

### About This Report

This report summarizes the collective information about the audience served by Supply Chain Management Review. Reported herein is both aggregate and unduplicated data regarding magazine circulation, email newsletter circulation, social media followers and website activity. The contents of this report are derived from publisher's own data for the periods shown unless otherwise noted.

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### About Supply Chain Management Review

Supply Chain Management Review reaches executive level and senior managers responsible for the supply chain, transportation and distribution activities for their companies.

Supply Chain Management Review delivers the most comprehensive supply chain information from the world's foremost authorities in our field on the subjects that matter most to supply chain professionals including proven techniques for cutting supply chain costs, the latest trends in global sourcing and logistics, case studies in supply chain best practices, reports on emerging supply chain technology and professional development and education opportunities.

### Executive Audience Summary

#### Magazine: June 2023

*Publisher's Data*

Print/Digital Magazine Distribution	41,193
<b>Total Magazine Distribution</b>	<b>41,193</b>


#### Email Newsletters: June 2023

*Publisher's Data*

This Week in Supply Chain	43,901
<b>Total Email Newsletter Distribution</b>	<b>43,901</b>

#### Website: 6-month averages, June 2023

*Publisher's Data*

 Average Monthly Users	30,438
Average Monthly Page Views	49,946

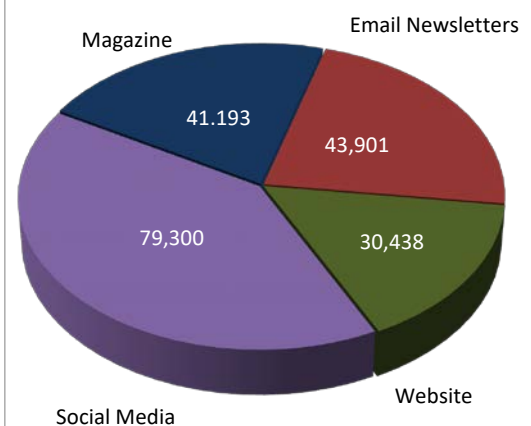
#### Social Media: June 2023

*Publisher's Data*

Twitter Followers	32,893
LinkedIn Followers	10,853
Facebook Followers	35,554
<b>Total Social Media</b>	<b>79,300</b>

### Total Audience by Channel

**Total Channel Reach = 194,832\***



*Publisher's Data, June 2023*

\*No attempt has been made to identify or eliminate duplication that may exist across media channels.

Source: Publisher's Own Data, June 2023

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	11,308
Vice-Presidents	4,844
Directors	7,213
Managers	9,192
Supervisory	872
Analysts/ Coordinators/ Admin./ Staff	7,425
Awaiting Classification	339
<b>Total</b>	<b>41,193</b>

GEOGRAPHIC	SUBSCRIBERS
USA	41,043
Canada	21
Mexico	6
Europe	55
Asia/Pacific	24
Rest of World	44
Awaiting Classification	-
<b>Total</b>	<b>41,193</b>

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,565
Consumer Goods Mfg.	1,941
Textiles/Apparel Mfg.	496
Paper/Printing Mfg.	812
Chemicals/Pharmaceuticals Mfg.	1,721
Plastics/Rubber Mfg.	656
Primary Metals Mfg.	431
Fabricated Metals Mfg.	1,193
Industrial Machinery Mfg.	1,338
Computers/Electronics Mfg.	1,098
Electrical Equipment Mfg.	663
Aerospace Mfg.	510
Automotive/Transportation Equip. Mfg.	1,232
Furniture Mfg.	261
Other Manufacturing	2,673
<b>Sub-Total Manufacturing</b>	<b>17,590</b>
Wholesale Trade	2,999
Retail Trade/E-Commerce	2,739
3rd Party Logistics Provider	3,538
Transportation/Warehousing Services	4,677
Business/Consulting Services	4,349
Other	4,073
<b>Sub-Total Non-Manufacturing</b>	<b>22,375</b>
Awaiting Classification	1,228
<b>Total</b>	<b>41,193</b>

BUYING INFLUENCES *	SUBSCRIBERS
<b>Total Buying Influences</b>	<b>35,115</b>
3rd Party Logistics/Freight Forwarding Services	26,666
Transportation Services	29,915
Supply Chain Software/Technology	21,060
Procurement/Sourcing Solutions	13,923
Consulting/Professional Services	17,558
Executive Education and Training Programs	10,995
Warehouse-DC Solutions	6,047

\* Subscribers may be classified in more than one category.

Email Newsletters

43,901

Source: Publisher's Own Data, June 2023

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Supply Chain	43,901

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	7,362
Vice-Presidents	3,469
Directors	8,117
Managers	11,796
Supervisory	1,129
Analysts/ Coordinators/ Admin./ Staff	11,471
Awaiting Classification	557
<b>Total</b>	<b>43,901</b>

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,412
Consumer Goods Mfg.	1,895
Textiles/Apparel Mfg.	524
Paper/Printing Mfg.	534
Chemicals/Pharmaceuticals Mfg.	2,093
Plastics/Rubber Mfg.	526
Primary Metals Mfg.	326
Fabricated Metals Mfg.	719
Industrial Machinery Mfg.	1,296
Computers/Electronics Mfg.	1,251
Electrical Equipment Mfg.	776
Aerospace Mfg.	454
Automotive/Transportation Equip. Mfg.	1,519
Furniture Mfg.	210
Other Manufacturing	2,990
<b>Sub-Total Manufacturing</b>	<b>17,525</b>
Wholesale Trade	2,121
Retail Trade/E-Commerce	2,740
3rd Party Logistics Provider	4,622
Transportation/Warehousing Services	5,238
Business/Consulting Services	4,889
Other	4,905
<b>Sub-Total Non-Manufacturing</b>	<b>24,515</b>
Awaiting Classification	1,861
<b>Total</b>	<b>43,901</b>

GEOGRAPHIC	SUBSCRIBERS
USA	30,279
Canada	1,289
Mexico	512
Europe	2,863
Asia/Pacific	5,412
Rest of World	3,546
Awaiting Classification	-
<b>Total</b>	<b>43,901</b>

BUYING INFLUENCES *	SUBSCRIBERS
<b>Total Buying Influences</b>	<b>35,795</b>
3rd Party Logistics/Freight Forwarding Services	26,523
Transportation Services	30,838
Supply Chain Software/Technology	23,198
Procurement/Sourcing Solutions	9,490
Consulting/Professional Services	13,063
Executive Education and Training Programs	7,203
Warehouse-DC Solutions	3,967

\* Subscribers may be classified in more than one category.

Website Traffic: scmr.com

Month	Sessions	Users	Page Views	Pages/Session
January 2023	38,451	30,867	51,506	1.34
February 2023	37,249	30,477	49,722	1.33
March 2023	39,773	31,397	53,895	1.36
April 2023	34,238	27,333	46,294	1.35
May 2023	37,706	31,317	50,277	1.33
June 2023	36,612	31,234	47,983	1.31
<b>Averages</b>	<b>37,338</b>	<b>30,438</b>	<b>49,946</b>	<b>1.34</b>

Region	Users	%
Americas	19,198	61.5%
Asia	4,488	14.4%
Europe	6,262	20.0%
Africa	890	2.8%
Oceania	109	0.3%
Other	287	0.9%
<b>Total</b>	<b>31,234</b>	<b>100.0%</b>