

2025

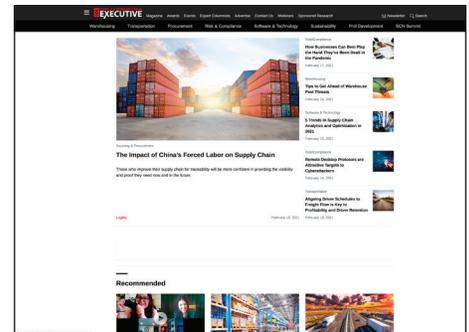
SDC SUPPLY & DEMAND CHAIN EXECUTIVE®

PROFILE OF MARKET SERVED

Supply & Demand Chain Executive reaches more than 61,000 Supply Chain professionals across the global supply chain industry. Audience reach includes executives in corporate procurement, purchasing, logistics and operations management who are involved in shipping, transportation and warehouse automation verticals. These are the supply chain technology leaders who select solutions and service providers.

Supply & Demand Chain Executive is an excellent source to reach executives interested in global solutions for supply chain ROI, including supply chain technology including supply chain technology involving shipping, transportation and warehouse automation verticals.

Audience Profile for Period: 2025	Frequency	Delivered Distribution
Supply & Demand Chain Executive		
Newsletter		
Global Supply Chain Insights	2x Weekly	50,205
DIRECT ENTENT		
Email Marketing		53,777



WEBSITE METRICS

SDCExec.com			
	Active Users	Pageviews	Avg Engagement Time
July 2024	31,536	69,783	0:00:26
August 2024	30,466	73,203	0:00:31
September 2024	40,362	81,670	0:00:31
October 2024	46,089	93,129	0:00:30
November 2024	35,671	81,448	0:00:26
December 2024	31,304	79,193	0:00:23
January 2025	39,155	101,851	0:00:27
February 2025	34,128	84,739	0:00:21
March 2025	46,024	112,623	0:00:26
April 2025	37,405	81,691	0:00:24
May 2025	36,538	79,377	0:00:25
June 2025	34,756	68,990	0:00:22
Average	36,953	83,975	0:00:26

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.

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

Average Engagement Time: Measures when a user is engaging with the website, not just that the website is open on a tab in a browser. A really important differentiation: in GA4, session duration doesn't take into account whether or not you're engaging within a website.

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

NEWSLETTER DISTRIBUTION

Global Supply Chain Insights	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)
Shippers	19,881	39.6%	9,087	2,279	617	2,191	5,707
Transportation	7,339	14.6%	5,470	291	423	990	165
Warehouse/Automation	9,185	18.3%	7,346	786	170	762	121
Non-Manufacturing	13,800	27.5%	9,433	695	139	1,844	1,689
Total Qualified Circulation	50,205	100.0%	31,336	4,051	1,349	5,787	7,682
Percent	100.0%		62.4%	8.1%	2.7%	11.5%	15.3%

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.

DIRECT ENTENT

Supply & Demand Chain Executive Email Marketing	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)
Shippers	16,110	30.0%	9,989	2,161	526	2,245	1,189
Transportation	9,530	17.7%	6,950	298	375	961	946
Warehouse/Automation	12,936	24.1%	9,842	881	184	902	1,127
Non-Manufacturing	15,201	28.3%	10,852	753	173	1,998	1,425
Total Qualified Circulation	53,777	100.0%	37,633	4,093	1,258	6,106	4,687
Percent	100.0%		70.0%	7.6%	2.3%	11.4%	8.7%

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SOCIAL MEDIA

Year-to-Date	
Facebook*	4,468
LinkedIn	17,836
Twitter/X	12,322



Sources: Facebook, LinkedIn, and Twitter/X.

*Facebook Page Like & Followers are combined to make up a Facebook Community

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

Sean Dunphy, Brand Director

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