ABOUT US

An organization is only as good as its weakest link – that is, the weakest link in its supply chain. This is why many businesses are doing away with the old top-down, fragmented approaches to supply chain management that no longer work in today’s global, 24/7 economy. Instead, they are taking a more fully integrated approach that is carefully synchronized with stakeholders up and down the supply network.

This is where Supply Chain World comes in. Supply Chain World is the authority on best practices in supply chain management, featuring interviews with experts who know the process first-hand and are finding ever-better ways to improve efficiencies. Supply Chain World is a convenient, authoritative benchmarking tool, helping forward-thinking supply chain leaders and their global teams to stay current through cutting-edge content on our website and in our quarterly magazine. Each issue highlights best-practice strategies and practices to help our readers move products and information more efficiently and compete in the 21st century’s linked economy.

In every issue, Supply Chain World’s editors profile the leading companies in supply chain management across multiple industries, including retail, manufacturing and healthcare. Whether the goal is to tap into the benefits of third-party logistics or to learn how to partner more efficiently with suppliers, Supply Chain World keeps its readers up to date on the latest developments. We help our readers identify and fix weak links in their supply chains.

★ Awarded Top 75 Supply Chain Blog
★ Honorable mention for the Folio Eddies
   (2018 – B2B/Supply Chain/Product Development)
## EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 7</th>
<th>TECHNOLOGY FOCUS</th>
<th>MANAGEMENT FOCUS</th>
<th>INDUSTRY FOCUS</th>
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<tr>
<td>ISSUE 1</td>
<td>Blockchain</td>
<td>Category Management</td>
<td>Food and Beverage</td>
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<td>ISSUE 2</td>
<td>Globalization</td>
<td>Reverse Logistics</td>
<td>Retail</td>
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<td>ISSUE 3</td>
<td>Security</td>
<td>Sustainability</td>
<td>Manufacturing</td>
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<td>ISSUE 4</td>
<td>Automation</td>
<td>Women in Supply Chain</td>
<td>Healthcare</td>
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### SCW Media Partnerships for 2018/2019
- Gartner SC Executive Conference
- SCTECH Conference & Expo
- High-Tech Supply & Demand Summit
- S&OP Innovation Summit
- CSCO Exchange
- CPO Exchange
- Supply Chain Innovation Summit
- SCOPE Supply Chain Conference & Procurement Summit
- CSCMP (Council of Supply Chain Management Professionals)
- Supply Chain Insights Global Summit
- PROMAT
- Oracle’s Modern Supply Chain Experience

### ProcureCon Events:
- Logipharma
- ProcureCon For IT Sourcing
- Procurecon Indirect West
- ProcureCon Travel US
- ProcureCon Pharma US
- ProcureCon for Digital & Marketing Services US

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PUBLICATION SECTIONS

Consumer Packaged Goods/Retail: Retailers depend on a tight supply chain to make sure customers’ needs are met, whether they are running to the convenience store at 2 a.m. to buy diapers or doing last-minute holiday shopping at the mall. If the merchandise isn’t on the shelves, retailers stand to lose revenue and market share. Each issue of Supply Chain World features companies that have mastered the art and science of retail supply chain management.

Healthcare: People are living longer, healthier lives, and it’s not due to improved medicine and healthcare technologies alone. Modern medical practitioners are at the receiving end of sophisticated supply chains that bring them the tools they need to help patients, particularly when every minute counts. Supply Chain World profiles the institutions that are best at managing these critically important logistics.

Warehousing/Manufacturing: Whether it’s heavy equipment or consumer packaged goods, warehouses and manufacturers are perhaps the quintessential user of supply chains, and the sector that produces the most innovations. Read about the companies that are taking logistics to new levels, and the vendors that are assisting them.

Food, Beverage & Hospitality: Restaurants need to have all the ingredients they need on hand to prepare meals properly, and that is where the supply chain can play a vital role. Supply Chain World will look at food and beverage-related firms that have thrived by mastering logistics.

Energy & Infrastructure: Supply chain also plays a key role in keeping the lights on and homes warm, and our magazine will look at organizations that have mastered this in their operations.

ARTICLE SAMPLES
(CLICK BELOW TO SEE PROFILE EXAMPLES)

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<th>IBM</th>
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<td>BOSTON CHILDREN’S HOSPITAL</td>
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<td>AVERY DENNISON CORP.</td>
<td>HILTON SUPPLY MANAGEMENT</td>
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www.scw-mag.com FOR MORE INFORMATION CONTACT ADAM NEIDHARDT, SVP, EDITORIAL & BUSINESS DEVELOPMENT, adam@scw-mag.com
READERSHIP BREAKDOWN

GLOBAL REACH

<table>
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EMPLOYEE SIZE

- 18% 10,000+
- 41% 1,000-9,999
- 28% 500-999
- 11% 100-499
- 2% Less than 100

JOB TITLE

- 35% VP, Procurement/Sourcing, Logistics Manager, Warehouse Manager
- 25% COO, VP Operations, Facilities Manager, Operations Manager
- 23% CEO, President, CFO, Owner, Managing Director, General Manager
- 17% VP Sales, VP Business Development, Marketing, Sales Manager, Investor Relations

COMPANY REVENUE

- 18% Less than $100M
- 29% $100M to $499M
- 37% $500M to $999M
- 16% More than $1B
### ADVERTISEMENT RATES

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### DIGITAL ADD-ONS

- **Content Ad** • 1/4 Page $950
- • 1/2 Page $1,450
- **Embedded Video** • 1/4 Page $1,250
- • 1/2 Page $1,550
- • Junior Page $1,680
- • Full page/DPS $1,790
- **Slideshow ad** • 1/4 Page $990
- • 1/2 Page $1,290
- • Junior Page $1,375
- • Full page/DPS $1,450
- **Web Window** • 1/4 Page $475
- • 1/2 Page $525
- • Junior Page $675
- • Full page/DPS $800
- **Podcast or Audio** $1,230
- **LeadGen Form** • 1/4 Page $1,650
- • 1/2 Page $1,790
- • Junior Page $1,870
- • Full page/DPS $1,950
- **AdGen Form** • 1/4 Page $1,350
- • 1/2 Page $1,490
- • Junior Page $1,570
- • Full page/DPS $1,650
- **Leaderboard ad** $1,800
- **Skyscraper ad** $2,000

### AD REQUIREMENTS
For all designed ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files.

Regrettably, we cannot accept any artwork lifted directly from a website or sent via fax, as the quality is incompatible for print. We also cannot accept customized ad sites in Microsoft Word, PowerPoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

All supplied ads must be presented in a manner ready for press. Supply Chain World does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator.

Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail.

For your convenience, files up to 5MB can be sent via e-mail to ads@khmginc.com. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions.

If you need our studio to design your ad, at no additional cost, or have questions or concerns regarding ad material, please e-mail ads@khmginc.com.

### DIGITAL ONLY

- **E-Blast Full readership** $4,500
- **E-Blast Half Readership** $3,500
- **Bellyband** $5,000
- **Overlay Ad** $4,000
- **Social Media** $75 per tweet
- **Special package** $1,500 for 20

**Click here for the digital media kit!**

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