

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.

Brian Ceraolo, President
Michelle Loureiro, Senior Audience Marketing Mgr

Contact Information

Supply Chain Management Review
Peerless Media, LLC
50 Speen St, Ste 302
Framingham MA 01701 USA
www.scmr.com
www.peerlessmedia.com
Ph: 508-663-1590

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

Publisher's Data

Total Brand Reach 47,940

Magazine: June 2021

Publisher's Data

BPA Audited Distribution (print or digital format)	15,049
BONUS: unaudited, digital magazine distribution	32,891
Total Extended Magazine Circulation	47,940

Email Newsletters: June 2021

Publisher's Data

This Week in Supply Chain	40,070
Total Email Newsletter Circulation	40,070



Website: 6-month averages, June 2021

Publisher's Data

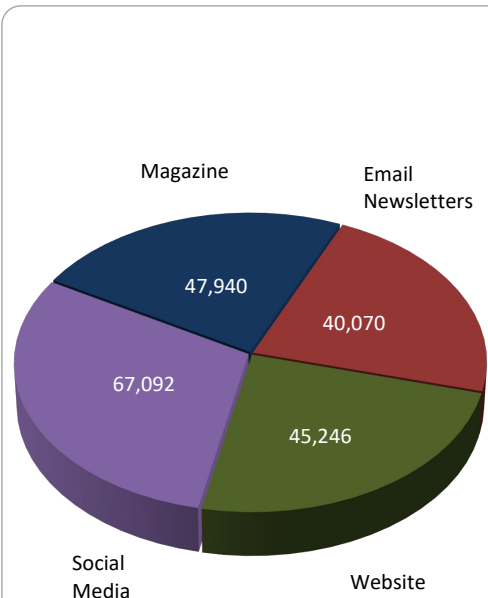
Google Analytics	Average Monthly Users	45,246
	Average Monthly Page Views	77,473

Social Media: June 2021

Publisher's Data

 	Twitter Followers	30,931
	Facebook Likes	36,161
	Total Social Media	67,092

Total Audience by Channel



Publisher's Data, June 2021

Extended Magazine Distribution 47,940

Source: Publisher's Own Data, June 2021

EXTENDED MAGAZINE	SUBSCRIBERS
BPA Distribution (print or digital format)	15,049
BONUS: Digital magazine distribution	32,891
Total	47,940

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	10,109
Vice-Presidents	4,581
Directors	6,541
Managers	12,299
Supervisory	1,124
Analysts/ Coordinators/ Admin./ Staff	11,308
Awaiting Classification	1,978
Total	47,940

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	14,422
500-999	3,096
250-499	3,548
100-249	5,256
Under 100	17,283
Awaiting Classification	4,335
Total	47,940

GEOGRAPHIC	SUBSCRIBERS
USA	33,812
Canada	1,122
Other Countries	11,633
Awaiting Classification	1,373
Total	47,940

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,836
Consumer Goods Mfg.	2,209
Textiles/Apparel Mfg.	624
Paper/Printing Mfg.	803
Chemicals/Pharmaceuticals Mfg.	1,739
Plastics/Rubber Mfg.	637
Primary Metals Mfg.	434
Fabricated Metals Mfg.	1,041
Industrial Machinery Mfg.	1,529
Computers/Electronics Mfg.	1,143
Electrical Equipment Mfg.	756
Aerospace Mfg.	537
Automotive/Transportation Equip. Mfg.	1,510
Furniture Mfg.	286
Other Manufacturing	2,720
Sub-Total Manufacturing	18,804
Wholesale Trade	2,809
Retail Trade	2,426
3rd Party Logistics Provider	4,687
Transportation/Warehousing Services	5,350
Business/Consulting Services	5,282
Other	5,012
Sub-Total Non-Manufacturing	25,566
Awaiting Classification	3,570
Total	47,940

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	40,779
3rd Party Logistics/Freight Forwarding Services	30,822
Transportation Services	35,046
Supply Chain Software/Technology	22,291
Procurement/Sourcing Solutions	12,678
Consulting/Professional Services	17,226
Executive Education and Training Programs	10,280

Total Magazine Subscribers 15,049

SUBSCRIPTION TYPE	SUBSCRIBERS
Paid Circulation	750
Controlled Circulation	14,299
Total	15,049

JOB TITLE CLASSIFICATION	SUBSCRIBERS
CEO, CFO, CTO, COO, CIO, Presidents, Partners	5,789
VPs, SVP, Executive VP, Group VP, Director	6,175
Managers, Specialists	2,841
Other	244
Total	15,049

INDUSTRY	SUBSCRIBERS
Manufacturing	7,196
Non-Manufacturing	7,342
Others Allied to the Field	374
Other Paid	137
Total	15,049

Magazine Subscribers

BUYING INFLUENCE - Final Approval or Influence the Final Approval	SUBSCRIBERS
3rd Party Logistics/Freight Forwarding Services	9,154
Transportation Services	8,733
Supply Chain Software/Technology	8,362
Procurement/Sourcing Solutions	8,119
Consulting/Professional Services	8,157
Executive Education and Training Programs	6,775
Total Respondents	12,300

GEOGRAPHIC	SUBSCRIBERS
USA	14,814
Canada	22
Other Countries	213
Total	15,049

SOURCE OF SUBSCRIPTION REQUEST	SUBSCRIBERS
Direct, Written Request	681
Direct, Telecommunications Request	7,903
Direct, Internet Request	6,465
Total	15,049

Source: Publisher's Own Data

ADDITIONAL MAGAZINE SUBSCRIBER DATA (unaudited)

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	1,152
Consumer Goods Mfg.	874
Textiles/Apparel Mfg.	211
Paper/Printing Mfg.	408
Chemicals/Pharmaceuticals Mfg.	547
Plastics/Rubber Mfg.	287
Primary Metals Mfg.	233
Fabricated Metals Mfg.	573
Industrial Machinery Mfg.	723
Computers/Electronics Mfg.	322
Electrical Equipment Mfg.	233
Aerospace Mfg.	201
Automotive/Transportation Equip. Mfg.	449
Furniture Mfg.	137
Other Manufacturing	846
Sub-Total Manufacturing	7,196
Wholesale Trade	1,438
Retail Trade	978
3rd Party Logistics Provider	807
Transportation/Warehousing Services	1,245
Business/Consulting Services	2,176
Other Non-Manufacturing	698
Sub-Total Non-Manufacturing	7,342
Other/Paid	511
Total	15,049

Total Newsletter Subscribers 40,070

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Supply Chain	40,070

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	6,620
Vice-Presidents	2,637
Directors	5,059
Managers	11,194
Supervisory	1,045
Analysts/ Coordinators/ Admin./ Staff	11,462
Awaiting Classification	2,053
Total	40,070

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	13,030
500-999	2,562
250-499	2,857
100-249	3,832
Under 100	13,748
Awaiting Classification	4,041
Total	40,070

GEOGRAPHIC	SUBSCRIBERS
USA	25,289
Canada	1,155
Other Countries	12,108
Awaiting Classification	1,518
Total	40,070

Email Newsletter Subscribers

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	2,080
Consumer Goods Mfg.	1,707
Textiles/Apparel Mfg.	489
Paper/Printing Mfg.	513
Chemicals/Pharmaceuticals Mfg.	1,432
Plastics/Rubber Mfg.	452
Primary Metals Mfg.	268
Fabricated Metals Mfg.	618
Industrial Machinery Mfg.	1,118
Computers/Electronics Mfg.	999
Electrical Equipment Mfg.	614
Aerospace Mfg.	408
Automotive/Transportation Equip. Mfg.	1,267
Furniture Mfg.	187
Other Manufacturing	2,263
Sub-Total Manufacturing	14,415
Wholesale Trade	1,861
Retail Trade	1,802
3rd Party Logistics Provider	4,492
Transportation/Warehousing Services	1,839
Business/Consulting Services	4,323
Other	4,527
Sub-Total Non-Manufacturing	18,844
Awaiting Classification	6,811
Total	40,070

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	33,603
3rd Party Logistics/Freight Forwarding Services	24,616
Transportation Services	29,016
Supply Chain Software/Technology	19,967
Procurement/Sourcing Solutions	7,575
Consulting/Professional Services	11,609
Executive Education and Training Programs	5,822

Average Unique Users

WEBSITE SESSIONS, USERS, PAGE VIEWS, SUMMARY					
6-month Totals and Averages					
Month	Sessions	Users	Page Views	Page Views per Unique Visitor	Page Views per Visit
January 2021	58,231	46,361	80,085	1.7	1.4
February 2021	56,130	44,548	77,852	1.7	1.4
March 2021	66,158	52,500	91,085	1.7	1.4
April 2021	54,019	42,943	74,212	1.7	1.4
May 2021	55,878	44,492	73,450	1.7	1.3
June 2021	51,351	40,632	68,151	1.7	1.3
Averages	56,961	45,246	77,473	1.7	1.4

Web Traffic

GEOGRAPHIC ANALYSIS OF USERS		
June 2021		
Region	Users	%
Americas	21,912	53.6%
Asia	10,390	25.4%
Europe	5,178	12.7%
Africa	2,614	6.4%
Oceania	801	2.0%
Other	0	0.0%
Total	40,895	100.0%