

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

Total Brand Reach: December 2021

Publisher's Data

Total Brand Reach (Magazine + Newsletters) 56,578

Magazine: December 2021

Publisher's Data

BPA Audited Distribution (print or digital format) 15,016

Total Digital Magazine Distribution 35,189

Total Extended Magazine Distribution (deduplicated) 40,115

Email Newsletters: December 2021

Publisher's Data

This Week in Supply Chain 40,791

Total Email Newsletter Circulation 40,791

Website: 6-month averages, December 2021

Publisher's Data

Google Analytics

Average Monthly Users 41,313

Average Monthly Page Views 66,917

Social Media: December 2021

Publisher's Data

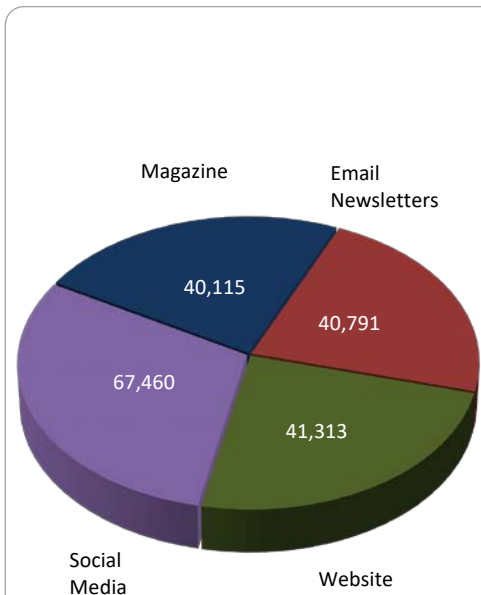


Twitter Followers 31,496

Facebook Likes 35,964

Total Social Media 67,460

Total Audience by Channel



Publisher's Data, December 2021

Extended Magazine Distribution

40,115

Source: Publisher's Own Data, December 2021

EXTENDED MAGAZINE	SUBSCRIBERS
BPA Distribution (print or digital format)	15,016
Total Digital Magazine Distribution	35,189
Extended Magazine Distribution (deduplicated)	40,115

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	11,660
Vice-Presidents	4,795
Directors	5,953
Managers	9,243
Supervisory	842
Analysts/ Coordinators/ Admin./ Staff	7,226
Awaiting Classification	396
Total	40,115

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	10,955
500-999	2,312
250-499	2,939
100-249	4,561
Under 100	17,087
Awaiting Classification	2,261
Total	40,115

GEOGRAPHIC	SUBSCRIBERS
USA	39,931
Canada	18
Other Countries	166
Awaiting Classification	-
Total	40,115

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,483
Consumer Goods Mfg.	1,938
Textiles/Apparel Mfg.	506
Paper/Printing Mfg.	849
Chemicals/Pharmaceuticals Mfg.	1,382
Plastics/Rubber Mfg.	631
Primary Metals Mfg.	431
Fabricated Metals Mfg.	1,183
Industrial Machinery Mfg.	1,364
Computers/Electronics Mfg.	1,017
Electrical Equipment Mfg.	602
Aerospace Mfg.	514
Automotive/Transportation Equip. Mfg.	1,183
Furniture Mfg.	269
Other Manufacturing	2,445
Sub-Total Manufacturing	16,797
Wholesale Trade	3,085
Retail Trade	2,429
3rd Party Logistics Provider	3,610
Transportation/Warehousing Services	4,533
Business/Consulting Services	4,294
Other	4,105
Sub-Total Non-Manufacturing	22,056
Awaiting Classification	1,262
Total	40,115

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	35,146
3rd Party Logistics/Freight Forwarding Services	26,928
Transportation Services	32,721
Supply Chain Software/Technology	28,609
Procurement/Sourcing Solutions	13,911
Consulting/Professional Services	17,989
Executive Education and Training Programs	11,111
Warehouse-DC Solutions	4,075

Total Magazine Subscribers 15,016

SUBSCRIPTION TYPE	SUBSCRIBERS
Paid Circulation	733
Controlled Circulation	14,283
Total	15,016

JOB TITLE CLASSIFICATION	SUBSCRIBERS
CEO, CFO, CTO, COO, CIO, Presidents, Partners	5,540
VPs, SVP, Executive VP, Group VP, Director	6,127
Managers, Specialists	3,131
Other	218
Total	15,016

INDUSTRY	SUBSCRIBERS
Manufacturing	6,845
Non-Manufacturing	7,606
Others Allied to the Field	442
Other Paid	123
Total	15,016

Magazine Subscribers

BUYING INFLUENCE - Final Approval or Influence the Final Approval	SUBSCRIBERS
3rd Party Logistics/Freight Forwarding Services	8,148
Transportation Services	8,013
Supply Chain Software/Technology	7,572
Procurement/Sourcing Solutions	7,653
Consulting/Professional Services	7,714
Executive Education and Training Programs	5,728
Warehouse-DC Solutions	3,229
Total Respondents	12,161

GEOGRAPHIC	SUBSCRIBERS
USA	14,815
Canada	15
Other Countries	186
Total	15,016

SOURCE OF SUBSCRIPTION REQUEST	SUBSCRIBERS
Direct, Written Request	653
Direct, Telecommunications Request	7,057
Direct, Internet Request	7,306
Total	15,016

Source: Publisher's Own Data

ADDITIONAL MAGAZINE SUBSCRIBER DATA (unaudited)

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	1,143
Consumer Goods Mfg.	815
Textiles/Apparel Mfg.	200
Paper/Printing Mfg.	378
Chemicals/Pharmaceuticals Mfg.	517
Plastics/Rubber Mfg.	290
Primary Metals Mfg.	187
Fabricated Metals Mfg.	529
Industrial Machinery Mfg.	538
Computers/Electronics Mfg.	354
Electrical Equipment Mfg.	230
Aerospace Mfg.	203
Automotive/Transportation Equip. Mfg.	445
Furniture Mfg.	129
Other Manufacturing	887
Sub-Total Manufacturing	6,845

INDUSTRY	SUBSCRIBERS
Wholesale Trade	1,429
Retail Trade	1,142
3rd Party Logistics Provider	846
Transportation/Warehousing Services	1,429
Business/Consulting Services	1,780
Other Non-Manufacturing	980
Sub-Total Non-Manufacturing	7,606
Other/Paid	565
Total	15,016

Total Newsletter Subscribers 40,791

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Supply Chain	40,791

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	6,667
Vice-Presidents	2,662
Directors	5,124
Managers	11,354
Supervisory	1,055
Analysts/ Coordinators/ Admin./ Staff	11,625
Awaiting Classification	2,304
Total	40,791

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	13,227
500-999	2,614
250-499	2,868
100-249	3,875
Under 100	13,874
Awaiting Classification	4,333
Total	40,791

GEOGRAPHIC	SUBSCRIBERS
USA	25,574
Canada	1,172
Other Countries	12,250
Awaiting Classification	1,795
Total	40,791

Email Newsletter Subscribers

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,102
Consumer Goods Mfg.	1,705
Textiles/Apparel Mfg.	514
Paper/Printing Mfg.	494
Chemicals/Pharmaceuticals Mfg.	1,445
Plastics/Rubber Mfg.	454
Primary Metals Mfg.	276
Fabricated Metals Mfg.	628
Industrial Machinery Mfg.	1,131
Computers/Electronics Mfg.	1,025
Electrical Equipment Mfg.	636
Aerospace Mfg.	419
Automotive/Transportation Equip. Mfg.	1,300
Furniture Mfg.	194
Other Manufacturing	2,284
Sub-Total Manufacturing	14,607
Wholesale Trade	1,888
Retail Trade	1,856
3rd Party Logistics Provider	4,545
Transportation/Warehousing Services	4,853
Business/Consulting Services	4,318
Other	4,616
Sub-Total Non-Manufacturing	22,076
Awaiting Classification	4,108
Total	40,791

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	34,003
3rd Party Logistics/Freight Forwarding Services	24,886
Transportation Services	29,318
Supply Chain Software/Technology	20,214
Procurement/Sourcing Solutions	7,898
Consulting/Professional Services	11,768
Executive Education and Training Programs	6,026
Warehouse-DC Solutions	3,048

Average Unique Users

WEBSITE SESSIONS, USERS, PAGE VIEWS SUMMARY 6-month Totals and Averages					
Month	Sessions	Users	Page Views	Page Views per User	Pages/ Session
July 2021	50,724	41,354	66,897	1.62	1.32
August 2021	47,720	39,180	62,823	1.60	1.32
September 2021	56,698	46,379	75,063	1.62	1.32
October 2021	60,642	50,030	79,499	1.59	1.31
November 2021	47,799	39,411	63,986	1.62	1.34
December 2021	39,292	31,525	53,232	1.69	1.35
Averages	50,479	41,313	66,917	1.62	1.33

Web Traffic

GEOGRAPHIC ANALYSIS OF USERS December 2021		
Region	Users	%
Americas	15,789	50.1%
Asia	8,578	27.2%
Europe	5,020	15.9%
Africa	1,619	5.1%
Oceania	348	1.1%
Other	171	0.5%
Total	31,525	100.0%