

Food
Logistics®

SC ENTENT

SDC SUPPLY & DEMAND CHAIN
EXECUTIVE

SCN
SUMMIT
SUPPLY CHAIN NETWORK

WOMEN
IN SUPPLY CHAIN FORUM
Food Logistics SDC SUPPLY & DEMAND CHAIN
EXECUTIVE

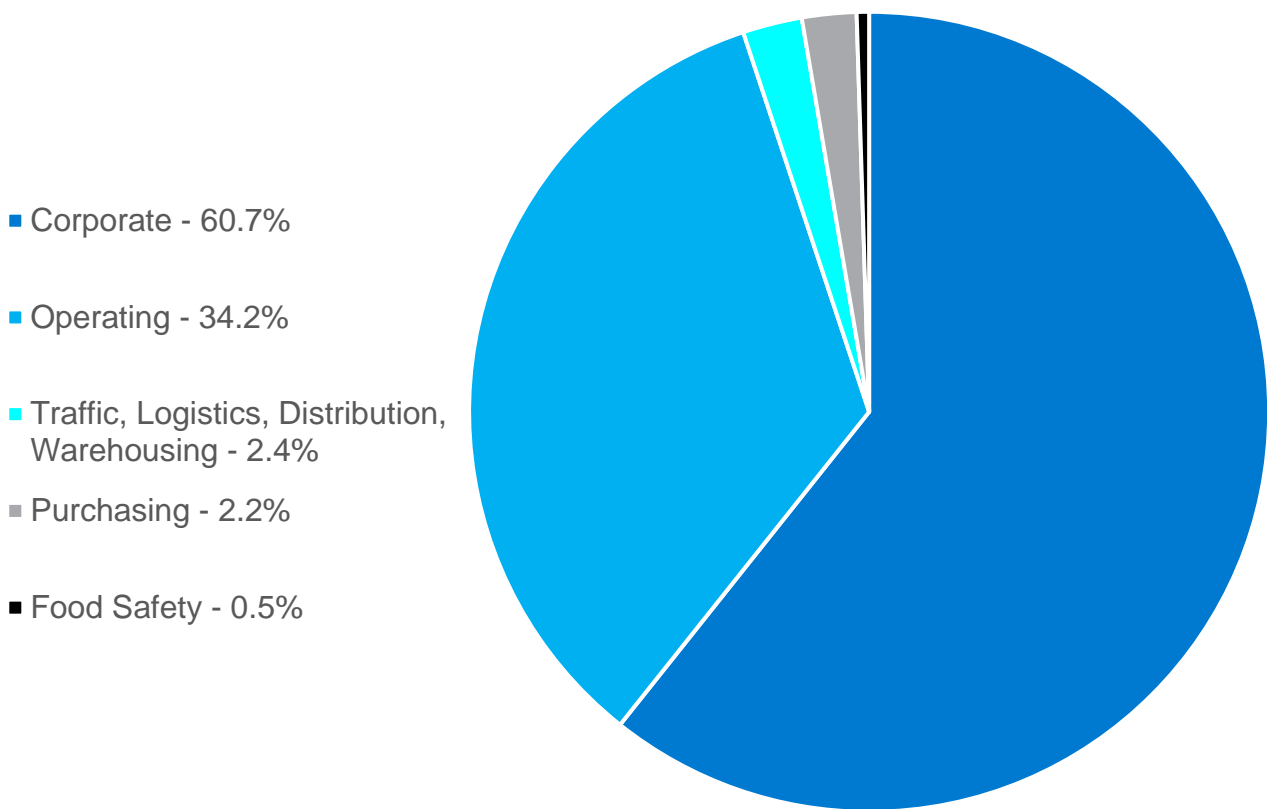
ENGAGED SUPPLY CHAIN AUDIENCE SNAPSHOT

The IRONMARKETS, formerly known as AC Business Media, Supply Chain Network is unique in its digital first approach. *Supply & Demand Chain Executive* reaches more than 61,000 C-level executives involved in the end-to-end global supply chain in every vertical. Audience reach includes executives in corporate, procurement, purchasing, logistics and operations management roles in 27 different manufacturing and non-manufacturing industries.

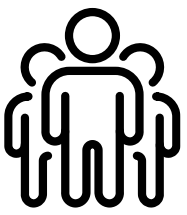
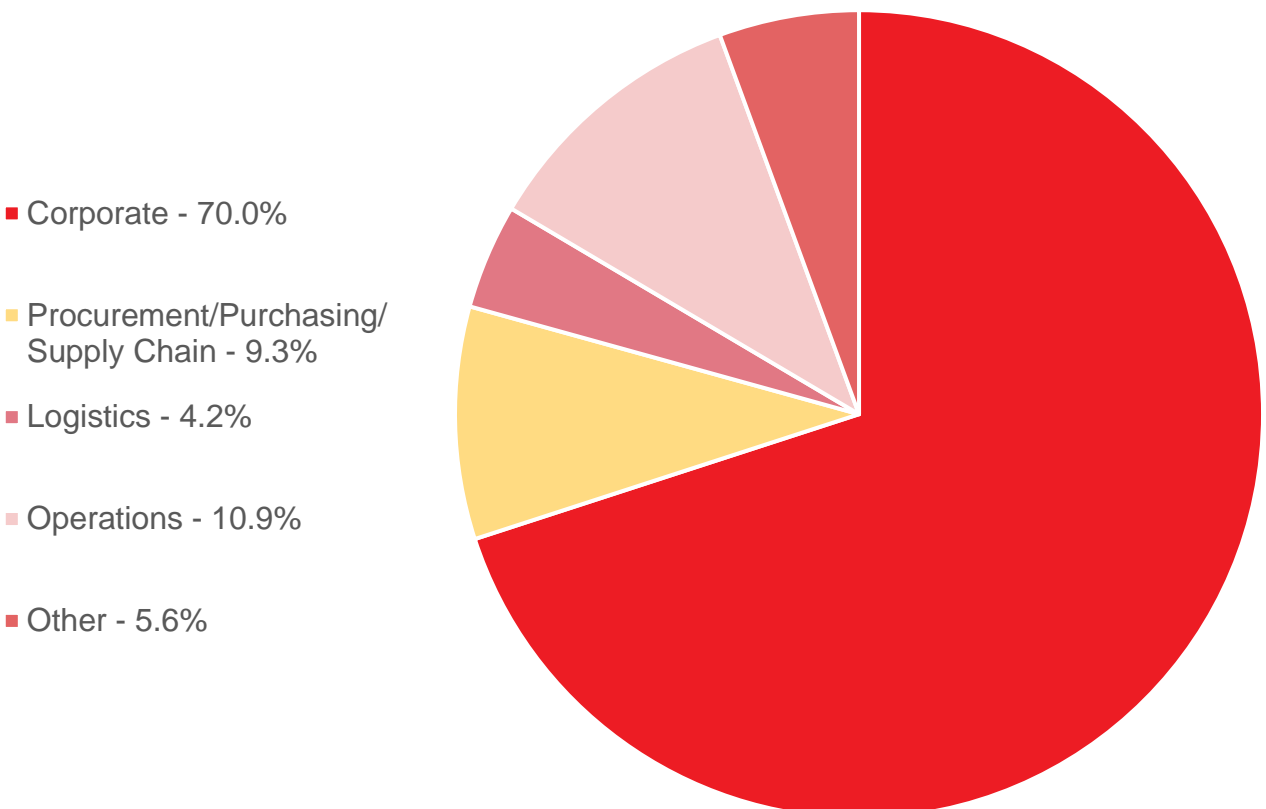
Food Logistics reaches more than 23,000 supply chain executives in the global food and beverage industries. The audience includes executives in both the food and the logistics sectors who share a mutual interest in the operations and business aspects of the global food supply chain.

Our Properties Are Known As The Premier Media Resources For Supply Chain Executive Leadership.

Food Logistics' Magazine Subscribers



Supply & Demand Chain Executive Newsletter Subscribers



1,000+
Registrations
from SCN Summit*



23,000+
Total Magazine Subscribers



63,600+
Total Newsletter Subscriptions



65,000+
Total Ave. Monthly
Website Users



60,700+
Total Social Followers/Fans



**Data from December 2024 SCN Summit
Publisher's Data from July - December 2024*

NEWSLETTER ADVERTISING



63,600+ Total Newsletter Subscriptions

Food Logistics Cold Chain Insights: 15,700+ subscribers

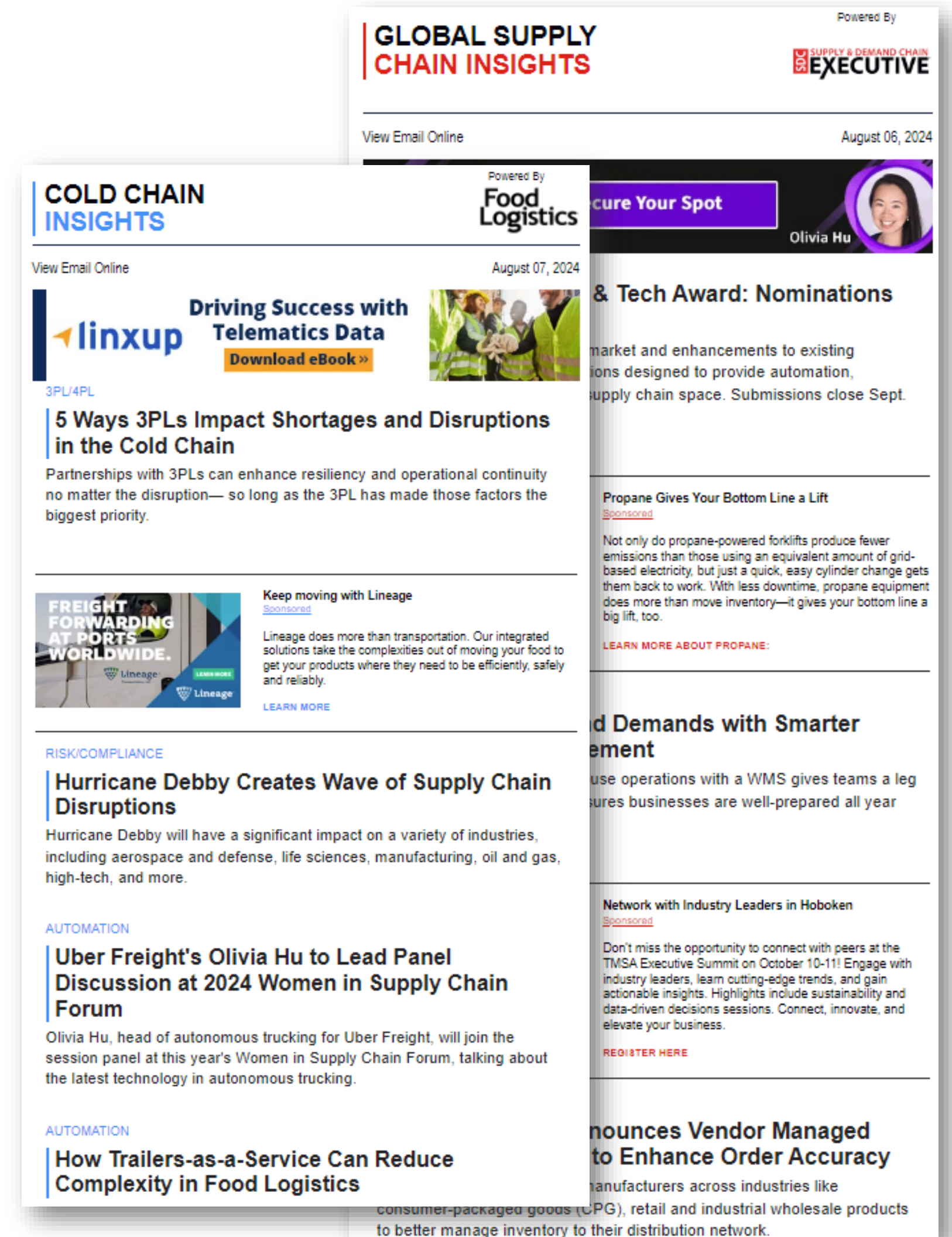
SDCE Global Supply Chain Insights: 47,800+ subscribers

Both supply chain digital newsletters are sent out **2 times** per week.

These mailings curate the most relevant content from our core websites and print publications, distributing them to engaged opt-in subscribers.

Available Ad Units in Each Issue

- 600x100 Display Units
- Native Display Units
 - Place in video or product



WEBSITE BANNER ADVERTISING

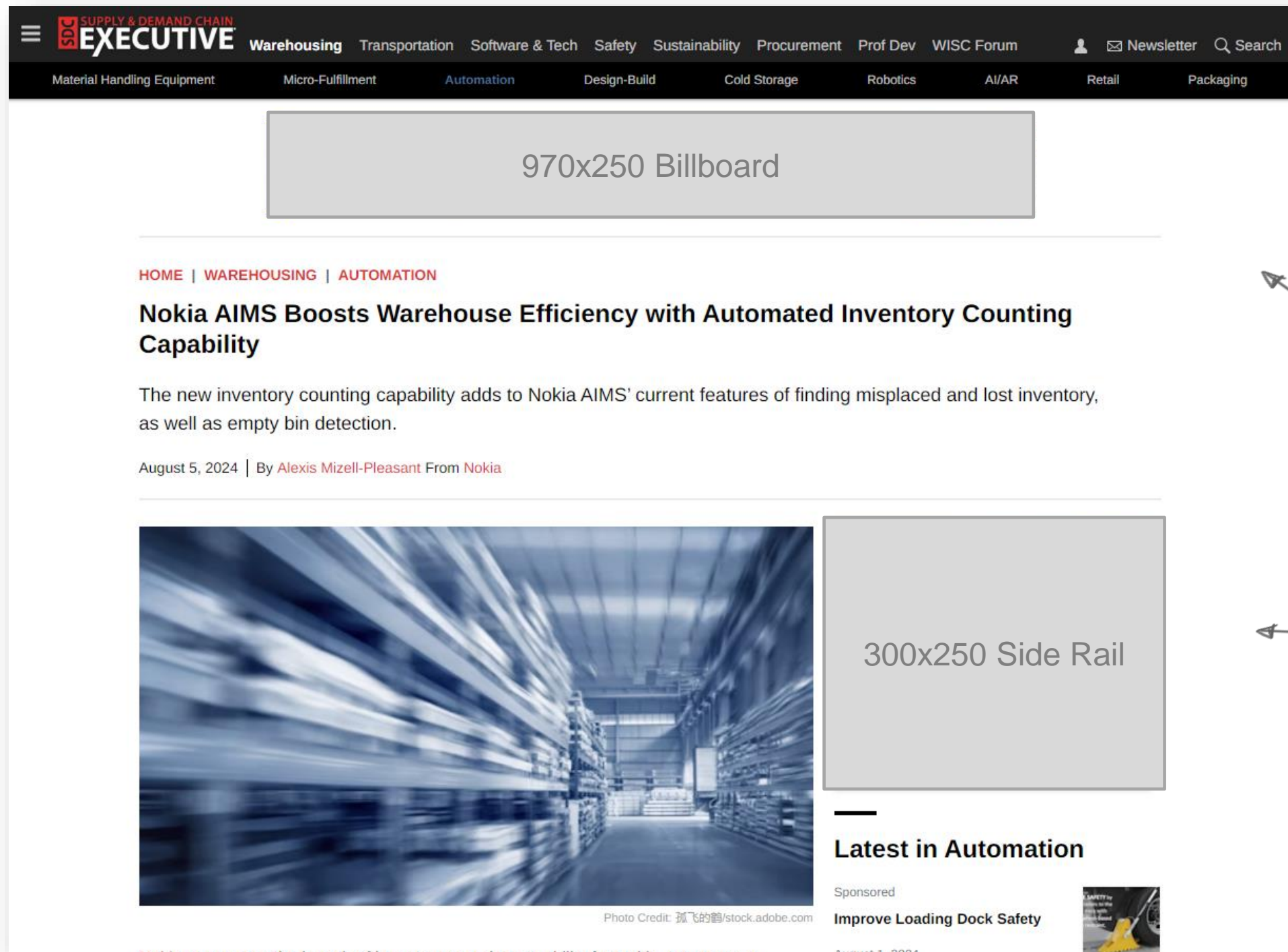
We offer a variety of display banner opportunities across our core websites, with the ability to target specific sections and users depending on the goal of your campaign. These units are best used for high volume awareness campaigns and to keep your brand top-of-mind with our readers.

Standard banner units include:

1. 970x250 Billboard
2. 970x90 Super Leaderboard – viewable on computer
3. 728x90 Super Leaderboard – viewable on tablet
4. 300x50 Super Leaderboard – viewable on phone
5. 300x600 Side Rail
6. 300x250 Side Rail

Audience Extension Retargeting

Using 1st party and behavioral user data we also can re-target our audience offsite and further extend your banner campaign.



NATIVE CONTENT UNITS

Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

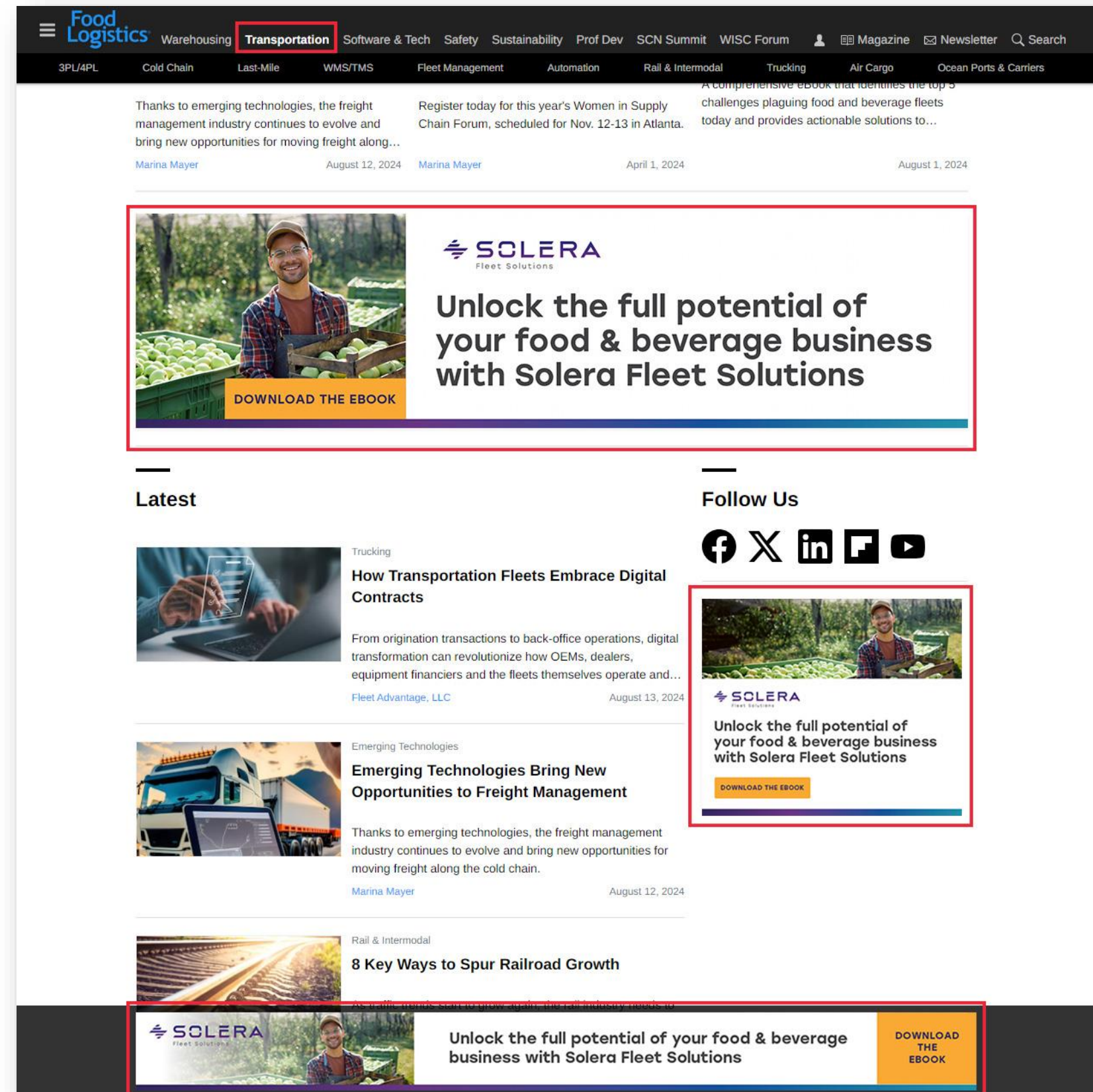
Native ad units rotate within our editorial content in **multiple ad sizes and locations**.

1. The larger native ads will appear within the "latest" column along the left-hand side or within the "recommended" row of content
2. The smaller native ad will appear under the "latest" column on an article's landing page

Benefits

- We target your ad based on channel category
- The ad will also appear anywhere that targeted channel content appears across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Research shows these types of advertisements receive on average, 8,000 - 10,000 impressions per month
- We supply a real-time reporting link to keep track of the success of your campaign
- New dashboard allows you to have full control over your creative throughout the entire campaign

HIGH-IMPACT ONLINE DISPLAY ADVERTISING

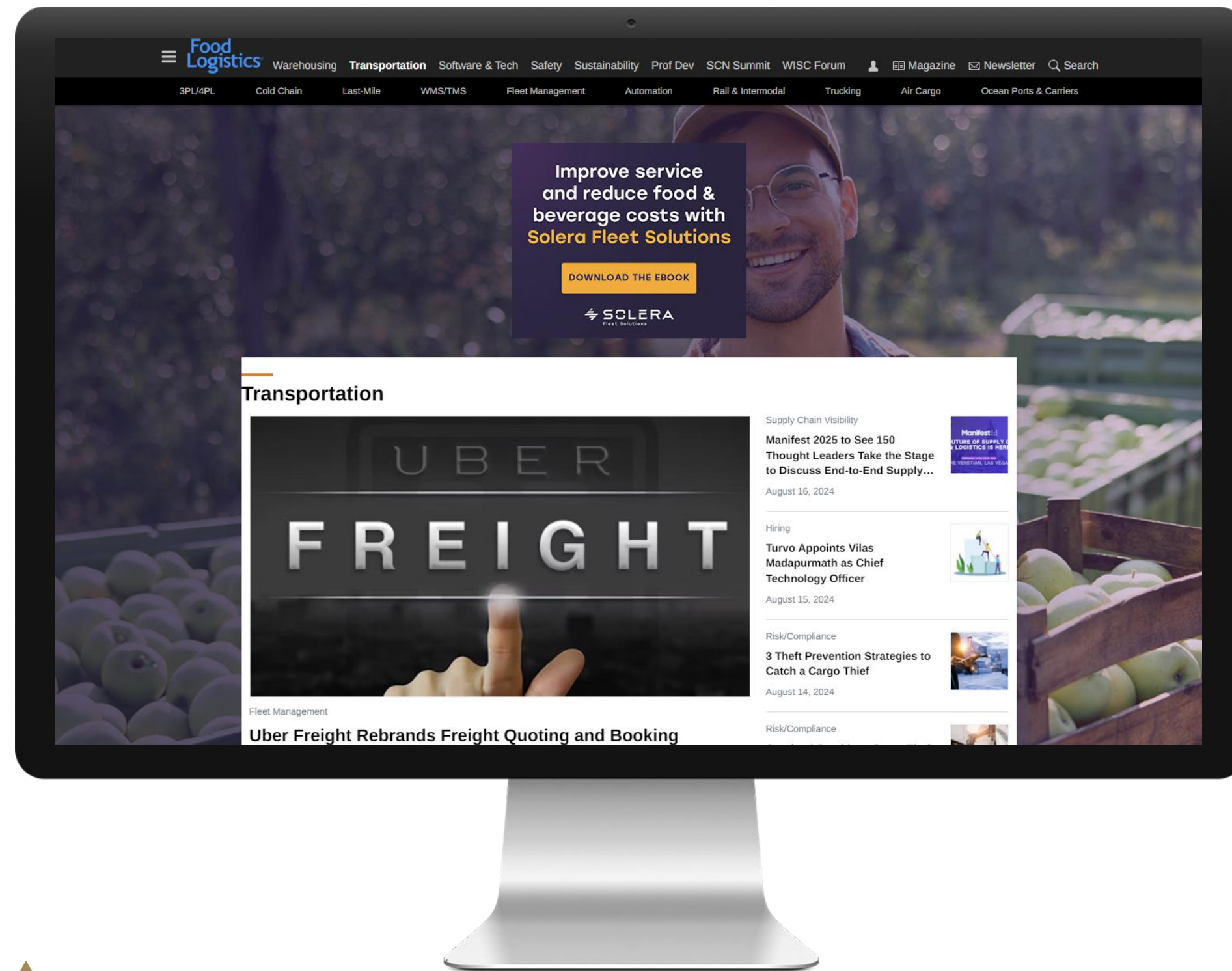


Homepage or Channel Takeovers

- Your branding will completely takeover either the homepage or a website channel for a specified time frame, receiving 100% SOV. All ad sizes and site skin are included in this package
- Showcase your company as the foremost expert around one or more of these industry topics:
 - **Food Logistics Channels:** Warehousing, Transportation, Software & Tech, Safety, Sustainability and Professional Development
 - **SDCE Channels:** Warehousing, Transportation, Software & Tech, Safety, Sustainability, Procurement and Professional Development
- Options available to incorporate guaranteed lead generation to create a multifaceted campaign



HIGH-IMPACT ONLINE DISPLAY ADVERTISING



High-impact display ads are an effective way to deliver your relevant message on a large scale. Your advertising will be inescapable as visitors browse the *Food Logistics* or *Supply & Demand Chain Executive* website consuming content that interests them.

Responsive Site Skin (Example)

- The responsive site skin places your branded image as a wallpaper in the background of our website. The 300x250 image/message will appear at the top of the page, as well as when there's a break in the content

CONNECTED TV

Reach your audience where THEY view video. Fragmented video viewership across screens is a major challenge that most advertisers face – on the flip side, it's also part of the beauty of video, since the number of opportunities to reach target audiences is still on the rise. An increase in free content providers has opened a supply of ad placements.

**OVER 85% OF US
HOUSEHOLDS HAVE
AT LEAST 1
CONNECTED TV**

CONNECTED TV DEVICE TYPES



Smart TV



Blu-ray Players



Gaming Consoles



Streaming Players

BENEFITS

- Connected TV is an additional device to reach your audience on
- Allows 100% full-screen viewability with limited skipping options
- Has the most premium and engaging inventory available in-market
- Reach 1st & 3rd party data segments

AD FORMATS

Ad placements on Connected TV are bought and sold like digital video, just on a TV screen.

- In-Stream Video Ad Placements
- Interactive Pre-Roll
- Home Screen Placements
- Mid-Roll Placements

APPS & NETWORKS



PREMIUM DISTRIBUTORS



CTV SSP



VIDEO PROMOTION

Harness this opportunity to align your video with relevant industry content...

Your customers are watching more videos than ever before!

Whether it's a short video ad or a teaser for a longer segment, you can amplify the value of your video assets by targeting segments of our audience.

- **Pre-Roll Video:** Feature your promo video prior to our content videos. Pre-roll assets are featured on our websites and targets our audience on social media and the digital ad network.
- **In-Content Video Ads:** Place your video within our content pages. Target your video ad run-of-site or run-of-channel.
- **Featured Video:** Host and promote your company video on our industry leading sites for increased exposure and SEO value.
- **Connected TV:** Broadcast your commercial to those who are accessing content through their SmartTV and streaming apps. Connecting with our first-party data, we will serve your ad to those in your target audience.



SOCIAL MEDIA PROMOTION

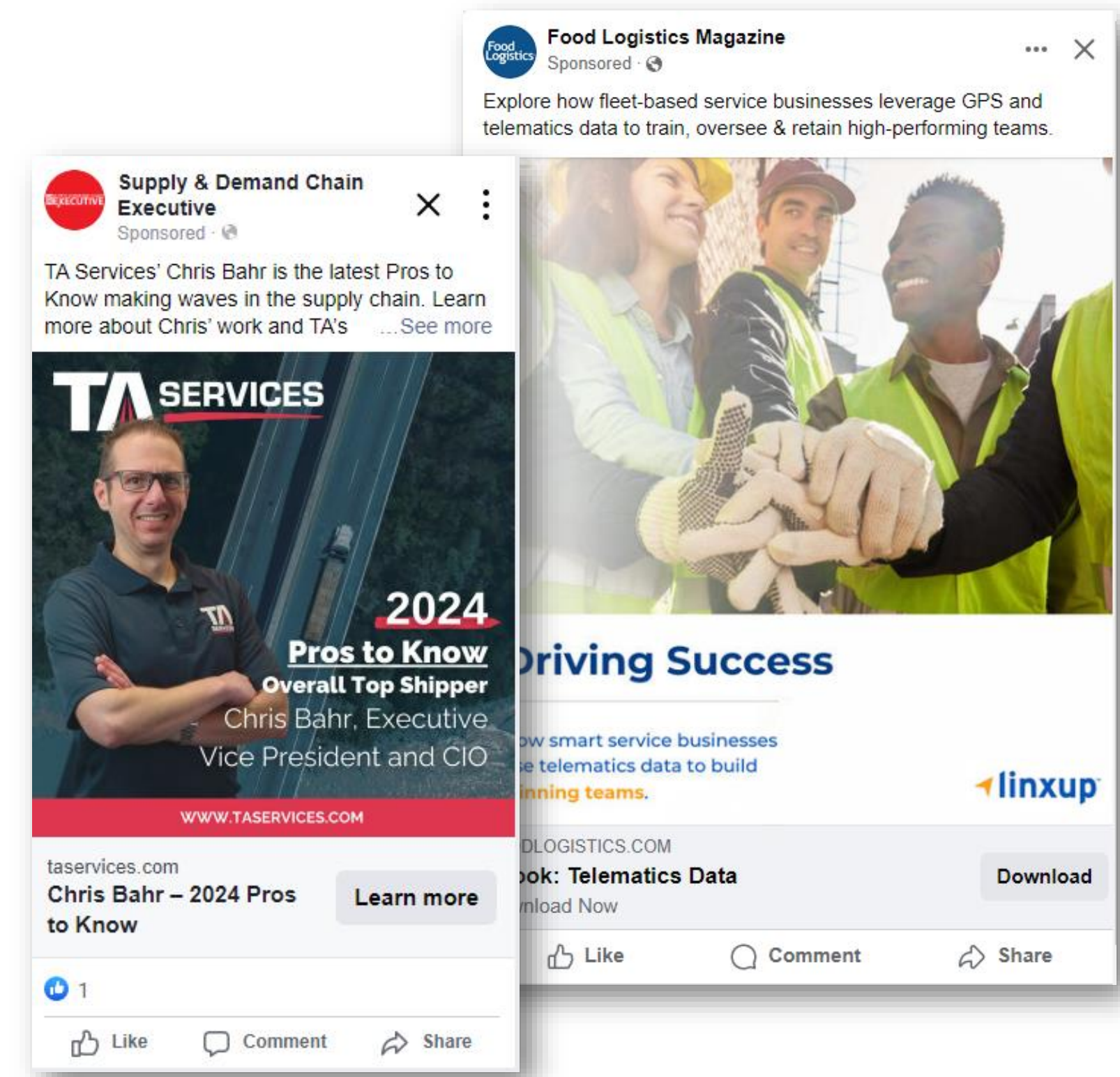
Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1st party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

Benefits

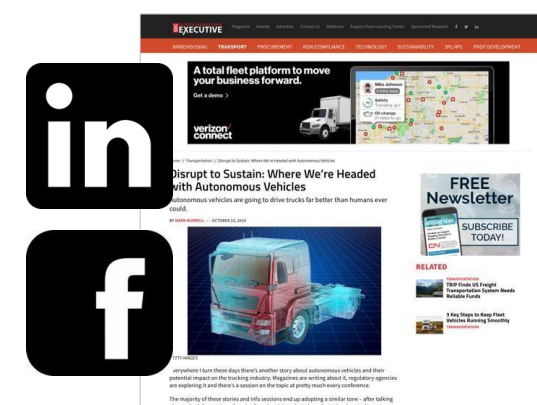
- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

Fast Facts

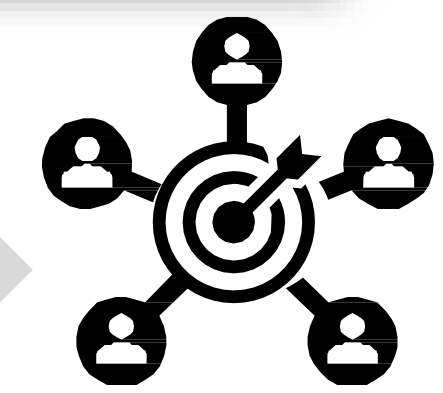
- We offer a variety of social ad unit sizes and types that reach users in-feed, side-bar and within stories.
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



IRONMARKETS
1st Party Data



**Used To Promote Your Content Or
Other Assets On Social Platforms**



**To The Exact Segment You
Wish To Target**



CUSTOM NEWSLETTERS

Our team can produce a fully customized newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matters that are important to your targeted audience and align well with your brand. You will be the exclusive sponsor of each distribution.

The exact target segment for a custom newsletter is determined by our audience development team, based on your direction, and will influence pricing.

Promotion Included In Each Custom Newsletter

- Client Provided Content: 1-2 Main Photos, 375-575 Words Of Copy Depending On Size
- 600x200 Top Leaderboard Banner Unit
- 210x140 Sponsored Placement, 3-5 Word Headline, and 300 Character Description



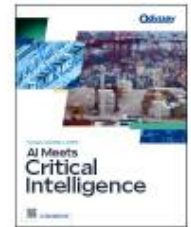
AI Meets Critical Intelligence

As practical uses for AI continue to gain traction, the logistics and supply chain industry faces a brief window to adapt and prepare for what will undoubtedly be a seismic shift in how business is conducted.

Odyssey Logistics conducted a study of over one hundred shippers to understand how AI is impacting the industry today, as well as how it might impact the future.

In this [free e-Book](#), learn:

- Current State of AI Adoption & Industry Concerns
- AI Integration Strategy for Shippers
- Top Industry Concern (Hint: It's not fuel prices)



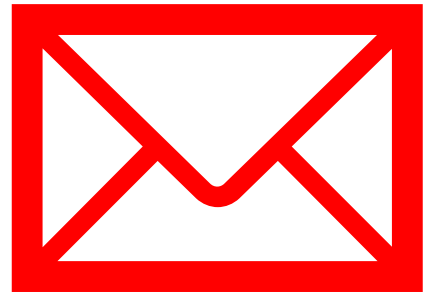
[Download your free eBook today](#)

DIRECT ENTENT

The fuel for all content syndication,
lead generation, brand awareness,
and thought leadership initiatives

PRODUCT OFFERINGS

DEDICATED EMAIL



Leverage our database, by reaching your target audience with a one-time dedicated email that sends the right people, the right message at the right time.

THE PROSPECT JOURNEY



Using our ENTENTION database, **grow your lead funnel** by selecting the perfect audience and nurturing those pre-qualified prospects.

THE LEAD JOURNEY



Nurture your established leads that were a result of an IRONMARKETS, formerly known as AC Business Media, lead generation campaign, by sending a 3x email journey to promote engagement.

TRADE SHOWS & IN-PERSON EVENTS

Networking with leaders across industries to make lasting connections...



Conferences, events and tradeshow are an important and effective opportunity to reach other professionals and leaders across a variety of key industries.

IRONMARKETS, formerly known as AC Business Media, has the honor of organizing and operating the following event in the supply chain space:

➤ Women in Supply Chain Forum

The industry's **premier networking event** is tailored to women in executive-level positions to expand their professional network and enhance their businesses through thought-provoking discussion panels.

[VISIT WEBSITE >>](#)



A year-round opportunity to generate leads partnered with the premier executive Supply Chain Network event in the industry...

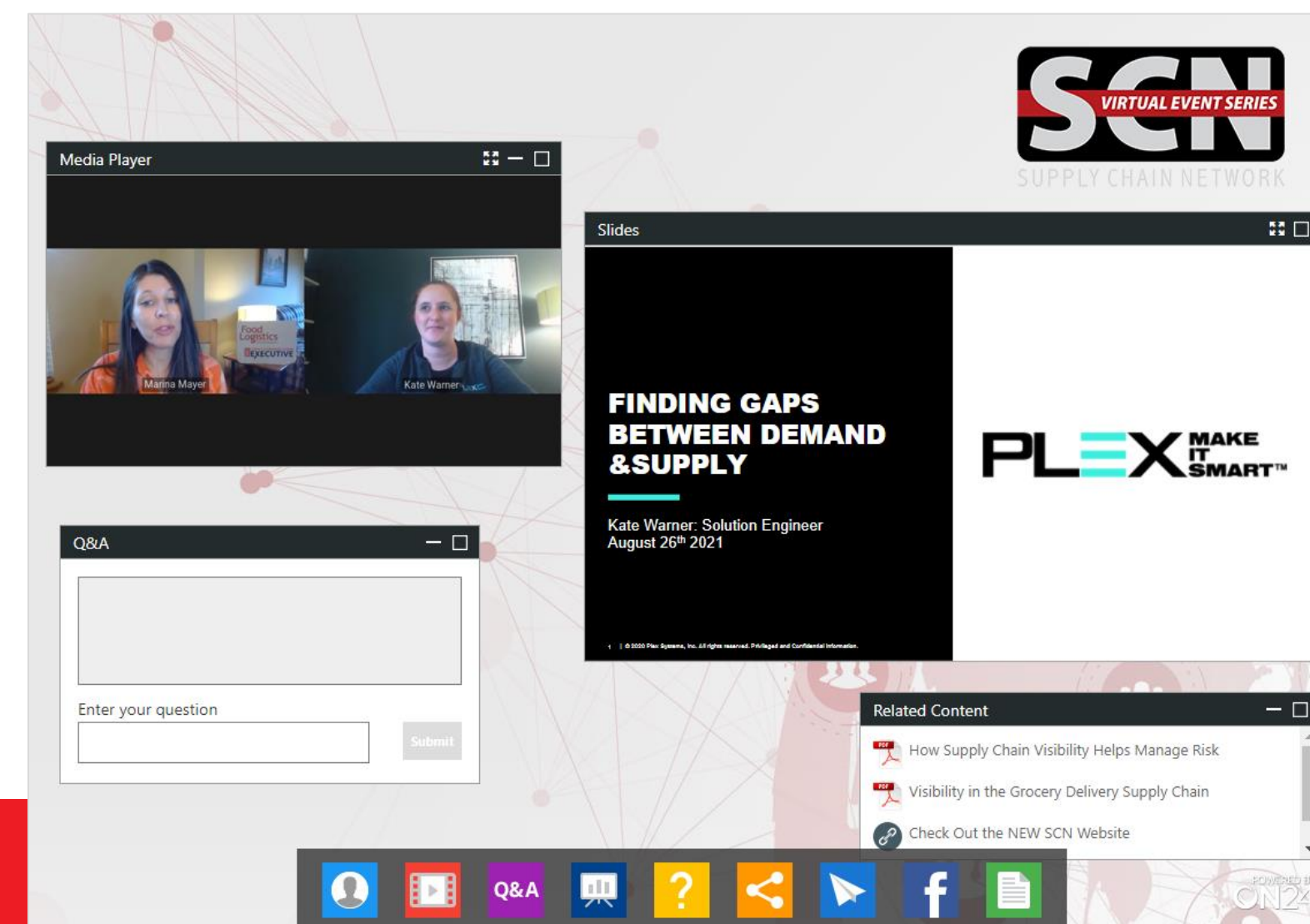
The Supply Chain Network Summit is a premier virtual event aimed at educating logistic professionals on critical issues impacting the industry. Session sponsorships are **exclusively** available, limited to one sponsor per session. As an industry expert on the summit topic of your choosing, you'll be the sole presenter during the session.

Three-day Summits occur twice a year, with sessions being made available on-demand for continued lead generation following each individual Summit.

Take advantage of becoming a sponsor of this leading industry virtual event series!

2025 SCN Summit Schedule Coming Soon

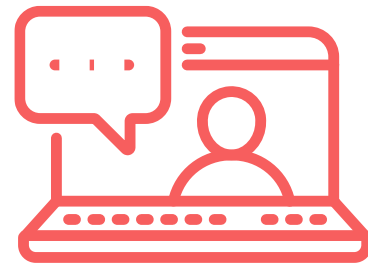
LEARN MORE >>



Audience View of a SCN Session



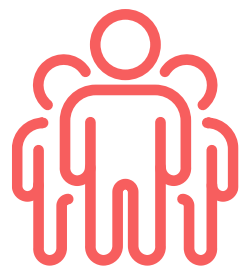
Past Sponsors: **NETSTOCK**



Occurs Twice a Year



4 Total Sessions*



1,000+ Registrations*



formerly known as AC Business Media

*June 2024 SCN Summit

CONTENT SIX-PACK: UNLOCK YOUR MARKETING POTENTIAL!

Tailored for blogs, feature articles, press releases, and case studies, each credit includes interviews, content creation, and design, ensuring high-quality, customized content that meets your marketing needs.

How It Works:

- **Obtain Your Flexible Credits**
 - Purchase six credits for high-quality content tailored to your needs.
- **Choose Your Type of Content to Create**
 - Includes Blogs, Feature Articles, Press Releases, and Case Studies.
- **Utilize Your Comprehensive Package(s)**
 - Each credit includes interviews, professional writing (500-800 words), designed PDFs, and rounds of revisions.

Additional Services:

- **Ebooks:** Build trust and loyalty with informative, engaging long-form content.
- **Integrated Media Packages:** Fully managed campaigns for comprehensive lead generation.
- **Creative & Sales Enablement Services:** From newsletters to customizable presentations and video production.

Key Benefits



VIDEO PRODUCTION SERVICES

Your customers are watching more videos than ever before...

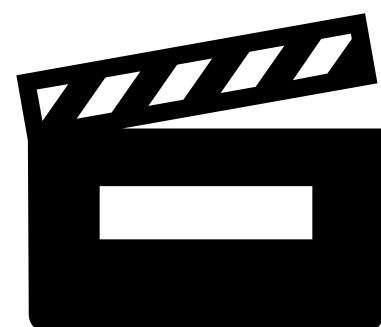
Wield the power of IRONMARKETS', formerly known as AC Business Media, Content Marketing Services team and produce a high-quality video that can be distributed to your target audience.

Video Production:

No video, no problem! By partnering with our multi-media experts, our videos can be used to grow your social media following, amp up your website, draw crowds to your tradeshow booth and power cross-platform commercials.

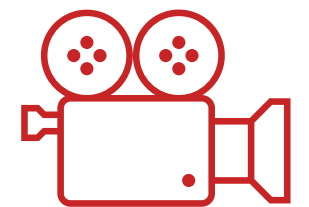
WE HANDLE:

- Story Boarding
- Script Production
- Video Direction
- On-Site Crew
- Post-Production
- Video Editing



AND

Tradeshow Video Production:



Bring our crew to your booth for a product walkaround with your subject matter expert or engage in an interview with a member of our editorial team.

WE CAN:

- Create a video to showcase what you are currently exhibiting
- Produce a video that can be used for years to come
- & MORE!

Note: We can do it full service or a-la-carte to meet your unique needs!

Note: Only applicable to tradeshows that IRONMARKETS is attending.

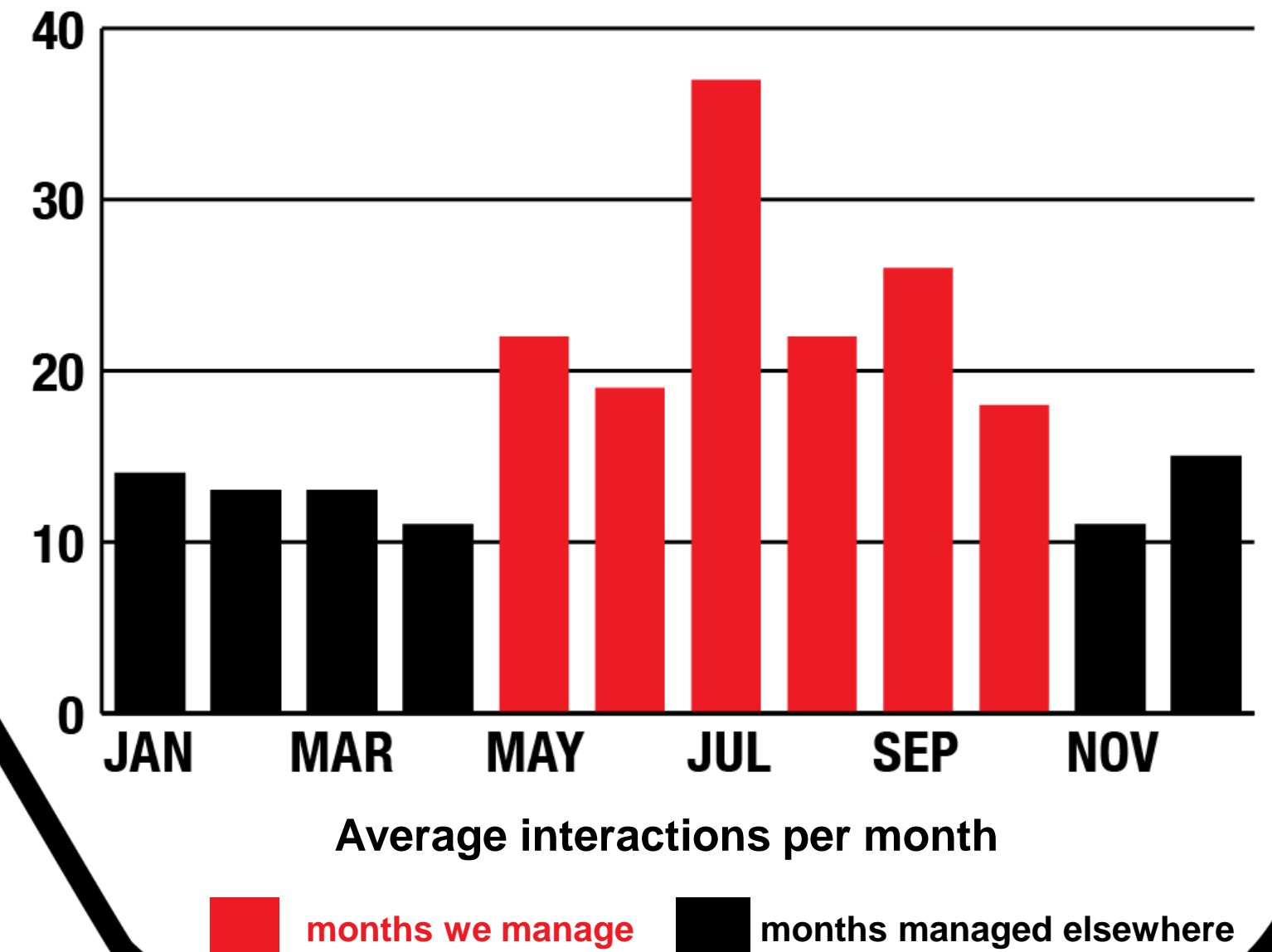
SOCIAL MEDIA MANAGEMENT

Maximize your return of investment (ROI) with low cost, high impact marketing, and create a community, build authority and project authenticity for your brand **all in one place.**

Our team of proven experts in social media management know how to speak directly to your target customers because they are the same people who read our publications.

WE CAN HELP YOU:

- Devise a Strategy
- Create Impressive Content
- Publish Content
- Boost Posts
- Engage
- Analyze



24/7 Monitoring



Social Analytics



Consultations

CONTENT SYNDICATION

High quality content that opens the door to permission-based relationships...

CONTENT SYNDICATION – is an extremely effective tool to drive relationship and engagement, while nurturing clients through all stages of the buyer's journey around your product. Effective content marketing can...

- Provide direct value to clients and prospects
- Offer content, data, and insights in exchange for access
- **Attract quick interest** with variable media types:
 - Blog Posts
 - Short Video
 - Articles
 - How-to
 - Simple Infographics
- **Convert prospects** with High Value Assets:
 - Case Study
 - Presentation
 - Webinar
 - Newsletter
 - Industry Research
 - Comparison Guide
 - Large Infographic
 - Checklist
 - Whitepaper
 - e-Book



- Spec Guide
- Long Format Video
 - Online Courses
 - Tutorials

WEBINAR OPTIONS

Choose from two webinar formats to share your expertise virtually...

EXCLUSIVE WEBINAR:

Our exclusive webinars help sponsors accomplish multiple marketing goals and package the content in a “virtual” way. Sponsors benefit from the brand awareness, thought leadership, and lead-gen aspects of our webinar products, which come with a lead guarantee.

- You will be the sole presenter, along with moderator
- Flexibility on timing of when webinar will take place
- Full control over webinar topic
- Premium rate due to exclusivity as a presenter and promotional aspects
- Lead minimum guarantees

OR

PARTNER ROUNDTABLE:

Partner roundtable sponsors gain the same benefits of brand awareness, thought leadership and lead generation, but without the exclusivity aspect. Sponsors participate as a panelist on one of our 4x per year events. Topics are pre-marketed with presentations being created by our team of content experts.

- Limited Space – Only three sponsors per event
- Webinar dates are pre-set as part of a yearly calendar schedule
- Topics are predetermined – sponsors can choose which topics to align their message with
- No guaranteed lead minimum