

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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SUPPLY CHAIN MANAGEMENT REVIEW is a B2B brand intended for individuals with broad-based interests in the supply chain industry. The brand content and editorial scope of the publication includes in-depth, comprehensive feature articles written by industry top practitioners, consultants and university scholars and focus on the subjects that matter most to supply chain professionals. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED
SUPPLY CHAIN MANAGEMENT REVIEW serves the supply chain sector involved in Manufacturing: Food/Beverage/Tobacco, Consumer Goods, Textiles/Apparel, Paper/Printing, Chemicals/Pharmaceuticals, Plastics/Rubber, Primary Metals, Fabricated Metals, Industrial Machinery, Computers/Electronics, Electrical Equipment, Aerospace, Automotive & Transportation Equipment, Furniture and Other Manufacturing businesses and Non-Manufacturing: Wholesale Trade, Retail Trade, 3rd Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are: CEOs, CFOs, CTOs, COOs, CIOs, Presidents, Partners; Vice-Presidents; Directors; Managers or Specialists and other titled and non-titled individuals.

PURPOSE
This brand report includes an analysis of qualified recipients who make the final approval or influence the final approval for the purchase of supply chain services and technology as described in Paragraph 3a herein.

CHANNELS

SUPPLY CHAIN MANAGEMENT REVIEW MAGAZINE



4 issues in the period
15,063 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SUPPLY CHAIN MANAGEMENT REVIEW MAGAZINE Unique Total* (4 issues in the period)	14,097	966	15,063
a. Print	9,403	766	10,169
b. Digital	4,694	607	5,301
1. Requested	4,694	607	5,301
2. Non-Requested	-	-	-

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	671
Allocated for Trade Shows and Conventions	200
All Other	367
TOTAL	1,238

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,063	100.0	14,097	93.6	966	6.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,063	100.0	14,097	93.6	966	6.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
July/August	9,810	5,451	14,063	997	15,060
September/October	10,284	5,250	14,104	967	15,071
November	10,318	5,250	14,127	952	15,079
December	10,261	5,250	14,093	945	15,038

*Unique Total represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019
 This issue is 0.2% or 23 copies above the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	CEO, CFO, CTO, COO, CIO, Presidents, Partners	VPs, SVP, Executive VP, Group VP, Director	Managers, Specialists	Other Titled and Non-Titled Personnel
Total Manufacturing (Note 1)	7,036	46.7	6,765	271	2,670	2,788	1,555	23
Total Non-Manufacturing (Note 2)	7,431	49.3	7,113	318	3,538	3,077	779	37
Others Allied to the Field	364	2.4	249	115	105	164	60	35
Sub Total	14,831	98.4	14,127	704	6,313	6,029	2,394	95
Other Paid Circulation	248	1.6	-	248	32	59	31	126
TOTAL QUALIFIED CIRCULATION	15,079	100.0	14,127	952	6,345	6,088	2,425	221
PERCENT	100.0		93.7	6.3	42.1	40.4	16.1	1.4

Note 1: Includes Food/Beverage/Tobacco, Consumer Goods, Textiles/Apparel, Paper/Printing, Chemicals/Pharmaceuticals, Plastics/Rubber, Primary Metals, Fabricated Metals, Industrial Machinery, Computers/Electronics, Electrical Equipment, Aerospace, Automotive & Transportation Equipment, Furniture and Other Manufacturing businesses.

Note 2: Includes Wholesale Trade, Retail Trade, 3rd Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2019

This is an analysis of 12,659 or 83.9% of respondents who make the final approval or influence the final approval for the purchase of supply chain services and technology. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Supplementary Data	Total Qualified
3rd Party Logistics or Freight Forwarding Services	9,872
Transportation Services such as motor freight, air freight, ocean freight, intermodal or rail	9,222
Supply Chain Software or Technology	8,841
Procurement or Sourcing Solutions	8,356
Consulting or Professional Services	8,452
Executive Education and Training Programs	7,286
Total Respondents	12,659
TOTAL QUALIFIED	15,079

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Qualification Source	Qualified Within					Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 year	2 year	3 year	Print	Digital				
I. TOTAL – Direct Request:	11,464	3,615	-	10,318	5,250	14,127	952	15,079	100.0
a. Written	655	214	-	858	124	717	152	869	5.8
b. Telecommunication	5,907	2,025	-	5,526	2,418	7,910	22	7,932	52.6
c. Electronic	4,902	1,376	-	3,934	2,708	5,500	778	6,278	41.6
II. TOTAL – Request from recipient’s company:	-	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,464	3,615	-	10,318	5,250	14,127	952	15,079	100.0
PERCENT	76.0	24.0	-	68.4	34.8	93.7	6.3	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*	July – December 2019*
Unique Total Audit Average Qualified*** :	15,085	15,056	15,049	15,060	15,050	15,063
Unique Qualified Non-Paid***:	14,027	13,979	14,004	14,045	14,027	14,097
Print:	10,864	10,590	10,654	10,536	9,204	9,403
Digital:	3,163	3,389	3,350	3,509	4,823	4,694
Unique Qualified Paid***:	1,058	1,077	1,045	1,015	1,023	966
Print:	823	834	810	797	806	766
Digital:	711	611	519	449	428	607
Post Expire Copies included in Total Qualified Circulation:	0.3%	0.3%	0.3%	0.2%	0.5%	0.2%
Average Annual Order Price:	\$132.32	\$127.99	\$136.79	\$138.00	\$139.56	\$134.91

*NOTE: January – December 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

***NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent
Maine	52	25	74	2	76		Kentucky	125	47	166	3	169	
New Hampshire	72	33	95	6	101		Tennessee	206	97	279	15	294	
Vermont	26	12	38	-	38		Alabama	159	72	213	11	224	
Massachusetts	236	134	321	33	354		Mississippi	46	14	60	-	60	
Rhode Island	33	18	49	1	50		EAST SO. CENTRAL	536	230	718	29	747	5.0
Connecticut	180	82	236	17	253		Arkansas	86	49	133	1	134	
NEW ENGLAND	599	304	813	59	872	5.8	Louisiana	66	26	89	2	91	
New York	533	260	741	31	772		Oklahoma	81	38	112	4	116	
New Jersey	505	272	716	40	756		Texas	561	309	785	54	839	
Pennsylvania	597	274	806	42	848		WEST SO. CENTRAL	794	422	1,119	61	1,180	7.8
MIDDLE ATLANTIC	1,635	806	2,263	113	2,376	15.8	Montana	28	11	35	2	37	
Ohio	603	254	817	24	841		Idaho	43	14	53	2	55	
Indiana	219	102	302	12	314		Wyoming	12	2	14	-	14	
Illinois	750	316	993	48	1,041		Colorado	107	55	140	15	155	
Michigan	403	180	529	32	561		New Mexico	22	13	31	2	33	
Wisconsin	390	164	506	29	535		Arizona	120	74	187	6	193	
EAST NO. CENTRAL	2,365	1,016	3,147	145	3,292	21.8	Utah	89	52	128	9	137	
Minnesota	223	134	321	21	342		Nevada	74	31	103	2	105	
Iowa	154	58	201	6	207		MOUNTAIN	495	252	691	38	729	4.8
Missouri	225	95	303	10	313		Alaska	23	18	38	2	40	
North Dakota	28	10	38	-	38		Washington	166	94	232	20	252	
South Dakota	26	17	39	3	42		Oregon	93	63	143	8	151	
Nebraska	78	26	98	3	101		California	916	524	1,332	65	1,397	
Kansas	132	45	175	1	176		Hawaii	69	14	81	1	82	
WEST NO. CENTRAL	866	385	1,175	44	1,219	8.1	PACIFIC	1,267	713	1,826	96	1,922	12.7
Delaware	28	19	43	2	45		UNITED STATES	10,156	5,004	14,051	693	14,744	97.8
Maryland	157	76	214	12	226		U.S. Territories	42	35	76	1	77	
Washington, DC	8	16	18	3	21		Canada	23	23	-	29	29	
Virginia	182	106	262	16	278		Mexico	-	2	-	2	2	
West Virginia	34	14	48	-	48		Other International	97	186	-	227	227	
North Carolina	350	153	479	14	493		APO/FPO	-	-	-	-	-	
South Carolina	134	71	200	3	203		UNIQUE TOTAL QUALIFIED CIRCULATION*	10,318	5,250	14,127	952	15,079	100.0
Georgia	330	184	468	30	498								
Florida	376	237	567	28	595								
SOUTH ATLANTIC	1,599	876	2,299	108	2,407	16.0							

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN OWNERSHIP:

Effective with the March 2019 issue, ownership of Supply Chain Management Review publication was transferred to Peerless Media LLC.

PUBLISHER’S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Brian Ceraolo, President

Michelle McKeon, Senior Audience Marketing Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 15, 2020

State

Massachusetts

City

Framingham

Received by BPA Worldwide

January 15, 2020

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization’s sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.