



# SUPPLY CHAIN CHANGE

2026 Media Kit

Reaching supply chain executives through  
thought-leading editorial, fresh business  
intelligence, and integrated marketing solutions.



# Welcome to ***SUPPLY CHAIN XCHANGE***

Elevate your brand's visibility and credibility in the dynamic world of supply chain with our newly rebranded magazine. With a fresh, modern design, *SUPPLY CHAIN XCHANGE* reaches a broad audience of industry professionals and decision-makers eager to stay informed on the latest trends and innovations in supply chain management.

As the official publication of the **Council of Supply Chain Management Professionals (CSCMP)**, we're committed to delivering thought-leading content in collaboration with global industry experts. Our expanded offerings, including webcasts, events, podcasts, and daily digital content, provide even more opportunities to connect with our engaged audience. Don't miss your chance to showcase your brand to this influential community and make a lasting impact!



# A note from Gary Master, President and CEO of AGiLE Business Media & Events

Dear Industry Leader,

As we look ahead to 2026, I'm proud to introduce the new *SUPPLY CHAIN XCHANGE* Media File—your essential guide to connecting with the most influential decision-makers in the logistics and supply chain space.

CSCMP's *SUPPLY CHAIN XCHANGE* continues to be where supply chain leaders turn for trusted insight, unmatched access, and strategic direction in an industry undergoing rapid transformation. Whether it's automation, AI integration, nearshoring, tariffs, talent shortages, or the continued evolution of supply chain risk management, our audience is facing complex challenges—and actively investing in solutions.

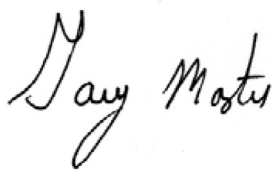
In 2026, we're expanding how we deliver value for our marketing partners:

- Multi-channel engagement through print, digital, video, custom content, and events
- Deeper audience segmentation for more intelligent targeting—reaching practitioners, executives, and innovators
- Integrated lead generation and nurturing programs through *SUPPLY CHAIN XCHANGE* and *DC VELOCITY* webcasts
- Enhanced alignment with EDGE 2026 and industry-leading events to drive year-round engagement

Our editorial and audience development teams are laser-focused on growing reach and relevance. Our data shows more qualified buyers than ever interacting with our platforms—thousands monthly—seeking insight, ideas, and trusted partners.

I invite you to explore the 2026 Media File and talk with us about how we can help drive your brand's growth in today's dynamic market. Let's build momentum together.

Sincerely,



Gary Master  
CEO  
AGiLE Business Media & Events



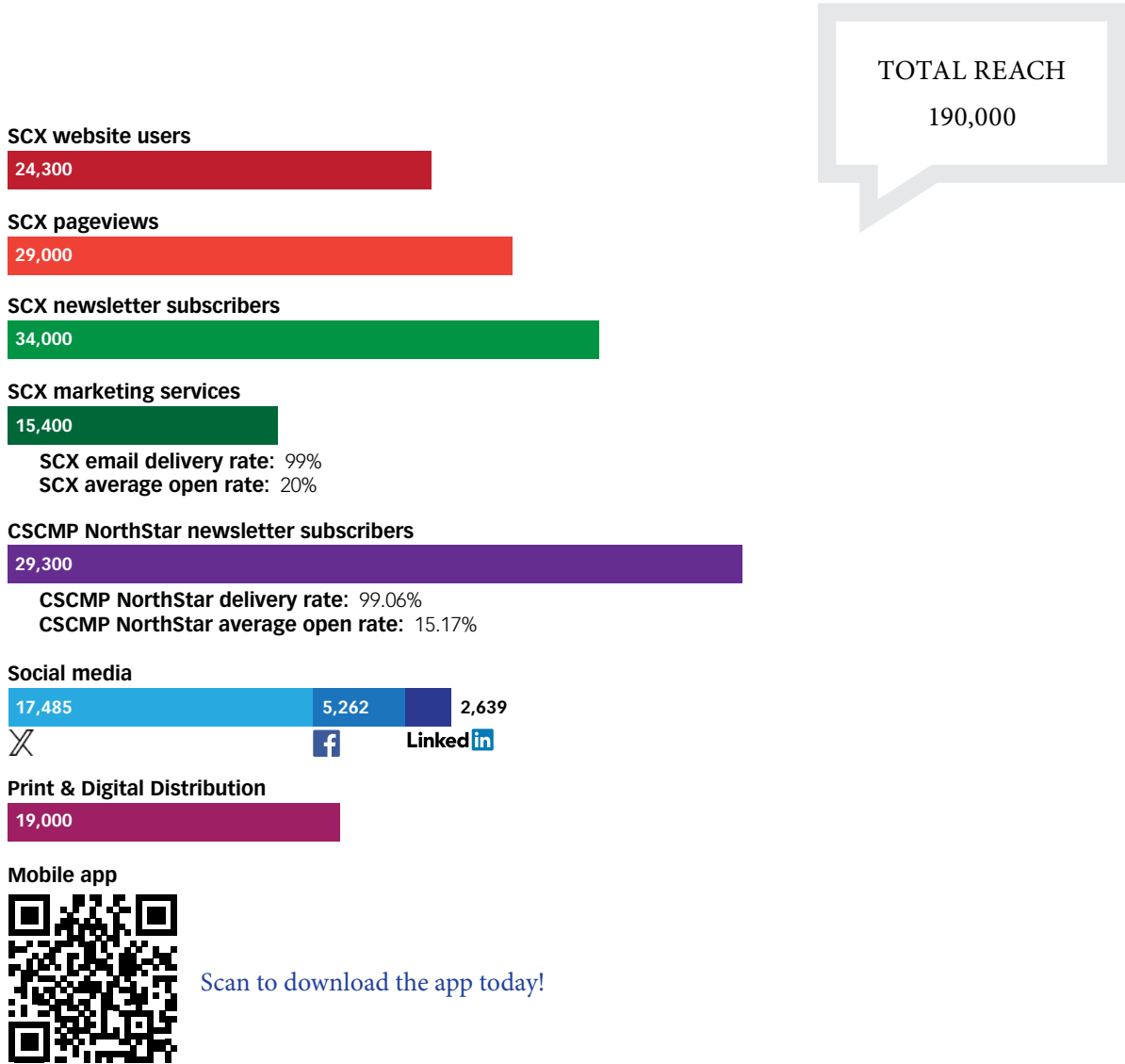
***"Our mission is to make  
the world a better place,  
one supply chain at a  
time."***

—Gary Master, President & CEO,  
AGiLE Business Media & Events

# SUPPLY CHAIN XCHANGE: Illuminating the Future of Global Supply Chains

With a total reach of 190,000, *SUPPLY CHAIN XCHANGE* is dedicated to delivering timely, accurate, and comprehensive insights that empower professionals and organizations to navigate the evolving landscape of supply chain management. Our mission is to shed light on the complexities of global supply chains, offering knowledge that drives innovation, efficiency, and sustainability across logistics, procurement, and distribution.

What sets *SUPPLY CHAIN XCHANGE* apart is our commitment to unparalleled thought leadership. We provide an exceptional editorial lineup featuring credible, targeted content that resonates with key decision-makers. Through rigorous research and insightful analysis, we connect the dots between theory and practice, shaping the future of supply chain operations—both internationally and domestically.



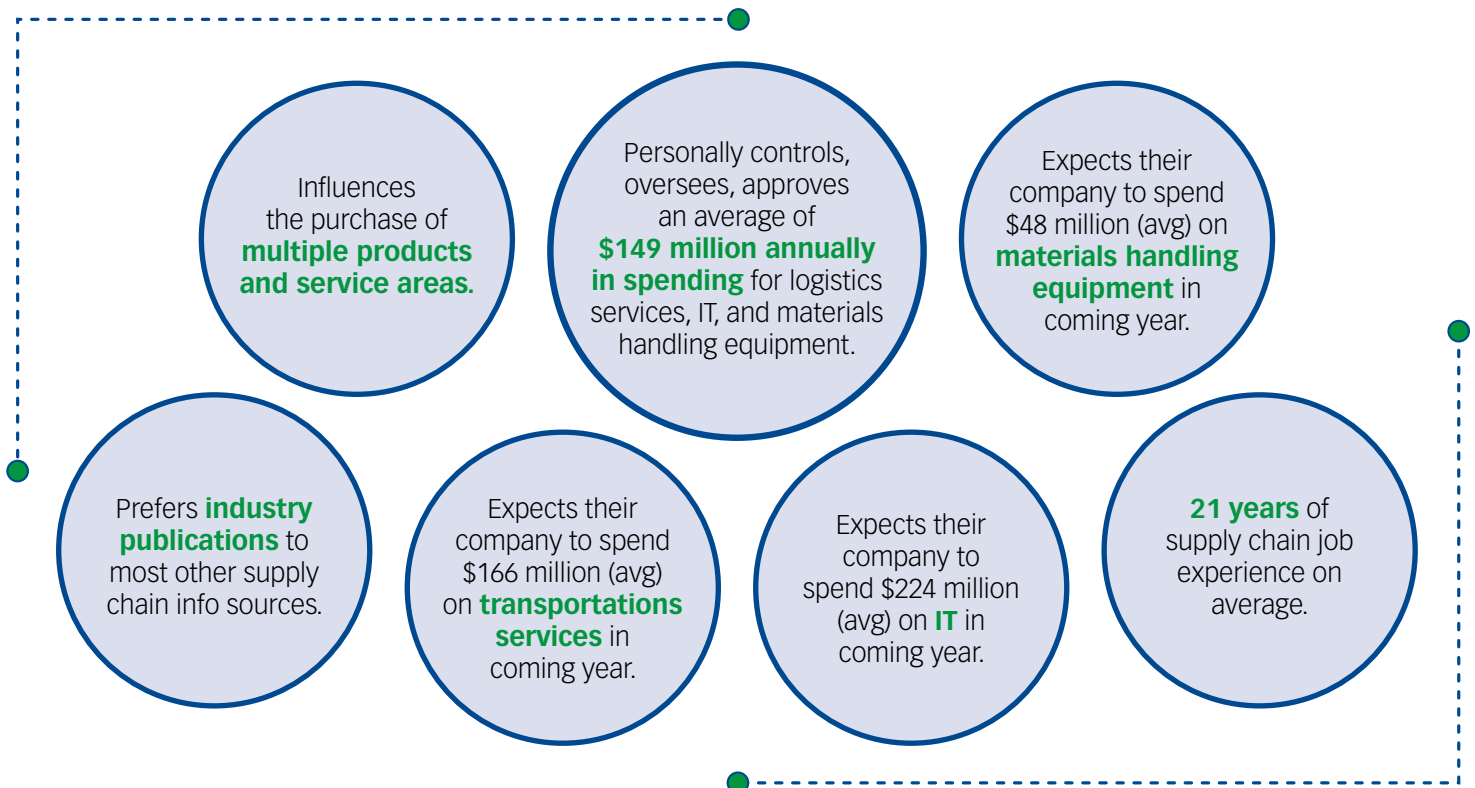
## Why choose *SUPPLY CHAIN XCHANGE*?

The *SUPPLY CHAIN XCHANGE* reader is a highly influential professional with significant purchasing power and decision-making authority:

- Oversees or controls an average of **\$58 million** annually
- Will spend an average of **\$2.1 million** on IT and **\$2.6 million** on transportation in the next 12 months
- Influences purchases across multiple product and service areas
- Represents companies with an average revenue of **\$1.7 billion**
- Manages an average of 70 employees, with 73% at the director level or higher

Our readers are loyal and engaged—3 out of 4 read from cover to cover and share it with at least two other colleagues. Additionally, over two-thirds plan to invest more than **\$1.75 million** in transportation services in the coming year, making *SUPPLY CHAIN XCHANGE* the go-to resource for key decision-makers in the industry.

## The *Supply Chain Xchange* Professional



# The SUPPLY CHAIN XCHANGE advantage

What makes SUPPLY CHAIN XCHANGE stand out from the rest of the pack?

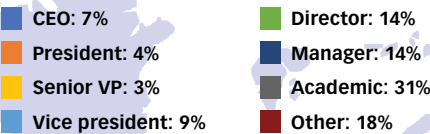
Supply Chain Xchange provides unparalleled thought leadership in all aspects of international and domestic supply chain operations. It offers an exceptional editorial lineup with targeted, credible content to grab and hold the attention of key decision-makers.

## REACH THE COMPLETE CSCMP MEMBERSHIP

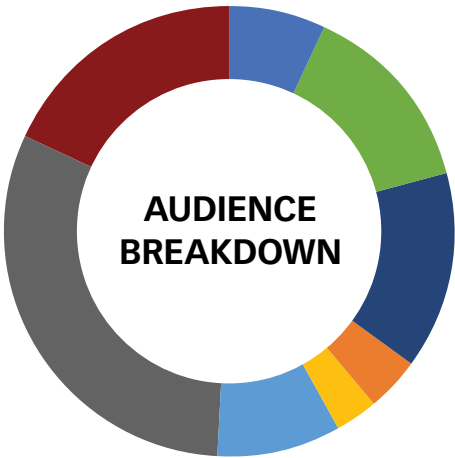
As our demographic breakdown shows, there is simply no audience in the supply chain industry as powerful as the members of the **Council of Supply Chain Management Professionals (CSCMP)**. Let us help you get your marketing message out to their entire audience.

CSCMP Membership Demographics

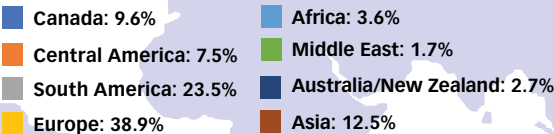
Position:



AUDIENCE BREAKDOWN



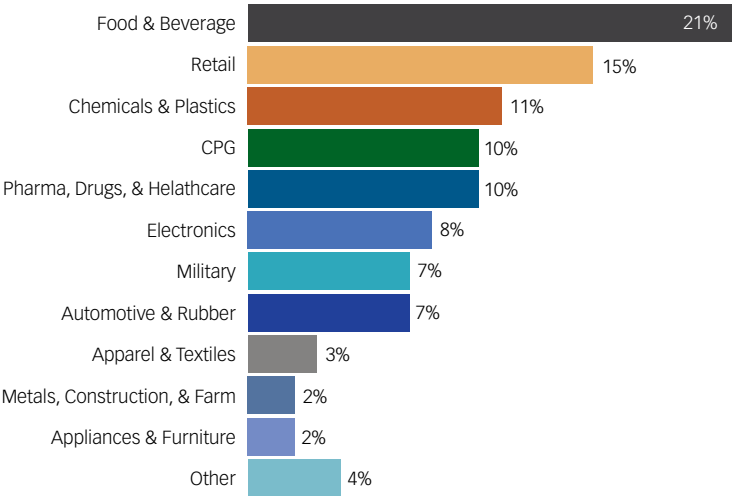
International Membership by Region:



GLOBAL REACH

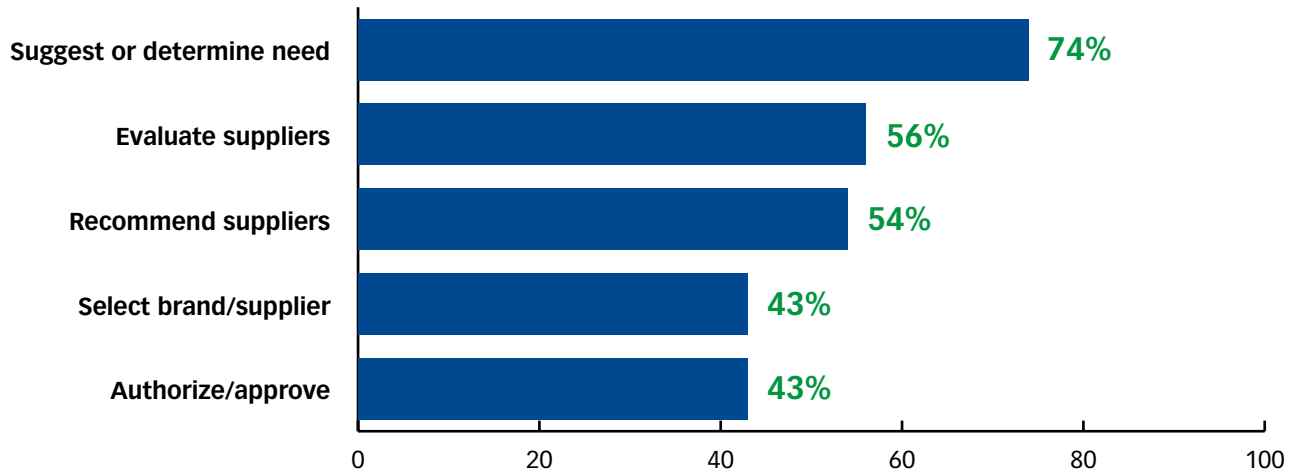
The global nature of our readers' operations requires that genuine supply chain publications have a deep, diverse international audience. With a 14% international circulation, *Supply Chain Xchange* offers true global reach, which separates it from many other media brands.

Industry (Manufacturing & Merchandising Firms only):

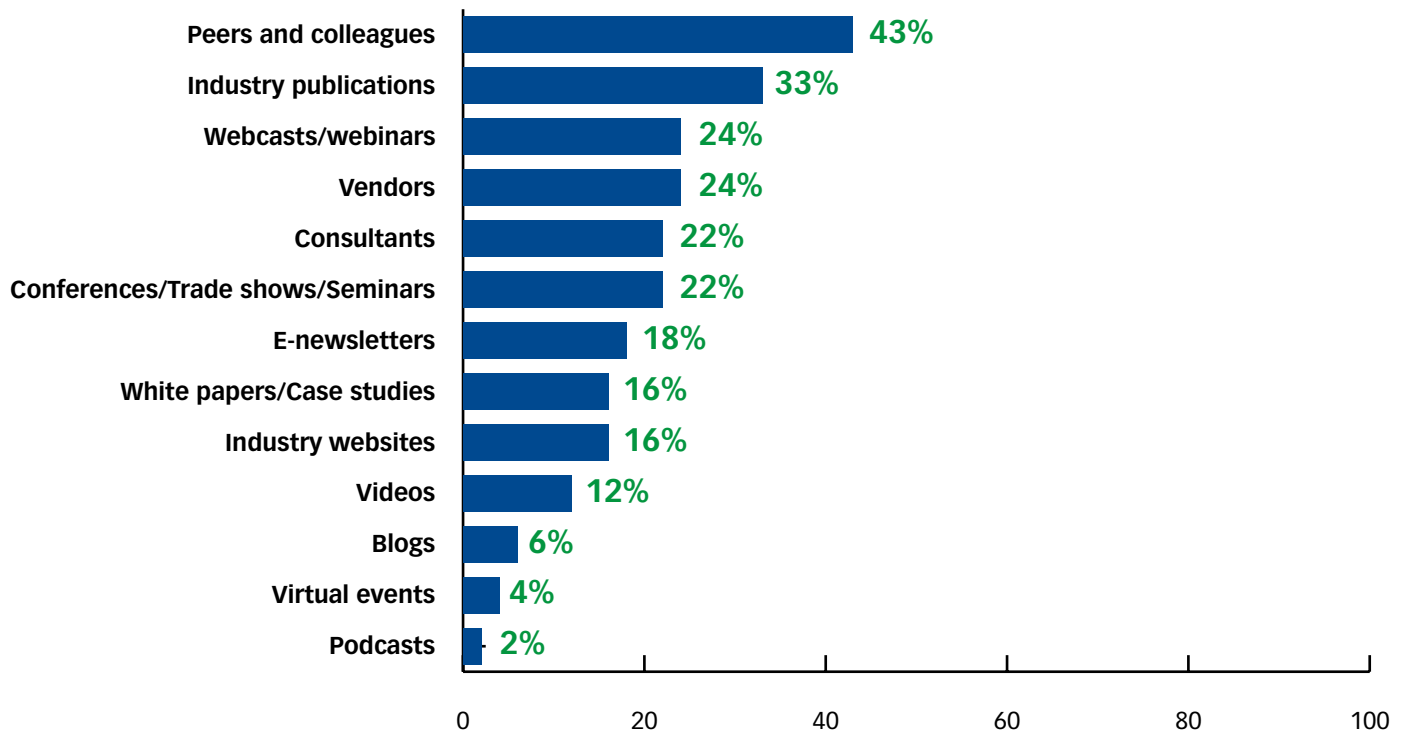




## The Power of the *Supply Chain Xchange* Subscriber: Involvement in Purchase Process



## Information Sources Preferred for Transportation Services, IT, and Material Handling Products/Equipment





# 2026 Editorial Calendar

CSCMP's **SUPPLY CHAIN XCHANGE** will publish six times a year.

*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	Bonus distribution
January/February Ad Close: 12/1/25	<b>State of Logistics</b> (Transportation; Inventory Management; Warehousing & Distribution)	MODEX 2026
March/April Ad Close: 2/2/26	<b>Robotics &amp; Automation</b> (Warehouse Automation; Inventory Management Automation; Automated Order Fulfillment; Manufacturing & Production Automation)	MODEX 2026
May/June Ad Close: 4/1/26	<b>Retail Supply Chain</b> (Demand Forecasting; Inventory Management; Distribution & Logistics; Omnichannel Fulfillment; Technology Integration; Returns Management)	
July/August Ad Close: 6/1/26	<b>Global Logistics &amp; Transportation</b> (Trucks, Trains & Freighters; Customs, Tariffs & Compliance; Operations & Real-Time Tracking; Cross-Border Logistics; Visibility & Risk Management)	CSCMP 2026 EDGE Annual Conference
September/October Ad Close: 7/31/26	<b>EDGE Preview</b>	CSCMP 2026 EDGE Annual Conference
November/December Ad Close: 10/1/26	<b>New Technologies &amp; Manufacturing Technologies</b> (Artificial Intelligence; Internet of Things; Robotics & Automation; Digital Twins; Virtual Reality; Big Data & Cloud Computing)	

## In every issue:

- Supply chain best practices
- Q&A with industry thought leaders
- Expert commentary on supply chain trends and current research
- News and views from CSCMP
- Toolbox section highlighting new supply chain products and services
- News and analysis

## Value-Added Coverage :

- CSCMP EDGE Conference Preview e-Newsletter (September)
- CSCMP EDGE Conference Daily Reports
- Weekly Supply Chain Executive Insight e-Newsletter
- Daily additions to TheSCXchange.com



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# SPECIAL ADVERTISING OFFERS

## ▪ 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.

## ▪ MARCH/APRIL

*Bonus Distribution at MODEX 2026*

## ▪ MAY/JUNE

*State of Retail Supply Chain*

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.

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
- Brand awareness via the inclusion of a sponsor logo that links directly to your ad in two *State of Retail Supply Chain* promotional emails

**Investment: \$5,000\***

## ▪ 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.

## ▪ SEPTEMBER/OCTOBER

*Bonus Distribution at CSCMP's EDGE Conference*

**A SUPPLY CHAIN XCHANGE EXCLUSIVE!**

All attendees will receive the issue in their conference registration packets.

## Bonus Buy One, Get One

### BOARDROOM OUTLOOK

What will the new year bring to the supply chain market? What role will your company play? In our January/February issue of *SUPPLY CHAIN XCHANGE*, advertisers receive a **FREE bonus page** to deliver a marketing message from company leaders directly to our readership of high-level decision-makers in a business-letter format.

That's right: Buy one full-page ad and get a second ad at no charge, allowing you to share your exciting plans for the coming year with our readers!

### PARTNER PROFILES

As a thank you to our full-page ad advertisers, our annual *SUPPLY CHAIN XCHANGE* Partner Profiles issue includes a FREE bonus page with every full-page ad purchased. This bonus page allows you to deliver an additional message of your choice in a clean, crisp format.

#### Ad Specs:

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

- Pages must fit within dimensions 7.375" wide by 9.75" high
- A press-optimized PDF is required
- The file must be saved as CMYK with all graphics and fonts (postscript fonts only) embedded

Contact your sales representative today to take advantage of these special offers!

BOARDROOM OUTLOOK

Like our customers, we are called to keep our nation thriving.

**COMPANY OVERVIEW**

- Founded in 1932
- Asset based 50%
- 300 operations nationwide
- 5,000 team members
- Freight under management \$1.5 billion

**INTEGRATED SUPPLY CHAIN SOLUTIONS OFFERINGS**

- Dedicated Contract Transportation
- Managed Transportation
- Value-Added Warehousing
- Brokerage Support Services

**DEDICATED CONTRACT TRANSPORTATION**

Eliminate the headaches of managing a private fleet or multiple partners and gain more time to focus on your core competencies. We assume the risk, address labor issues, navigate regulations, and manage all equipment to keep your fleet running safely, on time, and with the capacity to adjust for fluctuations.

**MANAGED TRANSPORTATION**

Maximize profitability with our team of experts who learn your business personally to help you deliver on your goals—including freight planning and execution, mode selection, carrier management, network optimization, and backhaul opportunities. Ruan's transportation management system builds efficient shipments and provides actionable analytics to identify opportunities for continuous improvement and cost savings.

**VALUE-ADDED WAREHOUSING**

Overcome workforce challenges while improving accuracy by combining the best warehouse management system with an experienced team of professionals offering tailored dedicated warehousing, inventory management, kitting, subassembly, lot controls, custom labeling, container loading and unloading, and more. Integration with Ruan's warehouse management system reduces touches, improves storage density, and increases overall flow efficiency.

**BROKERAGE SUPPORT SERVICES**

Rely on our Certified Transportation Brokers to manage volume surges and capacity challenges seamlessly. With no shipment volume requirements and no capital expenses, we can help our customers scale flexibly and instantly.



**Ben McLean**  
Chief Executive Officer

RUAN

Our team is yours.

ruan.com

www.TheSupplyChain.com | 93

PARTNER PROFILES



THE PORT OF LONG BEACH: A Global Leader

The Port of Long Beach is a global leader in operational excellence and top-notch customer service, moving cargo with reliability, speed and efficiency – making it the premier U.S. gateway for trans-Pacific trade.

Located in Southern California and part of the San Pedro Bay port complex, the Port of Long Beach handles trade valued at more than \$300 billion annually and supports 2.7 million trade-related jobs across the United States, including 180,000 in the five-county Southern California region, or 1 out of 17 jobs.

Spanning 3,200 acres with 11 miles of waterfront, 10 piers, 73 post-Panamax cranes and some of the deepest berths in the country, the Port's facilities can accommodate the largest shipping vessels in the world.

The Port boasts some of the most modern, well-equipped waterfront facilities in the world, including the world's most technologically advanced container terminal – Long Beach Container Terminal.

In 2024, the Port moved 9.6 million container units – the busiest year in its 114-year history – without disruptions or backlogs.

It is one of 18 commercial strategic seaports in the United States with a duty to support force deployment during contingencies and other national defense emergencies.

Over the past two decades, the Port has implemented sustainability initiatives that resulted in a cleaner harbor, industry-leading green building practices and most notably, dramatic air-quality improvements.

And the Port of Long Beach continues to work towards becoming the world's first zero-emissions port.

In the next 10 years, the Port is planning \$2.2 billion in modernization projects.

Projects include the \$1.8 billion Pier 8 On-Dock Rail Support Facility, which will shift more cargo from trucks to trains, tripling the volume of on-dock rail capacity handled annually. Construction began in 2024 and is expected to be complete in 2032.

To strengthen U.S. energy independence and reliability, we are preparing to develop "Pier Wind," a facility to assemble floating offshore wind turbines, which would be towed to state-of-the-art Central and Northern California. The project would create jobs and help the Port and other jobs meet rising energy demand.

The Port has developed a data solution known as the "Supply Chain Information Highway," which offers the industry a flexible, safe source of data, giving operators the information they need when they need it.

In 2024, industry leaders named Long Beach "The Best West Coast Seaport in North America" for the sixth consecutive year. For more information, visit [pelb.com](http://pelb.com).




www.TheSupplyChain.com | 98

# Print Advertising

Print media is essential for brand positioning and B2B marketing. Our magazines provide an immersive reading experience, perfect for enjoying with a cup of coffee or during your travels.

At AGiLE Business Media & Events, we invest in our print publications to offer award-winning design and insightful content. This commitment has made *DC VELOCITY* and *SUPPLY CHAIN XCHANGE* leading voices in logistics and supply chain, backed by our dedicated editorial team.

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

\* All pricing is NET, excluding taxes and additional fees.



## Advertising Standards

All ad files submitted to AGiLE Business Media & Events LLC must be supplied in PDF format.

### PRINT AD SPECS FOR 2025

Ad Size	Live Area: w x h	Trim Size	Bleed Size
Full Page	7-3/4" x 10-1/4"	8-3/8" x 10-3/4"	8-5/8" x 11"
2-Page Spread	16-1/8" x 10-1/4"	16-3/4" x 10-3/4"	17-1/8" x 11"
1/2 Page, Horizontal	7-1/4" x 4-3/4"		
1/2 Page, Vertical	3-1/2" x 9-1/2"		
1/2 Page, Island	4-1/2" x 7-1/2"		
1/3 Page, Vertical	2" x 9-1/2"		
1/3 Page, Square	4-1/2" x 4-5/8"		
1/4 Page, Vertical	3-1/2" x 4-3/4"		

## Maximize Your Brand’s Impact with Strategic Inserts, Outserts, Poly-Bags, and Belly Bands

Elevate your brand’s presence with our premium advertising solutions in print magazines, ensuring your message reaches a targeted, engaged audience for maximum visibility and impact.

### Inserts

- **Inserts:** Seamlessly integrate brochures, flyers, or product samples within our magazine pages, creating a direct connection with readers.

### Poly-Bags & Belly Bands

- **Poly-Bags:** Whether it’s a 200-page magazine, a sales brochure, or any other marketing piece, we can help you print and mail it efficiently. By poly-bagging with our magazines, you not only save money with our periodical rates and special bulk printing but also extend your reach to a powerful audience of logistics decision-makers. We’ll also include your piece in our digital edition for added exposure.
- **Belly Bands:** Capture attention with a custom-branded belly band that wraps around our magazine, giving your message a prominent, eye-catching placement.

Whether you’re looking to integrate advertising material directly within our pages or wrap your message around our magazine, our solutions ensure your brand stands out and engages the right audience.

Don’t miss out—contact our advertising team today to amplify your brand’s reach!

# Position Your Company as a Trusted Voice in Supply Chain with our “Ask the Experts” Series

Be featured in our “Ask the Experts” series – a powerful opportunity to build visibility, credibility, and connections with supply chain professionals through the *SUPPLY CHAIN XCHANGE* multiplatform campaign.

## What’s Included:

- **Full-Page Ad in *SUPPLY CHAIN XCHANGE*:** Maximize your brand exposure and stay top of mind with a targeted audience of supply chain decision-makers
- **Q&A Feature Participation:** Showcase your expertise in a brief, editorial-style Q&A aligned with that issue’s featured topic
- **Inclusion in Special Report:** Your expert will be featured in a themed “Ask the Experts” special section, positioning your company as a thought leader

## Upcoming Topics:

- Jan/Feb – State of Logistics
- Mar/Apr – Robotics & Automation
- May/June – Retail Supply Chain
- July/Aug – Global Logistics & Transportation
- Sept/Oct – EDGE Preview
- Nov/Dec – New Technologies & Manufacturing Technologies
- Jan/Feb 2026 – State of Logistics

**Investment: \$6,000\***

Ready to be recognized as an industry expert? Let’s get started.

**This all-in-one opportunity delivers brand exposure, expert positioning, and lead-generating visibility across the entire *SUPPLY CHAIN XCHANGE* platform.**

## DIGITAL OPTION

- **Participate in a Q &A** related to the issue’s featured topics
- **Special Report:** Your company will be highlighted in a Q&A special report, positioning your representative as a thought leader and expert
- **Dedicated Email, including your logo, promoting the article:** Receive a report with full contact information of those who clicked through to the article
- **Social Media Posts** including your logo, promoting the article

**Investment: \$6,500\***

**Reach out today to become a thought leader in *SUPPLY CHAIN XCHANGE*!**



# E-Newsletter Advertising Opportunities

## REAL-TIME UPDATES TO KEEP SUPPLY CHAINS MOVING AND SALES LEADS FLOWING

*SUPPLY CHAIN XCHANGE's* e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market. Our industry-leading e-newsletters offer the opportunity to promote your business and increase brand awareness through your sponsorship investment.

### NEW!

#### ***SCX PRODUCT LAUNCH ALERT***

Put your latest product in the spotlight.

The *SCX PRODUCT LAUNCH ALERT* e-newsletter showcases new solutions making waves in the supply chain—delivered directly to the inboxes that matter most.

Specs:

- 288 x 162 px static image
- 50–75 words of promotional copy
- Clickable link to your website or product page

Bonus: Includes one lead report with full contact details.

**Investment: \$1,950\***

#### ***SUPPLY CHAIN XCHANGE***

*SUPPLY CHAIN XCHANGE* is a bi-weekly electronic newsletter with over 34,000 subscribers, directly targeted to supply chain executives worldwide.

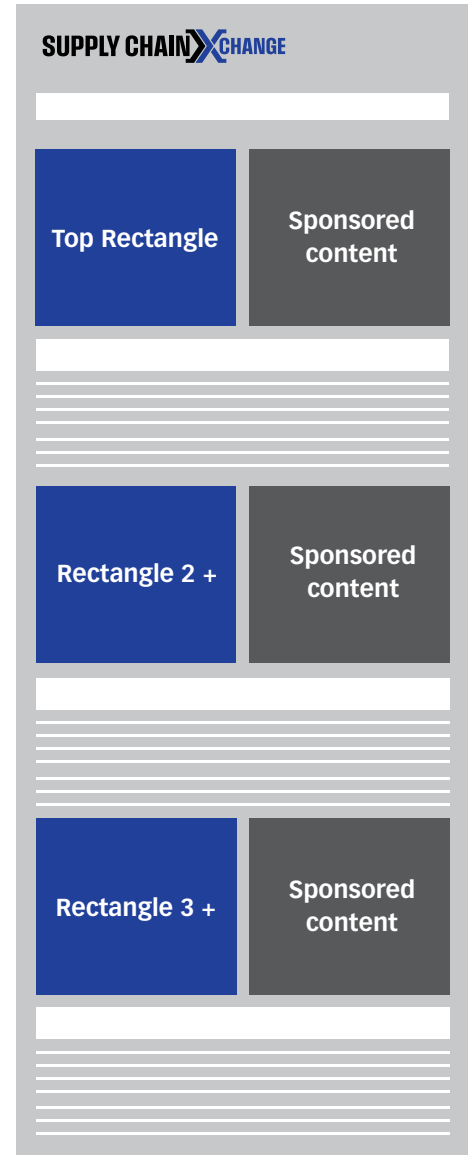
#### ***SUPPLY CHAIN XCHANGE Preview***

The *SUPPLY CHAIN XCHANGE Preview* e-newsletter is transmitted the same day that the print issue of *SUPPLY CHAIN XCHANGE* is mailed. This companion e-newsletter gives our core audience a quick look at the new issue—and helps to promote your business and increase brand awareness through your banner sponsorship investment.

#### **Rectangle + Sponsored Content Specifications:**

- **Ad Size:** 300 x 250 pixels; 35k maximum; gif, jpg, or png
- **Headline:** Up to 50 characters (including spaces)
- **Content:** Up to 300 characters (including spaces)
- **Click-through URL**

**Investment: \$4,500\***



Drive leads, build authority, and stay top of mind. **Contact your regional sales rep today!**



# CSCMP NorthStar

POWERED BY **SUPPLY CHAIN**X**CHANGE**

Global Supply Chain Insights. Industry Intelligence. Delivered.

## Ignite Your Brand's Impact and Propel Business Growth by Partnering with CSCMP NorthStar

CSCMP NorthStar stands as the premier source for curated supply chain news, delivering real-time updates, cutting-edge research, and exclusive events from industry leaders like Supply Chain Xchange, DC Velocity, and the Council of Supply Chain Management Professionals (CSCMP) directly to key decision-makers.

Distributed three times a week to a global audience of 40,000 supply chain professionals, CSCMP NorthStar offers unparalleled exposure.

By aligning your brand with our industry-leading e-newsletter, you position your company at the forefront of the supply chain sector, driving brand recognition and fostering business growth.

### Advertising Options:

- **Rectangle Banner Ad:** Positioned prominently within the e-newsletter, this ad format ensures maximum exposure to our engaged audience.
- **Sponsored Content:** Feature your article or press release in our "Featured Content" module, reserved exclusively for your brand, enhancing credibility and engagement

### Rectangle + Sponsored Content Specifications:

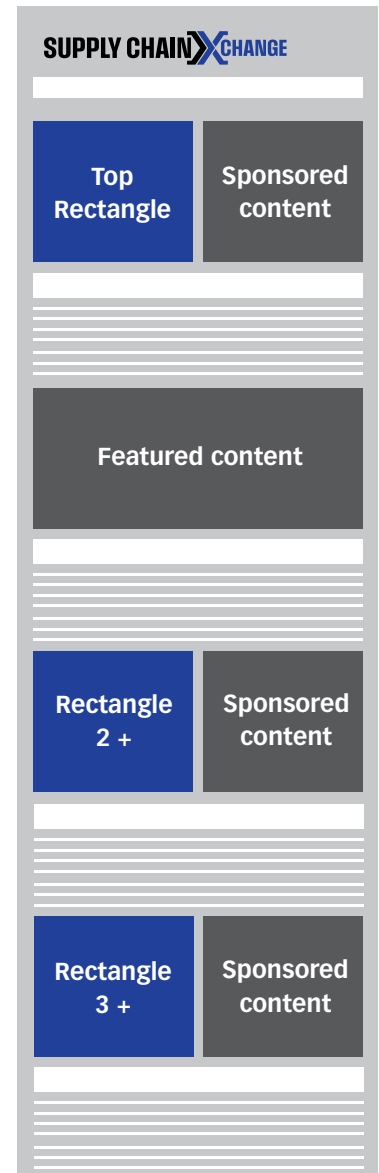
- **Ad Size:** 300 x 250 pixels; 35k maximum; gif, jpg, or png
- **Headline:** Up to 50 characters (including spaces)
- **Content:** Up to 300 characters (including spaces)
- **Click-through URL**

**Investment:** \$3,000\* (Top) / \$2,000\* (Center) / \$1,000\* (Bottom)

### Additional Benefits:

- **Comprehensive Reporting:** Gain access to detailed reports with contact information for everyone who engaged with your content, enabling targeted follow-up and lead generation.

For more information or to reserve your advertising spot, please contact Dave Gibson at [dgibson@agilebme.com](mailto:dgibson@agilebme.com) or call 440.654.3718.



## AGILE Video Promotion

Videos are both efficient and effective, and have a great ROI! Our promotion of your video will provide e-branding as well as lead generation.

### Here's what you will get:

- A dedicated email featuring your video
- A social media post sent out to our market leading audience
- Inclusion of your video in our popular "Now Trending on SCX" e-newsletter
- Hosting of the video on *SUPPLY CHAIN XCHANGE's* website

**Investment:** \$6,500\* (Assets required)



## Supply Chain Short Takes

Make a memorable impact with *SUPPLY CHAIN XCHANGE's* **Supply Chain Short Takes!** This vibrant, fast-paced video interview lets you highlight new products, services, or industry expertise. Our one-on-one chats with our expert editors ensure your message gets the attention it deserves.

Engage in a friendly conversation with one of our editors and get your message in front of the logistics professionals who subscribe to *SUPPLY CHAIN XCHANGE*. It's quick, personable, and highly relevant.

### Your package includes:

- A three- to five-minute recorded interview with a member of our outstanding editorial team. This can be a video or a podcast
- The interview will be permanently hosted on TheSCXchange.com
- A video thumbnail or link to the podcast will be featured in the very popular SCX e-newsletter, including a link to the interview
- Top placement in the "Now Trending on SCX" e-newsletter with a link to the interview
- A report containing full contact information of all those who viewed your message

**Investment:** \$6,500\*

Showcase your company's thought leadership to top decision-makers. Reach out to your sales representative today to get started!

# Supply Chain in the Fast Lane Podcast Sponsorship

Get premium exposure to the supply chain industry with our series-based podcast, Supply Chain in the Fast Lane. Hosted by the Council of Supply Chain Management Professionals (CSCMP) and *SUPPLY CHAIN XCHANGE*, each series features eight episodes tackling key topics like cybersecurity, emerging technologies, and supply chain resilience, with insights from top industry leaders.



As a sponsor, you'll receive a **15-second host-read pre-roll and post-roll callout** in each episode, along with your logo on promotional materials like **social media, dedicated emails, newsletters, and website banners**. This high-impact opportunity allows you to engage directly with senior supply chain professionals.

## Topics may cover:

- Insights from Supply Chain Leaders
- Top Supply Chain Threats
- Cybersecurity
- Jobs of the Future
- Supply Chain Resilience
- Emerging Technologies
- Sustainability
- Supply Chain Planning & Resilience
- The Supply Chain of Natural Disasters: Impact and Recovery

**Investment: \$15,000\* per sponsor**

Contact your sales representative today for more information.



# Webcasts and Webcast Recaps

## ENGAGE YOUR TARGET AUDIENCE INSTANTLY

Unlock the power of real-time engagement with our immersive webcasts! In a fast-paced world, staying connected is essential. Our webcasts offer a dynamic and interactive platform to connect with your audience effectively.

SUPPLY CHAIN XCHANGE manages all aspects of webcast production, allowing you to focus on delivering your key message. With your webcast purchase, you receive:

- Professional editing and moderation by an ABME editor
- The credibility of our trusted brand
- Two dedicated emails to our audience inviting them to your webcast
- Two social media posts to our extensive follower base
- A full-page print ad promoting your webcast
- Hosting of the webcast on our website
- An on-demand version produced by experts in supply chain and video production
- A comprehensive report with contact details of all viewers

**Investment: \$12,500\***

### 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

## INTRODUCING WEBCAST RECAP: KEY INSIGHTS AND TAKEAWAYS

Whether you have your own webcast, are hosting a live event with *DC VELOCITY* or *SUPPLY CHAIN XCHANGE*, or are opting for an on-demand version only, our Webcast Recap can help you reach a wider audience. This feature offers a concise five-minute briefing with the presenter, highlighting the key takeaways from the event.

### Benefits:

- **Time-Efficient:** Quickly catch up on essential information without dedicating hours
- **Enhanced Exposure:** Reach our subscribers through a condensed, impactful video
- **Comprehensive:** Includes a link to the entire event for those who want more details

### Webcast Recap – Key Insights and Takeaways:

- A five-minute recorded interview with a member of our outstanding editorial team
- The opportunity to include slides and/or video from the presentation to enhance the discussion
- A dedicated email and social post to our audience
- The interview will be hosted on our website
- A video thumbnail will be featured in one of our very popular editorial e-newsletters, including a link to the interview and webcast
- A video thumbnail will be featured in the top position of the “Now Trending” featured video e-newsletter, including a link to the interview and webcast
- A report containing full contact info on all those who viewed the videos

**Investment: \$6,500\***

Stay informed and engaged, even on your busiest days, with our **Webcast Recap**. Contact your sales representative today for more information.

# MODEX 2026 – Exclusive Offers from **SUPPLY CHAIN XCHANGE**

*SUPPLY CHAIN XCHANGE offers a wide range of options for reaching your target audience before, during, and after the MODEX 2026 Show in Atlanta.*

## February—MODEX Show Planning Guide

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 *SUPPLY CHAIN XCHANGE*
- A dedicated email to be transmitted in January
- Sponsorship of an e-newsletter to be transmitted in January
- Print Ad Material Deadline: December 9, 2023

**Investment: \$8,500\***

Our special offer: Buy an ad in the January issue of *SUPPLY CHAIN XCHANGE* and receive the same-sized ad for half price in the MODEX Show Planning Guide!

This very popular planning guide is poly-bagged with the January issue of *SUPPLY CHAIN XCHANGE*. It will also be distributed at the show. The guide will provide exclusive information attendees will find beneficial to have before they head to Atlanta.

- Print Ad Material Deadline: January 9, 2026

## March—MODEX Show Issue

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

- Print Ad Material Deadline: February 9, 2026

## Pre-Show Dedicated Emails

The perfect opportunity to leverage your customized message to let our 35,000 subscribers know what new and exciting things you'll be up to at MODEX. These dates sell out quickly, so schedule your dedicated emails today!

**Investment: \$6,250\***

## MODEX Pre-Conference Report

This information-packed e-newsletter will be transmitted on April 1, 2026, to *SUPPLY CHAIN XCHANGE*'s subscriber base of 35,000 logistics professionals.

The 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.

This will be a prime opportunity to get your company on the radar of these buyers of logistics-related products and services long before they head out to Atlanta—and will help ensure that their itinerary will include a stop at your booth.

- Ad material due March 18, 2026

**Investment: \$4,500\***

## MODEX Conference Daily Report

*SUPPLY CHAIN XCHANGE* will have the largest and most experienced editorial staff in the logistics market covering the show floor in Atlanta. *SUPPLY CHAIN XCHANGE*'s editors will provide daily news reports on April 13, 14, 15, and 16, 2026 to our audience of 35,000 e-newsletter subscribers.

- Ad material due April 3, 2026

**Investment: \$4,500\***

## Rolling Video Taping—high-impact, easy, and cost-effective!

Promote your presence during the show with a MODEX video that we produce. We will tape an interview at your booth and promote it in our Conference Daily Report\*\* as well as in the "Now Trending on DCV TV" e-newsletter with hosting on [www.dcvtv.com](http://www.dcvtv.com). You will receive a copy of the video for your promotional efforts.

**Investment: \$3,750\***

Contact your *DC VELOCITY* sales representative today to learn more about special fully customized package deals.

# CSCMP EDGE Exclusive Conference Packages— Stand Out and Shine Before the Event!



Seize the spotlight and generate buzz with our special pre-event and event promotion packages. Reach thousands of engaged subscribers eager for the latest trends and innovations. Make sure your content stands out and gets noticed weeks before the show begins and remains top of mind after the show!

## MULTIMEDIA PROMOTION PACKAGE

Maximize your event impact with a comprehensive promotion strategy. This package includes:

- Full-page ad
- Dedicated email
- E-newsletter sponsorship

**Investment: \$10,000\***

## PRE-SHOW DEDICATED EMAILS

Highlight your exciting event plans with customized emails. Secure your spot now—dates fill up fast!

**Investment: \$6,250\* (Discounted Investment: \$4,750)**

## PRE-CONFERENCE REPORT

Get your company noticed with a feature in our pre-conference newsletter, which includes key event details and highlights. Perfect for ensuring attendees visit your booth.

**Investment: \$4,500\* (Discounted Investment: \$3,750)**

## CONFERENCE DAILY REPORTS

Stay top-of-mind with daily news reports from our expert editorial team, sent to 35,000 subscribers. Showcase your message to a wide audience, whether they're attending or not.

**Investment: \$4,500\* (Discounted Investment: \$3,250)**

## EXHIBITOR SPOTLIGHT VIDEOS

Boost your event presence with a professionally produced video. Featured in our Conference Daily Report and "Now Trending" e-newsletter, and hosted on our website.

**Investment: \$4,750\***

With dedicated emails, reports, and videos, you'll receive comprehensive reports with contact information for all who engaged with your content. Sign up now to enhance your brand visibility and generate leads!

## White Papers

*SUPPLY CHAIN XCHANGE* offers a dedicated email and hosting service to promote your white paper effectively. This is an ideal way to reach our audience of logistics and supply chain decision-makers, showcasing your company's insights and research, and demonstrating how they can stay ahead of the industry. We'll send a dedicated email to our subscribers and host your white paper on our website.

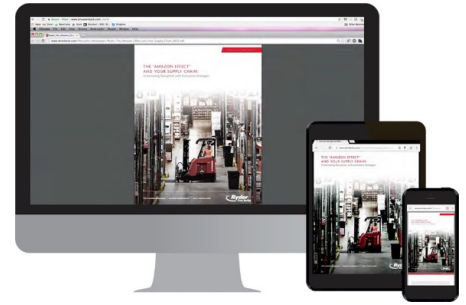
### You'll provide:

- Subject line
- White paper title
- White paper description (up to 1,750 characters)
- White paper cover image (minimum width 300 px)
- Download URL
- Company logo and URL

You'll get a detailed report on who engaged with your content, providing valuable insights into your audience.

**Investment: \$6,250\* (Assets required)**

[Contact your sales representative today for more information.](#)



## Engage and Convert with Our High-Impact Video Case Studies!

Our **Video Case Studies** are a standout offering, delivering an impressive average of 200+ views per promotion!

A *SUPPLY CHAIN XCHANGE* Video Case Study effectively highlights your products and services while driving highly qualified leads. Our expert team collaborates with you and your customers to craft an engaging case study and product profile that includes:

- A one-page print advertorial in our magazine
- An online advertorial on our website
- A companion four- to five-minute video hosted on our website

### You also receive:

- Full duplication rights for both the case study and video
- A dedicated email announcement to our subscribers
- A social media post to our extensive follower base
- Inclusion in one of our editorial e-newsletters
- Hosting of the video on the *SUPPLY CHAIN XCHANGE* website
- Comprehensive Report: Gain access to detailed reports with contact information for everyone who engaged with your content

**Investment: \$16,500\***

[Leverage our Video Case Studies to highlight your brand and attract valuable leads.](#)

[Contact your sales representative today for more information.](#)





# Exclusive Email Promotions

## TURN INDUSTRY EXPERTISE INTO SALES LEADS

Harness the power of a dedicated email to showcase your thought leadership and drive engagement with supply chain professionals. Promote your white papers, videos, case studies, blogs, and other content directly to our targeted audience, whether your content is submitted or created by our AGiLE Content Services team.

Here's what's included with a dedicated *SUPPLY CHAIN XCHANGE* email:

- Deployment of your message to our entire e-newsletter audience
- Consultation to help develop the email for maximum effectiveness
- A report containing the names of all recipients who have clicked through to view their message

**Investment: \$6,250\* (Assets required)**

Contact your sales representative today for more information.

# SUPPLY CHAIN XCHANGE Target Report

## EXCLUSIVE SPONSORSHIP

Elevate your content marketing strategy with exclusive sponsorship of *SUPPLY CHAIN XCHANGE's Target Report* e-newsletter. Maximize your ROI and engage directly with your ideal audience for optimal results.

### Benefits of Exclusive Sponsorship:

- **Customized Content:** Select the topic for *SCX's Target Report* to ensure your message resonates with the right prospects and buyers.
- **Personalized Messaging:** Choose the headline and subject line of the e-newsletter and include a link to your company website or a preferred landing page.
- **Premium Exposure:** Benefit from three "rectangle + sponsored content" positions ideal for promoting white papers, research reports, case studies, company news, and other valuable assets. These placements are designed to boost brand awareness and drive traffic to your website.
- **Enhanced ROI:** Submit your own articles to be featured alongside our award-winning content, generating solid and actionable results for your business.

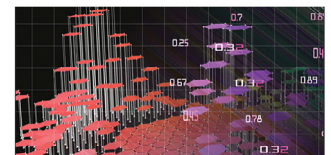
### Rectangle + Sponsored Content Specifications:

- **Ad Size:** 300 x 250 pixels
- **Headline:** Up to 50 characters (including spaces)
- **Content:** Up to 300 characters (including spaces)

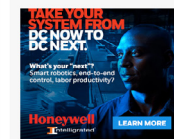
**Includes Comprehensive Report:** Gain access to detailed reports with contact information for everyone who engaged with your content, providing valuable insights for follow-up and lead nurturing.

**Investment: \$6,500\***

### MEETING THE GROWING CHALLENGES OF E-COMMERCE FULFILLMENT



**The Advancement of DC Fulfillment Technologies**  
Retail leaders are beginning to automate and upgrade specific aspects of their DC operations that are bowing under the weight of e-commerce pressures.  
By Honeywell Intelligent



**E-commerce Fulfillment Challenges on the Rise**  
The transition to handle e-commerce growth by DCs is well underway. From labor to machine learning, DCs are reevaluating every aspect of their operations. See what's available so you can achieve success for e-commerce fulfillment.

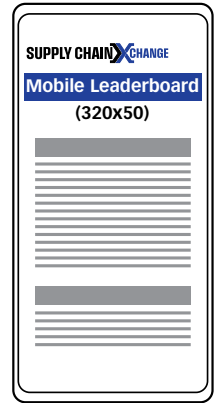
Contact your sales representative for more information and take advantage of this exclusive opportunity to elevate your content marketing strategy.

## Website Banner Advertising

### HUMAN CONTENT POWERED BY AI

SUPPLY CHAIN XCHANGE's digital platforms are designed to meet readers' needs for engaging logistics and supply chain content. Our websites deliver news, features, and video reports seamlessly across desktops, tablets, and mobile devices.

With dynamically optimized content and our continuous loading feature, your banner ads will capture attention and build brand awareness. Choose from rotating positions for maximum exposure and connect with key decision-makers in the industry.



#### Ad sizes:

- Super Leaderboard (970x90)
- Rectangle (300x250)
- Leaderboard (728x90)
- Mobile Leaderboard (320x50)

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

[Contact your sales representative today for more information.](#)

## Social Media Promotion

Leverage our wide reach on X (formerly Twitter), Facebook, and LinkedIn to target logistics and supply chain decision-makers effectively with your message.

Our **Social Media Promotion** program is perfect for marketers looking to amplify their content—whether it's white papers, case studies, research reports, or a simple message. We also help drive traffic to your website by showcasing your content to our market-leading followers.

To get started, simply provide us with:

- A 240-character (maximum) message, including a URL to your chosen site, for posting on our social media channels (character count includes spaces, punctuation, and links).
- An image sized 1200 pixels wide by 630 pixels high at 72 DPI.

Let us help you connect with your target audience and achieve your marketing goals.

**Investment: \$1,995\* (Assets required)**



\* All pricing is NET, excluding taxes and additional fees.

# Transform Your Business with AGiLE's Lead Genius Program!

Struggling to generate high-quality leads? AGiLE's tailored solution supercharges your sales pipeline by targeting the right audience based on geography, job title, industry, company size, or a custom ABM list via dedicated email.

## Key Benefits:

- **Save Time & Resources:** Focus on closing deals while we handle lead generation—hosting your landing page, promoting your content, and delivering qualified leads
- **Targeted & Customizable:** Leads tailored to your specific criteria for better marketing results
- **Verified Data:** Work with clean, up-to-date information for successful outreach
- **Scalable Solution:** Ideal for startups and enterprises alike
- **Simple Pricing:** Transparent, easy-to-plan packages

## Lead Genius Ad Specifications:

Promotion of the asset – white paper, case study, e-book, etc.

- Subject line
- Title
- PDF of the piece being promoted
- Description (1,750 characters max.)
- Cover image (min. width 300 px)
- Company logo

## Customer Feedback:

- *"These are the best leads we've ever received!"*
- *"85% of these leads match our Ideal Client Profile (ICP)."*

## Investment:

- **100 Leads: \$10,500\***
- **200 Leads: \$15,750\***

Ready to revolutionize your lead generation? [Contact us today to get started!](#)

# Supercharge Your Brand with Our Dynamic Content Marketing Packages!

## SHINE A SPOTLIGHT ON YOUR CASE STUDIES, WHITE PAPERS, WEBCASTS, PODCASTS, AND VIDEOS WITH OUR TAILORED PROMOTION PACKAGES

At AGiLE Business Media & Events, we've got the perfect mix of creativity and strategy to elevate your brand's profile with *DC VELOCITY* and *SUPPLY CHAIN XCHANGE*. Whether you bring the content or let us craft it for you, our tailored promotion packages will position your brand as a leading voice in the industry.

To maximize your ROI and make a splash, we'll ensure your content—be it a captivating case study, engaging video, insightful webcast, or compelling white paper—gets the spotlight it deserves. Our marketing magic includes a dedicated email blast and a social media post to ramp up visibility and drive engagement.

Invest in any of our content formats and get ready to see your brand shine!

- Posting of your content on our website
- A dedicated email blast to our audience
- One social media post
- A report with full contact information of all viewers

### **Investment: \$7,000\* (Assets required)**

Don't have a case study, webcast, or white paper?

**AGiLE Content Services** can help research, write, and design your content for you.

Contact your sales representative today for more information.





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### ABOUT AGiLE

AGiLE Business Media & Events LLC is transforming the supply chain industry by serving as the premier resource for professionals in supply chain, logistics, and material handling to learn, share ideas, and advance their missions. Founded in 2002, AGiLE publishes industry-leading publications such as *DC VELOCITY (DCV)* and *SUPPLY CHAIN XCHANGE (SCX)*, the official publication of the Council of Supply Chain Management Professionals. Both *DC VELOCITY* and *SUPPLY CHAIN XCHANGE* dominate the market in readership and advertising share, solidifying AGiLE's reputation as a trusted authority in the field.

In 2024, AGiLE expanded its portfolio to include event management. AGiLE now manages the Council of Supply Chain Management Professionals' (CSCMP) annual *EDGE Supply Chain Conference & Exhibition™*, the premier event for industry professionals to engage in high-quality, unbiased networking and educational sessions covering the entire supply chain spectrum.

For marketers, AGiLE provides an extensive range of print, digital, video, and event-based products, all expertly designed to enhance brand awareness and generate valuable leads.

**Our mission is to make the world a better place, one supply chain at a time, and we're excited to partner with you on this journey.**

