

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.

Contact Information

Supply Chain Management Review
Peerless Media
50 Speen St, Ste 302
Framingham MA 01701 USA
www.scmr.com
www.peerlessmedia.com
Ph: 508-663-1590

Executive Audience Summary

Magazine: December 2024

Publisher's Data

Print/Digital Magazine Distribution	39,498
Total Magazine Distribution	39,498

Email Newsletters: December 2024

Publisher's Data

This Week in Supply Chain	42,078
Straight Talk	30,422
Total Email Newsletter Distribution	42,078

Website: 6-month averages ending December 2024

Publisher's Data

Google Analytics	Average Monthly Total Users	31,906
	Average Monthly Total Views	52,740

Marketing Databases: December 2024

Publisher's Data

3rd Party Emails	27,447
Webinars	44,101
White Papers	53,948
Special Focus Issues	59,254

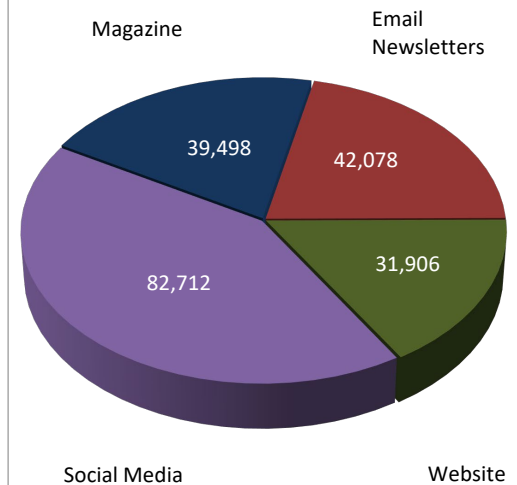
Social Media: December 2024

Publisher's Data

X Followers	33,594
LinkedIn Followers	13,861
Facebook Followers	35,257
Total Social Media	82,712

Total Audience by Channel

Total Channel Reach = 195,384*



Publisher's Data, December 2024

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

Magazine Distribution

39,498

Source: Publisher's Own Data, December 2024

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	11,232
Vice-Presidents	4,905
Directors	6,520
Managers	8,516
Supervisory	842
Analysts/ Coordinators/ Admin./ Staff	7,196
Awaiting Classification	287
Total	39,498

GEOGRAPHIC	SUBSCRIBERS
USA	39,349
Canada	25
Mexico	3
Europe	70
Asia/Pacific	36
Rest of World	15
Awaiting Classification	-
Total	39,498

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,540
Consumer Goods Mfg.	1,755
Textiles/Apparel Mfg.	483
Paper/Printing Mfg.	852
Chemicals/Pharmaceuticals Mfg.	1,647
Plastics/Rubber Mfg.	698
Primary Metals Mfg.	527
Fabricated Metals Mfg.	1,397
Industrial Machinery Mfg.	1,268
Computers/Electronics Mfg.	949
Electrical Equipment Mfg.	610
Aerospace Mfg.	513
Automotive/Transportation Equip. Mfg.	1,140
Furniture Mfg.	263
Other Manufacturing	2,675
Sub-Total Manufacturing	17,317
Wholesale Trade	2,860
Retail Trade/E-Commerce	2,533
3rd Party Logistics Provider	3,336
Transportation/Warehousing Services	4,428
Business/Consulting Services	3,976
Other	3,993
Sub-Total Non-Manufacturing	21,126
Awaiting Classification	1,055
Total	39,498

BUYING INFLUENCES *	SUBSCRIBERS
Total Buying Influences	35,429
3rd Party Logistics/Freight Forwarding Services	30,700
Transportation Services	28,564
Supply Chain Software/Technology	20,217
Procurement/Sourcing Solutions	13,971
Consulting/Professional Services	17,017
Executive Education and Training Programs	11,096
Warehouse-DC Solutions	6,938

* Subscribers may be classified in more than one category.

Email Newsletters

42,078

Source: Publisher's Own Data, December 2024

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Supply Chain	42,078

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	7,024
Vice-Presidents	3,120
Directors	6,358
Managers	11,625
Supervisory	1,148
Analysts/ Coordinators/ Admin./ Staff	11,989
Awaiting Classification	814
Total	42,078

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,467
Consumer Goods Mfg.	1,743
Textiles/Apparel Mfg.	530
Paper/Printing Mfg.	569
Chemicals/Pharmaceuticals Mfg.	1,820
Plastics/Rubber Mfg.	587
Primary Metals Mfg.	445
Fabricated Metals Mfg.	897
Industrial Machinery Mfg.	1,215
Computers/Electronics Mfg.	1,045
Electrical Equipment Mfg.	654
Aerospace Mfg.	487
Automotive/Transportation Equip. Mfg.	1,365
Furniture Mfg.	192
Other Manufacturing	2,739
Sub-Total Manufacturing	16,755
Wholesale Trade	1,895
Retail Trade/E-Commerce	2,056
3rd Party Logistics Provider	4,383
Transportation/Warehousing Services	5,115
Business/Consulting Services	4,648
Other	4,718
Sub-Total Non-Manufacturing	22,815
Awaiting Classification	2,508
Total	42,078

GEOGRAPHIC	SUBSCRIBERS
USA	27,407
Canada	1,298
Mexico	512
Europe	3,053
Asia/Pacific	5,710
Rest of World	3,643
Awaiting Classification	455
Total	42,078

BUYING INFLUENCES *	SUBSCRIBERS
Total Buying Influences	35,471
3rd Party Logistics/Freight Forwarding Services	27,598
Transportation Services	30,228
Supply Chain Software/Technology	22,694
Procurement/Sourcing Solutions	10,498
Consulting/Professional Services	13,320
Executive Education and Training Programs	8,010
Warehouse-DC Solutions	4,938

* Subscribers may be classified in more than one category.