

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  
15,027 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>SUPPLY CHAIN MANAGEMENT REVIEW MAGAZINE</b> (3 issues in the period)	14,131	896	15,027

(See Paragraph 3b for Format Type and Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	678
Allocated for Trade Shows and Conventions	367
All Other	380
<b>TOTAL</b>	<b>1,425</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,027	100.0	14,131	94.0	896	6.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,027</b>	<b>100.0</b>	<b>14,131</b>	<b>94.0</b>	<b>896</b>	<b>6.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January/February	10,224	5,250	14,105	917	15,022
March/April	10,202	5,248	14,107	902	15,009
May/June	10,190	5,248	14,183	868	15,051

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020**  
 This issue is 0.2% or 35 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)	7,059	46.9	6,790	269	2,651	2,828	1,552	28
Total Non-Manufacturing (Note 2)	7,415	49.3	7,114	301	3,528	3,085	760	42
Others Allied to the Field	386	2.5	279	107	106	178	70	32
Sub Total	14,860	98.7	14,183	677	6,285	6,091	2,382	102
Other Paid Circulation	191	1.3	-	191	27	39	17	108
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,051</b>	<b>100.0</b>	<b>14,183</b>	<b>868</b>	<b>6,312</b>	<b>6,130</b>	<b>2,399</b>	<b>210</b>
<b>PERCENT</b>	<b>100.0</b>		<b>94.2</b>	<b>5.8</b>	<b>42.0</b>	<b>40.7</b>	<b>15.9</b>	<b>1.4</b>

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 2020**

This is an analysis of 12,759 or 84.8% 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	9,881
Transportation Services such as motor freight, air freight, ocean freight, intermodal or rail	9,262
Supply Chain Software or Technology	8,915
Procurement or Sourcing Solutions	8,436
Consulting or Professional Services	8,544
Executive Education and Training Programs	7,338
Total Respondents	12,759
<b>TOTAL QUALIFIED</b>	<b>15,051</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020**

Qualification Source	Qualified Within					Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 year	2 year	3 year	Print	Digital				
<b>I. TOTAL – Direct Request:</b>	<b>11,443</b>	<b>3,608</b>	-	<b>10,190</b>	<b>5,248</b>	<b>14,183</b>	<b>868</b>	<b>15,051</b>	<b>100.0</b>
a. Written	654	214	-	859	104	741	127	868	5.8
b. Telecommunication	5,896	2,021	-	5,756	2,174	7,895	22	7,917	52.6
c. Electronic	4,893	1,373	-	3,575	2,970	5,547	719	6,266	41.6
<b>II. TOTAL – Request from recipient’s company:</b>	-	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-
<b>III. TOTAL – Membership Benefit:</b>	-	-	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-	-	-
<b>IV. TOTAL – Communication (other than request):</b>	-	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	-	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
<b>VI. TOTAL – Single Copy Sales:</b>	-	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,443</b>	<b>3,608</b>	-	<b>10,190</b>	<b>5,248</b>	<b>14,183</b>	<b>868</b>	<b>15,051</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.0</b>	<b>24.0</b>	-	<b>67.7</b>	<b>34.9</b>	<b>94.2</b>	<b>5.8</b>	<b>100.0</b>	

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

**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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*
Unique Total Audit Average Qualified*** :	15,056	15,049	15,060	15,050	15,063	15,027
Unique Qualified Non-Paid***:	13,979	14,004	14,045	14,027	14,097	14,131
Print:	10,590	10,654	10,536	9,204	9,403	9,511
Digital:	3,389	3,350	3,509	4,823	4,694	4,620
Unique Qualified Paid***:	1,077	1,045	1,015	1,023	966	896
Print:	834	810	797	806	766	694
Digital:	611	519	449	428	607	629
Post Expire Copies included in Total Qualified Circulation:	0.3%	0.3%	0.2%	0.5%	0.2%	0.4%
Average Annual Order Price:	\$127.99	\$136.79	\$138.00	\$139.56	\$134.91	\$141.25

\*NOTE: January – June 2020 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 2020**

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	
Maine	52	25	73	3	76		Kentucky	129	45	166	5	171		
New Hampshire	72	34	92	8	100		Tennessee	205	104	288	14	302		
Vermont	26	12	38	-	38		Alabama	156	72	213	9	222		
Massachusetts	226	129	319	25	344		Mississippi	46	14	60	-	60		
Rhode Island	31	19	49	1	50		<b>EAST SO. CENTRAL</b>	<b>536</b>	<b>235</b>	<b>727</b>	<b>28</b>	<b>755</b>	<b>5.0</b>	
Connecticut	168	88	238	13	251		Arkansas	86	52	133	3	136		
<b>NEW ENGLAND</b>	<b>575</b>	<b>307</b>	<b>809</b>	<b>50</b>	<b>859</b>	<b>5.7</b>	Louisiana	65	26	88	2	90		
New York	529	269	746	32	778		Oklahoma	79	39	111	4	115		
New Jersey	504	264	717	35	752		Texas	560	303	794	46	840		
Pennsylvania	593	273	803	40	843		<b>WEST SO. CENTRAL</b>	<b>790</b>	<b>420</b>	<b>1,126</b>	<b>55</b>	<b>1,181</b>	<b>7.8</b>	
<b>MIDDLE ATLANTIC</b>	<b>1,626</b>	<b>806</b>	<b>2,266</b>	<b>107</b>	<b>2,373</b>	<b>15.8</b>	Montana	27	11	36	1	37		
Ohio	607	258	824	26	850		Idaho	42	12	53	1	54		
Indiana	221	103	308	10	318		Wyoming	13	1	14	-	14		
Illinois	741	315	996	40	1,036		Colorado	104	57	142	13	155		
Michigan	401	175	533	28	561		New Mexico	19	11	30	-	30		
Wisconsin	379	162	502	26	528		Arizona	129	71	191	7	198		
<b>EAST NO. CENTRAL</b>	<b>2,349</b>	<b>1,013</b>	<b>3,163</b>	<b>130</b>	<b>3,293</b>	<b>21.9</b>	Utah	89	50	126	10	136		
Minnesota	218	134	319	21	340		Nevada	75	29	102	2	104		
Iowa	152	54	201	3	204		<b>MOUNTAIN</b>	<b>498</b>	<b>242</b>	<b>694</b>	<b>34</b>	<b>728</b>	<b>4.8</b>	
Missouri	234	90	306	11	317		Alaska	21	19	37	2	39		
North Dakota	28	10	38	-	38		Washington	167	91	238	14	252		
South Dakota	24	16	38	2	40		Oregon	89	62	138	8	146		
Nebraska	78	29	101	3	104		California	896	527	1,344	53	1,397		
Kansas	125	49	172	1	173		Hawaii	61	20	81	-	81		
<b>WEST NO. CENTRAL</b>	<b>859</b>	<b>382</b>	<b>1,175</b>	<b>41</b>	<b>1,216</b>	<b>8.1</b>	<b>PACIFIC</b>	<b>1,234</b>	<b>719</b>	<b>1,838</b>	<b>77</b>	<b>1,915</b>	<b>12.7</b>	
Delaware	25	20	42	2	44		<b>UNITED STATES</b>	<b>10,045</b>	<b>5,013</b>	<b>14,107</b>	<b>629</b>	<b>14,736</b>	<b>97.9</b>	
Maryland	155	72	215	10	225		U.S. Territories	38	39	76	1	77		
Washington, DC	9	16	17	5	22		Canada	19	25	-	30	30		
Virginia	179	106	261	15	276		Mexico	1	1	-	2	2		
West Virginia	32	14	46	-	46		Other International	87	170	-	206	206		
North Carolina	351	155	484	14	498		APO/FPO	-	-	-	-	-		
South Carolina	136	72	203	3	206									
Georgia	327	190	476	28	504									
Florida	364	244	565	30	595									
<b>SOUTH ATLANTIC</b>	<b>1,578</b>	<b>889</b>	<b>2,309</b>	<b>107</b>	<b>2,416</b>	<b>16.1</b>								
								<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>10,190</b>	<b>5,248</b>	<b>14,183</b>	<b>868</b>	<b>15,051</b>	<b>100.0</b>

\*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.

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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.