

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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SUPPLY CHAIN MANAGEMENT REVIEW is a B2B brand intended for individuals with broad-based interests in the supply chain industry. The brand content and editorial scope of the publication includes in-depth, comprehensive feature articles written by industry top practitioners, consultants and university scholars and focus on the subjects that matter most to supply chain professionals. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED SUPPLY CHAIN MANAGEMENT REVIEW serves the supply chain sector involved in Manufacturing: Food/Beverage/Tobacco, Consumer Goods, Textiles/Apparel, Paper/Printing, Chemicals/Pharmaceuticals, Plastics/Rubber, Primary Metals, Fabricated Metals, Industrial Machinery, Computers/Electronics, Electrical Equipment, Aerospace, Automotive & Transportation Equipment, Furniture and Other Manufacturing businesses and Non-Manufacturing: Wholesale Trade, Retail Trade, 3rd Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are: CEOs, CFOs, CTOs, COOs, CIOs, Presidents, Partners; Vice-Presidents; Directors; Managers or Specialists and other titled and non-titled individuals.

PURPOSE
This brand report includes an analysis of qualified recipients who make the final approval or influence the final approval for the purchase of supply chain services and technology as described in Paragraph 3a herein.

CHANNELS

SUPPLY CHAIN MANAGEMENT REVIEW MAGAZINE



3 issues in the period
15,049 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
SUPPLY CHAIN MANAGEMENT REVIEW MAGAZINE Unique Total* (3 issues in the period)	14,004	1,045	15,049
a. Print	10,654	810	11,464
b. Digital	3,350	519	3,869
1. Requested	3,350	519	3,869
2. Non-Requested	-	-	-

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	603
Allocated for Trade Shows and Conventions	283
All Other	320
TOTAL	1,206

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,049	100.0	14,004	93.1	1,045	6.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,049	100.0	14,004	93.1	1,045	6.9

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January/February	11,414	3,906	13,998	1,022	15,020
March/April	11,482	3,883	14,029	1,053	15,082
May/June	11,495	3,819	13,985	1,059	15,044

*Unique Total represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018
 This issue is -% or 7 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	CEO, CFO, CTO, COO, CIO, Presidents, Partners	VPs, SVP, Executive VP, Group VP, Director	Managers, Specialists	Other Titled and Non-Titled Personnel
Total Manufacturing (Note 1)	6,742	44.8	6,426	316	2,831	2,854	987	70
Total Non-Manufacturing (Note 2)	7,515	50.0	7,194	321	3,828	2,920	686	81
Others Allied to the Field	466	3.1	365	101	170	196	64	36
Sub Total	14,723	97.9	13,985	738	6,829	5,970	1,737	187
Other Paid Circulation	321	2.1	-	321	33	77	40	171
TOTAL QUALIFIED CIRCULATION	15,044	100.0	13,985	1,059	6,862	6,047	1,777	358
PERCENT	100.0		93.0	7.0	45.6	40.2	11.8	2.4

Note 1: Includes Food/Beverage/Tobacco, Consumer Goods, Textiles/Apparel, Paper/Printing, Chemicals/Pharmaceuticals, Plastics/Rubber, Primary Metals, Fabricated Metals, Industrial Machinery, Computers/Electronics, Electrical Equipment, Aerospace, Automotive & Transportation Equipment, Furniture and Other Manufacturing businesses.

Note 2: Includes Wholesale Trade, Retail Trade, 3rd Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services.

SUPPLEMENTARY DATA FOR ISSUE OF MAY/JUNE 2018

This is an analysis of 12,682 or 84.2% of respondents who make the final approval or influence the final approval for the purchase of supply chain services and technology. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Supplementary Data	Total Qualified
3rd Party Logistics or Freight Forwarding Services	9,343
Transportation Services such as motor freight, air freight, ocean freight, intermodal or rail	9,233
Supply Chain Software or Technology	8,554
Procurement or Sourcing Solutions	8,592
Consulting or Professional Services	8,716
Executive Education and Training Programs	7,383
Total Respondents	12,682
TOTAL QUALIFIED	15,044

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Qualification Source	Qualified Within					Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 year	2 year	3 year	Print	Digital				
I. TOTAL – Direct Request:	11,164	3,880	-	11,495	3,819	13,985	1,059	15,044	100.0
a. Written	694	230	-	913	90	738	186	924	6.1
b. Telecommunication	4,951	2,898	-	6,336	1,525	7,821	28	7,849	52.2
c. Electronic	5,519	752	-	4,246	2,204	5,426	845	6,271	41.7
II. TOTAL – Request from recipient’s company:	-	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,164	3,880	-	11,495	3,819	13,985	1,059	15,044	100.0
PERCENT	74.2	25.8	-	76.4	25.4	93.0	7.0	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Unique Total Audit Average Qualified*** :	15,112	15,061	15,096	15,085	15,056	15,049
Unique Qualified Non-Paid***:	13,764	13,743	13,989	14,027	13,979	14,004
Print:	10,490	10,617	10,751	10,864	10,590	10,654
Digital:	3,274	3,126	3,238	3,163	3,389	3,350
Unique Qualified Paid***:	1,348	1,318	1,107	1,058	1,077	1,045
Print:	1,052	1,022	875	823	834	810
Digital:	1,184	1,148	862	711	611	519
Post Expire Copies included in Total Qualified Circulation:	1.1%	1.6%	0.7%	0.3%	0.3%	0.3%
Average Annual Order Price:	\$128.40	\$131.75	\$124.50	\$132.32	\$127.99	\$136.79

*NOTE: January – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

***NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	
Maine	51	11	60	2	62		Kentucky	137	43	173	4	177		
New Hampshire	70	29	91	7	98		Tennessee	245	83	306	17	323		
Vermont	25	8	32	1	33		Alabama	123	45	149	15	164		
Massachusetts	283	110	348	36	384		Mississippi	57	14	71	-	71		
Rhode Island	45	9	52	1	53		EAST SO. CENTRAL	562	185	699	36	735	4.9	
Connecticut	167	48	202	11	213		Arkansas	95	27	117	5	122		
NEW ENGLAND	641	215	785	58	843	5.6	Louisiana	89	23	108	3	111		
New York	602	212	757	43	800		Oklahoma	91	28	114	3	117		
New Jersey	490	170	603	42	645		Texas	740	249	934	45	979		
Pennsylvania	676	172	787	47	834		WEST SO. CENTRAL	1,015	327	1,273	56	1,329	8.8	
MIDDLE ATLANTIC	1,768	554	2,147	132	2,279	15.2	Montana	30	9	36	2	38		
Ohio	728	197	876	37	913		Idaho	39	12	49	2	51		
Indiana	258	69	309	15	324		Wyoming	6	2	8	-	8		
Illinois	809	223	966	50	1,016		Colorado	151	42	173	17	190		
Michigan	478	117	548	38	586		New Mexico	22	12	34	-	34		
Wisconsin	392	120	470	34	504		Arizona	123	53	164	10	174		
EAST NO. CENTRAL	2,665	726	3,169	174	3,343	22.2	Utah	93	29	107	11	118		
Minnesota	247	103	318	24	342		Nevada	58	15	72	1	73		
Iowa	147	37	178	6	184		MOUNTAIN	522	174	643	43	686	4.6	
Missouri	259	67	315	8	323		Alaska	13	6	17	1	18		
North Dakota	27	12	39	-	39		Washington	181	65	221	19	240		
South Dakota	39	13	50	2	52		Oregon	80	37	108	6	114		
Nebraska	85	22	104	2	106		California	882	300	1,094	72	1,166		
Kansas	135	35	168	1	169		Hawaii	38	10	47	1	48		
WEST NO. CENTRAL	939	289	1,172	43	1,215	8.1	PACIFIC	1,194	418	1,487	99	1,586	10.5	
Delaware	30	12	41	1	42		UNITED STATES	11,347	3,589	13,951	770	14,721	97.9	
Maryland	191	64	230	19	249		U.S. Territories	19	15	34	-	34		
Washington, DC	11	9	17	2	19		Canada	27	25	-	37	37		
Virginia	215	85	284	12	296		Mexico	1	5	-	5	5		
West Virginia	45	10	53	2	55		Other International	101	185	-	247	247		
North Carolina	427	117	509	28	537		APO/FPO	-	-	-	-	-		
South Carolina	137	48	178	7	185									
Georgia	405	138	501	31	532									
Florida	580	218	763	27	790									
SOUTH ATLANTIC	2,041	701	2,576	129	2,705	18.0								
								UNIQUE TOTAL QUALIFIED CIRCULATION*	11,495	3,819	13,985	1,059	15,044	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PUBLISHER’S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Brian Ceraolo, President
Michelle McKeon, Senior Audience Marketing Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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