX 2016 and WERC's 2016 Annual Conference and WIRE Exhibition
All-Digital Edition March/April	IdeaBook 2016 Features best-practices articles and case studies from <i>Supply Chain Quarterly</i> and <i>DC VELOCITY</i>	April 1	<i>DC VELOCITY</i> 's digital, mobile app, and e-newsletter subscribers
Q2 2016 May/June	Technology and Innovation Lead article focuses on how technology enables supply chain innovation	June 1	CSCMP's Annual Conference Intermodal Association of North America (IANA)
Special Issue July/August	Annual "State of Logistics Report" Issue explores the impact of logistics on the U.S. economy	August 1	CSCMP's Annual Conference
Q3 2016 September/October	Outsourcing Excellence Lead article examines how outsourcing can support supply chain excellence	October 3	
Q4 2016 November/December	Omni-Channel Commerce Lead article looks at omni-channel commerce strategies and practices	November 23	ProMat 2017

SPECIAL ADVERTISING OFFERS

▪ Q1 ISSUE (JANUARY/FEBRUARY)

Buy one full-page ad, get a FREE Boardroom Outlook page

Every full-page advertiser in this issue will receive a FREE Boardroom Outlook page, where they can present a company executive's message to our readers.

▪ IDEABOOK 2016: INNOVATIONS AND IDEAS FOR SUCCESS (MARCH/APRIL)

Bonus Distribution: DC VELOCITY Readers

Readers of both *Supply Chain Quarterly* and *DC VELOCITY* will get this special issue, available only in a digital format.

▪ Q2 ISSUE (MAY/JUNE)

Bonus Distribution at CSCMP's Annual Conference

A *Supply Chain Quarterly* EXCLUSIVE! All attendees will receive the issue in their conference registration packets.

▪ ANNUAL "STATE OF LOGISTICS REPORT" (JULY/AUGUST)

Buy one full-page ad, get a FREE Partner Profile page

Every full-page advertiser 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 Annual Conference

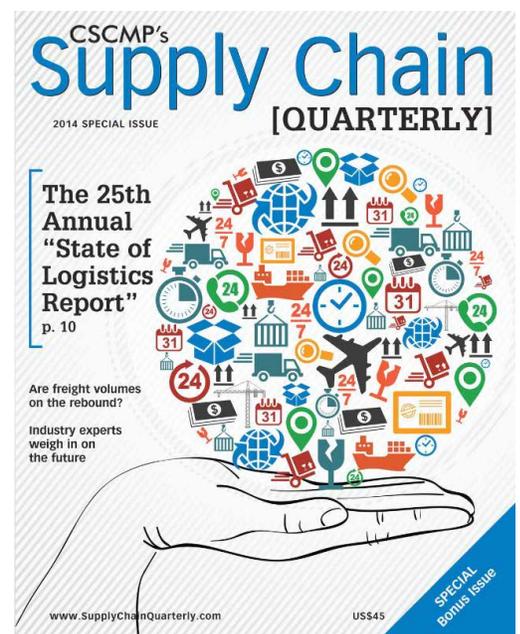
A *Supply Chain Quarterly* EXCLUSIVE! All attendees will receive this issue in their conference registration packets.



SPECIAL ANNUAL REPORT: "THE STATE OF LOGISTICS"

This annual special 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
- Rail/Intermodal
- Ocean Shipping
- Air Freight
- Third-Party Logistics
- Warehousing
- Inventory
- Technology



Print advertising

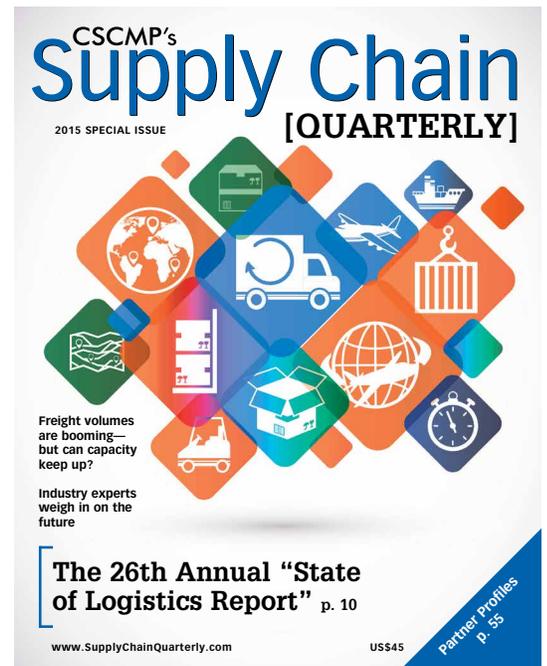
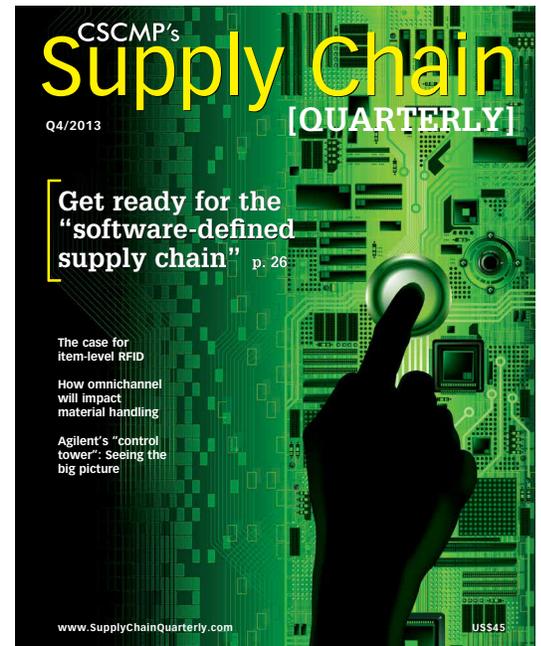
Print remains a vital component in brand positioning and awareness for integrated B2B marketing campaigns. *CSCMP's Supply Chain Quarterly* provides the best, most engaging print environment to help advertisers attain their marketing goals, and is the exclusive magazine brand guaranteed to reach the full CSCMP membership.

Supply Chain Quarterly provides unparalleled thought leadership in all aspects of international and domestic supply chain operations. *Supply Chain Quarterly* 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 not only heard, but also responded to at a higher rate than other media brands in the market.

Pricing*

	Full Page	1/2 Page	1/3 Page	1/4 Page
1x	\$7,700	\$4,400	\$3,410	\$2,530
4x	\$6,435	\$3,465	\$2,805	\$1,898

Authorities and leading thinkers in the field share their expertise and knowledge with peers by publishing articles and groundbreaking research in *Supply Chain Quarterly*.



BOARDROOM OUTLOOK

What will 2016 bring to the supply chain? What role will your company play? Our annual Boardroom Outlook issue (published in the first quarter) 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 (postscript fonts only) embedded.

Deadline

Insertion orders for the full-page and Boardroom Outlook ads must be submitted to your *Supply Chain Quarterly* sales representative by January 26, 2016. Your Boardroom Outlook materials must arrive by February 1, 2016.

ANNUAL SPECIAL EDITION: "THE STATE OF LOGISTICS REPORT" PARTNER PROFILES OFFER

Supply Chain Quarterly's annual State of Logistics special report 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 CSCMP's Annual Conference.

Materials

Advertisers digitally submit a 500-word profile of their company, its products and services, and its customer benefits with a company logo, headline and company contact information.

Profiles 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 (postscript fonts only) embedded.

Deadline

Insertion orders for the Partner Profile must be submitted to your *Supply Chain Quarterly* sales representative by July 26, 2016. Your Partner Profile materials must arrive by August 1, 2016.

Contact your *Supply Chain Quarterly* sales representative for more information.

ADVERTORIAL

boardroomoutlook

»Accelerate Your Advantage®

STAND OUT IN AN EXTREMELY COMPETITIVE MARKET

How your supply chain can win over customers
What makes your company different from all the rest? Every day, you do everything you can to please the people who buy your products. You try to stand out from the competition. It's not easy.

What you may not realize is, you can turn your supply chain into a competitive weapon and win over buyers, gaining sales.

Set objectives—and meet them
What roadblocks stand between you and your supply chain goals? With knowledgeable logistics experts on your side, you can create a customized solution to fit your business strategies. You'll obtain the tools, resources, and guidance that can help you maximize supply chain efficiency.

The result: your products can get to market faster and more cost effectively than your competitors.

Show why you're the best
Why should customers work with your company? You have the products they want. Now, make it even easier for them to do business with you.

Inject powerful people, processes, and technology into your supply chain, and watch what happens as your shipments are optimized. Using a single global technology platform called Navigator™, you can see your products flow to market faster. Your customers can also see their order and delivery statuses on Navigator, giving you smoother communications with them than ever before.

Use consistent processes to deliver inbound freight, gather business data, and analyze it to make more strategic decisions. That's how you can leverage your supply chain muscles and leave competitors behind.

Explore how you can accelerate your advantage in the supply chain. Contact us at solutions@chrobinson.com.

14701 Charlton Road, Eden Prairie, MN 55347 | 888.323.7837 | chrobinson.com
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52 DE VELOCITY DECEMBER 2014
www.develocity.com

Boardroom Outlooks will appear in the January/February issue.

ADVERTORIAL

[PARTNER PROFILES]

LLamasoft: The All-in-One Platform for Continuous Supply Chain Optimization

Why Do Companies Choose LLamasoft?
LLamasoft provides the complete supply chain design system. We help customers:

- Visualize and Optimize the End-to-End Supply Chain
- Right-Size Inventory Levels
- Optimize Product Flow
- Create Optimal Transportation Networks
- Analyze Cost-to-Serve
- Reduce Risk

Partnering with LLamasoft ensures you'll have more than just great software and technical support, but a growing community of supply chain design practitioners to guide you and collaborate with you as you progress.

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🤝

🌐

At LLamasoft, our primary goal is create great software and enable our customers to use supply chain design as a strategic capability so they can survive and thrive. We offer training and coaching, regular user groups, webinars, online knowledge base and an annual user conference.

Request a Meeting with LLamasoft by emailing us at sales@llamasoft.com

Download Ebook: Four Components of a Smart Supply Chain Modeling Platform
<http://www.llamasoft.com/cscmp/seq>

VISIT US AT BOOTH #603 AT CSCMP

Ninety of the Country Supply Chain Top 25 for 2015 Have Utilized LLamasoft Modeling Technology

READ THE REPORT: www.llamasoft.com/seqr25

Over 70% of companies that have a supply chain design center of excellence have shown returns over \$10M

Sponsored by University of Michigan Ross School of Business and AP Source, Ross School of Business

Buy to Success Your Four Components of a Smart Supply Chain Modeling Platform

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64 CSCMP's Supply Chain Quarterly | SPECIAL 2015/2016
www.scpq2014quarterly.com

Partner Profiles will appear in the July/August issue.

Digital advertising

Building unparalleled brand awareness at supplychainquarterly.com

Supply Chain Quarterly operates a network of digital platforms that cater to its readership's preferences to consume the latest news, in-depth feature stories and video reports. Our dedicated digital staff translates the core values that make our print publication stand out, giving key decision makers a holistic view of supply chain and logistics content in a direct, elegant format whether accessed from a desktop, tablet or mobile device.



MOBILE APP

Users continue to download our mobile app at a rapid rate, with more than 23,000 users and counting accessing magazine content and reliable industry news. Available for iPad, iPhone and Android, our app was the first-ever in the logistics and supply chain market and provides subscribers with full access to issues of *Supply Chain Quarterly* through visually stunning replicas of our print product.

From their mobile devices, readers can:

- Search for stories using keywords or via direct links from the table of contents
- Share their favorite “must read” articles with friends and colleagues
- Follow live links within the text of each issue to navigate to external sites
- “Flip” through pages, similar to thumbing through a print magazine

Price: \$12,775/year*

SUPPLYCHAINQUARTERLY.COM BANNERS

Our website is continually enhanced with exclusive web-only content that's updated daily. Build brand awareness and promote your business to 30,000 unique monthly visitors at supplychainquarterly.com. For maximum exposure, there are four rotating positions available for each of the three ad sizes.

Ad size	Specs	Price*
Leaderboard	728 x 90	\$9,995
Rectangle	300 x 250	\$13,250
Skyscraper	160 x 600	\$13,250

Only two Mobile App sponsorship positions are available, and they sell out quickly. Sponsors receive a special banner with a link to their company website and prominent visibility in a year of *Supply Chain Quarterly* ads promoting the app.

IdeaBook 2016

The Best of DC VELOCITY & Supply Chain Quarterly

ALL-DIGITAL EDITION

Our fifth annual all-digital, dual-brand edition, IdeaBook 2016, The Best of Supply Chain Quarterly & DC VELOCITY, is an annual compendium featuring the 10 best-read articles on logistics and supply chain innovations and strategies from the market's best media brands. The digital IdeaBook is distributed electronically to more than 171,000 logistics and supply chain executives who receive our e-newsletter.

Sponsors receive:

- 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
- Lead generation via sponsor logo inclusion that links directly to your ad in two IdeaBook promotional e-mails.

Price: \$5,500*



SPECIAL OFFER FOR OUR ADVERTISERS

Purchase two full-page ads in the IdeaBook, receive a FREE iPad!



*All pricing is NET

E-mail advertising

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

E-NEWSLETTERS

Supply Chain Executive Insight

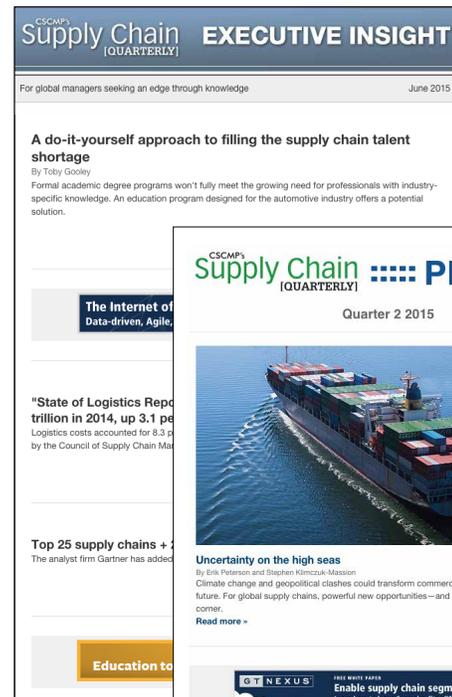
Supply Chain Executive Insight is a monthly electronic newsletter with more than 26,000 subscribers, directly targeted to supply chain executives worldwide.

Supply Chain Quarterly PREVIEW

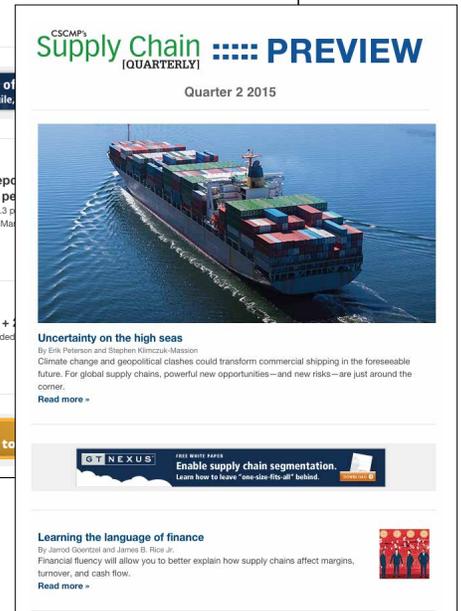
The CSCMP's Supply Chain Quarterly PREVIEW e-newsletter is transmitted the same day that the print issue of Supply Chain Quarterly is mailed. This companion e-newsletter gives our core audience of more than 26,000 subscribers a quick look at the new issue—and provides sponsors with qualified leads.

Supply Chain Executive Insight en español

Supply Chain Executive Insight en español transmits to a growing circulation base of approximately 10,000 Spanish-speaking supply chain professionals. Plans for circulation development call for sizable increases in the e-newsletter's highly targeted audience with each monthly transmission.



Supply Chain Executive Insight e-newsletter example



Supply Chain Quarterly PREVIEW e-newsletter example

Specs	Position	Price*
468 x 60 Maximum file size: 35KB	Top (#1)	\$4,500
	Middle (#2)	\$3,000
	Bottom (#3)	\$2,000

Each newsletter offers three sponsorship positions. The name of each e-mail recipient who clicks on your sponsorship message is delivered to you as an actionable sales lead.

Content marketing

Translate industry expertise into actionable sales leads

DEDICATED E-BLASTS AND WHITE PAPERS

A dedicated e-blast notice is a perfect vehicle to help promote your company's thought leadership and direct supply chain professionals to white papers, company profiles and capabilities reports.

Sponsors of dedicated e-blasts will receive the names of all recipients who click through to access full details about their message as hard, qualified, actionable sales leads.

What do you get with the Supply Chain Quarterly dedicated e-blast and white paper service?

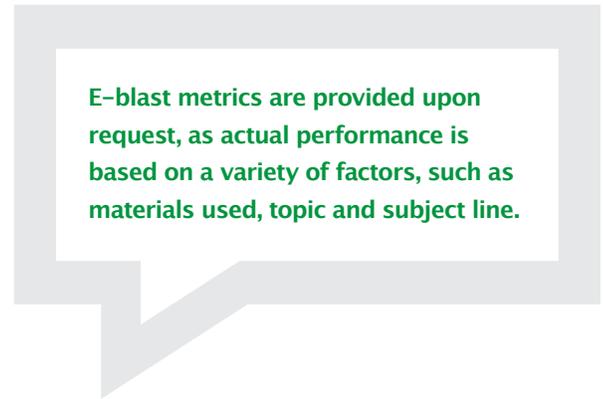
- Hosting of your white paper at supplychainquarterly.com
- A dedicated e-blast to our entire e-newsletter audience
- Lead generation that does not intrude on the user experience
- Consultation to help develop the e-blast for maximum effectiveness

Note: *Dedicated e-blasts for products, services and messaging not associated with a formal white paper are also available.*

Specs

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

Price: \$5,775*



The screenshot shows an email header with the Penske logo and 'Rental Leasing Logistics'. The main headline reads 'ENHANCE PRODUCTIVITY WITH TRACKING' next to an image of a white truck. Below this is a sub-headline: 'Detailed information about trailer activity can transform businesses.' The body text explains that using tracking technology can increase productivity and provides a link to an article titled 'Six Ways Trailer Tracking Improves Operations'. There is also a link to 'Download this free e-book' for 'Transportation Trends and Insights E-book'. At the bottom, there are three call-to-action buttons: 'Need to Find Carriers?' (with a forklift icon), 'Visit Our Website.' (with a computer monitor icon), and 'Let's Talk Shop.' (with a globe icon). The footer contains the company address, website, and social media icons.

E-blast example

*All pricing is NET

Webcasts

Start an instant conversation with your target audience

CSCMP'S SUPPLY CHAIN QUARTERLY WEBCAST PARTNER PROGRAM

Supply Chain Quarterly's webcast program offers a multi-tiered webcast sponsorship menu with the following three packages:

Sponsor Packages		Price*
Tier 1	Moderation and Promotion Package <ul style="list-style-type: none"> Includes participation by a <i>Supply Chain Quarterly</i> editor as moderator or as a panelist Includes e-mail promotion to <i>Supply Chain Quarterly</i>'s audience (price varies according to frequency of promotional e-mails) 	\$6,999
Tier 2	Traditional Package <ul style="list-style-type: none"> Includes all of the benefits of the Tier 1 package, PLUS: <ul style="list-style-type: none"> - <i>Supply Chain Quarterly</i> provides the technology platform for delivery of the webcast as well as attendee registration information for use as well-qualified sales leads. - Select a topic of your own or pick one from our editorial calendar. 	\$11,750
Tier 3	Exclusive VIDEOCAST Package <ul style="list-style-type: none"> In addition to the traditional slides-with-voiceover webcasts, <i>Supply Chain Quarterly</i> now offers on-demand videocasts that do not require registration but still generate leads and provide readers with instant access to information. 	\$15,500

What do you receive with a Supply Chain Quarterly videocast package?

- The services of a *Supply Chain Quarterly* special projects editor to help organize the presentation and to moderate the videocast
- The value and credibility of the trusted CSCMP's *Supply Chain Quarterly* brand attached to your videocast
- One full-page print ad in *Supply Chain Quarterly* to promote your videocast
- Two dedicated e-blasts to our audience, inviting them to attend the videocast
- An on-demand videocast produced by professionals who not only understand the supply chain field but also how to produce quality video and videocasts
- A prominent link on the *Supply Chain Quarterly* home page for a minimum of two weeks, followed by a permanent presence on *Supply Chain Quarterly*'s streaming video web page.

Events

THE 2016 THOUGHT LEADERS & RAINMAKERS NETWORKING DINNER

Take advantage of a unique, exclusive opportunity to position your company and gain invaluable visibility at the premier, invitation-only event at the Council of Supply Chain Management Professionals' Annual Conference.

Our seventh annual *Supply Chain Quarterly/DC VELOCITY* Thought Leaders & Rainmakers Networking Reception and Dinner is an intimate gathering of a select group of less than 150 logistics and supply chain professionals who have been recognized in the pages of *DC VELOCITY* as either Thought Leaders or Logistics Rainmakers.

To add further value, based on your level of sponsorship you also receive extraordinary, exclusive value-adds with sponsorship positions in the DCV-TV “Meet the Rainmakers” video series. These sponsorships not only enhance brand awareness, but also deliver actionable, highly qualified sales leads. The event will take place September 27, 2016, during CSCMP’s Annual Conference with a welcome reception at 6:30 p.m. followed by dinner at 7:30 pm.

Sponsor Packages	Price*
<p>Silver</p> <ul style="list-style-type: none"> ▪ Inclusion of your sponsorship and logo on invite ▪ Logo on signage: at entrance (22” x 28”)/at bar(s) (22” x 28”) ▪ Sign on lectern (size TBD) ▪ Inclusion of logo on post-event group e-mail ▪ Aggregate results of survey provided to sponsors ▪ Right of first refusal and price-lock for 2017 sponsorship ▪ Literature or brochure distribution at entrance ▪ Free website banner for one month on DCV-TV’s Meet the Rainmakers video Q&A page and on <i>Supply Chain Quarterly</i>’s website 	<p>\$3,995</p> <p><i>four available</i></p>
<p>Gold</p> <p>All Silver Sponsor benefits, PLUS:</p> <ul style="list-style-type: none"> ▪ Free website banner for three months on DCV-TV’s Meet the Rainmakers video Q&A page and the <i>Supply Chain Quarterly</i> website ▪ Opportunity to bring two invited guests in addition to two sponsoring company representatives 	<p>\$6,575</p> <p><i>two available</i></p>
<p>Platinum</p> <p>All Silver Sponsor benefits, PLUS:</p> <ul style="list-style-type: none"> ▪ Literature or brochure distribution at each seat ▪ Post-event contact info for one-time attendee follow-up ▪ Name badges with Platinum Sponsor logo ▪ Opportunity to bring four invited guests in addition to four sponsoring company representatives 	<p>\$11,250</p> <p><i>one available</i></p>

Our team of experts

WORLD-CLASS EDITORIAL TEAM

Mitch MacDonald, Group Editorial Director, has over 30 years of experience in both the newspaper and magazine businesses. Twice named one of the Top 10 Business Journalists in the U.S., he has served in a multitude of editorial and publishing roles. The leading force behind the launch of *Supply Chain Management Review*, he was that brand's founding publisher and editorial director from 1997 to 2000. Additionally, he has served as news editor, chief editor, publisher, and editorial director of *Logistics Management*, as well as publisher of *Modern Materials Handling*. Mitch is also the president and CEO of AGiLE Business Media, LLC, which publishes *DC VELOCITY*.

Peter Bradley, Editorial Director, is an award-winning career journalist with more than three decades of experience in both newspapers and national business magazines. His credentials include seven years as the transportation and supply chain editor at *Purchasing* magazine and six years as the chief editor of *Logistics Management*. Well-known in the logistics and transportation community, he also serves as editorial director of our sister brand, *DC VELOCITY*.

Toby Gooley, Editor, is one of the most experienced members of the logistics trade press—and one of the very few who has actually done the readers' job. Following 10 years working in operations and customer service for export trading and ocean shipping companies, she spent 20 years at *Logistics Management* magazine, where she covered international logistics and managed editorial operations. She was previously managing editor of *The Quarterly* and has been with the magazine since its launch in 2007.

Karen Bachrach, Executive Editor, has more than three decades of magazine editing and production experience. She previously worked at such publications as *Purchasing* and *Logistics Management*. She also was managing editor of *Supply Chain Management Review* from 1997 through 2002. Since 2002, she has been a member of the editorial staff of *DC VELOCITY*.

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

Susan Lacefield, Senior Editor, has been working for supply chain publications for more than 15 years. Before joining CSCMP's *Supply Chain Quarterly*, she was an associate editor for *Supply Chain Management Review*, where she was responsible for working with contributing authors and editing articles. She also wrote feature articles for *Logistics Management* magazine.

Madeleine Miller-Holodnicki, Senior Editor and CSCMP Liaison, is manager of communications for the Council of Supply Chain Management Professionals (CSCMP). She also is editor of CSCMP's member publications, e-newsletters, and its website, cscmp.org, and is a speechwriter. Prior to moving into corporate communications, Madeleine worked in a variety of media, including stints as a radio, television, and newspaper journalist.

David Maloney, Editor at Large, has been a journalist for more than 35 years. He currently serves as chief editor of our sister publication, *DC VELOCITY*. Prior to joining *DC VELOCITY* in 2004, he was a senior editor at *Modern Materials Handling*. Dave has extensive experience as a print and broadcast journalist, television producer, and director. He combines a background of reporting on logistics with video-production experience to bring such features as Web-based videos and webcasts to *Supply Chain Quarterly* readers.

Mark Solomon, Editor at Large, has spent more than 25 years in transportation, logistics, and supply chain management as a journalist and public relations professional. He has worked in Washington as a reporter for *The Journal of Commerce* and *Traffic World* covering the aviation and trucking industries, the Department of Transportation, Congress, and the U.S. Supreme Court. Most recently, he ran Media-Based Solutions, a public relations firm in Atlanta.

THE BUSINESS TEAM

Ben Ames, Editor at Large, has 20 years of journalistic experience. Since 1999, he has focused on business and technology reporting for a number of trade journals, including *Design News* and *Modern Materials Handling*. He is the author of the trail guide “Hiking Massachusetts” and is a graduate of the Columbia School of Journalism.

Steve Geary, Editor at Large, has more than 25 years of experience in global supply chains as an industry executive, consultant, researcher, teacher, and author. He is the president of Supply Chain Visions Inc., a thought leader in supply chain management and performance measurement, and works extensively with the U.S. Department of Defense. He is also a faculty member and research associate at the University of Tennessee’s College of Business Administration, as well as the Gordon Institute at Tufts University.

Keisha Capitola, Director of Creative Services/Production Manager, has extensive experience in business publication design. She was a member of the creative team that led the redesigns of such magazines as *Logistics Management*, *Industrial Distribution*, *Modern Materials Handling*, and *Supply Chain Management Review*. Keisha has received numerous national Gold Awards for design excellence from the American Society of Business Publication Editors and American Graphic Design awards from *Graphic Design: USA*

Jeff Thacker, Director of eMedia, has been building websites and Web applications and managing e-newsletter development for more than 15 years. 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*.

Martha Spizziri, Managing Editor – Digital, has been a writer and editor for more than 30 years. She spent 11 years at *Logistics Management* and was web editor at *Modern Materials Handling* magazine for five years, beginning with the website’s launch in 1996. Since then, she has worked extensively in developing and managing web-based products.

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