



The logistics industry's trusted  
source for award-winning content  
and marketing solutions.



**2021 Media Kit**



# Welcome to DC VELOCITY

## The logistics industry’s trusted source for award-winning content and marketing solutions.

Never before have we experienced change like we did in 2020. Consumer demand ushered in changes that have been reshaping our industry at a lightning pace. Then Covid-19 entered the picture, adding uncertainty in almost every aspect of our lives and driving monumental modifications in business processes. But even in the midst of this uncertainty, there are still some fundamental business principles that apply.

Today, marketing success is still built on four distinct pillars: Brand, Content, Leads, and Results. At DC VELOCITY, we have carefully designed our advertising, sponsorship, and marketing opportunities around these four elements.

Within this framework, we will help you establish and raise brand awareness, leverage your content to promote your company’s thought leadership and subject-matter expertise, and use that branding and content to generate solid, actionable leads—all leading to measurable results that will confirm your success.

We provide unmatched reach to DC and warehouse operations managers as well as to supply chain and transportation logistics decision-makers. Our audience profile features a large concentration of high-value buyers of logistics-related products and services, including third-party logistics service providers, as well as small to mid-range companies and startups, who wield significant spending power.

Marketing to our exclusive database of targeted decision-makers is a great start for any marketing campaign; however, in the busy world we live and work in, it’s critical to keep the attention of that audience, too. By offering thought-provoking news and analysis, we not only attract but also hold the interest of today’s logistics professionals better than any other media brand in the market.

The volume of business information available to today’s logistics executives can be overwhelming. That’s why earning their trust as the market’s most reliable and useful source of information is critical to a media brand’s success.

As always, DC VELOCITY leads the market in offering “The Solutions You Want and the Results You Need.”

Our editorial mission is a key differentiator for DC VELOCITY. As silos within the logistics industry disappear and organizations adopt a unified approach to managing transportation and material handling operations, DC VELOCITY’s comprehensive approach to covering the U.S. logistics market aligns with this shift in supply chain management. Our approach earns lasting audience loyalty by delivering all the information they need in a direct, superb resource for logistics business intelligence.



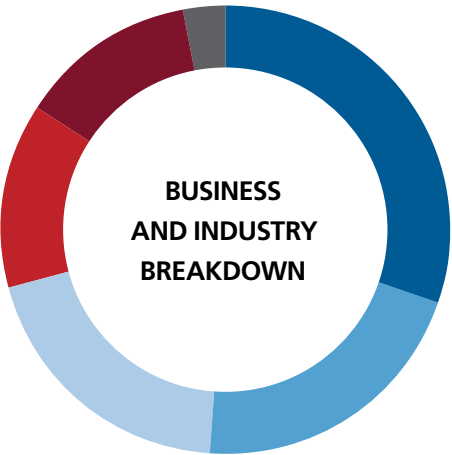
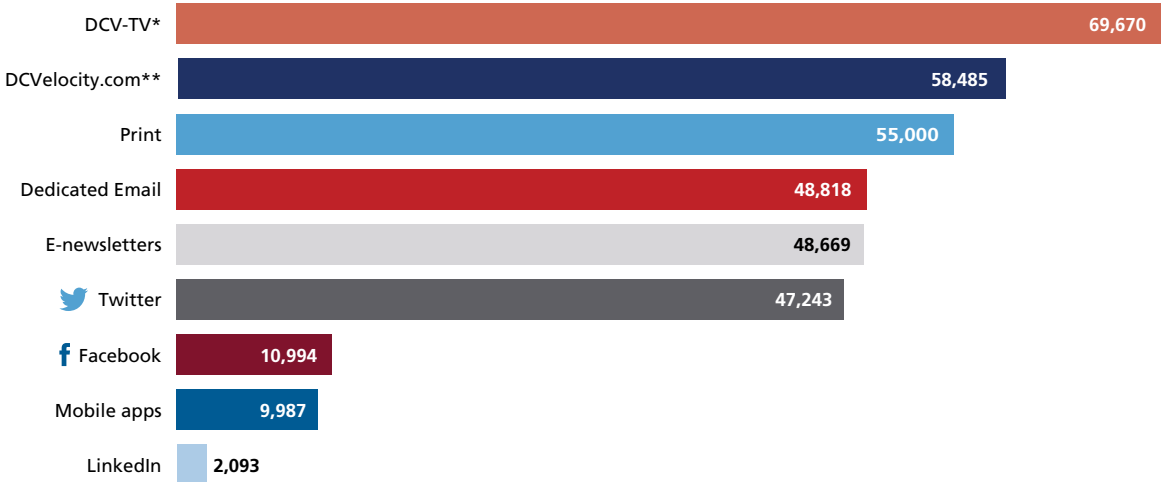
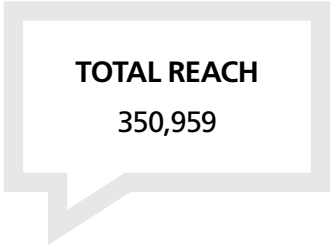
## AUDIENCE

DC VELOCITY’s audited circulation covers a combination of corporate-level executives, on-site directors, and vice presidents of logistics operations. Why all three? In a typical company, decision-makers at one level of an operation recommend and specify a project, with decision-makers at another level participating in the final “signoff.” This blended audience puts DC VELOCITY above the competition in the scope of its market coverage and assures advertisers that their messages reach the complete buying team.

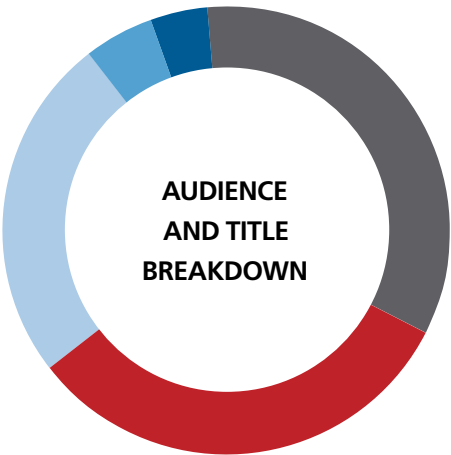
## When you think logistics, think DC VELOCITY.

We look forward to building a successful partnership in 2021.

“In 2020, we invested heavily in Covid-19–driven editorial, database-cleansing, and new-subscriber initiatives to help us navigate the ever-changing employment situation brought on by the pandemic. We are pleased that this effort ensures the very best audience in the market today.”  
—Gary Master, COO, AGiLE Business Media



- Retail Distribution Center: 30.5%
- Wholesale Distribution Center: 20.8%
- Manufacturing Distribution Center: 19.7%
- Manufacturer of Products & Goods: 13.3%
- Third-Party Logistics: 12.9%
- Other: 2.8%



- Operating Management: 36.8%
- Corporate Management: 33.9%
- Distribution Management: 20%
- Purchasing Management: 5.6%
- Other: 3.7%

2021 Editorial Calendar



The publisher reserves the right to revise this calendar based on industry developments and editorial judgment. The Material Handling, Transportation, Technology, and Market Trends stories will appear both in the print edition and online.

In every issue:

- Big Picture
- NewsWorthy
- Inbound
- Thought Leader
- Outbound
- Applications/Problems Solved

Additional possible coverage for 2021 includes:

- Dock Equipment
- Balers & Shredders
- Mezzanines
- Pallets & Palletizers
- Totes & Containers
- Packaging
- Shrink Wrappers
- Cubing & Weighing
- Pick to Light
- Ergonomic Equipment
- Labeling & Tracking
- RFID
- Dock Equipment & Safety
- Cold Storage/Food Logistics
- Lighting Systems
- Scanning
- Voice
- Scales & Weighing Equipment
- Safety Equipment & Ergonomics
- Parcel/Freight & Cargo Distribution

If you have a customer case history or a Problem Solved solution, our editors would love to hear from you. Please go to [www.dcvelocity.com/storypitches](http://www.dcvelocity.com/storypitches) to propose your story idea to Editorial Director David Maloney for possible inclusion in a 2021 issue.

Issue	Material Handling	Transportation	Technology
JANUARY	Forklifts/AMRs	Maritime/Ports	Order Fulfillment
FEBRUARY	Goods-to-Person Picking Systems	Air Freight	Transportation Management Systems
MARCH	Automation	Motor Freight	Warehouse Management Systems
APRIL	Storage Systems	3PL	Robotics and Automation
MAY	Forklifts - National Forklift Safety Day special section	Fleet Management	Picking Technologies
JUNE	Conveyors and Sorters	Parcel Express	Cybersecurity
JULY	Packaging and Shipping Technologies	CSCMP's State of Logistics Report	Labor Management
AUGUST	Batteries and Charging Systems	Maritime/Ports	Inventory Management
SEPTEMBER	Automated Storage and Retrieval Systems	Motor Freight	Transportation Management Systems
OCTOBER	Forklifts	Intermodal/Rail	Internet of Things
NOVEMBER	Fulfillment Systems	Parcel Express	Dock and Yard Management
DECEMBER	Robotics	Last-Mile Delivery	Emerging Technologies

Market Trends	Bonus Distribution	Ad Close
ARC E-commerce Study	ProMat, SMC <sup>3</sup> Jump Start	December 7
DCV/RILA Study on Retail Trends	ProMat, IWLA	January 8
Reverse Logistics	TIA, Georgia Logistics Summit	February 12
Last-Mile Logistics	WERC, MHEDA, TMSA	March 12
18th Annual DCV Logistics Executive Salary Survey	TMSA, SMC <sup>3</sup> Connections	April 9
ARC Warehouse Trends Study	SMC <sup>3</sup> Connections	May 7
Annual Rainmakers Profiles	CSCMP	June 11
18th Annual DCV Logistics Metrics Study	CSCMP, IANA Intermodal Expo, Parcel Forum, RILA	July 9
DCV/RILA Study on Retail Trends	CSCMP	August 13
Logistics 2030 - Navigating a Disruptive Decade		September 10
Annual E-commerce Report		October 8
ARC Transportation Trends Study		November 12

# 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—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 experience and resources to achieve this critical strategic imperative—day in and day out.

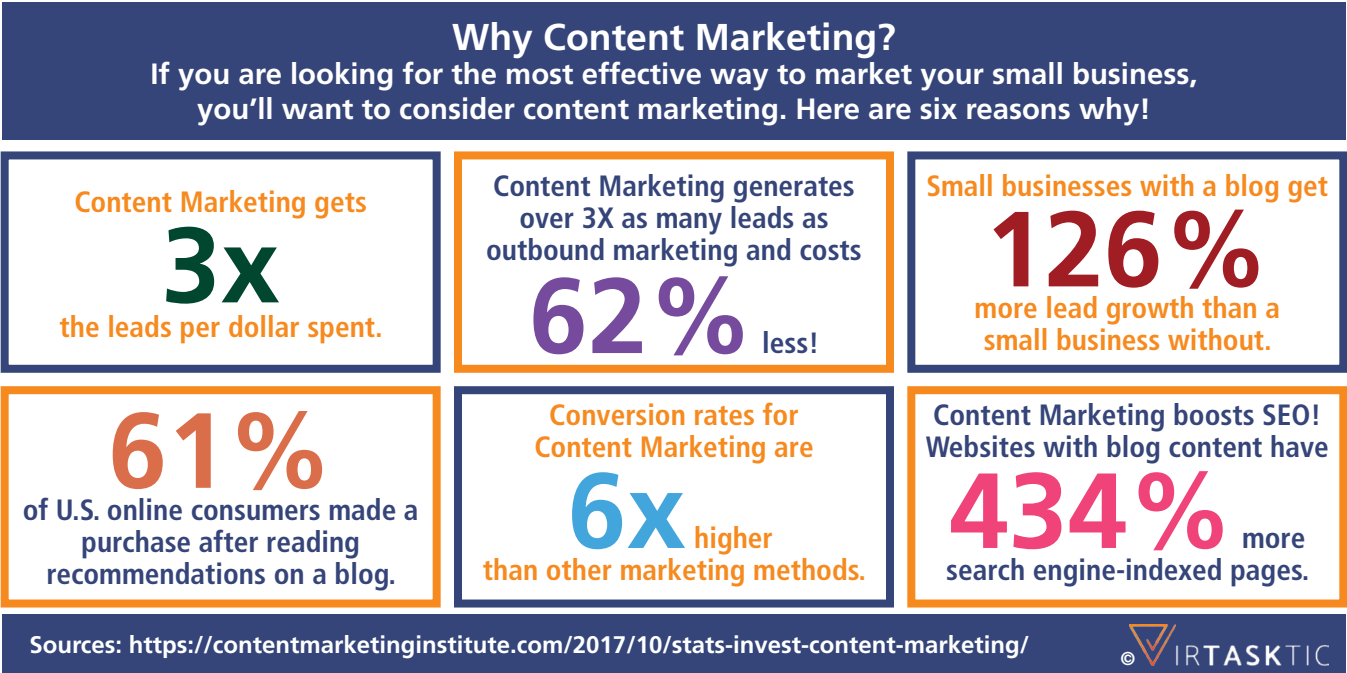


Introducing AGiLE Content Services. Drawing on the editorial and publishing resources that produce industry-leading online and print publications such as *DC VELOCITY* and CSCMP’s *Supply Chain Quarterly*, AGiLE Content Services is your resource for a portfolio of communications strategy, planning, writing and content, execution, and project management services to 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 Content Marketing?

- 65% find it a challenge to produce engaging content
- 62% don’t know how to measure the ROI of their campaigns
- 60% say that they can’t produce content consistently



## Content Creation and Management

- Strategy counsel and development
- Content program design
- Research and writing
- Content deliverable production, execution, and ongoing program management



## Public Relations/Earned Media Editorial Services

- News releases
- Feature stories
- Case studies
- White papers
- Product/service profiles
- Corporate and executive bios
- Customer/solution success stories



## Employee Communications Services

- Content development and management (for internal intranet sites, company magazines, or employee newsletters)
- Editorial services (similar menu as that for external editorial services)
- Integrated internal/external communications initiatives and programs



## Website Management

- Design, deployment, and maintenance of websites



## Media Buying/Marketing Programs

- Assessment, market analysis, strategy/program recommendation and execution
- Ad design and production
- Print and online media (web) planning
- Social media
- SEO/SEM planning
- Lead generation (targeted email campaigns)
- Webinars
- Integrated advertising campaigns
- Virtual conferences



## Social Media Management

- Creation, launch, ongoing content development, and management for 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 on DCVelocity.com

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

DCVELOCITY.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 58,000 unique monthly visitors to DCVelocity.com. For maximum exposure, there are rotating positions available for each of the ad sizes.

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

“LOGISTICS MATTERS” PODCAST PACKAGE

Each episode of “Logistics Matters” will feature DC VELOCITY editorial team members discussing top stories for the week, developing trends, and updates on timely topics. Specifically developed with the edginess that has been a hallmark of DC VELOCITY since its launch, our podcasts are quick-hitting, fun, and informative. The podcast will be sometimes conversational, sometimes personal stories, and sometimes just the news itself.

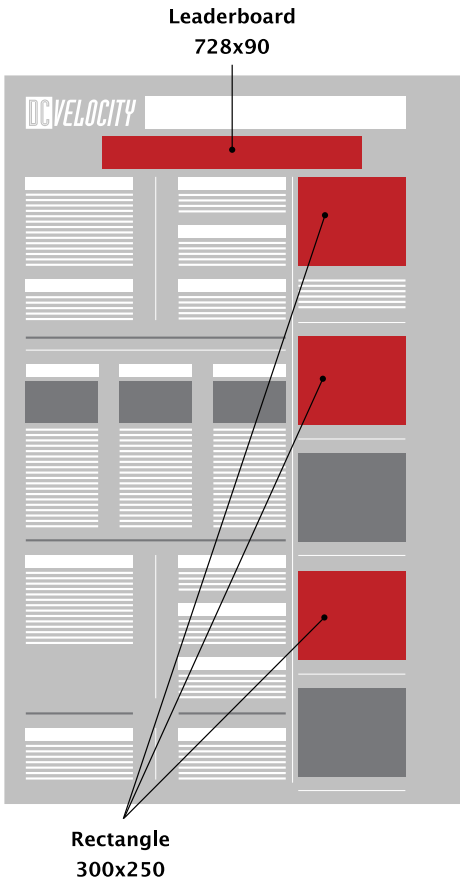
The sole sponsor receives an audio pre-roll, mid-roll, and post-roll callout during each episode. We have found that a 15-second host-read message is a lot more likely to cause listeners to take action within a podcast. Our host-read messages aren’t breaks in the show’s content — they are a part of it.

The following is included with your sponsorship:

- Social media posts
- Dedicated emails
- E-newsletter banner in “Velocity Weekly” and “Now Trending on DCV-TV”
- Print ad promoting the podcast sponsorship
- Website banners

We will provide reports with full contact information for all those who clicked on the dedicated emails and e-newsletters.

Price: \$4,500 per month



With over 6,000 downloads currently, the numbers are climbing daily.

Don’t miss out on one of the hottest podcasts in the industry—**Logistics Matters** has been ranked in the top ten of supply chain podcasts globally.

E-NEWSLETTER ADVERTISING OPPORTUNITIES

DC VELOCITY’s e-newsletter sponsorship opportunities are the perfect way to promote white papers, research reports, case studies, company news, and any other content assets you’ve developed. Content marketing has emerged as a critical component of an overall marketing strategy, so we have created these positions as a way for you to promote thought leadership and drive traffic to your website. We will provide a report containing full contact information for all those who have clicked through to your message.

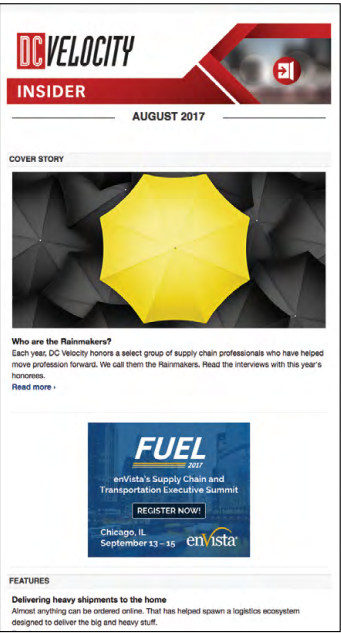
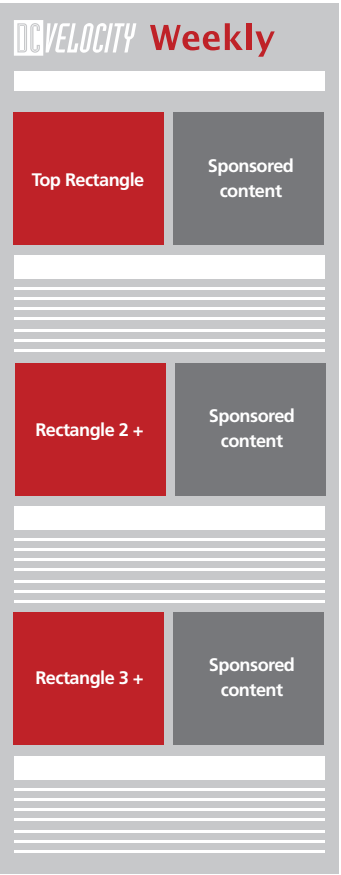
- **DCV Insider**  
A first look at the stories that will appear in the upcoming issue of DC VELOCITY.
- **Velocity Weekly**  
Our core weekly e-newsletter targeted to the logistics market. Along with the latest news and analysis, these e-newsletters include links to the latest blog posts and video clips on our website.
- **Now Trending on DCV-TV**  
Each Monday and Friday morning, more than 48,000 DC VELOCITY e-newsletter subscribers receive a snapshot of the most compelling videos launched during the previous week on DCV-TV. Like all of our e-newsletters, *Now Trending on DCV-TV* helps promote your business and increase brand awareness.

Rectangle + Sponsored Content Specs

- Ad Size: 300x250
- Headline: 50 characters, including spaces
- Content: 300 characters maximum, including spaces
- URL

Price: \$4,500

DC VELOCITY’s e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market. The newsletters are sent to over 40,000 opt-in subscribers.



Dedicated Emails

Translate industry expertise and thought leadership into sales leads

A dedicated email is a perfect vehicle to help promote your company’s thought leadership and to direct logistics professionals’ attention to your white papers, videos, case studies, blogs, and other content. Email marketing continues to provide a high level of engagement and brand awareness with our audience.

Sponsors of dedicated emails receive full contact information for all recipients who have clicked through to access full details about their message.

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

Dedicated Email Specs

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

WHITE PAPERS

DC VELOCITY 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 subscribers and hosting of your white paper on DCVelocity.com, we will provide a report with full contact information for all recipients who clicked through to your message.

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

Requirements:

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



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’re not using a registration form.

WHAT DO YOU GET WITH THE DC VELOCITY DEDICATED EMAIL?



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



Don’t have a dedicated email or white paper created already? No worries! AGILE Content Services is available to create and promote them by our team of award-winning journalists and editors. Contact your sales representative today for more information.

INDUSTRY NEWSROOM E-NEWSLETTER

DC VELOCITY’s innovative *Industry Press Room*, a first for media brands in the logistics market, has a simple concept: You upload your press release to our site in real time—and for FREE!

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

1. Post your news to DCVelocity.com:  
<https://www.dcvelocity.com/articles/topic/87-industry-press-room>
2. Contact National Account Executive Halley LoBello (Halley@DCVelocity.com) and let her know you’d like to upgrade to the *Industry Newsroom* e-newsletter

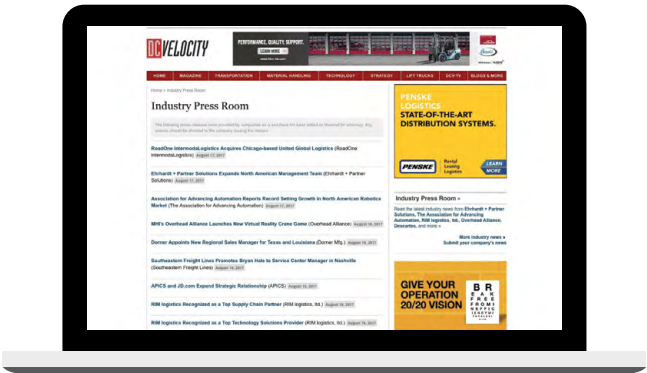
Here’s what you will get:

- 1) Your news will be placed in the top position of our monthly e-newsletter, which is distributed to 40,000 subscribers
- 2) We will post your photo alongside your news, if you provide one. (Photo is recommended)
- 3) We will provide a report with full contact information for all recipients who clicked on your message

Price: \$2,595\*

Specs:

- Headline: 100 characters max.
- Announcement: 6,000 characters max.
- Photo (recommended): accepted file types: GIF, JPG, PNG; file size: 2MB max.





PROMOTION PACKAGES — CASE STUDIES, WEBCASTS, AND WHITE PAPERS

AGiLE Business Media offers a variety of content marketing opportunities across many platforms. Whether the content is submitted by the sponsor or produced on the client’s behalf by AGiLE Content Services, our promotion packages are designed to help position your brand as a thought leader in the industry.

But simply producing the case study, webcast, or white paper isn’t enough. For maximum ROI, you want to be sure everyone reads it. We’ll promote your content via dedicated email and two social media posts. By getting your message in front of the right buyers, we can help you leverage your brand and your content with high-value exposure that will provide the results you need.

With your case study, webcast, or white paper investment, you get:

- 1) Posting of your content at DCVelocity.com
- 2) A dedicated email blast to our DC VELOCITY audience\*\*
- 3) Two social media posts

\*\*We will provide a report with full contact information for all of those who clicked through to your content.

Price: \$7,000 (asset provided)

Don’t have a case study, webcast, or white paper? We can help with that!

AGiLE Content Services can research, write, and design one for you. For example, a four- to six-page piece, with images provided, would cost approximately \$4,950\* to develop.

\*Prices vary depending on length and details.

VELOCITY TARGET REPORT — SOLE SPONSORSHIP

Content marketing has emerged as a critical component of an overall marketing strategy. DCV’s “Velocity 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.

Of course, if you prefer, you can choose from any topic listed on our editorial calendar or from the two topic-specific Target Reports we offer: *Focus on Retail* and *Focus on Transportation*.

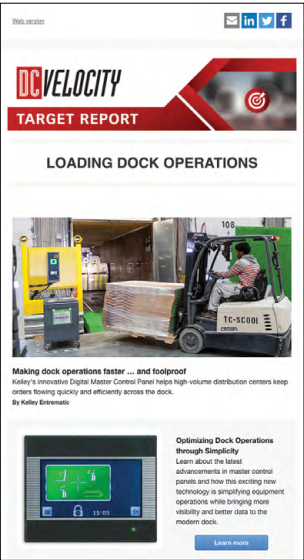
The sole sponsorship includes three “rectangle + sponsored content” positions that are the perfect way to promote white papers, research reports, case studies, company news, and any other content assets you’ve developed. We have created these positions as a way for you to increase brand awareness and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

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

Price: \$5,000\*

Rectangle + Sponsored Content Specs

- Ad Size: 300x250
- Headline: 50 characters, including spaces
- Content: 300 characters max., including spaces
- URL



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.

DC VELOCITY will handle all aspects of the webcast production, so you can focus on what’s most important—your message. With the purchase of a webcast, you will receive:

- The services of a DC VELOCITY special projects editor to help you organize the presentation and moderate the webcast
- The value and credibility of the trusted DC VELOCITY brand attached to your webcast
- Two dedicated emails to our audience, inviting them to attend the webcast
- One full-page print ad in DC VELOCITY to promote your webcast
- An on-demand webcast produced by professionals who not only understand the logistics field but also how to produce quality videos and webcasts
- A prominent link on DC VELOCITY’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\*

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

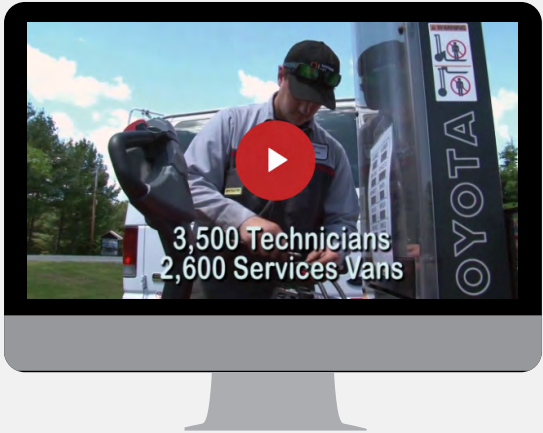


Convenience of on-demand viewing



VELOCITY VIDEO CASE STUDIES ON DCV-TV

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



A Velocity Video Case Study is a turnkey integrated marketing tool that showcases your company’s products and services, and is specifically designed to generate highly qualified sales leads. *DC VELOCITY*’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 *DC VELOCITY* magazine
- A companion four- to five-minute video hosted on DCV-TV

You also receive:

- Permanent hosting of the video at DCVTV.com
- Full duplication rights to both the case study and video
- A dedicated email sent to *DC VELOCITY* subscribers announcing the launch of your Velocity Video Case Study
- A social media post to *DC VELOCITY*’s market-leading audience of 60,000 followers
- Inclusion in one of our *Now Trending On DCV-TV* e-newsletters

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

*We will provide a report with full contact information for all recipients who clicked through to view your video.*

DCV-TV:

Changing the way the world sees logistics

Video is an increasingly popular way to showcase a company’s products, services, and thought leadership. What better way to develop leads and establish trust with your customers and prospects than to let them actually see what you have to offer and how it can benefit them?

That’s what our exclusive video channel, DCV-TV, is all about.

We produce, host, and distribute video content to best engage our audience. Whether you submit your video for promotion or we produce it in-house through AGiLE Content Services, we’ve got it covered. You can sit back, relax, and watch the leads roll in!

DCV-TV Marketing Opportunities

1) Viewer-contributed videos

Think of this as the “YouTube” of the logistics world. All of *DC VELOCITY*’s readers and advertisers have an open invitation to upload their video clips to our network free of charge.

2) DCV-TV Featured Video

One of our best-performing products, this sponsorship increases the viewership of videos you upload through a simple and cost-effective video-based lead-generation program. Your video will have a featured thumbnail link in our *Now Trending on DCV-TV* e-newsletter and will be featured in the subject line of the newsletter itself. Sponsors who take advantage of our Featured Video offering generate an average of 125 clicks, for which they receive a detailed report containing the respondents’ full contact information.

**Price: \$1,995\***

3) Custom Videos

**Price: Varies based on project content and length**

Social Media Sponsorship Options

*DC VELOCITY* leads the market in social media followers

With a combined Twitter, Facebook, and LinkedIn audience of over 60,000 logistics decision-makers, we can put your message in front of the professionals you want to reach.



Our Sponsored Social Media program is intended for those marketers with content assets (white papers, case studies, research reports, and so forth) that they want to share with *DC VELOCITY*’s followers. Or perhaps you have a simple message you’d like to share with the market or content on your website to which you’d like to draw attention. Whatever your objective, we are here to help.

Here’s all you need to do:

Send us a 240-character (max.) message, including an embedded URL to the site of your choice, and we will post it into our social media stream.

Character counts include spaces, punctuation, and links.

**Price: \$1,595\***

Innovative Demos

If you have a solution to a problem or a demonstration of a product you want to share, all you have to do is send us your video and we’ll get the word out there for you.

Think of this as a “Shark Tank” type of demonstration, which could also include a Q&A if you choose.

We will provide e-branding as well as lead generation with the following opportunities:

- Send a dedicated email blast promoting your video to our audience
- Promote your video via social media
- Include the video in our “Now Trending on DCV-TV” e-newsletter
- Host the video on DCV-TV’s channel 4

**Price: \$6,250\***

NEW FOR 2020!

DC VELOCITY’s Solutions Center — A Virtual Showcase

Introducing the *DC VELOCITY* Solutions Center. Built on a state-of-the-art digital platform, the *DC VELOCITY* Solutions Center promises to emerge as the go-to resource for buyers of logistics and supply chain products, services, and solutions.

Getting listed in the DCV Solutions Center is easy, only takes a few minutes to do, and is FREE! Once your listing is established, you can edit and update it as frequently as you wish. Organized with a logical, intuitive structure, the DCV Solutions Center allows buyers to search by company, product or service, or category (i.e., Motor Freight, Software, Lift Trucks, etc.).

Your free listing can be augmented in several ways. Our Enhanced Listings include several elements that will drive visibility and engagement, including options like expanded branding and lead generation.

Your DCV Solution Center Options:

**Free Basic Listings:**

**Includes:**

- Company name and contact name, including email
- Company URL
- Description of company and its products and/or services
- Listing will appear in up to four Product & Service Content Categories—based on your selections

**Premium Listings:**

**All elements of Free Basic Listing, plus:**

- Company logo
- Option to upload content assets
- Videos, slideshows, downloadable PDFs, and much more
- Listing will appear in up to eight Product & Service Content Categories—based on your selections

**Price: \$1,995\* annually**

**Add a sponsorship of two e-newsletters per year featuring articles aligned with the Content Categories you select to the premium listing.**

**Price: \$6,995\* annually (premium listing + e-newsletter sponsorships)**

Contact National Account Executive Halley LoBello (Halley@DCVelocity.com) for all of the exciting details and to learn about additional opportunities to come!



Print Advertising

Print media continues to play a critical role in brand positioning and raising awareness for integrated B2B marketing campaigns. Whether our magazine is read over morning coffee or on a business trip, *DC VELOCITY* provides the most engaging “unplugged” readership experience in the market to help advertisers attain their marketing goals.

AGILE Business Media’s ongoing investment in our print publication includes award-winning graphic and creative design along with unbiased and newsworthy staff-written content. Our attention to an audience experience of uncompromised quality has allowed *DC VELOCITY* to retain the largest and most dedicated editorial team covering the logistics market today.

Price\*

Frequency	Full Page	2-Page	1/2-Page	1/3-Page	1/4-Page
1x	\$9,500	\$17,000	\$6,000	\$4,000	\$3,000
6x	\$8,500	\$15,000	\$5,000	\$3,500	\$2,500
12x	\$7,500	\$14,000	\$4,000	\$3,000	\$2,000

PARTNER PROFILES

As a thank you to our advertisers, we offer a free Partner Profile bonus page to advertisers in our July issue. With the purchase of a full-page ad, you will receive this additional FREE full page to deliver a message of your choosing in a clean, crisp format.

BOARDROOM OUTLOOK

What will the new year bring to the logistics market? What role will your company play? Our December issue gives advertisers a FREE bonus page to deliver a marketing message from company leaders directly to our readership of high-level logistics decision-makers in a business-letter format. That’s right: Buy one full-page ad and get a second ad at no charge with your message letting our readers know what new and exciting things you’ll be up to!

**Ad Specs**

For Boardroom Outlooks, 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. Partner profiles can be a company message of your choice.

Partner Profiles and Boardroom Outlook pages must comply with the following specifications:

- Pages must fit within 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.



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, DCV can help!

By poly-bagging your printed mail piece with *DC VELOCITY*, you get the following benefits:

- Save money! By using our periodical rate and our special bulk printing rates, you can save big 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 logistics decision-makers.
- Added bonus: We will also include your printed and mailed piece with our digital edition of *DC VELOCITY*.

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 *DC VELOCITY*. 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.

REPRINTS

The award-winning content that makes *DC VELOCITY* the leading media brand in the market is also available for use in promoting your company and enhancing the content on your website. You may purchase reprints of *DC VELOCITY* articles by contacting:



Jill Kaletha  
Foster Printing at Mossberg & Co.  
jkaletha@mossbergco.com  
574.289.9253 ext. 149 or 800.428.3340  
ext. 149

Do you have a directory you’d like us to produce, print, and mail out to our entire subscriber list via poly-bag (and also distribute digitally), for a fraction of the standard cost? We can do that too! Check out the IWLA Directory we mailed with our June 2020 issue.



LIST SALES

Are you looking to execute successful marketing campaigns and lead-generation programs? Whether it is via direct mail or telemarketing, *DC VELOCITY* 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.

ProMat 2021 – Exclusive Offers from DC VELOCITY

DC VELOCITY offers a wide range of options for reaching your target audience before, during, and after the ProMat 2021 show in Chicago.

Print Opportunities

January 2021—Special Multimedia Offer

This issue of DC VELOCITY will be distributed at our booth at ProMat 2021. In addition, you can get ahead of the crowd in promoting your content and letting everyone know what they can look forward to at the show by taking advantage of our special offer:

- A full-page ad in the January issue of DC VELOCITY
- A dedicated email to transmit in January
- Sponsorship of an e-newsletter to transmit in January

Price: \$8,500\*

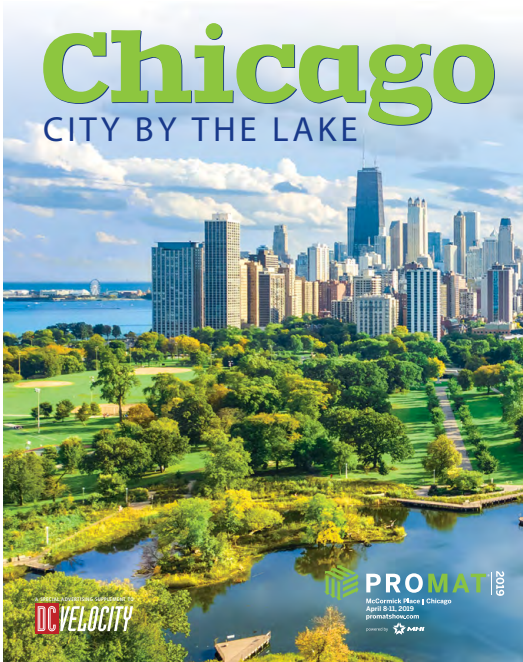
February 2021—ProMat Show Planning Guide

This very popular planning guide is poly-bagged with the February issue of DC VELOCITY. It will also be distributed at the show.

Our special offer: Buy an ad in the January issue of DC VELOCITY and receive the same-sized ad for half price in the ProMat Show Planning Guide!

March 2021—ProMat Show Issue

Our March edition will include full bonus distribution at ProMat, supplementing our already market-leading audience reach and making this issue a great way to promote your company’s content assets.



Digital Opportunities

Pre-Show Dedicated Emails

The perfect opportunity to leverage your customized message to let our subscribers know what new and exciting things you’ll be up to at ProMat 2021. These dates sell out quickly, so schedule your dedicated emails today!

Price: \$5,775\*

ProMat 2021 Pre-Conference e-Newsletter

This information-packed e-newsletter will transmit to DC VELOCITY’s subscriber base of logistics professionals, including key show attendees.

The e-newsletter will focus on what attendees need to know to get the most out of the show, including a list of exhibitors, a conference session schedule, an exhibit floor map, and general information on the key themes and planned highlights of the show.

Price: \$4,500\*

The DC VELOCITY ProMat Conference Daily Report

DC VELOCITY will have the largest and most experienced editorial staff in the logistics market covering the show floor in Chicago. DC VELOCITY’s editors will provide daily news reports to our audience of e-newsletter subscribers.

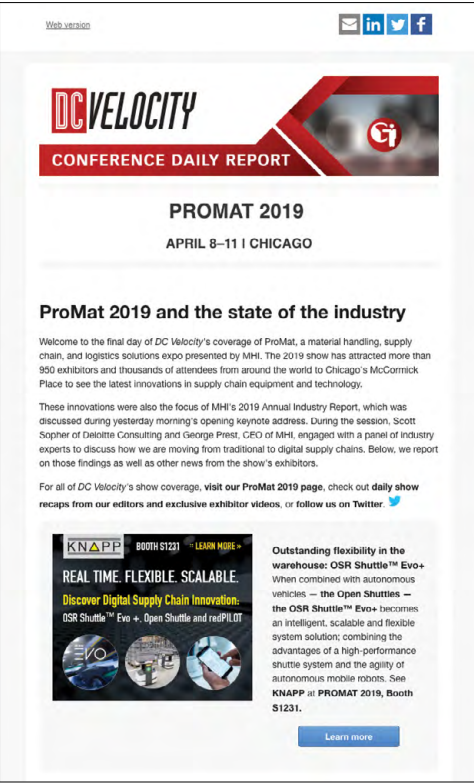
Price: \$3,500\*

Along with brand awareness, the Pre-Conference and Conference Daily sponsorships include a report we will provide containing full contact information for all those who clicked on your message.

Booth Video Taping

DC VELOCITY is offering an exclusive opportunity to promote your presence during the show with a ProMat video that we produce. We will tape an interview at your booth and promote it in our Conference Daily Report\*\* as well as on DCVTV.com. You will also receive a copy of the video for your own promotional efforts. It’s high-impact, easy, and cost effective!

Price: \$2,950\*





DC VELOCITY – The Official Media Brand of National Forklift Safety Day

DC VELOCITY is honored to once again be named the official media brand of National Forklift Safety Day by the Industrial Truck Association (ITA). In partnership with ITA, DC VELOCITY is planning a number of key initiatives to promote National Forklift Safety Day to our audience of logistics and supply chain decision-makers via the print and digital editions of the magazine and our website, e-newsletters, and social media stream.

WHAT IS NATIONAL FORKLIFT SAFETY DAY?

This event provides an opportunity for the industry to educate customers, policymakers, and government officials about the safe use of forklifts and the importance of proper operator training.

Sponsorship Package Details

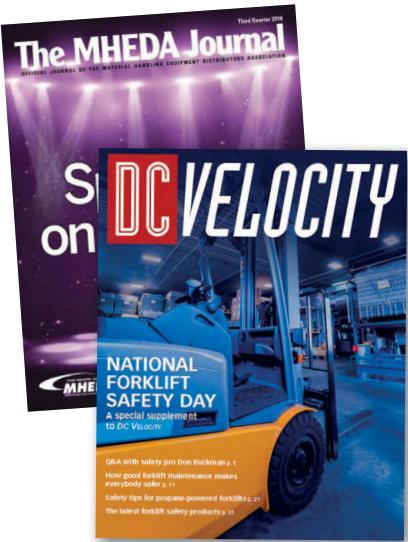
- Full-page ad or 2-page spread ad within DCV’s special National Forklift Safety Day outsert, poly-bagged with the May issue
- The digital edition will be emailed to our entire list of subscribers
- Website—Banner sponsorship of our dedicated National Forklift Safety Day web page
- E-newsletter—Logo sponsorship of our National Forklift Safety Day e-newsletter
- Your Message—Your content placed in our special National Forklift Safety Day e-newsletter and on our special web page. This can be a statement from your company on the importance of forklift safety and National Forklift Safety Day or a statement on how your company promotes and supports forklift safety.
- Social Media—Social media promotion of our coverage of National Forklift Safety Day through DC VELOCITY’s Twitter, Facebook, and LinkedIn accounts
- Dedicated Email—Coverage of National Forklift Safety Day, including a thank you to all those who have participated

Full-page ad price: \$10,995\*  
2-page spread price: \$12,995\*



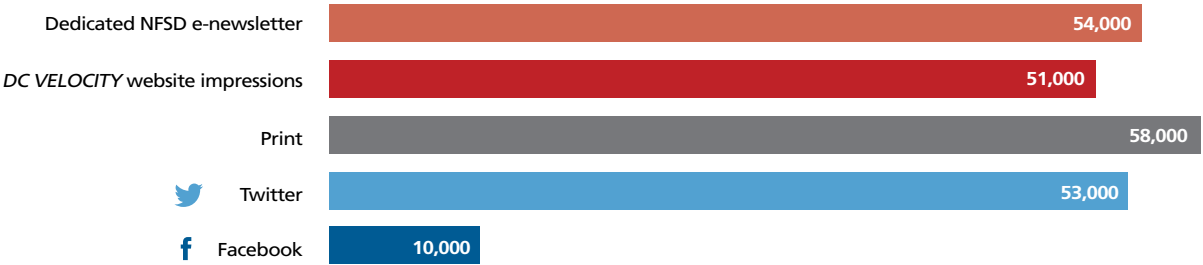
SPECIAL BONUS COVERAGE

The National Forklift Safety Day coverage from the May issue of DC VELOCITY will be included as a special outsert with the 3rd Quarter issue of The MHEDA Journal, which will be mailed in July.

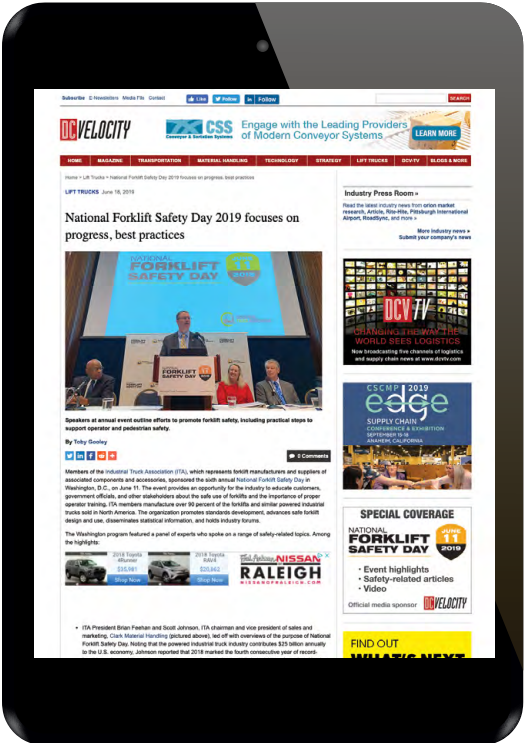


Combined reach  
DC VELOCITY and MHEDA:

TOTAL REACH  
226,000



National Forklift Safety Day  
Past Sponsors



# Our Team of Experts

DC VELOCITY is the product of a team of award-winning journalists and editors with decades of experience reporting and writing on logistics topics

## WORLD-CLASS EDITORIAL TEAM

**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 DC VELOCITY. 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 DCV 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.

**Karen Bachrach, Executive Editor – Features,** handles editing and daily editorial operations for the magazine. Her role on the DCV team can pretty much be summed up by her Twitter handle: @PeskyEditor. 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.

**Ben Ames, Senior News Editor,** 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.

**Victoria Kickham, Senior Editor,** 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 forklift batteries to omnichannel business trends for DC VELOCITY.

**Susan Lacefield, Editor at Large,** is one of those people you really don’t want to sit next to at a dinner party. That’s because the more mundane and pedestrian the supply chain topic, the more she likes to geek out over it. While others may wax enthusiastic about autonomous vehicles, blockchain, and robots, Susan loves to talk and write about wood pallets, corrugated boxes, and bar codes. Seriously. Her son once asked her, “Mom, what’s your favorite kind of pallet?” and she actually had an answer for him. That’s because Susan believes that even in this increasingly technology-driven world, there are stories and lessons to be found in the most basic of logistics principles and tools.

**Diane Rand** is an **Associate Editor** for DC VELOCITY. Although her career dreams of becoming a Formula 1 racecar driver never came to fruition, she has turned her attention to the next best thing: writing about transportation and logistics. Most of her workdays are spent handling new products, managing the magazine’s blogs, and tackling special projects. Off the clock, Diane enjoys spending time with her husband and children, tries to find time to train for half marathons, and reads as much as possible.

**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.

**Steve Geary, Editor at Large,** has more than two decades of experience in global supply chains as an industry executive, consultant, researcher, teacher, and author. He is 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. Steve is also a faculty member and research associate at the University of Tennessee’s College of Business Administration.

## BUSINESS TEAM

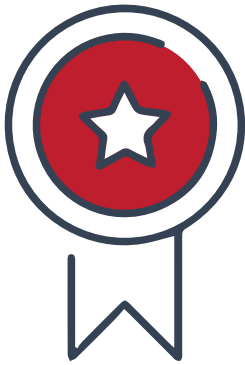
**Gary Master, COO, Publisher,** is a founding principal of AGiLE Business Media, LLC. Prior to joining AGiLE, he was president of Green Associates, a consulting and marketing services firm. Gary has been a key player in the logistics market for more than 28 years. Don’t let his experience level fool 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 Mac Donald, Director of Business Administration.** While wearing many hats for AGiLE Business Media, Maria has the pleasure of working closely with both the publisher and the sales team, helping to keep things organized and running smoothly. Maria’s attitude is the glass is always half full (preferably with a nice cabernet). She enjoys laughing, 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 20 American Quarter Horses, and competing at horse shows nationwide. Keisha adores her rambunctious toy poodle, strawberry ice cream, and mixed media collage. Still getting used to Southern living, she refuses to add the word “y’all” to her vernacular but enjoys sipping sweet tea on the veranda.

**Jeff Thacker, Director of eMedia,** has built websites and web applications, and managed e-newsletter development for more than a decade. He joined DC VELOCITY in 2004 after five years as a member of the electronic media and production staff at *Supply Chain Management Review* and *Logistics Management*. An avid hockey fan who is still known to lace up his own skates now and again, Jeff can often be heard telling less tech-savvy staff members that “It really is all that complicated.”





# Staff contact

## EDITORIAL OFFICE

500 E. Washington Street, #4  
North Attleboro, MA 02760

## EDITORIAL

Mitch Mac Donald  
Group Editorial Director  
508.316.9002  
mitch@dcvelocity.com

David Maloney  
Editorial Director  
412.824.1004  
dmaloney@dcvelocity.com

Karen Bachrach  
Executive Editor – Features  
508.306.1371  
karen@dcvelocity.com

Victoria Kickham  
Senior Editor  
617.875.5956  
victoria@dcvelocity.com

Ben Ames  
Senior News Editor  
774.987.9203  
ben@dcvelocity.com

Susan Lacefield  
Editor at Large  
617.942.1859  
slacefield@dcvelocity.com

Diane Rand  
Associate Editor  
773.231.8558  
diane@dcvelocity.com

Steve Geary  
Editor at Large  
sgeary@dcvelocity.com

Toby Gooley  
Contributing Editor  
tgooley@dcvelocity.com

## BUSINESS

Gary Master  
COO, AGiLE Business Media, LLC  
Publisher  
412.596.7387  
gmaster@dcvelocity.com

Maria Mac Donald  
Director of Business  
Administration  
508.316.9442  
maria@dcvelocity.com

Susan Lougee  
Finance Director  
317.699.1930  
slougee@dcvelocity.com

## CREATIVE/E-MEDIA

Keisha Capitola  
Director of Creative Services  
Print Production Manager  
508.326.2324  
keisha@dcvelocity.com

Jeff Thacker  
Director of eMedia  
617.752.1823  
jeff@dcvelocity.com

Martha Spizziri  
Managing Editor — Digital  
617.684.5287  
martha@dcvelocity.com

## ADVERTISING SALES

Richard Ayer  
Western Sales Representative  
949.366.9089  
rayer@dcvelocity.com

John Davis  
Director of Special Accounts  
440.463.0907  
jdavis@dcvelocity.com

Matt Walsh  
Northeast Sales Representative  
339.224.1466  
matt@dcvelocity.com

Patricia Wolf  
Midwest Sales Representative  
847.657.9322  
pwolf@dcvelocity.com

Christopher Goldsholl  
Southeast Sales Representative  
404.834.6180  
chris@dcvelocity.com

Halley LoBello  
National Account Executive  
IWLA Directory Manager  
847.922.2211  
halley@dcvelocity.com

