

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**DC VELOCITY** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

**FIELD SERVED**

**DC VELOCITY** serves Wholesale, Retail and Manufacturing distribution centers, Third Party Logistics Providers and Manufacturer of Products & Goods. Also served are others allied to the industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include individuals in corporate management, operations management, distribution management, purchasing management and other functions.

## CHANNELS



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>DC VELOCITY PRINT AND DIGITAL MAGAZINE</b> (6 issues in the period)	50,000	-	50,000
a. Print	40,722	-	40,722
b. Digital	9,278	-	9,278
(See Paragraph 3b for Source)			

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	4,114
*Allocated for Trade Shows and Conventions	468
All Other	1,237
<b>TOTAL</b>	<b>5,819</b>

\*See Additional Data

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	50,000	100.0	50,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>	<b>50,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2023 Issues	Print	Digital	Total Qualified
January	40,467	9,533	50,000
February	40,539	9,461	50,000
March	40,608	9,392	50,000
April	40,980	9,020	50,000
May	40,910	9,090	50,000
June	40,828	9,172	50,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023**  
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business & Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Function				
					Company Management	Operating Management	Distribution Management	Purchasing Management	Others
Wholesaler Distribution Center	10,986	22.0	8,932	2,054	3,773	4,467	2,359	376	11
Retail Distribution Center	14,462	28.9	12,118	2,344	5,476	6,434	2,254	278	20
Manufacturing Distribution Center	4,664	9.3	3,723	941	1,118	2,000	1,177	354	15
Third-Party Logistics	5,190	10.4	4,016	1,174	2,332	1,997	603	218	40
Manufacturer of Products/Goods	13,766	27.5	11,549	2,217	1,471	6,482	5,233	479	101
Others Allied to the Field	932	1.9	490	442	362	318	137	13	102
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>	<b>40,828</b>	<b>9,172</b>	<b>14,532</b>	<b>21,698</b>	<b>11,763</b>	<b>1,718</b>	<b>289</b>
<b>PERCENT</b>	<b>100.0</b>		<b>81.7</b>	<b>18.3</b>	<b>29.1</b>	<b>43.4</b>	<b>23.5</b>	<b>3.4</b>	<b>0.6</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023**

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	<b>34,022</b>	<b>6,148</b>	<b>40,170</b>	<b>80.3</b>
II. Request from recipient's company:	57	-	57	0.1
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>6,749</b>	<b>3,024</b>	<b>9,773</b>	<b>19.6</b>
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
*Other sources	6,749	3,024	9,773	19.6
VI. Single Copy Sales:	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,828</b>	<b>9,172</b>	<b>50,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.7</b>	<b>18.3</b>	<b>100.0</b>	

\*See Additional Data

Note: 7,570 copies or 15.1% of Total Qualified circulation is > 24 months.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023**

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	40,828	9,172	50,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,828</b>	<b>9,172</b>	<b>50,000</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

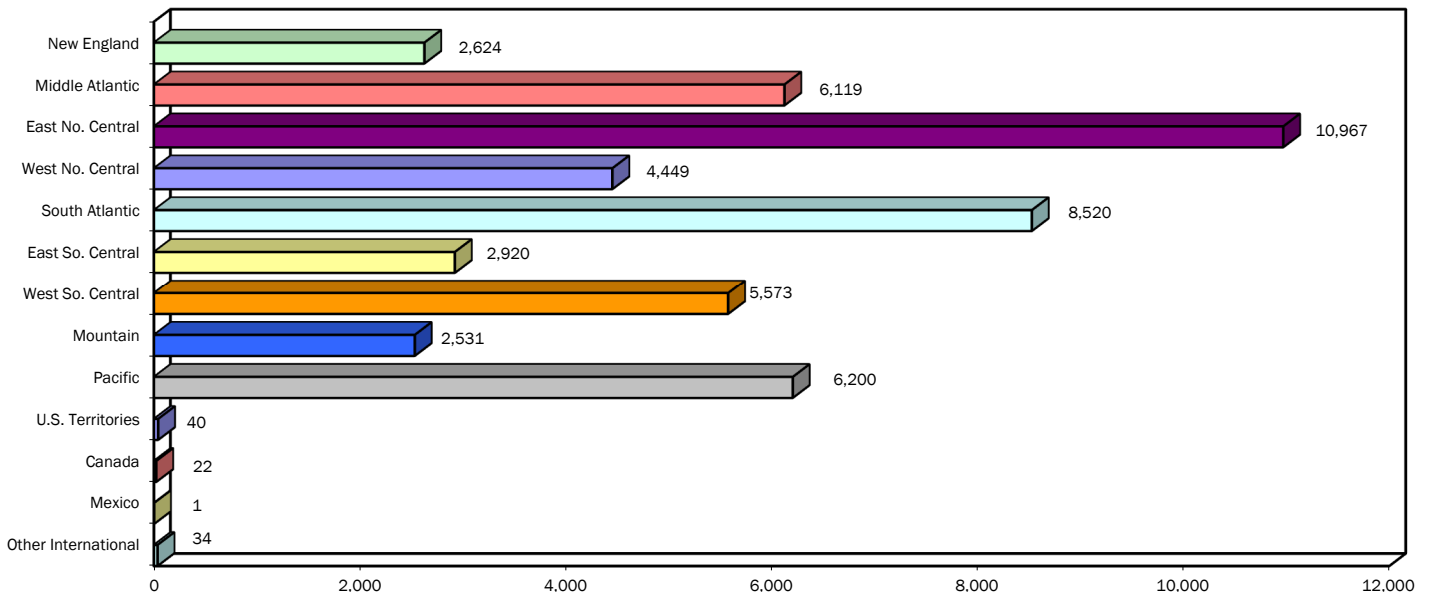
6-Month Period Ended:	Audited Data		Circulation Claim
	July – December 2022		January – June 2023*
Total Audit Average Qualified:	50,000		50,000
Qualified Non-Paid:	50,000		50,000
Print:	40,697		40,722
Digital:	9,303		9,278
Qualified Paid:	-		-
Print:	-		-
Digital:	-		-
Post Expire Copies included in Total Qualified Circulation:	**NC		**NC
Average Annual Order Price:	**NC		**NC

\*NOTE: January – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	191	41	232		Kentucky	616	138	754	
New Hampshire	230	38	268		Tennessee	987	241	1,228	
Vermont	83	12	95		Alabama	544	119	663	
Massachusetts	957	208	1,165		Mississippi	210	65	275	
Rhode Island	173	46	219		<b>EAST SO. CENTRAL</b>	<b>2,357</b>	<b>563</b>	<b>2,920</b>	<b>5.8</b>
Connecticut	544	101	645		Arkansas	745	100	845	
<b>NEW ENGLAND</b>	<b>2,178</b>	<b>446</b>	<b>2,624</b>	<b>5.3</b>	Louisiana	522	101	623	
New York	1,607	374	1,981		Oklahoma	427	74	501	
New Jersey	1,182	284	1,466		Texas	2,978	626	3,604	
Pennsylvania	2,182	490	2,672		<b>WEST SO. CENTRAL</b>	<b>4,672</b>	<b>901</b>	<b>5,573</b>	<b>11.2</b>
<b>MIDDLE ATLANTIC</b>	<b>4,971</b>	<b>1,148</b>	<b>6,119</b>	<b>12.2</b>	Montana	92	25	117	
Ohio	2,477	626	3,103		Idaho	286	47	333	
Indiana	1,104	239	1,343		Wyoming	55	4	59	
Illinois	2,335	637	2,972		Colorado	566	104	670	
Michigan	1,505	385	1,890		New Mexico	98	12	110	
Wisconsin	1,364	295	1,659		Arizona	502	86	588	
<b>EAST NO. CENTRAL</b>	<b>8,785</b>	<b>2,182</b>	<b>10,967</b>	<b>21.9</b>	Utah	364	73	437	
Minnesota	1,020	252	1,272		Nevada	183	34	217	
Iowa	588	135	723		<b>MOUNTAIN</b>	<b>2,146</b>	<b>385</b>	<b>2,531</b>	<b>5.1</b>
Missouri	912	262	1,174		Alaska	66	7	73	
North Dakota	120	29	149		Washington	794	203	997	
South Dakota	130	24	154		Oregon	576	103	679	
Nebraska	320	68	388		California	3,623	706	4,329	
Kansas	489	100	589		Hawaii	110	12	122	
<b>WEST NO. CENTRAL</b>	<b>3,579</b>	<b>870</b>	<b>4,449</b>	<b>8.9</b>	<b>PACIFIC</b>	<b>5,169</b>	<b>1,031</b>	<b>6,200</b>	<b>12.4</b>
Delaware	102	21	123		<b>UNITED STATES</b>	<b>40,796</b>	<b>9,107</b>	<b>49,903</b>	<b>99.8</b>
Maryland	594	132	726		U.S. Territories	32	8	40	
Washington, DC	33	12	45		Canada	-	22	22	
Virginia	865	191	1,056		Mexico	-	1	1	
West Virginia	154	30	184		Other International	-	34	34	
North Carolina	1,343	289	1,632		AP0/FPO	-	-	-	
South Carolina	546	132	678		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,828</b>	<b>9,172</b>	<b>50,000</b>	<b>100.0</b>
Georgia	1,487	364	1,851						
Florida	1,815	410	2,225						
<b>SOUTH ATLANTIC</b>	<b>6,939</b>	<b>1,581</b>	<b>8,520</b>	<b>17.0</b>					

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions includes:

2023 Issue	Copies	Show	Location
January	150	Manifest	Caesars Forum Convention Center, Las Vegas, NV
	150	SMC3 Jumpstart	Loews Atlanta Hotel, Atlanta, GA
	700	RLA	Mirage, Las Vegas, NV
February	300	RILA	Gaylord Palms Resort & Convention, Kissimmeee, Florida
	250	ProMat	McCormick Place, Chicago, IL
March	250	ProMat	McCormick Place, Chicago, IL
	400	IWLA	Hyatt Regency, Indian Wells, CA
April	200	WERC	Hilton Orlando, Orlando, FL
	200	MHEDA	Grand Hyatt, Nashville, TN
June	200	SMC Connection	The Rosen Shingle Creek, Orlando, FL

### PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 3,230 copies or 6.5% to 6,543 copies or 13.1%, including Chain Store Guide.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Gary Masters, President

Maria MacDonald, Director of Client Success

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	June 30, 2023
State	Massachusetts
County	Bristol
Received by BPA Worldwide	June 30, 2023
Type	BD
ID Number	D270BRJ23

#### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.