

SDC SUPPLY & DEMAND CHAIN EXECUTIVE®

PROFILE OF MARKET SERVED

Supply & Demand Chain Executive reaches more than 50,000 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.

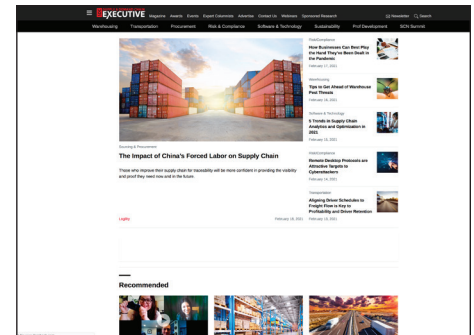
Supply & Demand Chain Executive is an excellent source to reach executives interested in global solutions for supply chain ROI, including supply chain technology including supply chain technology involving shipping, transportation and warehouse automation verticals.

Audience Profile for Period: 2026	Frequency	Delivered Distribution
Supply & Demand Chain Executive		
Newsletter		
Global Supply Chain Insights	1x Weekly	43,644
DIRECT ENTENT		
Email Marketing		45,282

WEBSITE METRICS

SDCExec.com			
	Active Users	Pageviews	Avg Engagement Time
July 2025	59,281	70,129	0:00:21
August 2025	65,751	91,352	0:00:17
September 2025	61,526	85,406	0:00:17
October 2025	85,153	111,519	0:00:13
November 2025	88,995	103,501	0:00:11
December 2025	181,659	194,773	0:00:05
January 2026	159,704	173,942	0:00:04
February 2026	115,207	129,232	0:00:06
March 2026	109,182	128,555	0:00:07
April 2026	36,419	53,283	0:00:17
May 2026	40,324	58,409	0:00:15
June 2026	83,207	119,670	0:00:12
Average	90,534	109,981	0:00:12

July 2025 - June 2026 data was provided by Google Analytics using the GA4 platform.



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)	Other Titled & Non-Titled Personnel
Manufacturers	14,108	32.3%	7,908	2,312	698	2,380	810
Transportation/Shippers	7,682	17.6%	4,376	561	678	1,105	962
Warehouse/Automation	9,593	22.0%	6,582	965	435	1,111	500
Non-Manufacturing	12,261	28.1%	8,156	922	438	2,122	623
Total Qualified Circulation	43,644	100.0%	27,022	4,760	2,249	6,718	2,895
Percent	100.0%		61.9%	10.9%	5.2%	15.4%	6.6%

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)	Other Titled & Non-Titled Personnel
Manufacturers	13,718	30.3%	8,139	2,086	707	2,327	459
Transportation/Shippers	7,732	17.1%	5,073	553	625	1,106	375
Warehouse/Automation	10,757	23.8%	7,793	1,045	432	1,162	325
Non-Manufacturing	13,075	28.9%	8,944	892	421	2,189	629
Total Qualified Circulation	45,282	100.0%	29,949	4,576	2,185	6,784	1,788
Percent	100.0%		66.1%	10.1%	4.8%	15.0%	3.9%

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SOCIAL MEDIA

Year-to-Date	
Facebook*	4,468
LinkedIn	18,885
YouTube Subscribers	140
Twitter/X	12,196



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.

Brian Hines, Brand Director

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