



CSCMP's  
**Supply Chain**  
[QUARTERLY]  
**2020 Media Kit**

Reaching 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, 74 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.

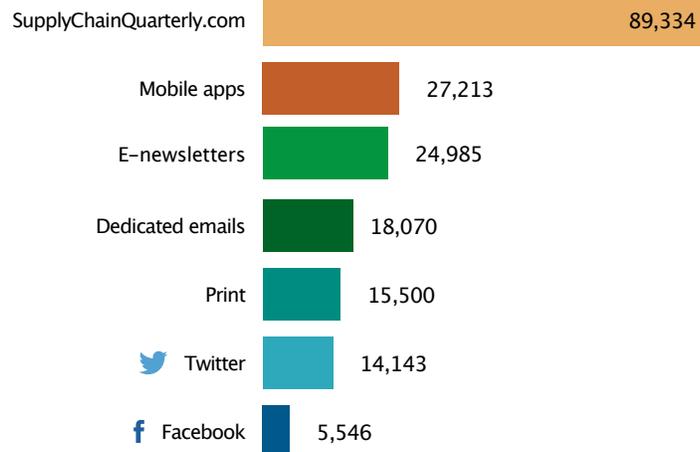
By leveraging our strengths you can build your **Brand**, deliver your **Content**, generate valuable **Leads**, and reap the **Results**.

## Why **SUPPLY CHAIN QUARTERLY**?

The **SUPPLY CHAIN QUARTERLY** 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 QUARTERLY** 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

**TOTAL REACH**  
**194,791**



**Gary Master**

Publisher  
Co-founder  
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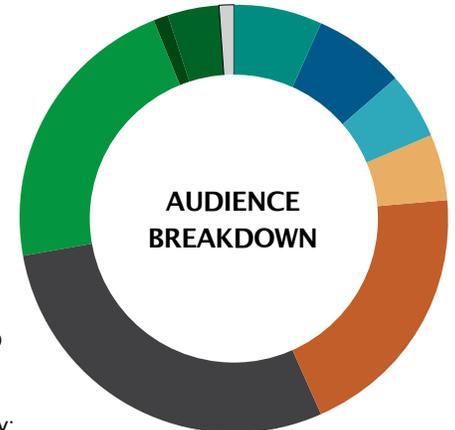


**Jim Indelicato**

Group Publisher  
Co-founder  
jindelicato@supplychainquarterly.com

# The *SUPPLY CHAIN* QUARTERLY advantage

What makes CSCMP's *SUPPLY CHAIN* QUARTERLY stand out from the rest of the pack?



CSCMP Membership Demographics\*

Position within company:

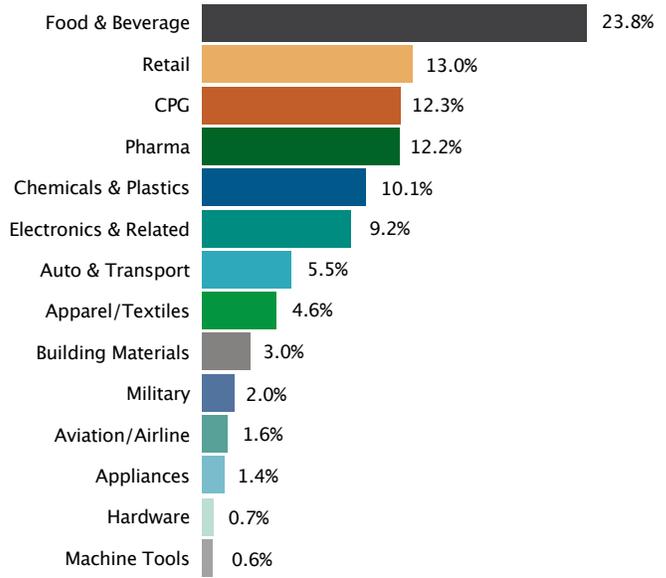
- CEO: 7%
- President: 7%
- Corporate officer: 5%
- Senior VP: 5%
- Vice president: 20%
- Director: 29%
- Manager: 22%
- Supervisor: 1%
- Specialist: 3%
- Retired: 1%

\*73% of CSCMP membership is at the director level and above

International Membership by Region:

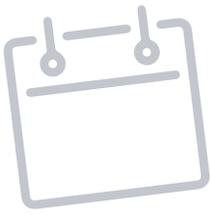
- Canada: 9.6%
- Central America: 7.5%
- South America: 23.5%
- Europe: 38.9%
- Africa: 3.6%
- Middle East: 1.7%
- Australia/New Zealand: 2.7%
- Asia: 12.5%

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. Let us help you get your marketing message out to their entire audience.



# 2020 Editorial Calendar

CSCMP's **SUPPLY CHAIN QUARTERLY** will publish six times a year, with one special issue—June's State of Retail Supply Chain 2020—appearing only in a digital format.

*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
<b>Q1 2020</b> January/February	<b>Warehousing and Material Handling</b> The lead article looks at warehousing and material handling's role in supply chain execution.	January 31	Modex 2020, WERC's 2020 Annual Conference and Solutions Center Exhibition, Gartner 2020 Supply Chain Executive Conference, TMSA
<b>Q2 2020</b> March/April	<b>Global Logistics and Transportation</b> The lead article focuses on logistics and transportation as the foundation of the global supply chain.	April 3	CSCMP 2020 EDGE Annual Conference, SMC3 Connections, TMSA, MHEDA, WERC's 2020 Annual Conference and Solutions Center Exhibition
<b>All-Digital Edition</b> May/June	<b>Retail Supply Chain 2020</b> This all-digital edition will deliver readers our very own content on retail logistics and supply chain innovations and strategies from the market's best media brands.	June 5	Both Supply Chain Quarterly's and DC Velocity's digital, mobile app, and e-newsletter subscribers
<b>Special Issue</b> July/August	<b>Annual "State of Logistics Report"</b> Special theme issue explores the impact of logistics on the U.S. economy.	July 31	CSCMP 2020 EDGE Annual Conference, IANA, Parcel Forum, Women In Trucking
<b>Q3 2020</b> September/October	<b>Emerging Technologies</b> The lead article looks at how technology enables supply chain innovation.	October 2	
<b>Q4 2020</b> November/December	<b>E-commerce</b> The lead article explores successful strategies in e-commerce.	November 27	ProMat 2021, RILA 2021

\*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 SupplyChainQuarterly.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

### ▪ Q1 ISSUE (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.

### ▪ Q2 ISSUE (APRIL/MAY)

#### **Bonus Distribution at CSCMP's EDGE Conference**

### ▪ State of Retail Supply Chain 2020 – All Digital Edition (JUNE)

#### **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.

### ▪ ANNUAL "STATE OF LOGISTICS REPORT"

(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 QUARTERLY* EXCLUSIVE!**

All attendees will receive the issue in their conference registration packets.

# State of Retail Supply Chain 2020

*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, JUNE 2020

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 QUARTERLY* and *DC Velocity*.

Our *State of Retail Supply Chain 2020* 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 2020* promotional emails

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

## SPECIAL OFFER FOR OUR ADVERTISERS

*Purchase two full-page ads in The State of Retail Supply Chain 2020 and receive a FREE Apple Watch!*

# 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.

**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.



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 QUARTERLY**.

## 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 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.*

**PACKSIZE**  
ON DEMAND PACKAGING

Packsize International  
3760 W. Smart Pack Way  
Sage Lake City, UT 84104  
801-864-8111  
www.packsize.com

BOARDROOM OUTLOOK

What is going on with the state of logistics?

It was stated in The Council of Supply Chain Management Professionals' (CSCMP) 27th annual "State of Logistics Report" that overall operating costs have risen by 8 percent in the last year. This report also cited experts who view "disruptive forces" on the horizon that will change the face of the current logistics game.

How will the impact your business? Are transportation and shipping costs adversely affecting your bottom line today? Can you better position your company to use those disruptive forces to your advantage?

At Packsize, we focus on creating disruptive technologies to help your company stay ahead of the game.

Our Demand Packaging™ will help your company better manage dimensional weight charges, which have increased shipping costs by as much as 30 percent. With Packsize On Demand Packaging™, you can create custom-sized boxes specifically for the items you ship. By doing this, you can minimize the amount of dimensional and filler material used and reduce dimensional weight charges, all while improving customer satisfaction. Packsize On Demand Packaging™ cuts box volume by an average of 60 percent, and our side help you save valuable warehouse space, reduce environmental impact, and minimize the risk of product damage due to box size.

In addition to helping your company stay afloat in the current box market, Packsize can also help improve your overall parcel health. Pack Parcel Inspector™ can assist in reducing your parcel shippers' accidents, yielding markedly increased profits. That can also help to offset your total annual parcel shipping spend. Pack Parcel Inspector™ automatically identifies return opportunities such as service failure and damaged goods by comparing contractual agreements with actual charges. If any discrepancies are found, you will automatically receive a credit.

With logistics in a state of constant change, leverage Packsize's positive approach to disruptive technologies and/or engaging cross-industry packaging experience. Experience Packsize's expertise in solving the focus on solving and improving your packaging environment. This advantage of industry best practices is only by the invention of Dr. Deming's Packaging.

Packsize customer with a \$20 million annual shipping spend saved almost \$200,000 annually with Pack Parcel Inspector™. Visit Packsize.com to learn more about the material and shipping savings your company can make with On Demand Packaging™.

www.packsize.com | 801-864-8111 | © 2019 Packsize International, Inc. | CSCMP's Supply Chain Quarterly | 59

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



## “THE STATE OF LOGISTICS REPORT”

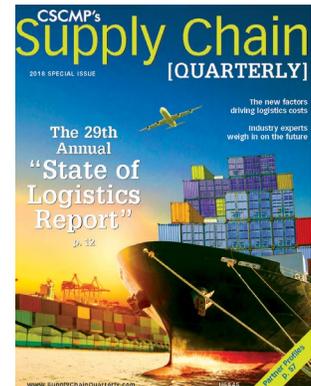
This annual special issue examines economic trends and developments affecting North American logistics. Its centerpiece will be an analysis of CSCMP’s annual “State of Logistics Report,” followed by thought leaders’ commentaries on the outlook for major functional areas, including:

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

## 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 EDGE Conference. Partner profiles will appear in the July/August issue of **SUPPLY CHAIN QUARTERLY**.

*The profile 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.*



Partner Profiles will appear in the July/August issue.

## LIST SALES

Are you looking to execute successful marketing campaigns and lead-generation programs? Whether it is via direct mail or telemarketing, **SUPPLY CHAIN QUARTERLY** 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 *CSCMP’s SUPPLY CHAIN QUARTERLY* 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 QUARTERLY**, 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 QUARTERLY**.

## 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 QUARTERLY**. 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.

# 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 QUARTERLY**, 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:

WHY YOU NEED CONTENT MARKETING

 <b>Keeps Reader Attention</b>	 <b>Improves Brand Loyalty</b>	 <b>Generates Leads</b>	 <b>Increases Direct Sales</b>
 <b>Costs 62% Less than traditional marketing</b>		 <b>Per dollar spent, content marketing generates approximately 3 times as many leads as traditional marketing</b>	

## 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



## 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)



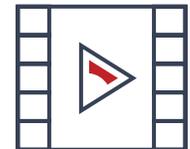
## Graphic Design Services

- 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



# Digital advertising

*Build unparalleled brand awareness at SupplyChainQuarterly.com*

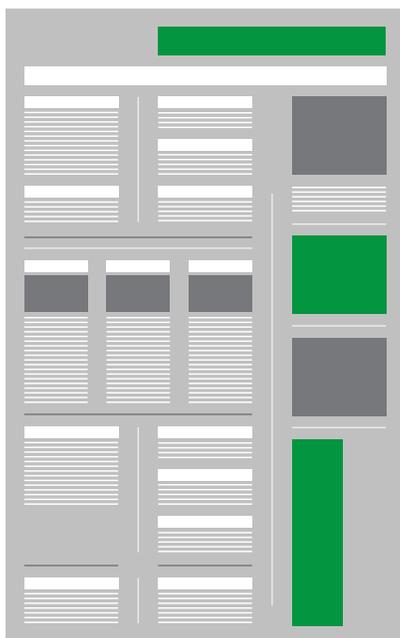
**SUPPLY CHAIN QUARTERLY** operates a network of digital platforms that cater to its readers' preferences for how they consume supply chain news, in-depth feature stories, and video reports. Our dedicated digital staff translates the core values that make our print publication stand out, giving key decision-makers a holistic view of supply chain and logistics content in a direct, refined format whether accessed from desktops, tablets, or mobile phones.

## SUPPLYCHAINQUARTERLY.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 the thousands of unique monthly visitors to SupplyChainQuarterly.com. For maximum exposure, there are rotating positions available for each of the three ad sizes.

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



**Leaderboard**  
728x90

**Rectangle**  
300x250

**Skyscraper**  
160x600

**AVERAGE MONTHLY REACH**  
89,334

## MOBILE APP SPONSORSHIP

Users continue to download our mobile app at a rapid rate for access to our content and trustworthy industry news. Available for iPad, iPhone, and Android, the app provides subscribers with full access to exclusive web-only content and to all print editions of **SUPPLY CHAIN QUARTERLY** through a visually stunning digital replica of the magazine. 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 the way they would thumb through a print magazine

*Sponsors receive a special banner with a link to their company's website and prominent visibility in **SUPPLY CHAIN QUARTERLY** print ads promoting the app.*

### Mobile App Specs:

- All three required: 320x50, 728x90, and 960x90
- File Size: 15KB each
- File Format: PNG

**Price: \$12,775/year\***



# E-newsletter advertising opportunities

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

**SUPPLY CHAIN QUARTERLY'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.

We will provide a report containing full contact information of all those who clicked through to view your message.

## ▪ **Supply Chain Executive Insight**

*Supply Chain Executive Insight* is a weekly electronic newsletter with over 24,000 subscribers, directly targeted to supply chain executives worldwide.

## ▪ **SUPPLY CHAIN QUARTERLY PREVIEW**

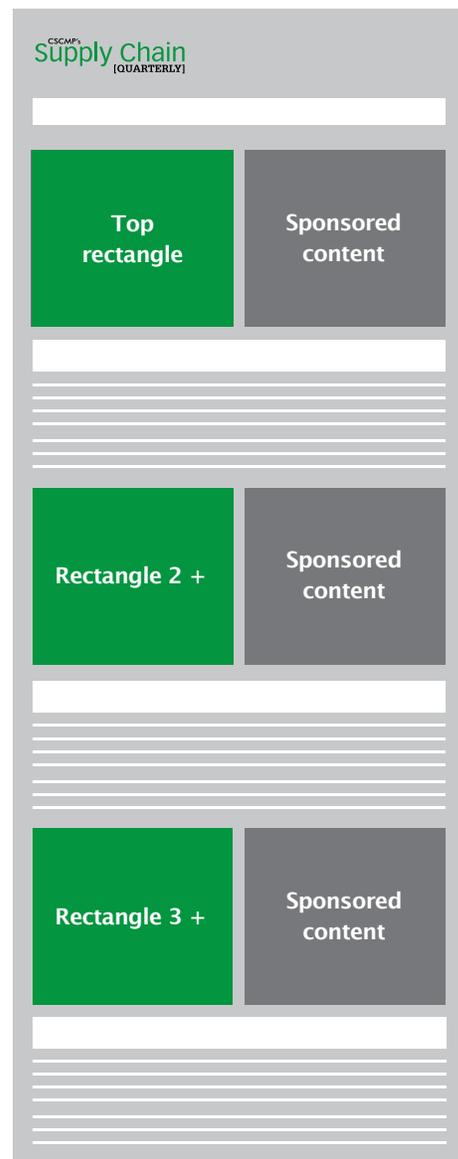
The CSCMP's **SUPPLY CHAIN QUARTERLY PREVIEW** e-newsletter is transmitted the same day that the print issue of **SUPPLY CHAIN QUARTERLY** is mailed. This companion e-newsletter gives our core audience of more than 24,000 subscribers a quick look at the new issue—and helps to promote your business and increase brand awareness through your banner sponsorship investment.

## Ad Specs:

### Rectangle + Sponsored Content

- Ad size: 300×250 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 NEWSROOM E-NEWSLETTER

**SUPPLY CHAIN QUARTERLY's** innovative Industry Press Room, a first for media brands in the supply chain market, has a simple concept: You upload your press release to our site in real time—and for FREE!

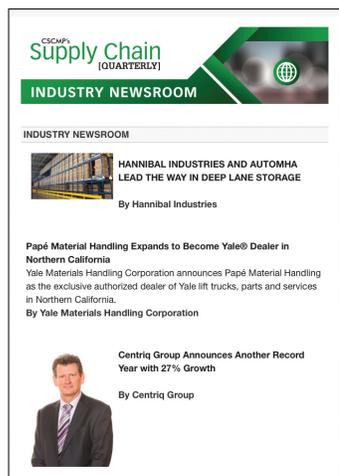
That alone will put your news, just as you want it presented, in front of thousands of supply chain decision-makers. But don't you want to know exactly who saw your news on SupplyChainQuarterly.com? We have a solution for that with our new Industry Newsroom e-newsletter. Here's how it works:

1. Post your news to SupplyChainQuarterly.com:  
<http://www.SupplyChainQuarterly.com/users/uploads/>
2. Contact Sales Specialist Halley LoBello and let her know you'd like to upgrade to the Industry Newsroom e-newsletter.
3. Here's what you will get:
  - Your news and photo will be placed in the top position of our monthly e-newsletter distributed to 24,000 subscribers.
  - Your story will be posted in our market-leading social media stream to senior-level decision makers.
  - We will provide a report with full contact information of all those who clicked through to view your news.

### 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\***



## Email Marketing

*Translate industry expertise and thought leadership into sales leads*

### DEDICATED EMAILS

A dedicated email is a perfect vehicle to help promote your company's thought leadership and to direct supply chain professionals to your white papers, videos, case studies, blogs, and other content. Email marketing continue to provide a high level of engagement and brand awareness with our audience of 18,000 subscribers.

#### **What do you get with SUPPLY CHAIN QUARTERLY'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:

- **Dimensions:** Recommended width: 600 px
- **File size:** Max HTML file size 100KB
- **File format:** BOTH versions required; 1 HTML file, 1 plain text file per campaign

**Price: \$5,775\*** (sponsor-submitted)

Sponsors of dedicated emails and white papers receive a report containing full contact information from all recipients who clicked on their message.



**SUPPLY CHAIN QUARTERLY's** en español dedicated emails transmit to a growing circulation base of more than 11,000 Spanish-speaking supply chain professionals. Contact your **SUPPLY CHAIN QUARTERLY** sales rep for more information.

## WHITE PAPERS

**SUPPLY CHAIN QUARTERLY** 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 products and ideas, and, most importantly, how **THEY** can benefit from them. In addition to a dedicated email to our list of 18,000 subscribers and hosting of your white paper on SupplyChainQuarterly.com, we will include a post in our market-leading social media stream.

### Specs:

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

The white paper email promotion will link to a landing page on your site if you are using a registration form, or directly to the PDF file if you are not using a registration form.

**Price: \$5,775\*** (sponsor-submitted)



### Don't have the content? We can help with that!

AGiLE Content Services can create your dedicated email and research, write, and design your case study or white paper for you. For example, a 4- to 6-page piece, with images provided, would cost approximately \$4,950\* to develop.

Prices vary depending on length and details.

## CASE STUDY AND WHITE PAPER PROMOTION

AGiLE Business Media offers a variety of content marketing opportunities across many platforms. Whether it is sponsor-submitted content, or content produced on the client's behalf by AGiLE Content Services, our case study and white paper promotion package is designed to help position your brand as a thought leader in the industry.

But simply producing the case study or white paper isn't enough. For maximum ROI, you want to be sure everyone reads it. We'll send your case study or white paper out via dedicated email to 18,000 subscribers, along with two social media posts to our market-leading audience of senior-level decision-makers. By getting your message in front of the right buyers, we can help you leverage your brand and your content with high-value awareness that will provide the results you need.

With your investment, you get:

1. Posting of your case study or white paper on SupplyChainQuarterly.com
2. A dedicated email blast to 18,000 subscribers
3. Two social media posts to our Twitter, Google+, Facebook, and LinkedIn audiences
4. A full-page, 500-word advertorial in both the print and digital editions of **SUPPLY CHAIN QUARTERLY**, showcased within a template we provide
5. A report containing full contact information from all recipients who clicked through to view your message.

**Price: \$8,500.00\*** (sponsor-submitted)

## TARGET REPORT

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

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

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

We will provide a report containing full contact information of all those who clicked through to both the content and your marketing message.

### Rectangle + Sponsored Content Specs:

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

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

The screenshot shows the top portion of an e-newsletter. At the top left is the logo for CSCMP's Supply Chain [QUARTERLY]. To the right is a green graphic with a target icon. Below the logo is a green banner with the text "TARGET REPORT". The main headline is "RETAIL SHIPPING". Below the headline is a large image of a person in a blue uniform holding a white cube, surrounded by various icons representing logistics and technology. Below the image is the article title "Striking the right balance" and the author "By Victoria Kickham". At the bottom of the newsletter is a promotional section for "Logistics trends, tips & news sent to your inbox." featuring logos for Holland, NEWSPENN, Reddaway, and YRC, and a "SIGN UP NOW!" button. To the right of this section is a text block titled "Get Your Daily Dose of Logistics News" with a "Sign Up" button at the bottom.

# Webcasts

*Start an instant conversation  
with your target audience*

Webcasts are considered by many to be one of the most valuable assets to include in a content marketing program. In addition to enhancing brand awareness and generating high-quality leads, they are among the best ways to engage audiences and gain viewership.

- The services of a **SUPPLY CHAIN QUARTERLY** special projects editor to help you organize the presentation and moderate the webcast
- The value and credibility of the trusted **SUPPLY CHAIN QUARTERLY** brand attached to your webcast
- Two dedicated emails to our audience, inviting them to attend the webcast
- One full-page print ad in **SUPPLY CHAIN QUARTERLY** 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
- A prominent link on **SUPPLY CHAIN QUARTERLY**'s home page for a minimum of two weeks, with a permanent presence on DCV-TV Channel 3, our streaming-video channel
- Social media post to our market-leading audience

**Price: \$11,750\***

Have a webcast completed and a need to promote it? We can do that for you with our Webcast Promotion Package! We'll send your webcast out to our audience of senior-level decision makers via a dedicated email on two separate occasions, approximately one week apart, along with a social media post to our followers. We'll also include a prominent link on our website for two weeks.

**Price: \$6,000\***

## 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**

## Video Case Studies

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

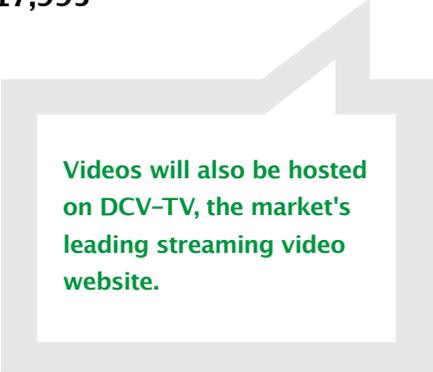
A Video Case Study is a turnkey, integrated marketing tool that showcases your company's products and services, and is specifically designed to generate highly qualified sales leads. **SUPPLY CHAIN QUARTERLY's** in-house team visits with your staff and customer to develop a case study or product and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

- A one-page print advertorial in **SUPPLY CHAIN QUARTERLY** magazine
- A companion four to five-minute video hosted on our popular website

### You also receive:

- Full duplication rights to both the case study and video
- A dedicated email sent to 18,000 **SUPPLY CHAIN QUARTERLY** subscribers announcing the launch of your Video Case Study
- A social media post to **SUPPLY CHAIN QUARTERLY's** senior-level audience of over 18,000 decision makers
- Inclusion in one of our "Now Trending On DCV-TV" e-newsletters reaching 40,000 subscribers
- Permanent hosting of the video at DCVTV.com
- Reports containing full contact information from all those who clicked through to view your video via the dedicated email and the *Now Trending on DCV-TV* e-newsletter.

**Price: \$17,995\***



## Social Media Sponsorship Options

*Open up a direct line of communication with your customers and prospects via social media channels – and watch your content expand its 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 QUARTERLY'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. With a combined Twitter, Facebook, and LinkedIn audience of approximately 18,000 supply chain decision-makers, we can put your message in front of the professionals you want to reach.

### Specs:

- 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\***



# Conference Offerings

## PRE-CONFERENCE REPORTS

Get exclusive pre-event coverage of CSCMP's EDGE Conference with our Pre-Conference Report. More than 60,000 *SUPPLY CHAIN QUARTERLY* and *DC VELOCITY* 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\***

## CSCMP'S EDGE SHOW GUIDE

This very popular guide will be distributed at the Supply Chain Exchange show at CSCMP's Annual 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 18,000+ 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\***

Buy an ad in *SUPPLY CHAIN QUARTERLY*'s "State of Logistics" Special Issue\* or the Q3 issue, and receive the same-sized ad for half-price in the Show Guide.

## CONFERENCE DAILY REPORT

*SUPPLY CHAIN QUARTERLY*'s Conference Daily report will bring readers insights and important news from the *CSCMP* 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 QUARTERLY* edit team members sharing their insights from each day of the conference
- "Supply Chain Spotlight" Q&A video interviews with speakers, CSCMP staff, and thought leaders attending the conference
- Booth videos filmed on the show floor

### Sponsorship opportunities:

**300x250 Rectangle + Sponsored content**

**Price: \$3,500\***

## VIDEO OPPORTUNITIES: HIGH-IMPACT, EASY, AND COST EFFECTIVE!

### Booth Video Taping

*SUPPLY CHAIN QUARTERLY* 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: \$2,750\***

## SPECIAL BONUS OFFER

Contact your *SUPPLY CHAIN QUARTERLY* sales representative today to learn more about these exclusive sponsorship opportunities, all aimed at maximizing the return on your investment. And don't forget to ask about fully customized package deals.

# Our team of experts

*Our world-class editorial team is second to none*

**Mitch Mac Donald**, President & CEO of AGiLE Business Media, also serves as the Group Editorial Director of DC Velocity and CSCMP's Supply Chain Quarterly. Mitch began his career as a newspaper reporter before shifting his focus to national business journalism. Twice named one of the nation's Top 10 Business Journalists, he writes DC Velocity's award-winning monthly Outbound column. 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**, 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 Quarterly. 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 SCQ 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.

**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 The Quarterly'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.

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

**Diane Rand**, Managing Editor, has been working with Supply Chain Quarterly 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 Quarterly. 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.

**Nichole Mumford**, CSCMP Liaison, is the director of marketing and professional development for the Council of Supply Chain Management Professionals (CSCMP). With a background in business administration, she has earned professional certifications in marketing, social media, and audience engagement and has a graduate degree in integrated marketing communications at Northwestern University. She lives in Chicago with her husband and two sons, and they love nothing more than a summer day at the baseball fields.

**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 Quarterly 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.

**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 and the Gordon Institute at Tufts University.

**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

**Jim Indelicato, Group Publisher and Co-Founder**, has been in the media and advertising field for over 35 years and in the material handling, logistics, and supply chain area of media and advertising for 25 years. Jim is well known and respected in the industry and keen on customer care. He is an avid lover of dogs, the White Sox, the Hurricanes, and beaches. Jim has never been accused of not mixing fun with work.

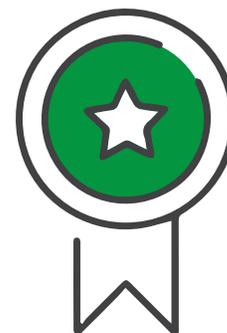
**Gary Master, Publisher**, is a founding principal of AGiLE Business Media, LLC. Prior to joining AGiLE, he was president of Green Associates, a consulting and marketing services firm. Gary has been a key player in the logistics market for more than 28 years. Don't let his experience level fool you, 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.

**Maria MacDonald, Director of Business Administration**, While wearing many hats for AGiLE Business Media, Maria has the pleasure of working closely with both of the publishers 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, kettle bell workouts, and live music. Although, if by chance, she was stranded on a desert island with say, Mitch, she would definitely 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 homeschooling her teenage daughter, managing her family's stable of twenty 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 the skates himself 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* *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.

## CONTENT LICENSING AND REPRINTS

The award-winning content that makes *CSCMP's SUPPLY CHAIN QUARTERLY* 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 QUARTERLY* articles by contacting Jill Kaletha, Foster Printing at Mossberg & Co., at: [jkaletha@mossbergco.com](mailto:jkaletha@mossbergco.com).

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