

Total Audience Profile: December 2022



supplychain247.com

a digital business of Peerless Media, LLC
50 Speen St, Ste 302
Framingham MA 01701 USA
www.peerlessmedia.com

About Supply Chain 24/7

Supply Chain 24/7 is the industry's primary resource for logistics, supply chain, procurement, transportation and materials handling professionals looking for industry news and trends, company comparisons and market intelligence. We offer our audience a content-rich experience with everything related to the topic they're interested - right at their fingertips.

Along with industry news and trends, Supply Chain 24/7 seamlessly intertwines case studies, research, videos, white papers and press releases. We provide all the relevant content to help supply chain professionals research, learn, evaluate and make impactful business decisions.

Email Newsletter Database, Dec 2022

<i>Geographic</i>	<i>Emails</i>
USA	27,157
Canada	1,530
Mexico	523
Europe	3,009
Asia/Pacific	6,533
South/Central America, Caribbean	1,427
Middle East, Africa	2,275
Awaiting Classification	1,350
Total	43,804

Membership Database, Dec 2022

<i>Geographic</i>	<i>Members</i>
USA	28,536
Canada	2,385
Mexico	769
Europe	12,366
Asia/Pacific	16,012
South/Central America, Caribbean	2,510
Middle East, Africa	4,496
Awaiting Classification	213
Total	67,287

Social Media, Dec 2022

<i>Channel</i>	<i>Followers</i>
Twitter	18,642
Facebook	7,400
LinkedIn	3,616
Total	29,658

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Management Level	Emails
C-Level/President/Owner	6,636
Vice-President	2,532
Director	5,174
Manager	11,954
Supervisory	1,157
Other Job Titles (Operations/Procurement/Consulting,etc)	16,351
Awaiting Classification	1,574
Total	43,804

Industry	Emails
Manufacturing	15,744
Non-Manufacturing	20,228
Awaiting Classification	7,832
Total	43,804

Employee Size	Emails
1,000+	14,957
100 - 999	9,470
Under 100	14,218
Awaiting Classification	5,159
Total	43,804

Buying Influences (multi-response)	Emails
Supply Chain Services	26,166
3PL-Warehousing Transportation Services	20,434
Air Freight	10,589
Dedicated/Leased Fleet Operations	5,559
Executive Education and Training Programs	7,244
Expedited Freight Services	8,170
Freight Forwarding Services	9,429
Intermodal Services	8,416
LTL Motor Freight	11,323
Ocean Freight	9,383
Port Selection	6,245
Procurement/Sourcing Solutions	9,726
Public/Contract Warehousing	7,707
Rail Carriers	6,098
Small Package Delivery Services	11,777
Consulting/Professional Services	9,851
Transportation Services	23,237
Truckload Motor Freight	11,863
Van Lines	4,717
Supply Chain Technology	23,163
Automatic Data Capture Equipment, RFID	13,147
Software Systems for Manufacturing	7,321
Software Systems for Warehousing or Logistics	12,315
Supply Chain Software/Technology	20,422
Transportation Management Software (TMS)	10,303
Warehousing Management Systems (WMS)	11,795
Supply Chain Equipment	19,922
Conveying Equipment & AGVs	8,787
Dock Equipment	8,644
Lift Trucks	12,936
Maintenance-Repair-Operations (MRO)	7,049
Packaging-Labeling-Shipping-Weighing Equip.	11,277
Racks-Storage-Picking-ASRS	12,858
Robotics	6,608
Safety-Ergonomic Products	6,851
Trucks-Tractors-Trailers	8,967
Warehouse Equipment	11,480
Work Positioners-Overhead Handling Equip.	7,114

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Job Function	Members
Corporate/Executive Management	13,809
Logistics Management	9,333
Supply Chain Management	18,472
Distribution/Warehouse Management	2,680
Plant/Operations Management	1,445
General Management	4,877
Engineering/Maintenance	2,332
Purchasing/Procurement Management	3,304
Sales/Marketing	7,615
Other	3,420
Total	67,287

Employee Size	Members
1,000+	29,459
100 - 999	15,474
Under 100	22,354
Awaiting Classification	-
Total	67,287

Industry	Members
Food/Beverage/Tobacco Mfg.	3,903
Consumer Goods Mfg.	3,414
Textiles/Apparel Mfg.	1,044
Paper/Printing Mfg.	586
Chemicals/Pharmaceuticals Mfg.	2,366
Plastics/Rubber Mfg.	488
Primary Metals Mfg.	312
Fabricated Metals Mfg.	460
Industrial Machinery Mfg.	1,568
Computers/Electronics Mfg.	2,430
Electrical Equipment Mfg.	1,141
Aerospace Mfg.	788
Automotive/Transportation Equip. Mfg.	595
Furniture Mfg.	273
Other Manufacturing	3,614
Sub-Total Manufacturing	22,982
Wholesale Trade	1,666
Retail Trade	3,452
3rd Party Logistics Provider	6,469
Transportation/Warehousing Services	6,326
Business/Consulting Services	11,979
Sub-Total Non-Manufacturing	29,892
Other	14,413
Total	67,287