

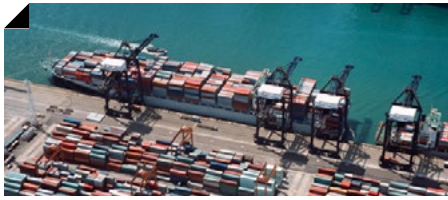
SUPPLY *Chain* WORLD

2018 MEDIA KIT



SUPPLY CHAIN WORLD

150 N. Michigan Ave., Suite 900 | Chicago, IL 60601 | Phone: 312.676.1100 | Fax: 312.676.1101



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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.

Finalist for the Folio Eddies
(2013 – B-to-B, Energy/Utilities/Engineering, Single Article)



EDITORIAL CALENDAR

ISSUE	TECHNOLOGY FOCUS	MANAGEMENT FOCUS	INDUSTRY FOCUS
VOLUME 6, ISSUE 1	 Artificial Intelligence	Innovation	 Retail
VOLUME 6, ISSUE 2	Security	 Inventory Control	Third-Party Logistics
VOLUME 6, ISSUE 3	 Digitization	Women in Supply Chain	 Hospitality
VOLUME 6, ISSUE 4	Automation	 Sustainability	Healthcare



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.

ARTICLE SAMPLES

(CLICK BELOW TO SEE PROFILE EXAMPLES)

IBM	COCA-COLA	MILLERCOORS
MARRIOTT INTERNATIONAL	BOSTON CHILDREN'S HOSPITAL	ORACLE
XEROX CORP.	SEAGATE TECHNOLOGY	CBS CORPORATION
ROLLS-ROYCE	ARCTIC CAT	MONDELÈZ INTERNATIONAL



READERSHIP BREAKDOWN

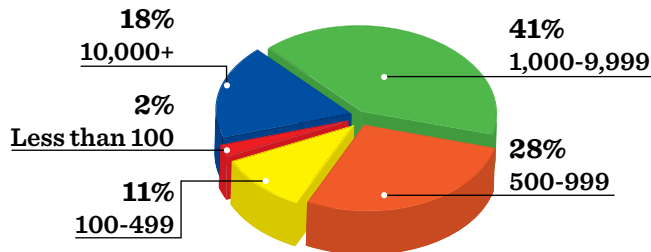
GLOBAL REACH

United States	126,676
Canada	15,278
United Kingdom	9,441
Caribbean	4,300
Other	10,955
TOTAL	166,650

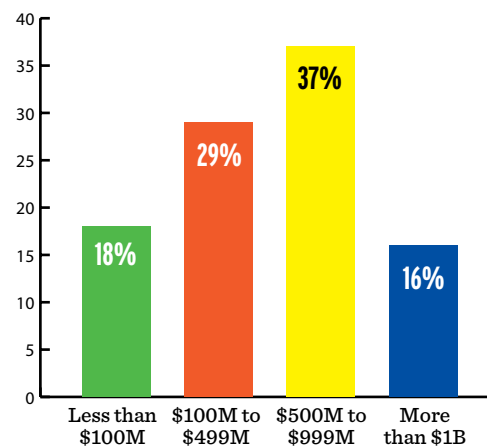
JOB TITLE

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

EMPLOYEE SIZE

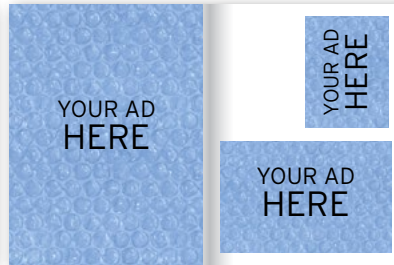


COMPANY REVENUE





RATES & SPECS



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 CS, 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 Web site or sent via fax, as the quality is incompatible for print. We also cannot accept designed ads sent in Microsoft Word,

ADVERTISEMENT RATES

4/ Color	1x	3x	6x	12x	Edit Mention
Double Page Spread	\$16,995	16,145	15,295	14,445	120 words
Full Page with Bleed	\$9,495	9,020	8,545	8,070	80 words
Junior Page	\$7,495	7,120	6,745	6,370	70 words
1/2 Page	\$5,495	5,220	4,945	4,670	60 words
1/3 Page	\$4,495	4,270	4,045	3,820	40 words
1/4 Page	\$3,495	3,320	3,145	2,970	None
Inside Front Cover	\$14,995	14,245	13,495	12,745	None
Inside Back Cover	\$14,495	13,770	13,045	12,320	None
Back Cover	\$15,495	14,720	13,945	13,170	None

ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (bleed)	16.999" w X 11" h
Full Page (bleed)	8.625" w X 11" h
Full Page (non bleed)	7.273" w X 9.5" h
Junior Page	4.667" w X 9.5" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Vert.	3.551" w X 9.5" h
1/3 Page	2.3" w X 9.5" h
1/4 Page	3.551" w X 4.667" h

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.

TERMS AND CONDITIONS OF ACCEPTANCE: These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise. Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. **Covers and single insertion orders are non-cancelable.**

CONTRACT ADVERTISERS: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancelable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate. While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher. Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

READERSHIP: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.



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