

For Period of January - June 2020

SDC SUPPLY & DEMAND CHAIN EXECUTIVE

PROFILE OF MARKET SERVED

Supply & Demand Chain Executive reaches more than 126,000 C-level executives involved in the end-to-end global supply chain in every vertical. Audience reach 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 is the only digital product along with a 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
Supply & Demand Chain Executive		
E-Newsletters		
Headline News	3x Weekly	126,491
Email Marketing		
Email Marketing		47,020

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
Average	71,864	54,175	113,458	2:45

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

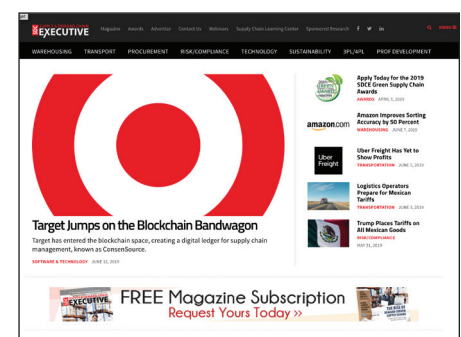
Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

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.





E-NEWSLETTER DISTRIBUTION

Headline News E-Newsletter	CLASSIFICATION BY TITLE						
	BUSINESS AND INDUSTRY	Total Qualified	% of Total	Corporate Management (Note 1)	Procurement/Purchasing/Supply Chain Management (Note 2)	Logistics Management (Note 3)	Operations Management (Note 4)
Food/Beverage/Tobacco	14,781	11.7%	12,862	1,037	611	116	155
Textile/Textile Products/Apparel/Leather and Allied Products	221	0.2%	109	51	23	23	15
Wood Products/Paper/Printing	223	0.2%	104	55	16	39	9
Petroleum and Coal Products	153	0.1%	31	76	14	25	7
Chemical Products	10,349	8.2%	7,847	1,709	718	39	36
Plastic and Rubber Products	194	0.2%	90	47	12	27	18
Nonmetallic Mineral Products	40	0.0%	20	7	4	6	3
Primary Metal Products	182	0.1%	101	43	10	21	7
Fabricated Metal Products	602	0.5%	455	64	9	57	17
Machinery	246	0.2%	105	67	15	25	34
Computer and Electronic Products	10,156	8.0%	8,549	964	417	77	149
Electrical Equipment, Appliances and Components	836	0.7%	646	94	30	52	14
Automotive/Aircraft/Transportation Equipment	862	0.7%	551	156	37	75	43
Furniture and Related Products	161	0.1%	123	19	2	12	5
Medical Equipment and Supplies	11,724	9.3%	9,048	1,961	655	37	23
Other Manufacturing not classified above	723	0.6%	248	275	43	92	65
Manufacturing Subtotal	51,453	38.9%	40,889	6,625	2,616	723	600
Pharmaceutical Products Wholesale	2,019	2.7%	1,722	240	57	-	-
Transportation/Logistics Services	53,156	42.0%	48,396	902	3,334	265	259
Government	295	0.2%	58	111	35	46	45
Distributors/Wholesale Trade	771	0.6%	359	173	57	130	52
Retail Trade (Note 5)	1,107	0.9%	459	142	46	167	293
Consulting Services	1,297	1.0%	592	216	58	180	251
Professional/scientific & Tech Svcs (Note 6)	1,385	1.1%	912	130	31	125	187
Other Business Or Educational Svcs (Note 7)	1,145	0.9%	400	139	29	86	491
Others Allied to the Field	13,863	11.0%	166	138	17	42	13,500
Non-Manufacturing Subtotal	75,038	61.1%	53,064	2,191	3,664	1,041	15,078
Total Qualified Circulation	126,491	100.0%	93,953	8,816	6,280	1,764	15,678
Percent	100.0%		74.3%	7.0%	5.0%	1.4%	12.4%

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.

SOCIAL MEDIA

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

Sources: Facebook, LinkedIn and Twitter.

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	3,718	7.9%	3,051	258	128	116	165
Textile/Textile Products/Apparel/Leather and Allied Products	231	0.5%	122	44	20	30	15
Wood Products/Paper/Printing	248	0.5%	128	52	10	50	8
Petroleum and Coal Products	143	0.3%	29	73	10	25	6
Chemical Products	1,804	3.8%	1,403	226	107	38	30
Plastic and Rubber Products	188	0.4%	88	46	6	26	22
Nonmetallic Mineral Products	35	0.1%	20	6	4	4	1
Primary Metal Products	228	0.5%	145	44	7	24	8
Fabricated Metal Products	697	1.5%	553	62	10	56	16
Machinery	256	0.5%	125	60	11	23	37
Computer and Electronic Products	2,404	5.1%	1,903	191	80	88	142
Electrical Equipment, Appliances and Components	846	1.8%	670	84	24	55	13
Automotive/Aircraft/Transportation Equipment	1,006	2.1%	688	150	37	79	52
Furniture and Related Products	164	0.3%	129	15	1	14	5
Medical Equipment and Supplies	2,927	6.2%	2,095	582	185	45	20
Other Manufacturing not classified above	724	1.5%	284	254	39	83	64
Manufacturing Subtotal	15,619	33.2%	11,433	2,147	679	756	604
Pharmaceutical Products Wholesale	261	0.8%	242	11	8	-	-
Transportation/Logistics Services	14,829	31.5%	13,493	238	563	271	264
Government	295	0.6%	62	106	31	53	43
Distributors/Wholesale Trade	797	1.7%	390	174	54	130	49
Retail Trade (Note 5)	1,265	2.7%	564	140	49	181	331
Consulting Services	1,241	2.6%	562	218	54	148	259
Professionalscientific & Tech Svcs (Note 6)	1,558	3.3%	1,088	133	27	120	190
Other Business Or Educational Svcs (Note 7)	1,184	2.5%	416	136	27	94	511
Others Allied to the Field	9,971	21.2%	186	140	16	48	9,581
Non-Manufacturing Subtotal	31,401	66.8%	17,003	1,296	829	1,045	11,228
Total Qualified Circulation	47,020	100.0%	28,436	3,443	1,508	1,801	11,832
Percent	100.0%		60.5%	7.3%	3.2%	3.8%	25.2%

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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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