



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

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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, 2021 – JUNE 30, 2021

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated*
Individual Subscription	33,560	-	6,323	-	39,883
Association/Group/Directory Lists	7,233	-	2,885	-	10,118
Rotated	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,792	-	9,208	-	50,000

TOTAL NON-QUALIFIED CIRCULATION	3,732
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* 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	40,503	9,066	49,569	99.1%
Individual by Name Only	299	112	411	0.8%
Title Only	10	10	20	-
Company Name Only	-	-	-	-
Total Qualified Circulation	40,812	9,188	50,000	100.0%

Analysis conducted on the June 2021 Issue

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

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Direct Request from the Recipient	34,598	6,596	41,194	82.4%
Request from Recipient's Company	164	-	164	0.3%
Association/Group/Directory Lists*	6,050	2,592	8,642	17.3%
Total Qualified Circulation	40,812	9,188	50,000	100.0%

Analysis conducted on the June 2021 Issue

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BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid		Corp. Mgmt.	Operating Mgmt.	Distribution Mgmt.	Purchasing Mgmt.	Other	Total Qualified	
	Print	Digital						Unduplicated*	Percent
Wholesaler Distribution Center	8,563	1,626	3,647	3,797	2,119	538	88	10,189	20.4%
Retail Distribution Center	8,583	1,366	2,991	4,581	1,865	405	107	9,949	19.9%
Manufacturing Distribution Center	7,108	1,187	1,809	3,478	2,311	619	78	8,295	16.6%
Third Party Logistics	4,539	1,294	2,776	2,023	560	289	185	5,833	11.7%
Manufacturer Products/Goods	8,081	2,113	1,955	4,921	2,482	523	313	10,194	20.4%
Other Allied to the Field	3,938	1,602	615	968	385	52	3,520	5,540	11.1%
Total Qualified Circulation	40,812	9,188	13,793	19,768	9,722	2,426	4,291	50,000	100.0%

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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	201	30	231	0.5%	Kentucky	702	125	827	1.7%
New Hampshire	244	38	282	0.6%	Tennessee	1,005	257	1,262	2.5%
Vermont	80	16	96	0.2%	Alabama	497	125	622	1.2%
Massachusetts	906	175	1,081	2.2%	Mississippi	316	52	368	0.7%
Rhode Island	159	27	186	0.4%	E. S. Central	2,520	559	3,079	6.2%
Connecticut	508	97	605	1.2%	Arkansas	385	89	474	0.9%
New England	2,098	383	2,481	5.0%	Louisiana	438	79	517	1.0%
New York	1,666	346	2,012	4.0%	Oklahoma	393	68	461	0.9%
New Jersey	1,223	281	1,504	3.0%	Texas	2,723	614	3,337	6.7%
Pennsylvania	2,089	415	2,504	5.0%	W. S. Central	3,939	850	4,789	9.6%
Mid Atlantic	4,978	1,042	6,020	12.0%	Montana	89	16	105	0.2%
Delaware	90	15	105	0.2%	Idaho	200	26	226	0.5%
Maryland	639	106	745	1.5%	Wyoming	53	4	57	0.1%
D.C.	54	15	69	0.1%	Colorado	528	125	653	1.3%
Virginia	907	173	1,080	2.2%	New Mexico	88	18	106	0.2%
West Virginia	177	25	202	0.4%	Arizona	450	129	579	1.2%
North Carolina	1,379	263	1,642	3.3%	Utah	347	88	435	0.9%
South Carolina	603	135	738	1.5%	Nevada	200	46	246	0.5%
Georgia	1,449	391	1,840	3.7%	Mountain	1,955	452	2,407	4.8%
Florida	1,820	402	2,222	4.4%	Alaska	31	10	41	0.1%
S. Atlantic	7,118	1,525	8,643	17.3%	Washington	743	172	915	1.8%
Ohio	2,914	591	3,505	7.0%	Oregon	515	97	612	1.2%
Indiana	1,316	237	1,553	3.1%	California	3,112	986	4,098	8.2%
Illinois	2,709	665	3,374	6.7%	Hawaii	63	10	73	0.1%
Michigan	1,691	358	2,049	4.1%	Pacific	4,464	1,275	5,739	11.5%
Wisconsin	1,383	280	1,663	3.3%	U.S. Territories	20	8	28	0.1%
E. N. Central	10,013	2,131	12,144	24.3%	U.S. Total	40,812	8,928	49,740	99.5%
Minnesota	984	177	1,161	2.3%	Canada	-	113	113	0.2%
Iowa	569	100	669	1.3%	Foreign		147	147	0.3%
40,475	40,475	40,475	40,475	40,475	40,475	40,475	40,475	40,475	
North Dakota	119	18	137	0.3%					
South Dakota	131	10	141	0.3%					
Nebraska	321	66	387	0.8%					
Kansas	500	104	604	1.2%					
W. N. Central	3,707	703	4,410	8.8%	Total Qualified	40,812	9,188	50,000	100.0%

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PUBLISHER'S STATEMENT

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Paid Print Only	Non-Paid Digital Only	Paid Digital Only	Total
January 2021	40,475	-	9,525	-	50,000
February 2021	40,466	-	9,534	-	50,000
March 2021	40,848	-	9,152	-	50,000
April 2021	40,888	-	9,112	-	50,000
May 2021	41,265	-	8,735	-	50,000
June 2021	40,812	-	9,188	-	50,000
6 Month Average	40,792	-	9,208	-	50,000

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.

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Publisher

Jeff Heine
Audience Director

09/28/2021