



# 2021 Editorial Calendar

CSCMP's **SUPPLY CHAIN QUARTERLY** will publish six times a year, with one special issue—June's State of Retail Supply Chain 2021—appearing only in a digital format.

The publisher reserves the right to revise this calendar based on industry developments and editorial judgment. Topics may appear in the print edition, online, or both.

Issue	Special theme or feature	Ad close	Bonus distribution
<b>Q1 2021</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 29	ProMat 2021, WERC's 2021 Annual Conference and Solutions Center Exhibition, Gartner 2021 Supply Chain Executive Conference, TMSA
<b>Q2 2021</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 9	CSCMP 2021 EDGE Annual Conference, SMC <sup>3</sup> Connections, TMSA, MHEDA, WERC's 2021 Annual Conference and Solutions Center Exhibition, RILA
<b>All-Digital Edition</b> May/June	<b>Retail Supply Chain 2021</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 4	Both <i>Supply Chain Quarterly's</i> and <i>DC Velocity's</i> 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.	August 2	CSCMP 2021 EDGE Annual Conference, IANA, Parcel Forum, RILA
<b>Q3 2021</b> September/October	<b>Emerging Technologies</b> The lead article looks at how technology enables supply chain innovation.	October 4	
<b>Q4 2021</b> November/December	<b>E-commerce</b> The lead article explores successful strategies in e-commerce.	December 3	MODEX 2022

\*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 – 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

*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

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* 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
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