

For Period of January - June 2020

## SDC SUPPLY & DEMAND CHAIN EXECUTIVE

### PROFILE OF MARKET SERVED

*Supply & Demand Chain Executive* reaches more than 53,000 C-level executives involved in the end-to-end global supply chain in every vertical. Readers include executives in corporate procurement, purchasing, logistics and operations management in manufacturing and non-manufacturing industries. These are the supply chain technology leaders who select solutions and service providers.

*Supply & Demand Chain Executive* magazine is the only publication and website covering the entire end-to-end global supply chain in every vertical.

*Supply & Demand Chain Executive* is an excellent source to reach executives interested in global solutions for supply chain ROI, including supply chain technology solutions and service providers.



Audience Profile for Quarterly Period: January - June 2020	Frequency	Delivered Distribution
<b>Supply &amp; Demand Chain Executive</b>		
Print Version - June 2020 Issue	4	39,334
Digital Version - June 2020 Issue	4	13,718
<b>E-Newsletters</b>		
Headline News	3x Weekly	23,115
<b>Email Marketing</b>		
Email Marketing		23,370

### WEBSITE METRICS

SDCExec.com				
	Sessions	Users	Pageviews	Average Session Duration
January 2020	51,518	38,567	86,810	2:19
February 2020	64,096	48,439	98,448	2:51
March 2020	78,853	59,730	127,208	2:45
April 2020	78,638	58,207	126,355	2:55
May 2020	82,380	61,428	130,807	2:50
June 2020	75,700	58,676	111,119	2:54
<b>Average</b>	<b>71,864</b>	<b>54,175</b>	<b>113,458</b>	<b>2:45</b>

January - June 2020 data was provided by, Google Analytics.

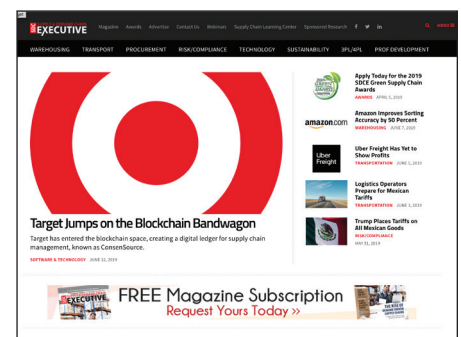
**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

Unless otherwise noted, all data reported is publisher's own data.



## PRINT AUDIENCE BY TITLE

Supply & Demand Chain Executive June 2020 Print/Digital Issue	CLASSIFICATION BY TITLE					
	BUSINESS AND INDUSTRY			Print	Digital	Corporate Management (Note 1)
	Total Qualified	% of Total				
Food/Beverage/Tobacco	2,542	4.8%	1,712	830	1,339	1,203
Textile/Textile Products/Apparel; Leather and Allied Products	484	0.9%	297	187	285	199
Wood Products/Paper/Printing	929	1.8%	553	376	510	419
Petroleum and Coal Products	203	0.4%	100	103	60	143
Chemical Products	1,899	3.6%	1,676	223	1,582	317
Plastic and Rubber Products	447	0.8%	248	199	223	224
Nonmetallic Mineral Products	93	0.2%	58	35	48	45
Primary Metal Products	886	1.7%	647	239	642	244
Fabricated Metal Products	5,995	11.3%	5,313	682	5,461	534
Machinery	537	1.0%	302	235	290	247
Computer and Electronic Products	2,508	4.7%	2,106	402	2,079	429
Electrical Equipment, Appliances and Components	5,944	11.2%	5,435	509	5,468	476
Automotive/Aircraft/Transportation Equipment	6,668	12.6%	6,045	623	5,957	711
Furniture and Related Products	462	0.9%	378	84	374	88
Medical Equipment and Supplies	3,170	6.0%	1,571	1,599	2,817	353
Other Manufacturing not classified above	1,880	3.5%	1,080	800	905	975
<b>Manufacturing Subtotal</b>	<b>34,647</b>	<b>58.8%</b>	<b>27,521</b>	<b>7,126</b>	<b>28,040</b>	<b>6,607</b>
Transportation/Logistics Services	6,251	11.8%	4,337	1,914	4,478	1,773
Distributor/Wholesale Trade	2,409	4.5%	1,411	998	1,218	1,191
Retail Trade (Note 3)	3,855	7.3%	2,727	1,128	1,938	1,917
Consulting Services	1,148	2.2%	438	710	696	452
Professional, Scientific and Technical Services (Note 4)	2,708	5.1%	1,728	980	1,694	1,014
Government	711	1.3%	387	324	133	578
Other Business or Educational Services (Note 5)	1,323	2.5%	785	538	646	677
<b>Non-Manufacturing Subtotal</b>	<b>18,405</b>	<b>41.2%</b>	<b>11,813</b>	<b>6,592</b>	<b>10,803</b>	<b>7,602</b>
<b>Total Qualified Circulation</b>	<b>53,052</b>	<b>100.0%</b>	<b>39,334</b>	<b>13,718</b>	<b>38,843</b>	<b>14,209</b>
<b>Percent</b>	<b>100.0%</b>		<b>74.1%</b>	<b>25.9%</b>	<b>73.2%</b>	<b>26.8%</b>

**Note 1:** Corporate Management includes: Chairman, CEO, President, VP and related personnel.

**Note 2:** Procurement, Purchasing, Supply Chain, Logistics and Operations Management includes: Chief Procurement Officer, VP/Director/Chief/Manager of Supply Chain or Purchasing, Chief Logistics Officer, VP/Director/Chief/Manager of Logistics, COO, VP/Director/Chief/Manager of Operations and related personnel.

**Note 3:** Retail Trades includes: General Merchandise, Department, Food, Clothing, Shoe, Home Furniture and Auto/Home Supply Stores.

**Note 4:** Professional, Scientific and Technical Services include: Health, Social, Legal, Research, Archeological, Biological, Electric, Gas, Bank/Finance and Insurance Services.

**Note 5:** Other Business or Educational Services include: Restaurant, Hotel, Motel, Linen Supply, Beauty Salon, Funeral and Advertising Services.

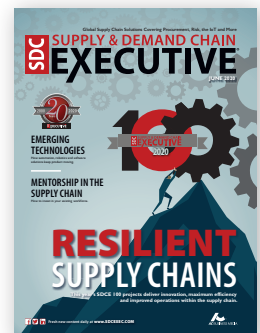
**Source:** Publisher's Own Data

## SOCIAL MEDIA



Year-to-Date	
Facebook Followers	1,850
LinkedIn Followers	5,167
Twitter Followers	10,295

Sources: Facebook, LinkedIn and Twitter.





## E-NEWSLETTER DISTRIBUTION

Headline News E-Newsletter	CLASSIFICATION BY TITLE						
	Total Qualified	% of Total	Corporate Management (Note 1)	Procurement/Purchasing/Supply Chain Management (Note 2)	Logistics Management (Note 3)	Operations Management (Note 4)	Other Titled & Non-Titled Personnel
<b>BUSINESS AND INDUSTRY</b>							
Food/Beverage/Tobacco	685	3.0%	279	194	75	110	27
Textile/Textile Products/Apparel/Leather and Allied Products	182	0.8%	92	41	16	19	14
Wood Products/Paper/Printing	204	0.9%	95	57	11	31	10
Petroleum and Coal Products	133	0.6%	29	69	9	22	4
Chemical Products	265	1.1%	106	85	22	35	17
Plastic and Rubber Products	167	0.7%	77	48	6	25	11
Nonmetallic Mineral Products	38	0.2%	19	9	4	3	3
Primary Metal Products	179	0.8%	97	43	8	23	8
Fabricated Metal Products	386	1.7%	238	60	14	57	17
Machinery	171	0.7%	70	57	12	19	13
Computer and Electronic Products	576	2.5%	256	132	43	74	71
Electrical Equipment, Appliances and Components	531	2.3%	351	88	26	53	13
Automotive/Aircraft/Transportation Equipment	670	2.9%	372	154	40	78	26
Furniture and Related Products	117	0.5%	85	18	2	10	2
Medical Equipment and Supplies	504	2.2%	330	108	16	38	12
Other Manufacturing not classified above	699	3.0%	246	256	39	89	69
<b>Manufacturing Subtotal</b>	<b>5,507</b>	<b>38.9%</b>	<b>2,742</b>	<b>1,419</b>	<b>343</b>	<b>686</b>	<b>317</b>
Transportation/Logistics Services	2,773	12.0%	1,938	148	280	256	151
Government	260	1.1%	50	111	30	48	21
Distributors/Wholesale Trade	772	3.3%	354	166	58	139	55
Retail Trade (Note 5)	755	3.3%	384	131	44	162	34
Consulting Services	1,270	5.5%	574	219	60	181	236
Professional/scientific & Tech Svcs (Note 6)	1,112	4.8%	717	138	31	128	98
Other Business Or Educational Svcs (Note 7)	625	2.7%	292	123	20	79	111
Others Allied to the Field	10,041	43.4%	105	147	19	35	9,735
<b>Non-Manufacturing Subtotal</b>	<b>17,608</b>	<b>61.1%</b>	<b>4,414</b>	<b>1,183</b>	<b>542</b>	<b>1,028</b>	<b>10,441</b>
<b>Total Qualified Circulation</b>	<b>23,115</b>	<b>100.0%</b>	<b>7,156</b>	<b>2,602</b>	<b>885</b>	<b>1,714</b>	<b>10,758</b>
<b>Percent</b>	<b>100.0%</b>		<b>31.0%</b>	<b>11.3%</b>	<b>3.8%</b>	<b>7.4%</b>	<b>46.5%</b>

**Note 1: Corporate Management includes: Chairman, CEO, President, VP and related personnel.**

**Note 2: Procurement/Purchasing/Supply Chain Management includes: Chief Procurement Officer, VP, Director, Chief, Manager of Supply Chain or Purchasing, and related personnel.**

**Note 3: Logistics Management includes: Chief Logistics Officer, VP, Director, Chief, Manager of Logistics and related personnel.**

**Note 4: Operations Management includes: COO, VP, Director, Chief, Manager of Operations and related personnel.**

**Note 5: Retail Trades includes: General Merchandise, Department, Food, Clothing, Shoe, Home Furniture and Auto/Home Supply Stores.**

**Note 6: Professional, Scientific and Technical Services include: Health, Social, Legal, Research, Archeological, Biological, Electric, Gas, Bank/Finance and Insurance Services.**

**Note 7: Other Business or Educational Services include: Restaurant, Hotel, Motel, Linen Supply, Beauty Salon, Funeral and Advertising Services.**

## EMAIL MARKETING

BUSINESS AND INDUSTRY	Supply & Demand Chain Executive Email Marketing		CLASSIFICATION BY TITLE				
	Total Qualified	% of Total	Corporate Management (Note 1)	Procurement/Purchasing/Supply Chain Management (Note 2)	Logistics Management (Note 3)	Operations Management (Note 4)	Other Titled & Non-Titled Personnel
Food/Beverage/Tobacco	724	3.1%	331	184	74	110	25
Textile/Textile Products/Apparel/Leather and Allied Products	200	0.9%	108	39	13	24	16
Wood Products/Paper/Printing	228	1.0%	114	54	7	44	9
Petroleum and Coal Products	139	0.6%	32	68	11	24	4
Chemical Products	258	1.1%	107	81	21	35	14
Plastic and Rubber Products	163	0.7%	78	46	4	24	11
Nonmetallic Mineral Products	39	0.2%	21	8	4	5	1
Primary Metal Products	216	0.9%	129	45	8	25	9
Fabricated Metal Products	439	1.9%	292	63	14	54	16
Machinery	184	0.8%	89	49	12	22	12
Computer and Electronic Products	613	2.6%	299	128	40	79	67
Electrical Equipment, Appliances and Components	595	2.5%	421	85	24	53	12
Automotive/Aircraft/Transportation Equipment	751	3.2%	451	147	40	78	35
Furniture and Related Products	118	0.5%	88	16	2	12	-
Medical Equipment and Supplies	572	2.4%	405	99	13	44	11
Other Manufacturing not classified above	695	3.0%	267	236	34	85	73
<b>Manufacturing Subtotal</b>	<b>5,934</b>	<b>25.4%</b>	<b>3,232</b>	<b>1,348</b>	<b>321</b>	<b>718</b>	<b>315</b>
Transportation/Logistics Services	3,011	12.9%	2,157	150	282	272	150
Government	270	1.2%	59	111	28	53	19
Distributors/Wholesale Trade	800	3.4%	382	169	54	141	54
Retail Trade (Note 5)	837	3.6%	455	129	46	175	32
Consulting Services	1,199	5.1%	530	212	57	152	248
Professional/scientific & Tech Svcs (Note 6)	1,199	5.1%	836	133	25	117	88
Other Business Or Educational Svcs (Note 7)	642	2.7%	298	127	20	83	114
Others Allied to the Field	9,478	40.6%	104	149	17	36	9,172
<b>Non-Manufacturing Subtotal</b>	<b>17,436</b>	<b>74.6%</b>	<b>4,821</b>	<b>1,180</b>	<b>529</b>	<b>1,029</b>	<b>9,877</b>
<b>Total Qualified Circulation</b>	<b>23,370</b>	<b>100.0%</b>	<b>8,053</b>	<b>2,528</b>	<b>850</b>	<b>1,747</b>	<b>10,192</b>
<b>Percent</b>	<b>100.0%</b>		<b>34.5%</b>	<b>10.8%</b>	<b>3.6%</b>	<b>7.5%</b>	<b>43.6%</b>

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The data reflected within this report is provided in good faith as an accurate representation of the audience served for Supply & Demand Chain Executive.

Jason DeSarle, Group Publisher

Total Audience Profile report provided by AC Business Media.

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