

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

SUPPLY CHAIN MANAGEMENT REVIEW is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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
PRINT AND DIGITAL
MAGAZINE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SUPPLY CHAIN MANAGEMENT REVIEW PRINT AND DIGITAL MAGAZINE			
Unique Total* (3 issues in the period)	14,296	739	15,035
a. Print	8,862	542	9,404
b. Digital	5,434	566	6,000

(See Paragraph 3b for Source)

*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	822
Allocated for Trade Shows and Conventions	-
All Other	277
TOTAL	1,099

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,035	100.0	14,296	95.1	739	4.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,035	100.0	14,296	95.1	739	4.9

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January/February	9,363	6,000	14,288	734	15,022
March/April	9,400	6,000	14,300	733	15,033
May/June	9,447	6,000	14,299	750	15,049

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021
 This issue is 0.1% or 21 copies above 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)	7,196	47.8	6,933	263	2,426	2,871	1,841	58
Total Non-Manufacturing (Note 2)	7,342	48.8	7,075	267	3,224	3,117	930	71
Others Allied to the Field	374	2.5	291	83	116	163	56	39
Sub Total	14,912	99.1	14,299	613	5,766	6,151	2,827	168
Other Paid Circulation	137	0.9	-	137	23	24	14	76
TOTAL QUALIFIED CIRCULATION	15,049	100.0	14,299	750	5,789	6,175	2,841	244
PERCENT	100.0		95.0	5.0	38.5	41.0	18.9	1.6

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 2021

This is an analysis of 12,300 or 81.7% 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	9,154
Transportation Services such as motor freight, air freight, ocean freight, intermodal or rail	8,733
Supply Chain Software or Technology	8,362
Procurement or Sourcing Solutions	8,119
Consulting or Professional Services	8,157
Executive Education and Training Programs	6,775
Total Respondents	12,300
TOTAL QUALIFIED	15,049

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021

Qualification Source	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
I. TOTAL – Direct Request:	9,447	6,000	14,299	750	15,049	100.0
a. Written	749	75	666	88	754	5.0
b. Telecommunication	5,650	2,558	8,181	15	8,196	54.5
c. Electronic	3,048	3,367	5,452	647	6,099	40.5
II. TOTAL – Request from recipient’s company:	-	-	-	-	-	-
a. Written	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-
IV. TOTAL – Communication (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*	9,447	6,000	14,299	750	15,049	100.0
PERCENT	62.7	39.8	95.0	5.0	100.0	

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

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*
Unique Total Audit Average Qualified*** :	15,060	15,050	15,063	15,027	15,022	15,035
Unique Qualified Non-Paid***:	14,045	14,027	14,097	14,131	14,242	14,296
Print:	10,536	9,204	9,403	9,511	9,543	8,862
Digital:	3,509	4,823	4,694	4,620	4,699	5,434
Unique Qualified Paid***:	1,015	1,023	966	896	780	739
Print:	797	806	766	694	581	542
Digital:	449	428	607	629	562	566
Post Expire Copies included in Total Qualified Circulation:	0.2%	0.5%	0.2%	0.4%	0.1%	0.3%
Average Annual Order Price:	\$138.00	\$139.56	\$134.91	\$141.25	\$134.98	\$139.44

*NOTE: January – June 2021 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 2021

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	
Maine	48	18	63	3	66		Kentucky	140	45	174	6	180		
New Hampshire	64	44	90	9	99		Tennessee	181	120	277	14	291		
Vermont	28	14	38	2	40		Alabama	133	71	191	8	199		
Massachusetts	208	136	325	15	340		Mississippi	49	19	68	-	68		
Rhode Island	28	18	45	1	46		EAST SO. CENTRAL	503	255	710	28	738	4.9	
Connecticut	160	81	225	10	235		Arkansas	80	50	127	3	130		
NEW ENGLAND	536	311	786	40	826	5.5	Louisiana	67	34	97	2	99		
New York	488	325	770	25	795		Oklahoma	55	38	89	2	91		
New Jersey	456	288	695	29	724		Texas	500	343	778	40	818		
Pennsylvania	536	301	785	32	817		WEST SO. CENTRAL	702	465	1,091	47	1,138	7.6	
MIDDLE ATLANTIC	1,480	914	2,250	86	2,336	15.5	Montana	29	12	41	-	41		
Ohio	569	338	867	25	892		Idaho	42	15	54	2	56		
Indiana	225	117	326	9	335		Wyoming	11	5	16	-	16		
Illinois	660	395	993	37	1,030		Colorado	91	59	130	14	144		
Michigan	360	209	529	24	553		New Mexico	20	11	31	-	31		
Wisconsin	366	187	521	19	540		Arizona	88	97	179	5	184		
EAST NO. CENTRAL	2,180	1,246	3,236	114	3,350	22.3	Utah	76	52	123	4	127		
Minnesota	237	137	345	18	363		Nevada	71	28	95	3	98		
Iowa	137	77	207	4	211		MOUNTAIN	428	279	669	28	697	4.6	
Missouri	205	113	311	4	315		Alaska	21	18	38	1	39		
North Dakota	30	13	43	-	43		Washington	137	123	248	9	257		
South Dakota	27	15	41	1	42		Oregon	92	67	154	4	158		
Nebraska	79	37	112	3	115		California	820	568	1,306	49	1,355		
Kansas	107	70	173	2	175		Hawaii	53	25	78	-	78		
WEST NO. CENTRAL	822	462	1,232	32	1,264	8.4	PACIFIC	1,123	801	1,824	63	1,887	12.5	
Delaware	26	22	44	2	46		UNITED STATES	9,335	5,742	14,204	540	14,744	98.0	
Maryland	136	88	209	8	217		U.S. Territories	32	39	69	1	70		
Washington, DC	12	17	21	4	25		Canada	10	22	5	17	22		
Virginia	170	133	279	14	293		Mexico	-	8	1	7	8		
West Virginia	34	18	52	-	52		Other International	70	189	20	185	205		
North Carolina	348	185	511	14	525		APO/FPO	-	-	-	-	-		
South Carolina	149	87	224	7	231									
Georgia	309	201	470	27	497									
Florida	377	258	596	26	622									
SOUTH ATLANTIC	1,561	1,009	2,406	102	2,508	16.7								
								UNIQUE TOTAL QUALIFIED CIRCULATION*	9,447	6,000	14,299	750	15,049	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 Loureiro, 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.

Date signed

July 13, 2021

City

Framingham

State

Massachusetts

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization’s sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.