The logistics industry's trusted source for thought-provoking content and impactful marketing solutions.

DC VELOCITY

2027 Media Kit

Welcome to *DC VELOCITY*

As part of AGiLE Business Media & Events, we're here to help you make an impact in the dynamic world of supply chain management. Our **2027 Advertiser Media File** offers a unique chance to elevate your brand and connect with top decision-makers in logistics.

With our expertise and engaged audience, *DC VELOCITY* is the perfect platform to boost brand awareness and drive sales through print, video, digital, and integrated campaigns. We're also dedicated to advancing innovation and sustainability in the supply chain, helping you position your brand as an industry leader.

Partner with us to achieve lasting success and make meaningful change in the supply chain world.

A note from Gary Master,
Publisher, *DC Velocity*

Dear Industry Leader,

As we look ahead to 2027, I am pleased to introduce the new ***DC VELOCITY Media File***—your guide to connecting with the executives, innovators, and decision-makers transforming logistics and supply chain operations worldwide.

The pace of change in our industry has never been greater. Artificial intelligence, robotics, warehouse automation, predictive analytics, digital connectivity, resiliency strategies, and workforce transformation are reshaping how supply chains operate. Organizations are looking beyond technology alone; they are seeking trusted partners who can help them achieve measurable business outcomes.

For more than two decades, ***DC VELOCITY*** has been the trusted source supply chain leaders rely on for objective insights, practical solutions, and meaningful industry connections. Our mission remains clear: to provide the intelligence and marketplace companies need to make smarter decisions and accelerate growth.

In 2027, we are expanding the value we deliver to our marketing partners through:

- Integrated multi-channel marketing across print, digital, newsletters, podcasts, video, webinars, custom content, and live events.
- More sophisticated audience segmentation and first-party data to connect your message with the right decision-makers at the right time.
- Advanced lead generation and demand creation programs designed to produce measurable marketing results.
- Expanded collaboration and coverage of reverse logistics, start-ups, industry conferences, and executive events to create year-round engagement opportunities.
- New thought leadership initiatives that position our partners at the forefront of conversations shaping the future of supply chain excellence.

Our audience continues to grow in both size and influence. Each month, thousands of logistics, manufacturing, retail, transportation, and technology professionals rely on ***DC VELOCITY*** to stay informed, evaluate new solutions, and identify strategic partners. That makes our platform one of the most effective places to build awareness, generate qualified opportunities, and establish industry leadership.

I invite you to explore the ***2027 DC VELOCITY Media File*** and discover how we can help elevate your brand, strengthen your market presence, and generate meaningful business results throughout the year.

Sincerely,

Gary Master

Gary Master
Publisher, *DC VELOCITY*

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

—Gary Master, Publisher,
DC VELOCITY

Trusted by Leading Supply Chain Organizations

DC VELOCITY ENGAGES SUPPLY CHAIN PROFESSIONALS AT SOME OF THE WORLD'S MOST RECOGNIZED COMPANIES.

3M
Ace Hardware
Albertsons
Amazon
Anheuser-Busch
BASF
Best Buy
C.H. Robinson
Cargill
Caterpillar
Coca-Cola
Conagra Brands
Costco
Cummins
CVS Health
Dell Technologies
Dematic
DHL Supply Chain
Eaton
Emerson
FedEx
Frito-Lay
GEODIS
General Motors
Georgia-Pacific
Grainger
GXO
H-E-B
The Home Depot
Honeywell
International Paper
J.B. Hunt
John Deere
Johnson & Johnson
Keurig Dr Pepper
Kimberly-Clark
Kroger
Lineage
Lowe's
Macy's
Manhattan Associates
McDonald's
McKesson
Meier
Microsoft
Nestlé
Nike
Nordstrom
Northrop Grumman
Oracle
PepsiCo
Penske
Pfizer
Procter & Gamble
Publix
Ryder
Sam's Club
Schneider Electric
Siemens
Starbucks
Sysco
Target
Thermo Fisher Scientific
Tractor Supply Company
Tyson Foods
U.S. Bank
UNFI
UPS
US Foods
Verizon
Walgreens
Walmart
Wayfair
WestRock
Whirlpool
XPO
Yusen Logistics
Zebra Technologies

And, here's a sampling of our reader's job titles:

CEOs
Chief Supply Chain Officer
Director of Logistics
Director of Operations
Director of Warehousing
Distribution Manager
Executive VP, Operations
Executive VP, Warehousing
Logistics Manager
Operations Manager
President
Transportation Manager
Vice President, Warehousing
Vice President, Distribution
Vice President, Logistics
Vice President, Transportation
Warehouse Manager

DC VELOCITY

DC VELOCITY = Audience Power + Influence

DC VELOCITY's audited circulation connects you with key decision-makers, from executives to on-site directors and VPs of logistics. Our tailored advertising solutions, from print to digital, ensure your message reaches and resonates with your target audience. Partner with us to elevate your brand, support industry innovation, and drive transformative change in the supply chain.

"We are committed to building meaningful partnerships and expanding our reach. Our investments in audience development and partner engagement have strengthened our industry connections, positioning us to deliver the best and most engaged audience in the market."
—Gary Master, Publisher, *DC VELOCITY*

TOTAL REACH
316,800

DCV website users
55,500

DCV pageviews
71,100

DCV newsletter subscribers
38,643

DCV marketing services
39,293

DCV email delivery rate: 99%
DCV Average open rate: 13%

Social media

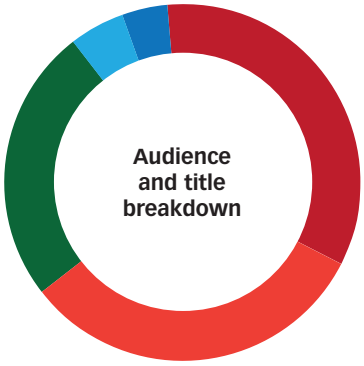
X	Facebook	LinkedIn
40,536	11,043	5,701

Print & digital distribution
55,000

Mobile app

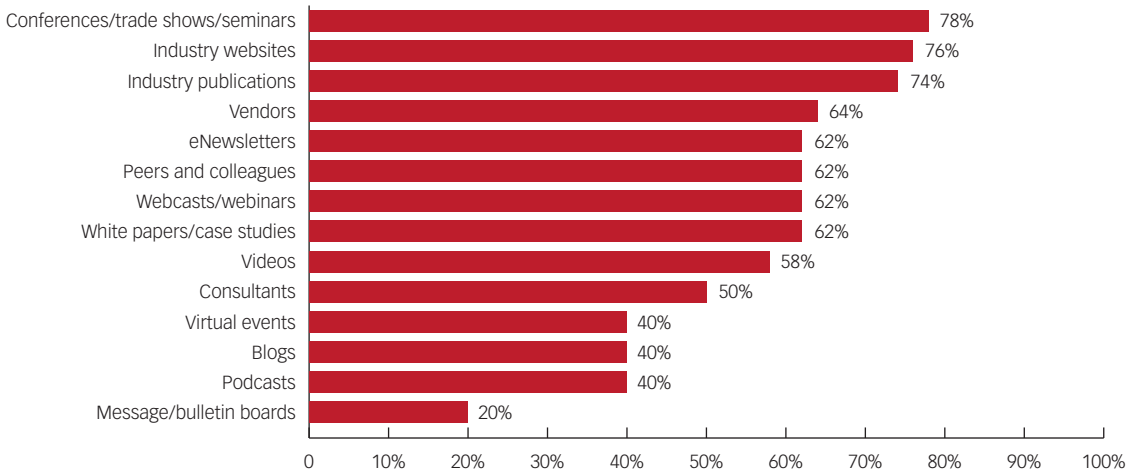
Scan to download the app today!

- **Retail Distribution Center:** 30.5%
- **Wholesale Distribution Center:** 20.8%
- **Manufacturing Distribution Center:** 19.7%
- **Manufacturer of Products & Goods:** 13.3%
- **Third-Party Logistics:** 12.9%
- **Other:** 2.8%

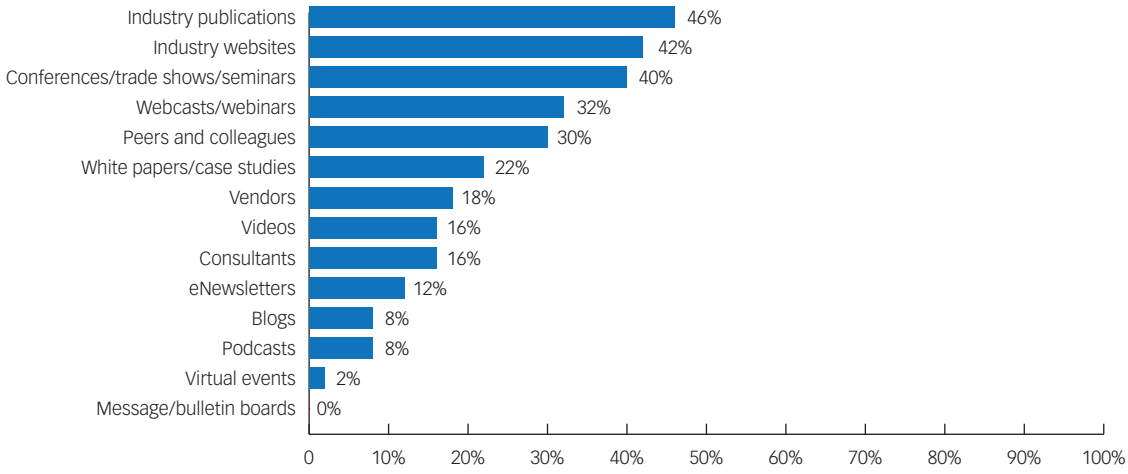


- **Operating Management** 36.8%
- **Corporate Management** 33.9%
- **Distribution Management** 20%
- **Purchasing Management** 5.6%
- **Other**: 3.7%

Information sources USED for logistics products and services



Information sources PREFERRED for logistics products and services



DC VELOCITY

2027 Editorial Calendar

In every issue:

- Big Picture
- NewsWorthy
- Inbound
- Thought Leader
- In Person
- Applications
- Outbound

Special Reports in 2027:

- National Forklift Safety Day
- The Rainmakers
- Metrics Study
- Market Outlook

Bonus Distribution:

- March & April Issues: Promat (April 19-21)
- September Issue:
  Parcel Forum (Sept. 13-15)
  CSCMP EDGE (Sept. 19-22)
  PACK EXPO (Sept. 27-29)

Issue	Material Handling	Transportation	Technology	Robotics and Automation	Special Offers & Bonus Distribution
JANUARY Space Close*: 12/11/26	Forklifts	Final Mile Delivery	Artificial Intelligence	Reverse Logistics Special Report	
FEBRUARY Space Close*: 1/8/27	Picking Systems	Global Trade, Logistics, and Technology	Visibility	Robotics	
MARCH Space Close*: 2/8/27	Warehouse Data Management	Truckload Freight, Less-than Truckload-Private Fleets	Warehouse Management Systems	Labor-Saving Technologies	Promat 2027 (April 19-21)
APRIL Space Close*: 3/8/27	Cold and Frozen Handling Systems	3PL	Digitalization	Autonomous Mobile Robots	Promat 2027 (April 19-21)
MAY Space Close*: 4/8/27	Forklifts - National Forklift Safety Day special section	Sustainability	Yard Management	Robotic Storage	
JUNE Space Close*: 5/7/27	3PL	Freight Safety and Security	Labor Management	Goods-to-Person Automation	
JULY Space Close*: 6/7/27	Automated Packaging and Labeling	CSCMP's State of Logistics Report	Artificial Intelligence	Drones	Buy one full-page ad, get a FREE Partner Profile page
AUGUST Space Close*: 7/8/27	Charging Systems for Automation	Maritime/Ports	Inventory Management	Automation Design and Integration	
SEPTEMBER Space Close*: 8/06/27	Dock & Yard Systems	Freight Brokerage	Internet of Things	Automated Storage and Retrieval Systems	• Parcel Forum (Sept. 13-15) • CSCMP EDGE 2027 (Sept. 19-22) • PACK EXPO 2027 (Sept. 27-29) Includes: THE FUTURE OF PACKAGING SPECIAL REPORT
OCTOBER Space Close*: 9/9/27	Containers and Pallets for Automation	Intermodal/Rail	Transportation Management Systems	Automated Forklifts	
NOVEMBER Space Close*: 10/8/27	Palletizing and Packing Systems	Parcel Express	Cyber Security	Robotics and Automation Special Report	Robotics & Automation Special Report
DECEMBER Space Close*: 11/8/27	Truck Loading and Unloading	2028 Logistics Outlook	Emerging Technologies	New Innovations in Automation	Buy one full-page ad, get a FREE Boardroom Outlook page

**Materials due 7 days after Space Close.*

The publisher reserves the right to revise this calendar based on industry developments and editorial judgment.

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 *CSCMP'S 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!

Bonus Buy One, Get One

PARTNER PROFILES – JULY ISSUE

As a thank you to our full-page ad advertisers, our annual *DC VELOCITY* 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.

Materials:

- Advertisers digitally submit a 500-word profile of their company, its products and services, and customer benefits with a company logo, headline, and contact information.

SPONSORED CONTENT

PARTNER PROFILES

WAREHOUSE LABELS AND SIGNS

Preprinted Pallet/LPN Labels
Preprinted LPN labels save significant time and money compared to print-on-demand, in-house options.

- Increase worker productivity and uptime
- Corner-wrap pallet labels for easy scanning
- "Make-and-Hold" inventory program for volume discounts

Rack Location Labels
Durable location labels featuring custom designs, premium materials and the latest digital UV inkjet technology.

- Magnetic labels
- BullsEye™ ultra-durable labels
- Clean Release™ removable labels
- BeamRenew™ cover-up solution
- Cooler and freezer applications
- Color coding for tier identification

Warehouse Signs
We offer a complete range of warehouse signs, available in a wide array of designs, sizes and materials.

- Long-range retro-reflective overhead barcode signs
- Flat, bent or two-sided Z-shaped fabrication
- Dock door, staging and safety signs
- Aisle and location markers
- BullsEye™ durable floor plate kits

National Installation Services
ID Label installs millions of labels and signs annually — using our own team of ID Label employees (not temp workers) to ensure the job is done right. All of our installation projects include:

- Complete planning and layout services
- Data file management and creation
- Fully insured and bonded staff

Preprinted LPN Labels | Rack Labels
Warehouse Signs | National Installation Services

ID LABEL
800-541-8506 · info@idlabelinc.com · idlabelinc.com
Contact us today for details and free samples.

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BOARDROOM OUTLOOK – DECEMBER ISSUE

What will the new year bring to the logistics market? What role will your company play? In our December issue of *DC VELOCITY* or the 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!

Ad Specs:
Partner Profiles and Boardroom Outlook 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

SPONSORED CONTENT

BOARDROOM OUTLOOK

ZEBRA Robotics Automation™

Fewer Robots. Faster Profits.

Drive Down Your Cost per Unit With up to 30% Fewer Robots

Zebra Robotics Automation is revitalizing warehouse operations by focusing on a single goal: **lowering your variable cost per unit.**

This unique, holistic approach to autonomous mobile robots (AMRs) is helping fulfillment operations like yours enhance efficiency using **30% fewer robots** than legacy systems, with return on investment (ROI) in as little as a few months.

Detachable Carts and Directed Workflows Provide a Smarter Solution

To engineer an automation approach that boosts your profits without sacrificing performance or reliability, we prioritized three pillars:

ELIMINATING WAITING — Buffering the system with inexpensive carts, instead of additional robots or labor, reduces robot dwell time at accumulation points.

GREATER CUBIC CAPACITY — Higher-capacity carts and optimized order allocation allow robots to handle up to 300% more cubic capacity, enabling more efficient picking, a wider range of products and increased batching for smarter, denser pick runs.

TEAM INTELLIGENCE — Wearable devices digitize workers, providing a precise, directed workflow that enables them to pick faster with less effort.

These advantages form the core of the **Zebra Symmetry™ Fulfillment** solution, a system that not only reduces your costs but positions you to win new business by offering superior services and customer experiences.

Leverage Existing Infrastructure and Reduce Your Risk

Every aspect of Zebra Symmetry Fulfillment is **engineered to save you money.** We started by making the workflow simple enough to learn in minutes. Optimizing pickers and AMRs maximizes utilization, dramatically reducing the number of robots you need. You can be up and running in weeks — without adding physical infrastructure or dedicated Wi-Fi — and recoup your startup costs quickly while creating more free cash flow.

In addition, you can keep your facilities running at peak performance with 24/7 support from the Zebra Robotics Automation operations center.

Discover how Zebra Robotics Automation can work for you.

Scan the **QR code** or visit **zebra.com/fulfillment** for more information.

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www.dcvelocity.com DECEMBER 2025 DC VELOCITY 47

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

Dedicated Content Promotion

TURN INDUSTRY EXPERTISE INTO SALES LEADS

Put your thought leadership in front of logistics and supply chain decision-makers with a dedicated *DC VELOCITY* promotion designed to drive engagement and generate qualified leads.

Promote a **white paper, case study, video, blog or other valuable content** with a dedicated email to our e-newsletter audience, plus website hosting for your content. Our team will work with you to develop an effective promotion that showcases your expertise and encourages readers to engage.

Here's what's included:

- Dedicated email deployment to the *DC VELOCITY* e-newsletter audience
- Consultation with our team to optimize your message for engagement
- Hosting of your content on the *DC VELOCITY* website
- Detailed engagement report identifying recipients who clicked through to your content

You'll provide:

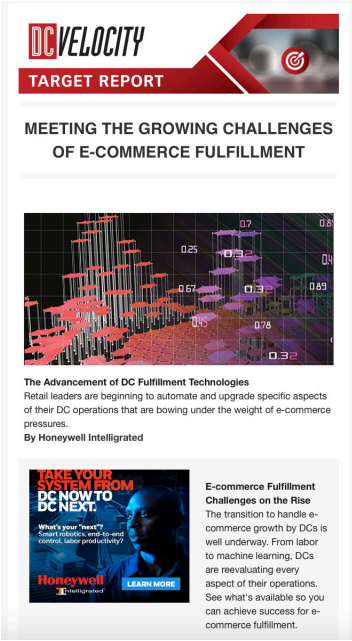
- Subject line
- Content title
- Content description (up to 1,750 characters)
- Supporting image (minimum width 300 px)
- Download or destination URL
- Company logo and URL

Investment: $6,250* (Assets required)

Contact your sales representative today for more information.

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

DC VELOCITY Target Report



EXCLUSIVE SPONSORSHIP

Elevate your content marketing strategy with exclusive sponsorship of *DC VELOCITY'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 *DCV'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*

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

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

Maximize Visibility with *DC VELOCITY*'s E-Newsletter Sponsorships

DC VELOCITY's e-newsletter sponsorships offer a powerful platform to showcase your thought leadership and elevate your brand. Whether you're promoting white papers, research reports, case studies, company updates, or other key content assets, these placements are built to drive engagement and qualified traffic to your website.

Content marketing is a cornerstone of modern strategy—and our e-newsletter platform is purposefully designed to put your message in front of decision-makers and position your company as a trusted leader in the supply chain space.

DCV PRODUCT LAUNCH ALERT

Put your latest product in the spotlight.

The *DCV 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*

DCV Insider

A first look at the stories that will appear in the upcoming issue of *DC VELOCITY*.

Velocity Weekly

Our core weekly e-newsletter targeted to the logistics market. Along with the latest news and analysis, these e-newsletters include links to the latest blog posts and video clips on our website.

Visual Velocity, a DCV-TV e-newsletter

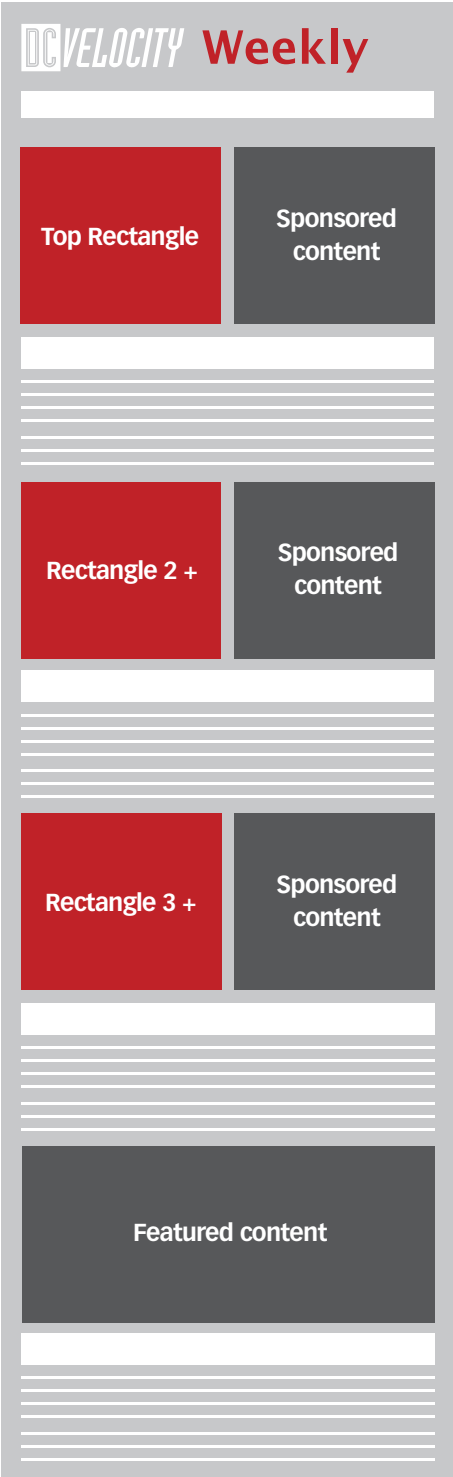
Each Monday and Friday morning, *DC VELOCITY* e-newsletter subscribers receive a snapshot of the most compelling videos launched during the previous week on *DCV-TV*. Like all of our e-newsletters, *Visual Velocity* helps promote your business and increase brand awareness.

DC VELOCITY's e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market.

Rectangle + Sponsored Content Specifications:

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

Investment: $4,500*



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

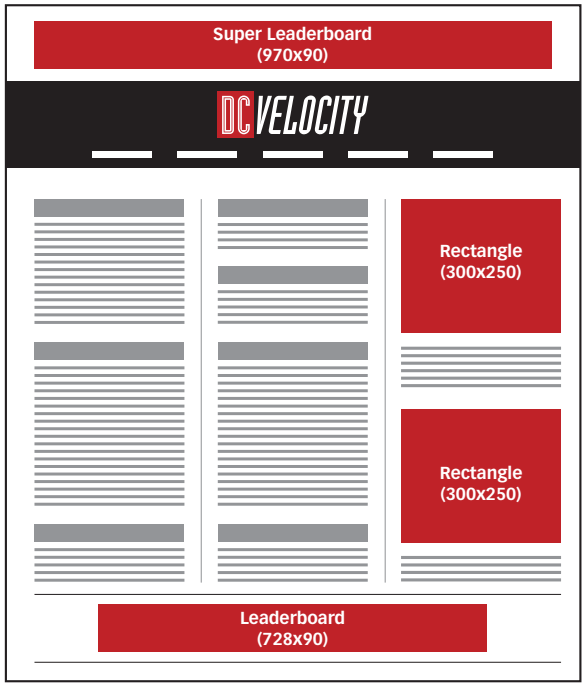
* All pricing is NET, excluding taxes and additional fees.

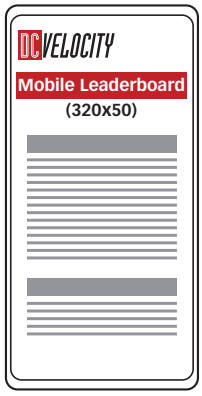
Website Banner Advertising

HUMAN CONTENT POWERED BY AI

DC VELOCITY'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)
- Leaderboard (728x90)
- Rectangle (300x250)
- Mobile Leaderboard (320x50)

CPM Investment: $125 / 1,000 impressions*

Contact your sales representative today for more information.

DC VELOCITY Social Media Promotion

Leverage our wide-reaching audience 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.

DC VELOCITY

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!

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

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 *DC VELOCITY* 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 *DC VELOCITY* 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.

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

Spotlight Your Brand with *DCV-TV* Featured Video!

Ready to make your mark? Our *DCV-TV* Featured Video is your ticket to captivating your audience and generating top-quality leads. Video is a game-changer for showcasing your products, services, and expertise, and with *DCV-TV*, you'll shine in the spotlight.

Whether you bring your own video or let our AGiLE Content Services team craft it for you, we've got you covered from production to promotion. Your video will steal the show, appearing with a thumbnail link in our "*Visual Velocity*, a *DCV Video* e-newsletter," and we'll even give it a prime spot in the newsletter's subject line for unbeatable visibility.

Specs:

- **Title:** 200 characters
- **Description:** 6,000 characters
- **Video File** (Accepted file types: mp4, WebM, ogv; max 2GB)
- **Video Thumbnail** (Accepted file types: gif, jpg, png, jpeg; max 2MB)

Investment: $2,495*

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 "*Visual Velocity*, a *DCV Video* e-newsletter"
- Hosting of the video on *DC VELOCITY*'s website

Investment: $6,500* (Assets required)

Supply Chain Short Takes

Make a memorable impact with *DC VELOCITY*'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.

Your package includes:

- A five-minute recorded interview through *DC VELOCITY* with the option to submit questions you want to answer in advance
- Your Short Take will be hosted on dcvelocity.com
- Featured video thumbnail linked in the popular "*Velocity Weekly*" e-newsletter
- Top placement in the "*Visual Velocity*, a *DCV Video* e-newsletter" with a link to the interview
- A report containing full contact information of all those who viewed your message
- A dedicated email featuring your video

Investment: $7,500*

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

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

"Logistics Matters" Podcast Package

Each episode of our **"Logistics Matters" podcast** features guest interviews and discussions by the *DC VELOCITY* editorial team on timely topics in supply chain management. We keep listeners informed with the latest trends, top stories, and updates. Our podcasts are engaging, quick-hitting, and informative, reflecting *DC VELOCITY*'s distinctive edge. They blend conversational elements, personal stories, and essential news, providing a mix of fun and valuable insights.

As the sole sponsor, you'll receive:

- Audio pre-roll and post-roll callouts in each episode
- A 15-second host-read message integrated into the content
- Four social media posts
- E-newsletter banner in *"Velocity Weekly"* and *"Now Trending on DCV-TV"*
- Print ad promoting your sponsorship
- Website banners

With over 69,798 downloads and 2,000 new downloads monthly, "Logistics Matters" ranks among the top 10 supply chain podcasts.

Investment: $7,500* (4-episode series)

Don't miss out on this high-impact opportunity!

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

Innovation in Motion
A *DC VELOCITY* Podcast

20 MINUTES. ONE BIG IDEA. ENDLESS POSSIBILITIES.

Supply chain leaders are busy—but they always make time for a good story. That's why **Innovation in Motion** was created.

Each **20-minute episode** is a front-row seat to the ideas, solutions, and game-changing innovations shaping tomorrow's supply chains—told by the experts behind them. Your episode becomes a chance to spark curiosity, start conversations, and showcase your expertise in a way that sticks.

As a sponsor, you'll help shape the topic, provide expert guests, and guide the story—while *DC VELOCITY* manages production, editing, and flow to ensure a polished, engaging conversation.

Your sponsorship includes:

- A *DC VELOCITY* editor to guide the conversation and keep the story flowing
- The credibility of the *DC VELOCITY* brand attached to your episode
- 2 dedicated email blasts to our subscriber audience
- 2 social posts reaching our market-leading followers
- A full-page print ad in *DC VELOCITY* to amplify your story even further
- Bonus: Includes two lead reports, one from *DC VELOCITY* and one from *SUPPLY CHAIN XCHANGE*, providing full contact details.

Whether you're unveiling a new product, sharing a success story, or planting a flag as a thought leader—Innovation in Motion puts your message directly into the ears of the people who matter most. You bring the questions and guests and we'll do the rest.

Because in just 20 minutes, you can move minds—and maybe even markets.

Investment: $9,500*

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

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.

DC VELOCITY 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 AGiLE 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*

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 "Visual Velocity, a *DCV 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.

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

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*

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*

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*

EXHIBITOR SPOTLIGHT VIDEOS

Boost your event presence with a professionally produced video. Featured in our Conference Daily Report and *Visual Velocity*, a *DCV Video* 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!

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

DC VELOCITY

PROMAT 2027

PROMAT 2027 – Exclusive Offers from *DC VELOCITY*

DC VELOCITY offers a wide range of options for reaching your target audience before, during, and after the PROMAT 2027 Show in Chicago.

March—PROMAT Show Planning Guide

Our special offer: Buy an ad in the March issue of *DC VELOCITY* and receive the same-sized ad for half price in the PROMAT Show Planning Guide!

This very popular planning guide is poly-bagged with the March issue of *DC VELOCITY*. It will also be distributed at the show. The guide will provide exclusive information attendees will find beneficial to have before they head to Chicago.

- Print Ad Material Deadline: February 8, 2027

Investment: $8,500*

Multimedia Promotion Package

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

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

Investment: $10,000*

April—PROMAT Show Issue

Our April edition will include full bonus distribution at PROMAT, 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: March 8, 2027

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 PROMAT. These dates sell out quickly, so schedule your dedicated emails today!

Investment: $6,250*

PROMAT Pre-Conference Report

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 Chicago—and will help ensure that their itinerary will include a stop at your booth.

- Ad material due March 31, 2027

Investment: $4,500*

PROMAT Conference Daily Report

DC VELOCITY will have the largest and most experienced editorial staff in the logistics market covering the show floor in Chicago. *DC VELOCITY*'s editors will provide daily news reports on April 19, 20, 21, and 22, 2027 to our audience of 35,000 e-newsletter subscribers.

- Ad material due April 9, 2027

Investment: $4,500*

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

High-impact, easy, and cost-effective! Promote your presence during the show with a PROMAT 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 "*Visual Velocity*, a *DCV Video* e-newsletter" with hosting on 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.

** Time permitting

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

PROMAT 2027 Exhibitor Spotlight Package

Highlight your latest product, launch a new service, or establish your company as an industry leader with **"Exhibitor Spotlight."** This brief, engaging interview between your representative and one of our top editors ensures your message reaches key decision-makers effectively and personally—whether before or during PROMAT 2027.

Here's what you get:

- A five-minute recorded interview through *DC VELOCITY*
- The option to submit questions you want to answer in advance
- The interview will be hosted on our website
- A thumbnail will be featured in one issue of our editorial e-newsletters, including a link to the interview
- Your video featured in one of our new "Now Trending at PROMAT" e-newsletters, including a link to the interview
- Full-page ad in the PROMAT Show Guide

Investment: $8,500*

Looking to boost your ROI? We'll deliver your message to a targeted audience and provide qualified leads tailored to the industry-specific demographics you choose. (PROMAT exclusive pricing.)

- **50 leads: $4,500***
- **100 leads: $7,000***
- **200 leads: $13,000***

Don't miss this opportunity to highlight your company's true thought leadership – contact your sales representative today for more information.

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

PROMAT 2027 Product Focus with *DC VELOCITY*

DC VELOCITY is thrilled to present an exclusive multimedia package for **PROMAT,** designed to spotlight your products and successful implementations. This package also delves into key trends and developments in material handling. Don't miss this chance to showcase your innovations and make a lasting impression!

Sponsorship of the special supplement will include:

- A product-specific Q&A will be featured in *DC VELOCITY*'s special report. Your insights, along with those of other companies, will be essential reading for those adapting to ongoing industry changes
- A full-page ad that will also appear in the digital edition and on our mobile app
- Social media promotion to our 60,000 followers promoting the report
- If you have a video, we can include it in our "Now Trending at PROMAT" e-newsletter**
- Hosting of your video on *DCV-TV*
- Bonus distribution of the print magazine at the show

Schedule:

- **January issue:** Forklifts; Final Mile Delivery; Artificial Intelligence; Reverse Logistics Special Report
- **February issue:** Picking Systems; Global Trade, Logistics, & Technology; Visibility; Robotics
- **March issue:** Warehouse Data Management; Truckload Freight; Warehouse Management Systems; Labor-Saving Technologies

Investment: $12,500*

Receive branding, reporting, and the ability to shape future decision-making through this thought-leading special report.

Looking to boost your ROI? We'll deliver your message to a targeted audience and provide qualified leads tailored to the industry-specific demographics you choose. (PROMAT exclusive pricing.)

- **50 leads: $4,500***
- **100 leads: $7,000***
- **200 leads: $13,000***

Contact your *DC VELOCITY* representative today so you don't miss out!

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

National Forklift Safety Day

DC VELOCITY is proud to be the official media brand for **National Forklift Safety Day 2027,** in collaboration with the Industrial Truck Association (ITA). Through our magazine, website, e-newsletters, and social media, we help educate logistics and supply chain leaders on the importance of forklift safety and proper operator training.

Why sponsor? Showcase your expertise, advocate for safe forklift practices, and support a vital industry event.

Package Details

Print:

- Full-page ad in *DC VELOCITY's* special National Forklift Safety Day section of our May issue (space close: April 8, 2027). The digital edition will be emailed to all subscribers.

Digital:

- **Website:** Banner sponsorship of the dedicated National Forklift Safety Day web page
- **E-newsletter:** Logo sponsorship of the National Forklift Safety Day e-newsletter
- **Your message:** Content placed in the e-newsletter and on the web page. Submit a text-only article (max 500 words) with a headline, URL/contact information, and your company's logo (JPG, EPS, TIF, PDF)
- **Social media:** Promotion through *DC VELOCITY's* X (formerly Twitter), Facebook, and LinkedIn accounts
- **Dedicated email:** Coverage of National Forklift Safety Day, including a thank you to participants (digital materials due May 31, 2027)

Sponsorship with Full-Page Ad Investment: $10,995*

Sponsorship with Two-Page Spread Investment: $12,995*

Contact your *DC VELOCITY* sales representative for more information.

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

Drive the Market

DC VELOCITY's New Quarterly Transport Report

FEATURING INSIGHTS FROM THE U.S. BANK FREIGHT PAYMENT INDEX AND THE AMERICAN TRUCKING ASSOCIATION (ATA)

DC VELOCITY introduces **The Transport Report,** a high-impact quarterly section spotlighting U.S. Bank's authoritative Freight Payment Index—the benchmark for freight spend and shipment trends across the U.S. Your brand will gain premium visibility with shippers, carriers, and 3PL decision-makers, aligning with a trusted, data-driven resource that drives budgets, strategy, and purchasing decisions.

What Advertisers Get

Each quarterly Transport Report package delivers unmatched reach and authority:

- Premium full-page print and digital presence alongside the U.S. Bank Freight Payment Index, putting your brand front and center with key supply chain decision-makers
- High-visibility positioning within *DC VELOCITY*'s print and digital issue
- Dedicated E-Blast to 35,000+ Opt-In Professionals announcing the report with sponsors' logos
- Exclusive stand-alone email featuring your branding message and call to action link
- Social Media Spotlight across *DC VELOCITY*'s LinkedIn, X, and Facebook feeds
- Quarterly Momentum (March/June/September/December) – Four powerful touchpoints per year—build anticipation and recognition with every new release

Audience Impact

DC VELOCITY's print and digital channels connect you with 300K+ supply chain decision makers—executives, logistics managers, carriers, and 3PL leaders—with purchasing authority in transportation, logistics, and technology.

- 60K+ magazine subscribers (print + digital)
- 60K+ monthly website visitors generating 74K+ pageviews
- 60K+ social media followers across LinkedIn, Twitter, and more
- 70K+ newsletters and dedicated email recipients

Investment: $7,500* per quarterly package
(includes full-page ad, e-blast, and social media)

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

DC VELOCITY

THE FUTURE OF PACKAGING

SPECIAL REPORT

A Special Supplement to the October Issue of *DC VELOCITY*

EXCLUSIVE BONUS DISTRIBUTION AT PACK EXPO 2027

The packaging and shipping industries are evolving. With new food and beverage regulations and shifts in commercial shipping and manufacturing, the future of packaging is at a pivotal moment. *DC VELOCITY*'s **"State of the Packaging Industry Special Report"** is the go-to resource for critical insights, successful case studies, and expert perspectives.

Included as a supplement in the October issue of *DC VELOCITY* and distributed at **PACK EXPO 2027,** this special report offers unparalleled visibility to a targeted audience as we feature successful operations and highlight key trends. Don't miss the opportunity to be a part of this essential multimedia package!

Sponsorship Benefits

Position your brand as an industry leader with these exclusive opportunities:

- **Participate in a Q&A on the State of the Packaging Industry:** Share your expertise in a key feature on one of the industry's hottest topics. Includes a dedicated email of the supplement, highlighting your thought leadership.
- **Premium Advertising Placement:**
  - 500 word case study in the print edition, digital edition, and mobile app. **Due:** August 6, 2027
  - A full-page ad in the print edition, digital edition, and mobile app. **Materials due:** August 6, 2027
- ***DC VELOCITY* e-Newsletter** banner or video with lead generation
- **Social Media Promotion:** Reach 60,000 followers with tailored posts
- **PACK EXPO Distribution:** Gain extra exposure with bonus distribution at this leading event (September 27-29, 2027)
- A report of full contact information for viewers of the special report

Showcase your solutions, amplify your message, and connect with decision-makers across the packaging supply chain.

Investment: $7,500*

Your investment includes:

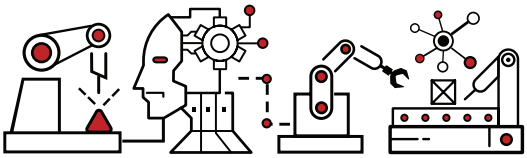
- Branding and thought leadership through the Q&A feature
- A one-page ad in the October issue of *DC VELOCITY*
- A dedicated email campaign and social media promotion
- Exposure through bonus PACK EXPO distribution
- Website hosting

Act now—space is limited!

Contact your *DC VELOCITY* representative today to secure your spot in this game-changing report.

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

DC VELOCITY

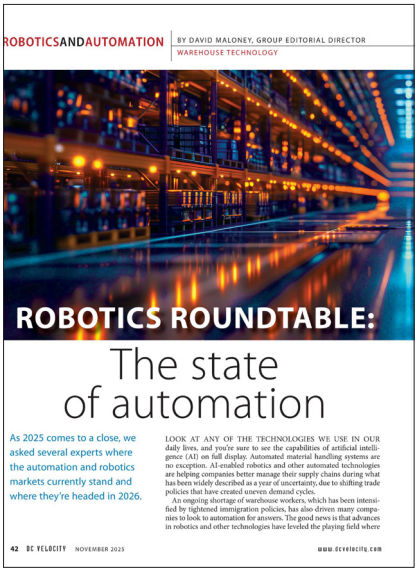


ROBOTICS & AUTOMATION

A Special Supplement to the November Issue of *DC VELOCITY*

How will robotics and automation shape the future of supply chains and transform your business? It's a crucial question for both buyers and providers in the logistics industry. As these technologies drive change, many are left with more questions than answers.

DC VELOCITY is here to help! Our **"Robotics & Automation Special Report,"** included in the November issue, will feature successful implementations and highlight key trends. Don't miss the opportunity to be a part of this essential multimedia package!



ROBOTICSANDAUTOMATION | BY DAVID MALONEY, GROUP EDITORIAL DIRECTOR
WAREHOUSE TECHNOLOGY

ROBOTICS ROUNDTABLE:

The state of automation

As 2025 comes to a close, we asked several experts where the automation and robotics markets currently stand and where they're headed in 2026.

LOOK AT ANY OF THE TECHNOLOGIES WE USE IN OUR daily lives, and you're sure to see the capabilities of artificial intelligence (AI) on full display. Automated material handling systems are no exception. AI-enabled robotics and other automated technologies are helping companies better manage their supply chains during what has been widely described as a year of uncertainty, due to shifting trade policies that have created uneven demand cycles.

An ongoing shortage of warehouse workers, which has been intensified by tightened immigration policies, has also driven many companies to look to automation for answers. The good news is that advances in robotics and other technologies have leveled the playing field where

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As a sponsor, you'll receive:

- An invitation to contribute to a robotics industry Q&A featured in the report, focusing on robotics in automation—a must-read for those navigating this era of change. **Responses are due by September 8, 2027.**
- A two-page ad spread (either a one-page advertorial/case study plus a full-page ad, or a traditional spread ad). This will also appear in the digital edition and on our mobile app. **Ad materials are due by October 8, 2027.**
- A dedicated email promoting your case study or a product demo video sent to our audience
- Social media promotion to our 60,000 followers
- Inclusion of your video in our *Visual Velocity, a DCV Video* e-newsletter
- Hosting of your video on *DCV-TV*
- A report containing full contact information of all those who viewed your message

Receive branding, lead generation, and the ability to shape future decision-making through this thought-leading special report. The price includes the invite to participate in our roundtable discussion, the two-page spread ad, the dedicated email, the social media post, the e-newsletter sponsorship, and the website hosting.

Investment: $11,000*

Don't have a video? No worries. **Agile Content Services** can help produce one for a fee. Contact your *DC VELOCITY* representative today so you don't miss out!

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

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.

*All pricing is NET, excluding taxes and additional fees. Prices vary pending duration and details.

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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.

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