

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 2020 BPA

BPA Data



Paid Circulation	868
Controlled Circulation	14,183
Total Magazine Circulation	15,051

Email Newsletters: June 2020

Publisher's Data

<i>This Week in Supply Chain</i>	42,280
<i>NextGen Supply Chain</i>	21,644
Total Email Newsletter Circulation ⁽¹⁾	49,390

Website: 6-month averages, June 2020

Publisher's Data

Google Analytics	Average Monthly Unique Visitors	44,742
	Average Monthly Page Views	81,236

Social Media: June 2020

Publisher's Data

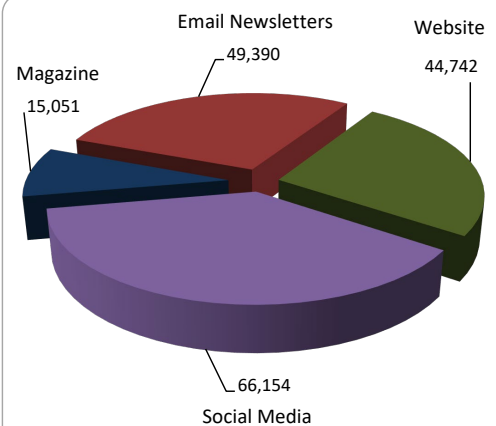
	Twitter Followers	30,211
	Facebook Likes	35,943
	Total Social Media	66,154

Total Magazine and Newsletter Audience

Publisher's Data

Magazine and Email Newsletter Circulation ⁽¹⁾	58,160
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Total Audience by Channel



Publisher's Data, June 2020

(1) Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals.

Total Magazine Subscribers 15,051

SUBSCRIPTION TYPE	SUBSCRIBERS
Paid Circulation	868
Controlled Circulation	14,183
Total	15,051

JOB TITLE CLASSIFICATION	SUBSCRIBERS
CEO, CFO, CTO, COO, CIO, Presidents, Partners	6,312
VPs, SVP, Executive VP, Group VP, Director	6,130
Managers, Specialists	2,399
Other	210
Total	15,051

INDUSTRY	SUBSCRIBERS
Manufacturing	7,059
Non-Manufacturing	7,415
Others Allied to the Field	386
Other Paid	191
Total	15,051

AGE OF SUBSCRIPTION REQUEST	SUBSCRIBERS
1-Year Qualified	11,443
2-Year Qualified	3,608
3-Year Qualified	-
Total	15,051

Magazine Subscribers

BUYING INFLUENCE - Final Approval or Influence the Final Approval	SUBSCRIBERS
3rd Party Logistics/Freight Forwarding Services	9,881
Transportation Services	9,262
Supply Chain Software/Technology	8,915
Procurement/Sourcing Solutions	8,436
Consulting/Professional Services	8,544
Executive Education and Training Programs	7,338
Total Respondents	12,759

GEOGRAPHIC	SUBSCRIBERS
USA	14,813
Canada	30
Other Countries	208
Total	15,051

SOURCE OF SUBSCRIPTION REQUEST	SUBSCRIBERS
Direct, Written Request	868
Direct, Telecommunications Request	7,917
Direct, Internet Request	6,266
Total	15,051

Source: Publisher's Own Data, June 2020 Issue

ADDITIONAL MAGAZINE SUBSCRIBER DATA (unaudited)

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	1,066
Consumer Goods Mfg.	869
Textiles/Apparel Mfg.	195
Paper/Printing Mfg.	401
Chemicals/Pharmaceuticals Mfg.	560
Plastics/Rubber Mfg.	256
Primary Metals Mfg.	237
Fabricated Metals Mfg.	594
Industrial Machinery Mfg.	776
Computers/Electronics Mfg.	360
Electrical Equipment Mfg.	230
Aerospace Mfg.	187
Automotive/Transportation Equip. Mfg.	467
Furniture Mfg.	145
Other Manufacturing	716
Sub-Total Manufacturing	7,059
Wholesale Trade	1,338
Retail Trade	846
3rd Party Logistics Provider	889
Transportation/Warehousing Services	1,258
Business/Consulting Services	2,547
Other Non-Manufacturing	923
Sub-Total Non-Manufacturing	7,801
Other/Paid	191
Total	15,051

Total Newsletter Subscribers 49,390

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Supply Chain	42,280
NextGen Supply Chain	21,644

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	8,631
Vice-Presidents	3,668
Directors	5,969
Managers	13,796
Supervisory	1,269
Analysts/ Coordinators/ Admin./ Staff	13,261
Awaiting Classification	2,796
Total	49,390

FUNCTIONAL AREA* (multiple response)	SUBSCRIBERS
Supply Chain/Logistics/Distribution	10,736
Corporate	12,100
Operations	16,112
Procurement/Purchasing	2,523
Sales/ Marketing/ Consulting/ Eng./ Other	8,493
Awaiting Classification	2,796

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	15,962
500-999	3,098
250-499	3,451
100-249	4,620
Under 100	16,495
Awaiting Classification	5,764
Total	49,390

GEOGRAPHIC	SUBSCRIBERS
USA	32,258
Canada	1,275
Other Countries	13,856
Awaiting Classification	2,001
Total	49,390

Email Newsletter Subscribers

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,604
Consumer Goods Mfg.	2,145
Textiles/Apparel Mfg.	611
Paper/Printing Mfg.	746
Chemicals/Pharmaceuticals Mfg.	1,820
Plastics/Rubber Mfg.	602
Primary Metals Mfg.	395
Fabricated Metals Mfg.	896
Industrial Machinery Mfg.	1,406
Computers/Electronics Mfg.	1,269
Electrical Equipment Mfg.	749
Aerospace Mfg.	543
Automotive/Transportation Equip. Mfg.	1,603
Furniture Mfg.	262
Other Manufacturing	2,729
Sub-Total Manufacturing	18,380
Wholesale Trade	2,486
Retail Trade	2,287
3rd Party Logistics Provider	5,307
Transportation/Warehousing Services	5,426
Business/Consulting Services	4,947
Other	5,120
Sub-Total Non-Manufacturing	25,573
Awaiting Classification	5,437
Total	49,390

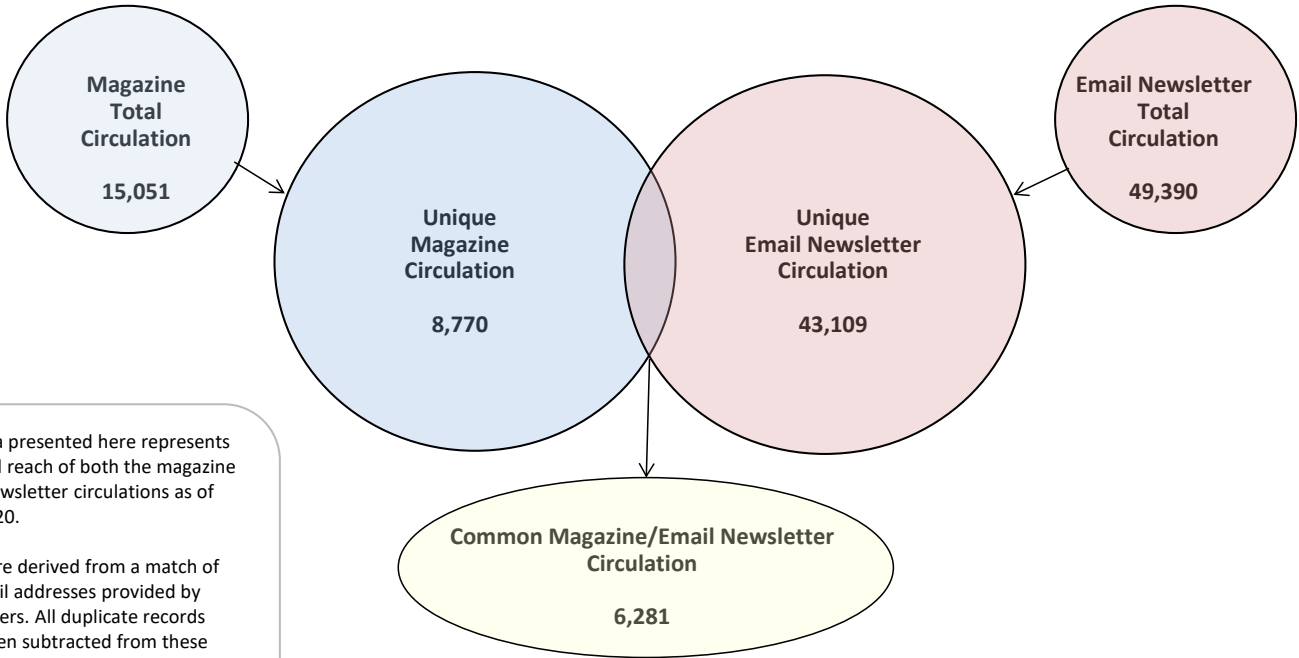
BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	41,139
3rd Party Logistics/Freight Forwarding Services	30,161
Transportation Services	35,888
Supply Chain Software/Technology	25,024
Procurement/Sourcing Solutions	7,573
Consulting/Professional Services	14,252
Executive Education and Training Programs	6,324
Awaiting Classification	8,251

* Subscribers may be classified in more than one category.

Source: Publisher's Own Data, June 2020

Total Unduplicated = 58,160

Magazine and Email Newsletters



The data presented here represents the total reach of both the magazine and eNewsletter circulations as of June 2020.

Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.

Source: Publisher's Own Data via Google Analytics, January - June 2020

Average Unique Visitors 44,742

Web Traffic

WEBSITE VISITS, UNIQUE VISITORS, PAGE VIEWS, VISITORS SUMMARY					
6-month Totals and Averages					
Month	Visits	Unique Visitors	Page Views	Page Views per Unique Visitor	Page Views per Visit
January 2020	50,111	38,613	74,030	1.9	1.5
February 2020	58,182	46,174	82,142	1.8	1.4
March 2020	56,710	44,316	79,158	1.8	1.4
April 2020	55,991	42,215	79,491	1.9	1.4
May 2020	66,809	51,936	93,168	1.8	1.4
June 2020	57,862	45,198	79,424	1.8	1.4
Averages	57,611	44,742	81,236	1.8	1.4

GEOGRAPHIC ANALYSIS OF VISITS		
June 2020		
Region	Visits	%
Americas	32,472	56.1%
Asia	12,217	21.1%
Europe	7,741	13.4%
Africa	3,702	6.4%
Oceania	1,171	2.0%
Other	559	1.0%
Total	57,862	100.0%