



**Established 2002**  
**Issues Per Year: 12**  
**Issues This Report: 6**

**AGILE BUSINESS MEDIA, LLC**  
**500 E. Washington St.**  
**North Attleboro, MA 02760**  
**(412) 596-7387**  
**www.dcvelocity.com**

**PUBLICATION DESCRIPTION**

*DC VELOCITY* serves the supply chain field focusing solely and specifically on large distribution center operations. It is edited for a blend of dc operations management, and executive level management with wide-ranging logistics responsibilities that include overall responsibility to the operations of their companies' distribution centers.

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*DC VELOCITY* serves Wholesale, Retail and Manufacturing distribution centers, Third Party Logistics Providers and Manufacturer of Products & Goods. Also served are other distribution centers and others allied to the industry. Qualified recipients include individuals in corporate management, operations management, distribution management, purchasing management and other functions.

**AVERAGE MONTHLY CIRCULATION: JANUARY 1, 2020 – JUNE 30, 2020**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid Print</b>	<b>Paid Print</b>	<b>Non-Paid Digital</b>	<b>Paid Digital</b>	<b>Total Qualified Unduplicated*</b>
Individual Subscription	35,044	-	7,603	-	42,647
Association/Group/Directory Lists	7,025	-	328	-	7,353
Rotated	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,069</b>	<b>-</b>	<b>7,931</b>	<b>-</b>	<b>50,000</b>

<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>4,468</b>
--	--------------

\* Combined print and digital will not equal Total Qualified Unduplicated. Qualified print includes recipients who receive the print edition and the print and digital edition. Qualified digital includes recipients who receive the digital edition and the print and digital edition.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Business/Industry Classification by Job Title, Geographical Distribution, Adds and Removals, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

**RECIPIENT CLASSIFICATION**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	40,991	9,009	50,000	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
<b>Total Qualified Circulation</b>	<b>40,991</b>	<b>9,009</b>	<b>50,000</b>	<b>100.0%</b>

\* Combined print and digital will not equal Total Qualified Unduplicated.

**SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL**

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within		Total Qualified Unduplicated*	Percent
			1 Year - 3 Years	3+ Years		
Direct Request from the Recipient	34,853	7,614	42,467	-	42,467	84.9%
Request from Recipient's Company	172	-	172	-	172	0.3%
Association/Group/Directory Lists*	5,966	1,395	7,361	-	7,361	14.7%
<b>Total Qualified Circulation</b>	<b>40,991</b>	<b>9,009</b>	<b>50,000</b>	<b>-</b>	<b>50,000</b>	<b>100.0%</b>

\* Combined print and digital will not equal Total Qualified Unduplicated.

**BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

Business Description	Non-Paid Print	Non-Paid Digital	Corp. Operating Distribution Purchasing					Total Qualified Unduplicated*	Percent
			Mgmt.	Mgmt.	Mgmt.	Mgmt.	Other		
Wholesaler Distribution Center	9,772	2,031	4,666	3,961	2,486	597	93	11,803	23.6%
Retail Distribution Center	10,498	2,063	4,847	4,918	2,238	450	108	12,561	25.1%
Manufacturing Distribution Center	7,468	1,384	1,995	3,686	2,439	640	92	8,852	17.7%
Third Party Logistics	4,699	1,426	2,953	2,097	581	298	196	6,125	12.3%
Manufacturer Products/Goods	7,185	1,609	3,167	3,237	1,603	497	290	8,794	17.6%
Other Allied to the Field	1,369	496	409	155	92	37	1,172	1,865	3.7%
<b>Total Qualified Circulation</b>	<b>40,991</b>	<b>9,009</b>	<b>18,037</b>	<b>18,054</b>	<b>9,439</b>	<b>2,519</b>	<b>1,951</b>	<b>50,000</b>	<b>100.0%</b>

\* Combined print and digital will not equal Total Qualified Unduplicated.

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Maine	218	41	259	0.5%	Kentucky	704	126	830	1.7%
New Hampshire	237	40	277	0.6%	Tennessee	969	211	1,180	2.4%
Vermont	86	18	104	0.2%	Alabama	510	119	629	1.3%
Massachusetts	915	154	1,069	2.1%	Mississippi	294	58	352	0.7%
Rhode Island	161	36	197	0.4%	<b>E. S. Central</b>	<b>2,477</b>	<b>514</b>	<b>2,991</b>	<b>6.0%</b>
Connecticut	537	102	639	1.3%	Arkansas	375	95	470	0.9%
<b>New England</b>	<b>2,154</b>	<b>391</b>	<b>2,545</b>	<b>5.1%</b>	Louisiana	413	74	487	1.0%
New York	1,780	400	2,180	4.4%	Oklahoma	374	77	451	0.9%
New Jersey	1,287	279	1,566	3.1%	Texas	2,659	628	3,287	6.6%
Pennsylvania	2,100	435	2,535	5.1%	<b>W. S. Central</b>	<b>3,821</b>	<b>874</b>	<b>4,695</b>	<b>9.4%</b>
<b>Mid Atlantic</b>	<b>5,167</b>	<b>1,114</b>	<b>6,281</b>	<b>12.6%</b>	Montana	91	22	113	0.2%
Delaware	86	18	104	0.2%	Idaho	200	34	234	0.5%
Maryland	654	127	781	1.6%	Wyoming	44	7	51	0.1%
D.C.	53	20	73	0.1%	Colorado	525	135	660	1.3%
Virginia	873	174	1,047	2.1%	New Mexico	81	18	99	0.2%
West Virginia	157	30	187	0.4%	Arizona	465	122	587	1.2%
North Carolina	1,403	277	1,680	3.4%	Utah	326	112	438	0.9%
South Carolina	591	134	725	1.5%	Nevada	194	42	236	0.5%
Georgia	1,431	337	1,768	3.5%	<b>Mountain</b>	<b>1,926</b>	<b>492</b>	<b>2,418</b>	<b>4.8%</b>
Florida	1,844	437	2,281	4.6%	Alaska	26	8	34	0.1%
<b>S. Atlantic</b>	<b>7,092</b>	<b>1,554</b>	<b>8,646</b>	<b>17.3%</b>	Washington	763	163	926	1.9%
Ohio	2,858	589	3,447	6.9%	Oregon	518	117	635	1.3%
Indiana	1,286	246	1,532	3.1%	California	3,424	763	4,187	8.4%
Illinois	2,629	639	3,268	6.5%	Hawaii	61	9	70	0.1%
Michigan	1,698	354	2,052	4.1%	<b>Pacific</b>	<b>4,792</b>	<b>1,060</b>	<b>5,852</b>	<b>11.7%</b>
Wisconsin	1,384	269	1,653	3.3%	U.S. Territories	13	13	26	0.1%
<b>E. N. Central</b>	<b>9,855</b>	<b>2,097</b>	<b>11,952</b>	<b>23.9%</b>	<b>U.S. Total</b>	<b>40,991</b>	<b>8,825</b>	<b>49,816</b>	<b>99.6%</b>
Minnesota	983	174	1,157	2.3%	Canada	-	92	92	0.2%
Iowa	570	105	675	1.4%	Foreign	-	92	92	0.2%
Missouri	1,058	230	1,288	2.6%	<b>Foreign Total</b>	<b>-</b>	<b>184</b>	<b>184</b>	<b>0.4%</b>
North Dakota	130	19	149	0.3%					
South Dakota	142	15	157	0.3%					
Nebraska	326	67	393	0.8%					
Kansas	485	106	591	1.2%					
<b>W. N. Central</b>	<b>3,694</b>	<b>716</b>	<b>4,410</b>	<b>8.8%</b>	<b>Total Qualified</b>	<b>40,991</b>	<b>9,009</b>	<b>50,000</b>	<b>100.0</b>

\* Combined print and digital will not equal Total Qualified Unduplicated.

## RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions			Removals			Total Addition	Total Removals	Net
	Non-Paid Print	Print & Digital	Non-Paid Digital	Non-Paid Print	Print & Digital	Non-Paid Digital			
January 2020	50	-	4	51	-	3	54	54	-
February 2020	204	-	16	216	-	4	220	220	-
March 2020	270	-	29	296	-	3	299	299	-
April 2020	734	-	129	857	-	6	863	863	-
May 2020	113	-	27	135	-	5	140	140	-
June 2020	115	-	18	126	-	7	133	133	-
<b>6 Month Total</b>	<b>1,486</b>	<b>-</b>	<b>223</b>	<b>1,681</b>	<b>-</b>	<b>28</b>	<b>1,709</b>	<b>1,709</b>	<b>-</b>
<b>6 Month Average</b>	<b>248</b>	<b>-</b>	<b>37</b>	<b>280</b>	<b>-</b>	<b>5</b>	<b>285</b>	<b>285</b>	<b>-</b>

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Paid Print Only	Non-Paid Digital Only	Paid Digital Only	Total
January 2020	42,399	-	7,601	-	50,000
February 2020	42,436	-	7,564	-	50,000
March 2020	42,596	-	7,404	-	50,000
April 2020	42,032	-	7,968	-	50,000
May 2020	41,960	-	8,040	-	50,000
June 2020	40,991	-	9,009	-	50,000
<b>6 Month Average</b>	<b>42,069</b>	<b>-</b>	<b>7,931</b>	<b>-</b>	<b>50,000</b>

## EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

## Audit of Records and Affidavit

On a continuing basis, VERIFIED AUDIT CIRCULATION conducts audits of printing, distribution, financial records and other data presented by this publication in order to substantiate data submitted to Verified. These examinations follow guidelines prepared in conformity with generally accepted circulation auditing procedures, involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of these audits warrant the issuance of audit reports as true and accurate statements of the qualified circulation of the client publication.

We certify to the best of our knowledge all information set forth in this Publisher's Statement is true and report circulation in accordance with VERIFIED AUDIT CIRCULATION Procedures and Regulations.

DC Velocity, 500 E. Washington St., Number 4, North Attleboro, MA 02760

Gary Master  
Publisher

Jeff Heine  
Audience Director

07/21/2020