SUPPLY CHAIN XCHANGE

2027 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!

SUPPLY CHAIN XCHANGE

Who Reads *SUPPLY CHAIN XCHANGE:*

1-800 CONTACTS
Abercrombie & Fitch
Accela Worldwide Logistics
Amazon
Amazon Robotics
Amazon Worldwide Operations & Customer Service
American Airlines
American Red Cross
AmTrak
Amway
Apple
Arbonne
AT&T
Barilla America Inc
Bayer
Bayer HealthCare LLC
BEYOND PRODUCTS INC.
Big Lots Inc.
BJ's Wholesale Club, Inc.
Blu Electronic Cigarettes
Blue Apron
Boars Head Provisions
Bristol Myers Squibb
Bumble Bee Foods
Central Intelligence Agency
Chick-fil-A
Chicos FAS, Inc.
Chiquita Fresh North America L.L.C.
Cintas
Coach, Inc.
Coca-Cola Bottling Company
Coca-Cola Bottling Company United Inc
Colgate-Palmolive Company
Johnson & Johnson
Kimberly-Clark
Land O' Lakes
L'Oreal
Lowes Companies, Inc.
Michael Kors
Michelin North America
MOTOROLA
New Balance Athletic Shoes
NEW WORLD VAN LINES
New York City Transit
Niagara Bottling
Nike, Inc.
Nine West Holdings
Nordstrom
Nutrisystem Inc
Ocean Spray
Open Sky Group
Penske
Pepperidge Farm Inc
PepsiCo
PepsiCo Frito-Lay
Pfizer Inc
PITNEY BOWES INC., DISTRIBU
Procter and Gamble
Redbox
ROOMS TO GO DISTRIBUTION CE
Ryder
Sam's Club
Sargento Foods, Inc.
Sony-Pictures Entertainment
Staples
Starbucks
Sun-Maid Growers of CA
Conair Corporation
CVS
CVS/ Caremark
Deere & Company
Defense Contract Management Agency
Delta Air Lines
Dillard's, Inc.
Disney
Dole Packaged Foods
Dollar General
Dollar Tree/Family Dollar
DSW Inc.
DuPont
Elizabeth Arden
Estee Lauder Co Inc
FedEx
Foot Locker
Gap Inc
Garlock Safety Systems
Garmin International
Google Inc
H&M Company Inc
Hallmark Cards, Inc.
Herbalife International
Hollister Incorporated
Homegoods
HONEYWELL SCANNING & MOBILI
Honeywell Scanning & Mobility
Houghton Mifflin Co
Houghton Mifflin Harcourt
IKEA Distribution Services
JCPenney
Jockey International Inc
The Children's Place
The Clorox Company
The Coca Cola Company, Latin Center Business Unit
The Coca-Cola Company
The Dannon Company
The Hershey Company
The J.M. Smucker Company
The Kellogg Company
The Kraft Heinz Company
The Kroger Co.
THE LILLY COMPANY
THE VITAMINSHOPPE.COM
The Walt Disney Company
Toys R Us
U S Army
U S Marine Corp
U. S. Air Force
U.S. DEPARTMENT OF TRANSPOR
UBER
Uber Freight
U-Haul International, Inc
Ulta Beauty
UPS
Urban Outfitters
US POSTAL SERVICE
Valspar
Vera Bradley
VERIZON WIRELESS
Walt Disney Parks & Resorts
Wayfair
Whirlpool

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

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

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

Influences the purchase of **multiple products and service areas.**

Personally controls, oversees, approves an average of **$149 million annually in spending** for logistics services, IT, and materials handling equipment.

Expects their company to spend $48 million (avg) on **materials handling equipment** in coming year.

Prefers **industry publications** to most other supply chain info sources.

Expects their company to spend $166 million (avg) on **transportations services** in coming year.

Expects their company to spend $224 million (avg) on **IT** in coming year.

21 years of supply chain job experience on average.

SUPPLY CHAIN XCHANGE

SUPPLY CHAIN XCHANGE: Illuminating the Future of Global Supply Chains

With a total reach of 209,000, *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.

TOTAL REACH

209,000

SCX website users

28,500

SCX pageviews

34,400

SCX newsletter subscribers

35,715

SCX marketing services

36,525

SCX email delivery rate: 99%
SCX average open rate: 20%

CSCMP NorthStar newsletter subscribers

29,300

CSCMP NorthStar delivery rate: 99.06%
CSCMP NorthStar average open rate: 15.17%

Social media

17,659 | 5,235 | 2,968

Print & Digital Distribution

19,000

Mobile app

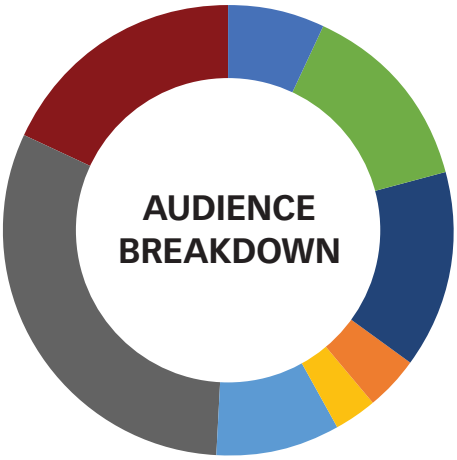
Scan to download the app today!

SUPPLY CHAIN XCHANGE

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.



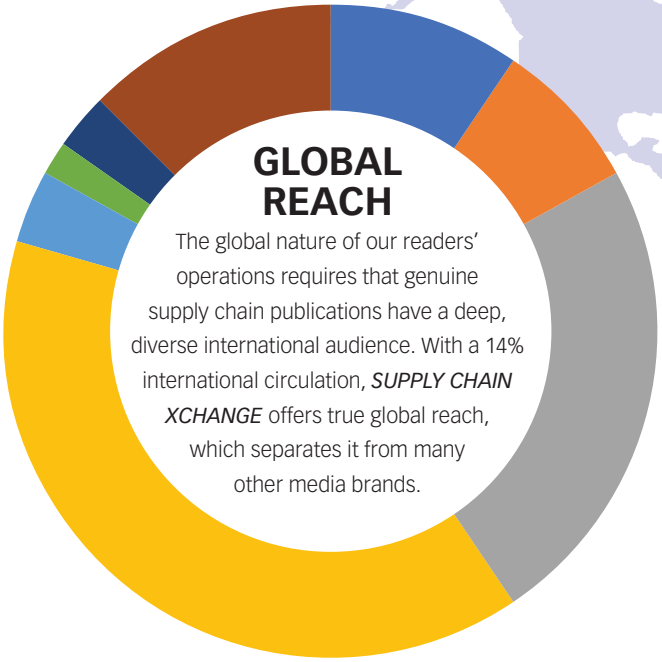
REACH THE COMPLETE CSCMP MEMBERSHIP

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:

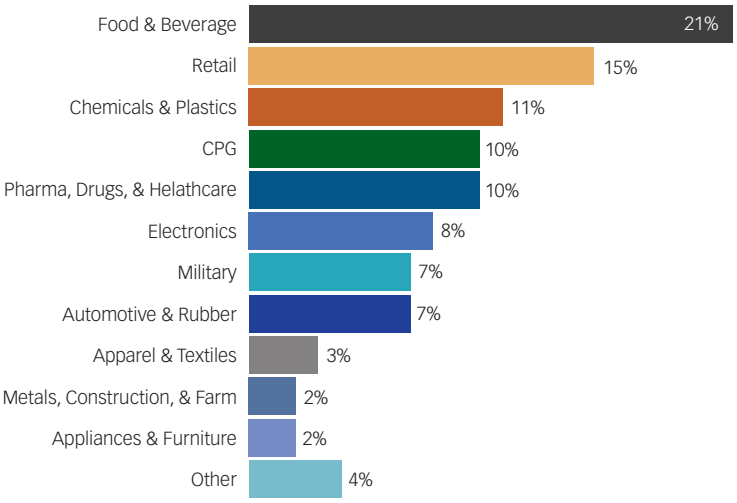
- **CEO: 7%**
- **President: 4%**
- **Senior VP: 3%**
- **Vice president: 9%**
- **Director: 14%**
- **Manager: 14%**
- **Academic: 31%**
- **Other: 18%**



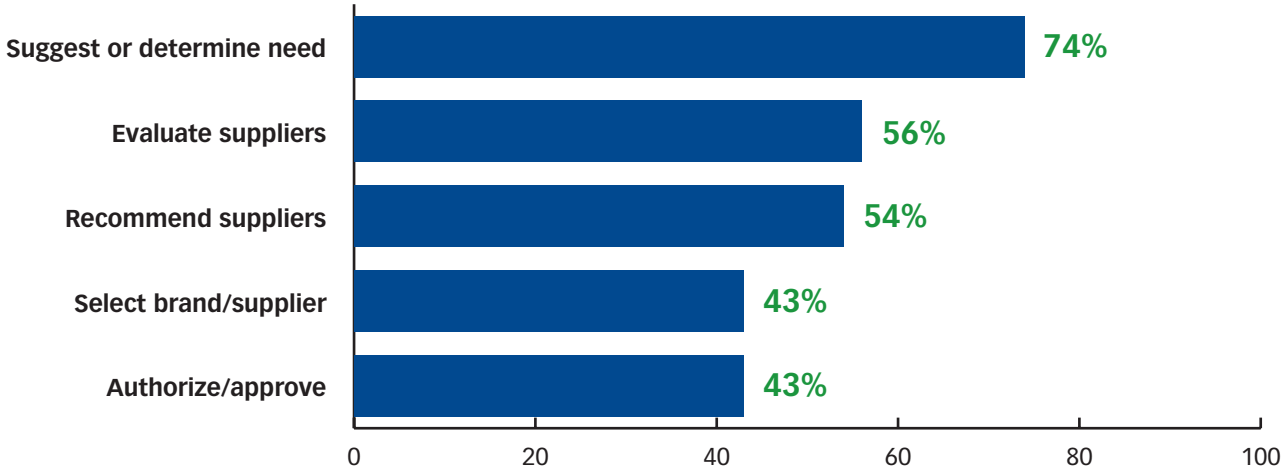
International Membership by Region:

- **Canada: 9.6%**
- **Central America: 7.5%**
- **South America: 23.5%**
- **Europe: 38.9%**
- **Africa: 3.6%**
- **Middle East: 1.7%**
- **Australia/New Zealand: 2.7%**
- **Asia: 12.5%**

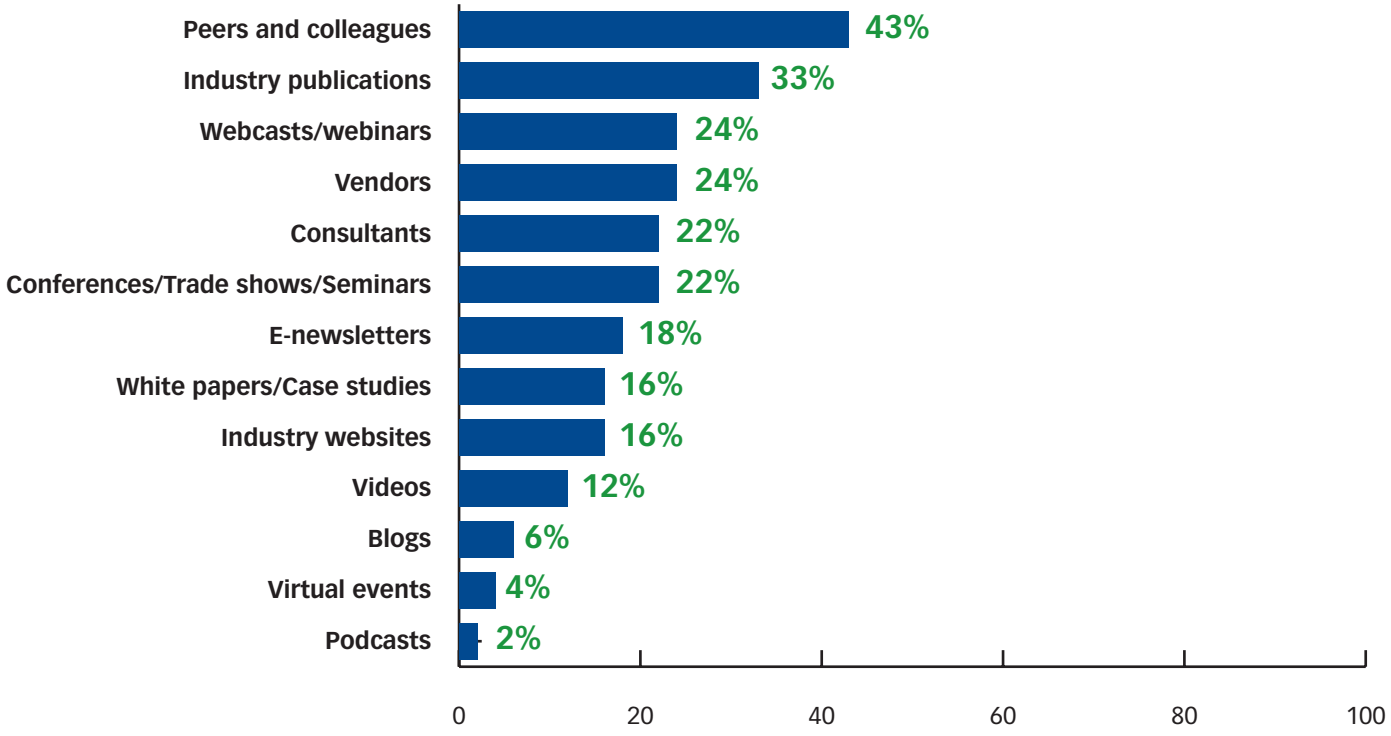
Industry (Manufacturing & Merchandising Firms only):



The Power of the *SUPPLY CHAIN XCHANGE* Subscriber: Involvement in Purchase Process



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



SUPPLY CHAIN XCHANGE

2027 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	Special Offers & Bonus distribution
January/February **Space Close*: 12/1/26** *DIGITAL*	Transportation, Global Trade, and Logistics	Buy one full-page ad, get a FREE Boardroom Outlook page
March/April **Space Close*: 2/1/27** *DIGITAL*	Automation and Robotics for Distribution	
May/June **Space Close*: 4/1/27** *DIGITAL*	Reverse Logistics, Returns & Circular Supply Chains	
July/August **Space Close*: 6/1/27** *DIGITAL*	Sourcing and Procurement with AI Tools	Buy one full-page ad, get a FREE Partner Profile page
September/October **Space Close*: 8/2/27** *PRINT*	State of Logistics and EDGE Preview (print issue)	CSCMP EDGE 2027 Annual Conference
November/December **Space Close*: 10/1/27** *DIGITAL*	Supply Chain AI, Technology, and Cyber Security	

**Materials due 7 days after Space Close.*

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
- *SUPPLY CHAIN XCHANGE* e-Newsletter - Delivered monthly
- CSCMP NorthStar e-Newsletter — Reach supply chain decision-makers 3x weekly
- Daily additions to TheSCXchange.com

SUPPLY CHAIN XCHANGE: Digital + Print

SUPPLY CHAIN XCHANGE (*SCX*) connects brands with the supply chain professionals shaping the industry through trusted editorial content and multiple channels of engagement. *SCX* delivers six digital editions each year, supported by the *SCX* website, mobile app, email newsletters, podcasts, webcasts, video, and social platforms.

This multi-channel approach gives advertisers flexible ways to reach the *SCX* audience throughout the year through digital publication placements, display advertising, sponsored content, thought leadership, email, multimedia, and integrated campaigns.

SCX also publishes its annual September/October State of Logistics and EDGE issue in print, providing a premium opportunity to showcase your brand alongside the industry's leading insights, people, and innovation.

Print Advertising

Annual State of Logistics & EDGE Print Edition (September/October)

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

Print advertising is available in the annual September/October State of Logistics and EDGE issue. Digital publication and integrated digital opportunities are available throughout the year.

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!

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

Bonus Buy One, Get One

BOARDROOM OUTLOOK – JANUARY/FEBRUARY

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 – JULY/AUGUST

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!

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 – Transportation, Global Trade, and Logistics
- Mar/Apr – Automation and Robotics for Distribution
- May/June – Reverse Logistics, Returns & Circular Supply Chains
- July/Aug – Sourcing and Procurement with AI Tools
- Sept/Oct – State of Logistics and EDGE Preview (Print Issue)
- Nov/Dec – Supply Chain AI, Technology, and Cyber Security

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!*

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

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.

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 monthly electronic newsletter with over 34,000 subscribers, directly targeted to supply chain executives worldwide.

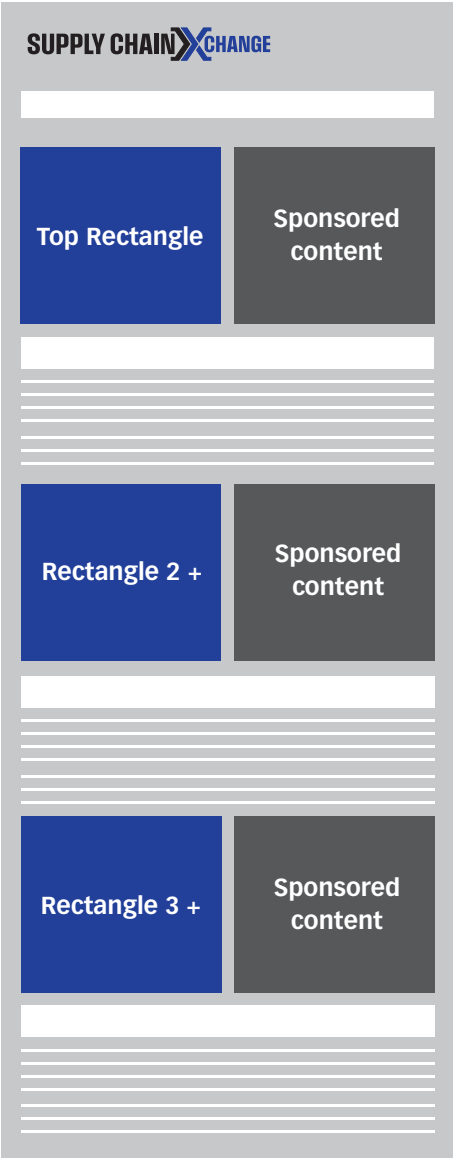
SUPPLY CHAIN XCHANGE Preview

The *SUPPLY CHAIN XCHANGE* Preview e-newsletter is transmitted the same day that digital and 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!**

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

CSCMP NorthStar

POWERED BY SUPPLY CHAIN XCHANGE

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

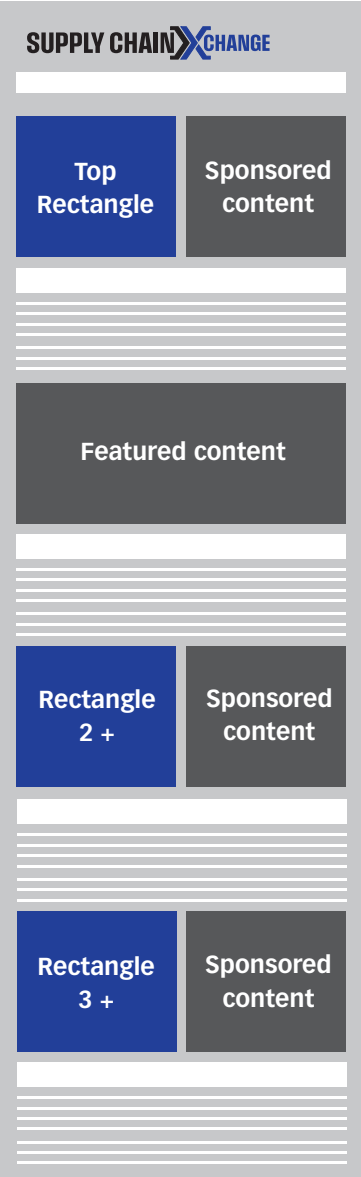
Rectangle + Sponsored Content Specifications:

- **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.



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

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!

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

Innovation in Motion

A SUPPLY CHAIN XCHANGE & 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 *SUPPLY CHAIN XCHANGE* manages production, editing, and flow to ensure a polished, engaging conversation.

Your sponsorship includes:

- A *SUPPLY CHAIN XCHANGE* editor to guide the conversation and keep the story flowing.
- The credibility of the *SUPPLY CHAIN XCHANGE* 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 *SUPPLY CHAIN XCHANGE* 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*

Contact your sales representative today for more information.

* 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.

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 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*

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* on *SCX 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.

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

EDGE™
Expertise • Development • Globalization • Execution

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 *"Now Trending"* on *SCX 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.

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.

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

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 *SUPPLY CHAIN XCHANGE* 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 *SUPPLY CHAIN XCHANGE* e-newsletter audience
- Consultation with our team to optimize your message for engagement
- Hosting of your content on the *SUPPLY CHAIN XCHANGE* website
- Detailed engagement report identifying recipients who clicked through to your content

You'll provide:

- Subject line
- Content titlet
- 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)

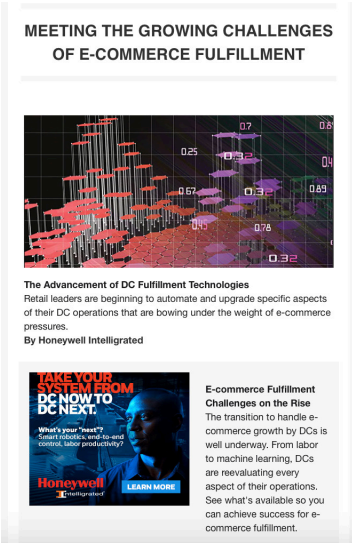
Contact your sales representative today for more information.

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

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.

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

Investment: $6,500*

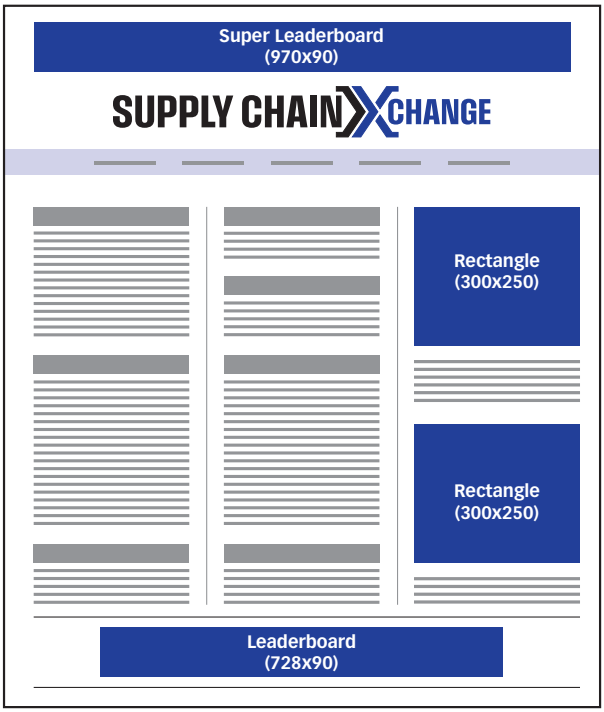
* All pricing is NET, excluding taxes and additional fees.

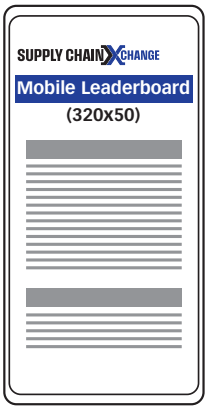
Website Banner Advertising

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)
- Leaderboard (728x90)
- Rectangle (300x250)
- 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!

* 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.

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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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