CSCMP's

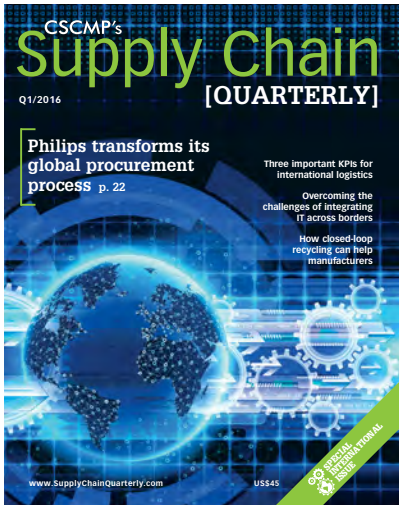
Supply Chain [QUARTERLY]

2017 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, and 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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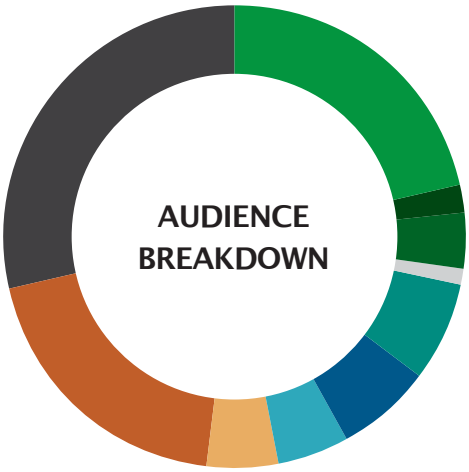
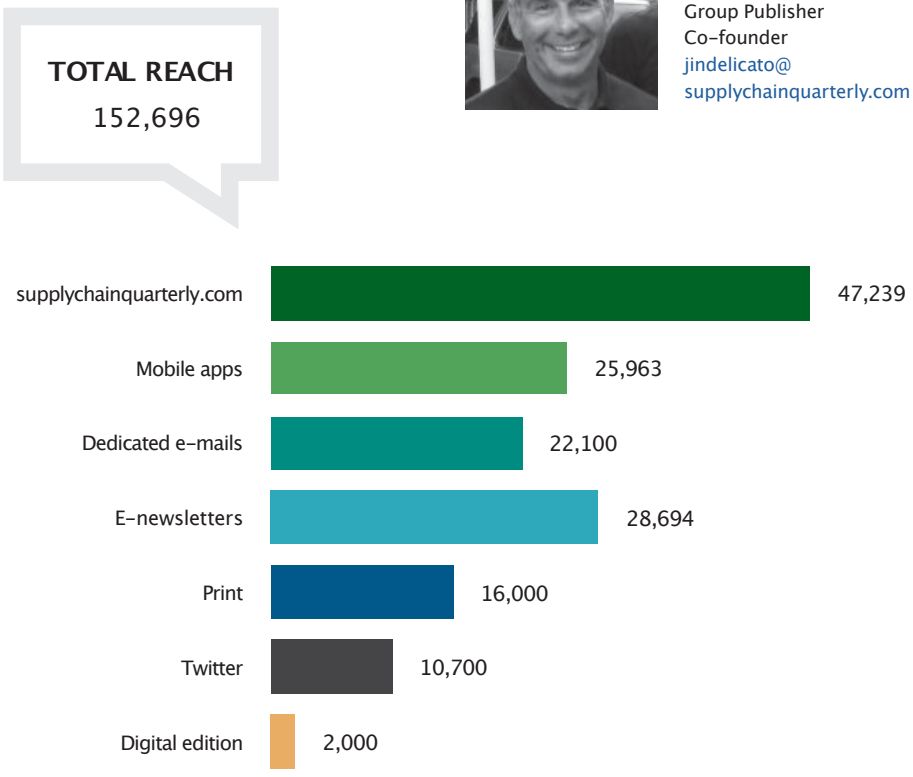


CSCMP Membership Demographics*

Position within company:

- CEO: 7%
- President: 7%
- Corporate officer: 5%
- Senior VP: 5%
- Vice president: 20%
- Director: 29%
- Manager: 22%
- Supervisor: 2%
- Specialist: 4%
- Retired: 1%



*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?

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.

CSCMP MEMBERSHIP DEMOGRAPHICS

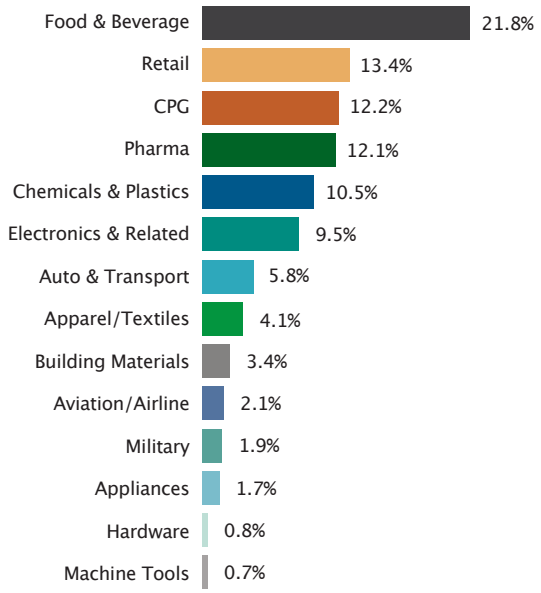
International Membership by Region:

- South America: 25.1%
- Canada: 10.7%
- Africa: 3.6%
- Central America: 7.9%
- Middle East: 1.8%
- Europe: 35.4%
- Australia/New Zealand: 5%
- Asia: 12.9%

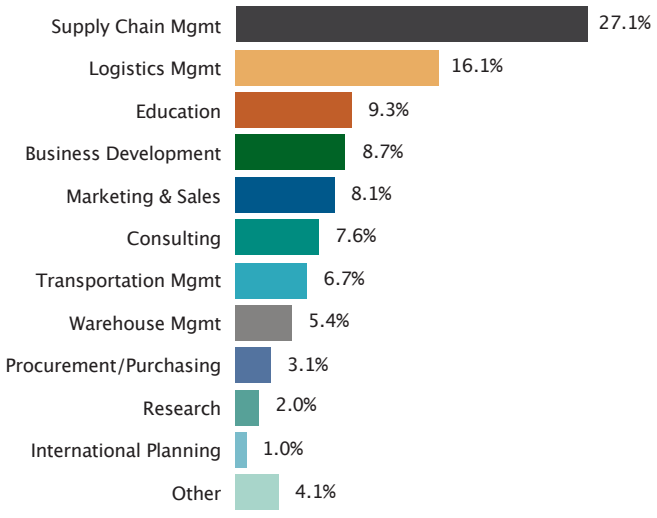
REACH THE COMPLETE CSCMP MEMBERSHIP

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.

Industry (Manufacturing & Merchandising Firms Only):



Responsibility (Manufacturing & Merchandising Firms Only):



2017 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	Bonus distribution
Q1 2017 January/February	**Warehousing and Material Handling** Lead article looks at warehousing and material handling's role in supply chain execution	February 10	ProMat 2017 and WERC's 2017 Annual Conference and Solutions Center Exhibition, TMSA
All-Digital Edition March/April	**IdeaBook 2017** Features best-practices articles and case studies from *Supply Chain Quarterly* and *DC VELOCITY*	April 3	*DC VELOCITY*'s digital, mobile app, and e-newsletter subscribers
Q2 2017 May/June	**Technology and Innovation** Lead article focuses on how technology enables supply chain innovation	June 5	CSCMP's Annual Conference
Special Issue July/August	**Annual "State of Logistics Report"** Issue explores the impact of logistics on the U.S. economy	August 7	CSCMP's Annual Conference IANA
Q3 2017 September/October	**Procurement Excellence** Lead article examines how procurement can support supply chain strategy	October 10	
Q4 2017 November/December	**Global Viewpoints** Articles explore international supply chain strategies and best practices	December 3	Modex 2018

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, then, in 2016 was awarded Best Print Editorial. Shouldn't your ad appear alongside content that commands respect?

SPECIAL ADVERTISING OFFERS

- **Q1 ISSUE** (JANUARY/FEBRUARY)

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

  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.

- **IDEABOOK 2017: 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

  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 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 only 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 heard--and responded to--at a higher rate than with 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.*

*All pricing is NET

BOARDROOM OUTLOOK

What will 2017 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 February 3, 2017. Your Boardroom Outlook materials must arrive by February 10, 2017.

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

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

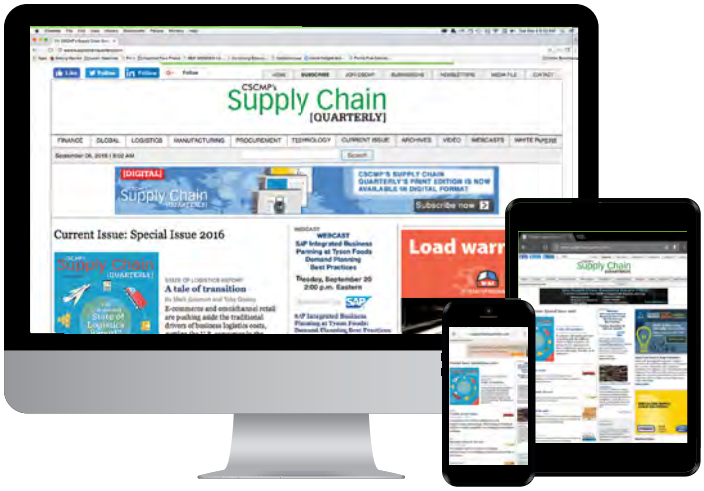
Insertion orders for the Partner Profile must be submitted to your *Supply Chain Quarterly* sales representative by July 31, 2017. Your Partner Profile materials must arrive by August 7, 2017.

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 when it comes to consuming 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 26,000 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 39,000 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

*CPM buys are also available for supplychainquarterly.com

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 for one year in *Supply Chain Quarterly* ads promoting the app.

All digital materials are due five business days prior to deployment.

IdeaBook 2017

The Best of Supply Chain Quarterly and DC VELOCITY

ALL–DIGITAL EDITION

Our sixth annual all-digital, dual-brand edition, "IdeaBook 2017, The Best of *Supply Chain Quarterly* and *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 IdeaBook is distributed electronically to more than 200,000 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
- Brand awareness via the inclusion of a sponsor logo 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-newsletter advertising opportunities

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 over 28,000 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 28,000 subscribers a quick look at the new issue—and helps to promote your business and increase brand awareness through your banner sponsorship investment.

- **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 include significant expansion of the e-newsletter's targeted audience in Latin America.

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

*All pricing is NET
All digital materials are due five business days prior to deployment.

E-mail marketing

Translate industry expertise into actionable sales leads

DEDICATED E-MAILS

A dedicated e-mail 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-mails will receive the names of all recipients who click through to access full details about their message, providing them with qualified, actionable sales leads.

The performance of the dedicated e-mail is based on a variety of factors, such as materials used, topic and subject line.

What do you get with the* Supply Chain Quarterly *dedicated e-mails?

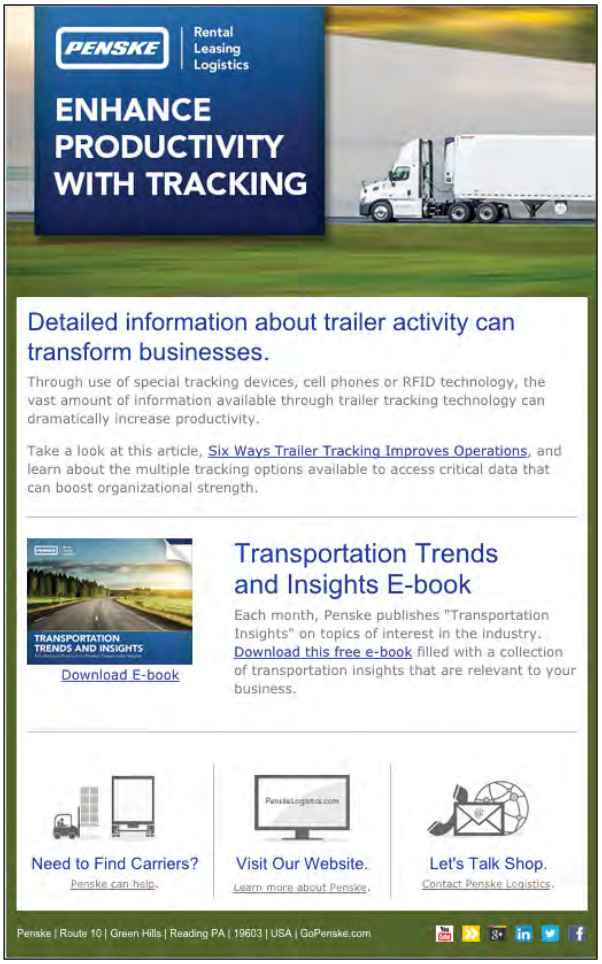
- A dedicated e-mail to our entire e-newsletter audience
- Hosting of your white paper at supplychainquarterly.com if applicable
- Lead generation that does not intrude on the user experience
- Consultation to help develop the e-mail for maximum effectiveness

Note: *Dedicated e-mails 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: 100KB
- File format: One HTML file and one plain text file required for each campaign

Price: $5,775*



Dedicated e-mail 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*
Moderation and Promotion Package ▪ Includes participation by a *Supply Chain Quarterly* editor as moderator or as a panelist ▪ Includes e-mail promotion to *Supply Chain Quarterly's* audience (price varies according to frequency of promotional e-mails)	**$6,999**
Traditional Package ▪ Includes all of the benefits of the Moderation and Promotion Package, PLUS: - *Supply Chain Quarterly* 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**
Exclusive VIDEOCAST Package ▪ In addition to the traditional slides-with-voiceover webcasts, *Supply Chain Quarterly* 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-mails 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.

*All pricing is NET

For more information, contact your *Supply Chain Quarterly* sales representative.

Events

Don't wait! Sponsorships for the 2016 Thought Leaders and Rainmakers event sold out in March. Contact your Supply Chain Quarterly sales representative today.

THE 2017 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 eighth annual *Supply Chain Quarterly*/*DC VELOCITY* Thought Leaders & Rainmakers Networking Reception and Dinner is an intimate gathering of a select group of fewer 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. This year's event will take place September 26, 2017, during CSCMP's Annual Conference, with a welcome reception at 6:30 p.m. followed by dinner at 7:30 pm.

Sponsor Packages	Price*
Silver	**$3,995**
▪ Inclusion of your sponsorship and logo on invitation ▪ 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 2018 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 *Supply Chain Quarterly's* website	*four available*
Gold	**$6,575**
All Silver Sponsor benefits, PLUS: ▪ Free website banner for three months on DCV-TV's Meet the Rainmakers video Q&A page and the *Supply Chain Quarterly* website ▪ Opportunity to bring two invited guests in addition to two sponsoring company representatives	*two available*
Platinum	**$11,250**
All Gold Sponsor benefits, PLUS: ▪ 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	*one available*

Our team of experts

WORLD-CLASS EDITORIAL TEAM

Mitch Mac Donald, 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.

Amy Thomasson, CSCMP Liaison, is director, marketing and industry partnerships, for the Council of Supply Chain Management Professionals. She has 10 years of experience in developing marketing, communication, and product management plans and holds professional certifications in social and online marketing.

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.

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.

THE BUSINESS TEAM

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.

Diane Rand, Associate Editor – Digital, has had several years of magazine editing and production experience. She previously worked as a production editor for *Logistics Management* and *Supply Chain Management Review*. In 2015, she joined the editorial staff and is responsible for managing digital, editorial, and production projects for *DC VELOCITY* and *Supply Chain Quarterly*.

Jim Indelicato, Group Publisher, is well-known in the business-publishing field as an authority on the logistics and supply chain markets. A founding principal of AGiLE Business Media, LLC, he served as the first publisher of *DC VELOCITY* at launch. Prior to that, Jim spent 10 years at Reed Business Information, with sales and management responsibilities for material handling and supply chain publications, including service as national sales manager of *Modern Materials Handling*. Jim is highly regarded for his strong commitment to customer service as well as his keen market insights and marketing savvy.

Gary Master, Publisher, is a founding principal of AGiLE Business Media, LLC and served as director of business development at launch in January 2003. He became publisher of *Supply Chain Quarterly* in 2007, managing sales and circulation operations, and driving the development of new products and initiatives. Prior to joining AGiLE, he was President of Green Associates, a consulting and marketing services firm. A key player in the logistics market for more than 25 years, Gary has a proven track record in market development for his customers and is a highly sought-after resource for companies seeking leading-edge insights and marketing strategies.

Contact us

EDITORIAL OFFICE

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Need more details on *Supply Chain Quarterly* products and services?

As the leading media brand in the supply chain field, *Supply Chain Quarterly* 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.

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