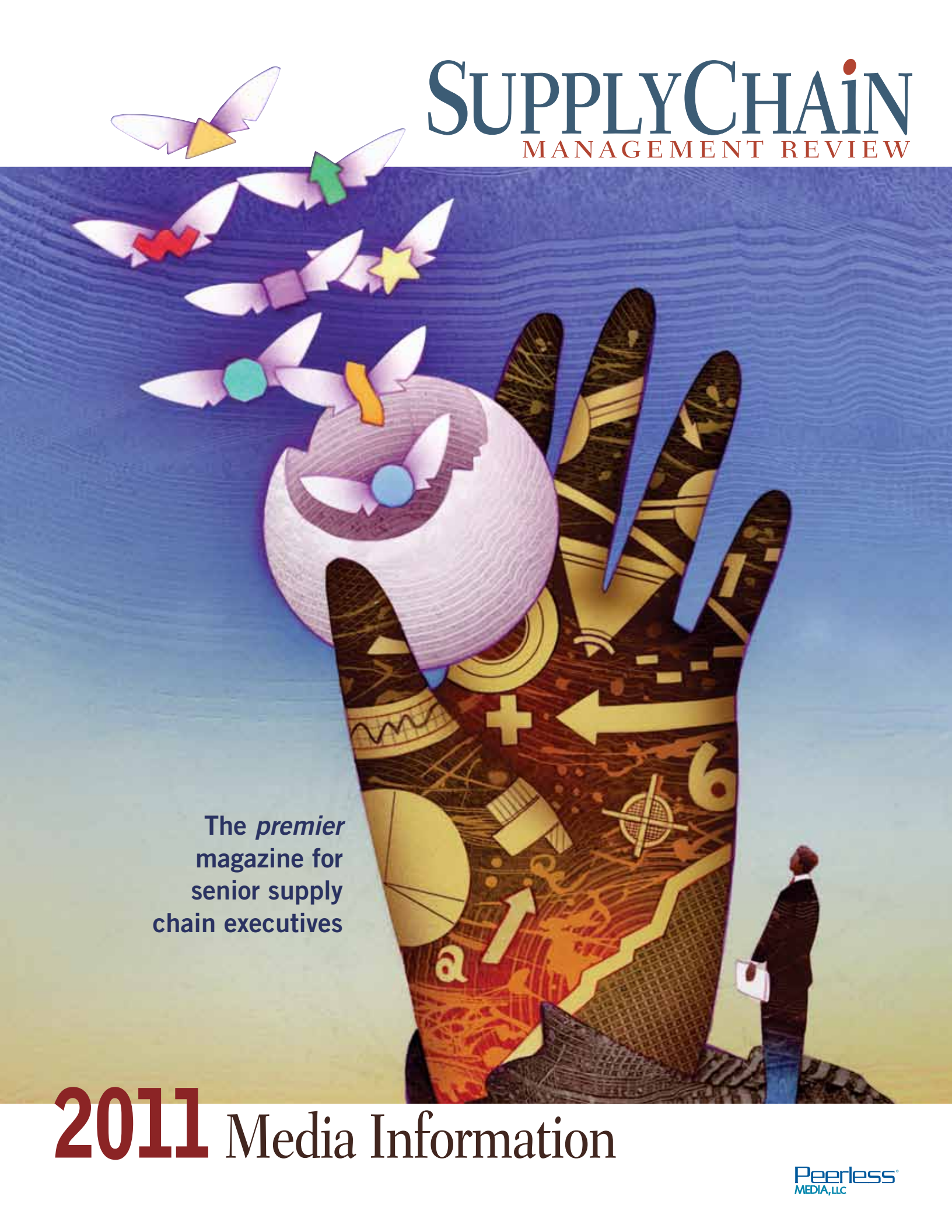


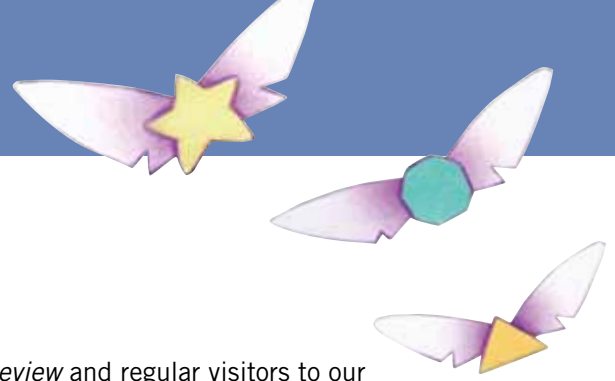
SUPPLYCHAIN

MANAGEMENT REVIEW



The *premier*
magazine for
senior supply
chain executives

2011 Media Information



We're Ready for the Recovery

The readers of *Supply Chain Management Review* and regular visitors to our website, scmr.com, have had their share of challenges the last couple of years. With revenues declining in many business sectors and profit margins dwindling, they have been tasked with cutting costs and streamlining operations to keep their organizations viable.

But as the economy continues its rebound in 2011, we expect that unrelenting emphasis on reducing costs will turn to something else—supporting growth. And all during this year, *SCMR* will be providing targeted information, both in print and online, to help these executives respond to that new mandate.

First and foremost is our print publication, widely recognized as the premier source of thought leadership in the supply chain space. As we have done for each of the past 14 years, *SCMR* will provide insightful and in-depth articles by supply chain executives from the world's leading companies, by experts from the university and research communities, and by the top management consulting companies. In 2011, we also continue our exclusive features such as the popular Executive Education course listings in January/February and July/August, the Top 25 Supply Chains Report in September/October and our Executive Guide to Supply Chain Resources in December.

Our print publication is just the beginning, though. *SCMR's* online offerings are expanding in 2011. We've added the "This Week in Supply Chain" eNewsletter to complement our monthly Executive Briefing and Technology eNewsletters. We have webcasts planned on topics of high interest to supply chain executives as well as two "Virtual Conferences" with our sister publication *Logistics Management*. And our web site scmr.com now offers up-to-the-minute news and information for supply chain professionals.

With this comprehensive package of print and online information, we're helping our readers get ready for the recovery—and lead their organizations to new levels of business performance!

Francis J. Quinn
Editorial Director
fquinn@ehpub.com

Editorial Advisory Board

Supply Chain Management Review's Editorial Advisory Board includes supply chain experts from the practitioner, educational, and management consulting communities. They provide valuable advice in ensuring that the editorial delivered to readers is timely, accurate, and responsive to their information needs.

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Massachusetts Institute
of Technology

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West Marine

I want to complement you on the latest edition of Supply Chain Management Review.
I thought the mix of articles was exceptional this month.”

—Peter D. Gibbons, Executive V.P. Global Supply Chain Operations, Starbucks Coffee Company

Inside SCMR

The Complete Supply Chain Package

Supply Chain Management Review (SCMR) covers the full spectrum of supply chain management—that is, the flow of goods and information from sourcing through manufacturing and on to the final consumer. Key activities within this end-to-end process include sourcing, purchasing, production planning, inventory management, transportation/logistics, customer service, and reverse logistics.

Thought Leadership Feature Articles

SCMR's feature articles are more in-depth and comprehensive than any other publication in the supply chain space. They are written by the acknowledged leaders from the practitioner, analyst, consulting, and academic communities. Our feature articles cover a range of subjects—including innovative supply chain practices, reports on emerging technology, and information on the latest supply chain research. *SCMR* articles are “must reading” for today's supply chain executives.

Technology Update

Every issue of *SCMR* offers an inside look at the technology that is shaping the supply chain's future. This exclusive is written by the experts from AMR Research, a leader in supply chain research and analysis.

Spotlight on Supply Management

Specialists from A.T. Kearney, one of the world's top consulting firms, give readers valuable information on enhancing their sourcing and procurement operations in every issue of *SCMR*.

Nationally Known Columnists

Every issue of *SCMR* presents a line-up of exclusive columns, written by recognized experts in the field of supply chain management. They include:

- **Insights**—a unique perspective into the business trends affecting supply chain executives. Written by Larry Lapide of MIT's Center for Transportation & Logistics.
- **Global Links**—a strategic look at best practices in global supply chain management. Respected authorities on international business contribute to this column in every issue.
- **Profiles in Leadership**—exclusive profiles of the “movers and shakers” of supply chain management.



NEW! Supply Chain Benchmarks

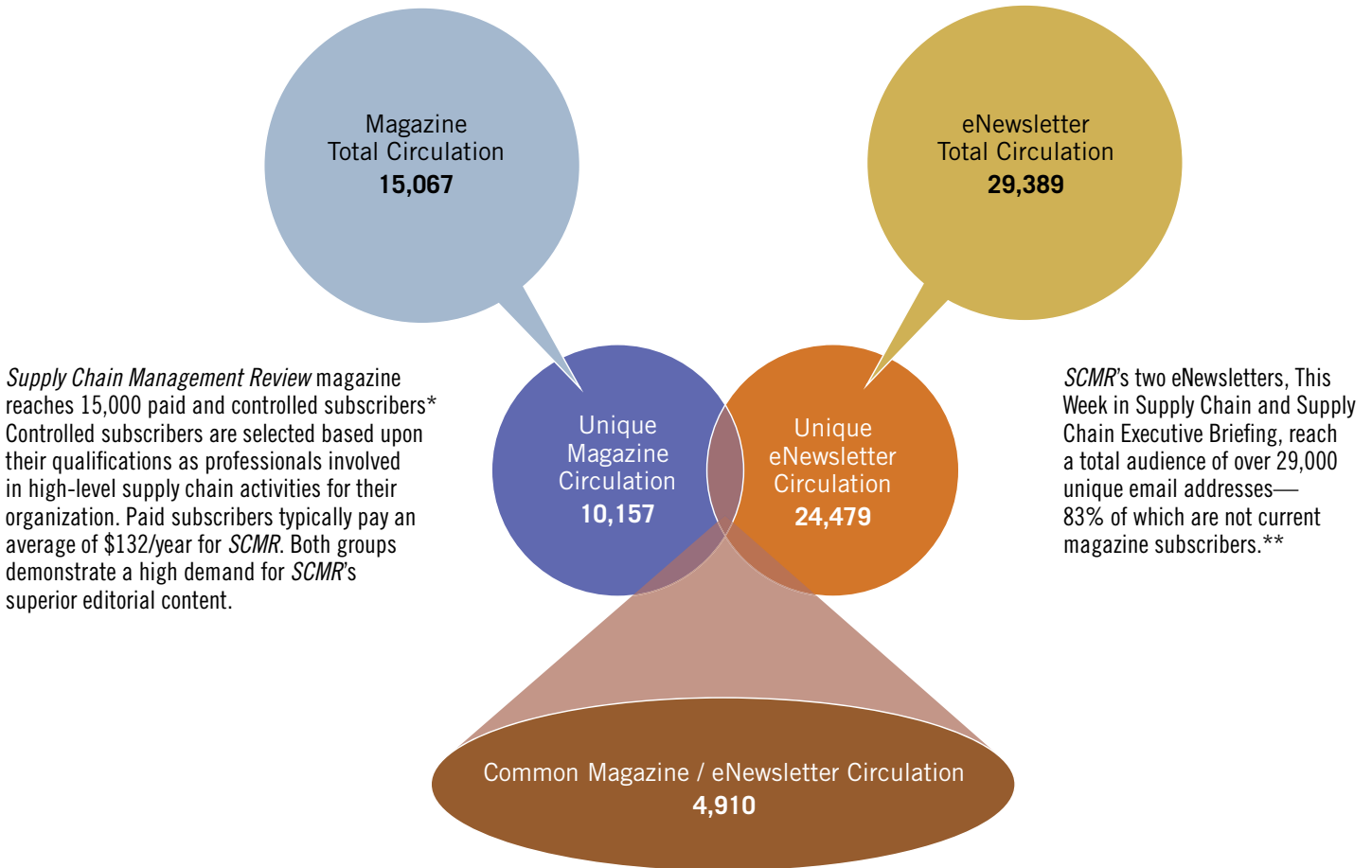
In 2011, *SCMR* will partner with APQC, a leading research organization, to provide benchmark data on the critical supply chain activities. Readers will be able to gauge their performance against best-in-class companies in such areas as:

- **Supplier Relationship Management**
- **S&OP Practices**
- **Inventory Optimization**
- **Procurement Automation**
- **Reverse Logistics**

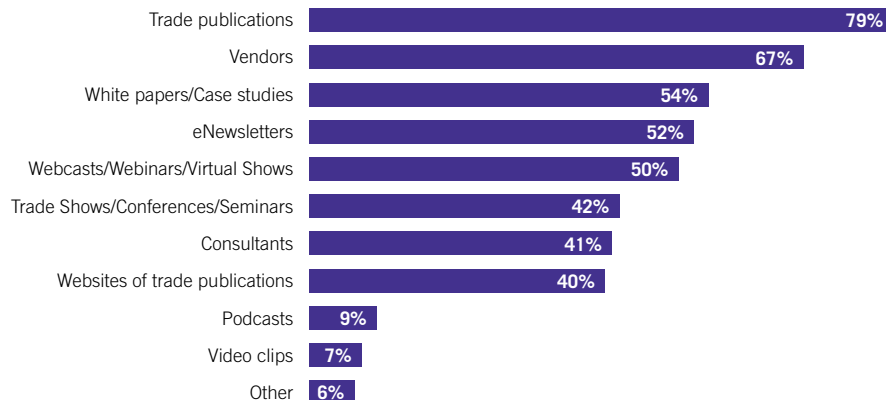


SCMR's Highly Engaged and Qualified Audience

SCMR's print and online subscribers provide a total unduplicated reach to 39,546 supply chain executives**



Which sources do you use for information on supply chain products, equipment, technologies and services?***



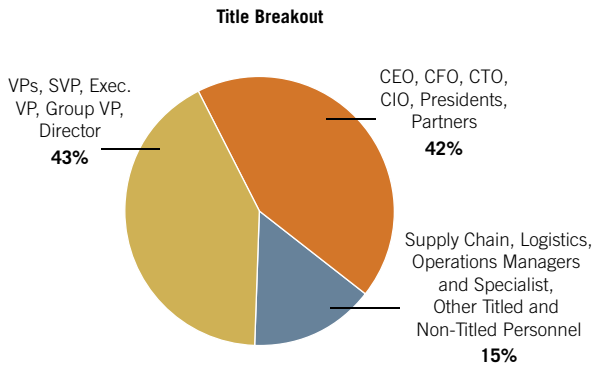
*Sources: June 2010 BPA statement, **Publisher's own data, Fall 2010 Total Audience (TAP) Report, ***2010 SCMR Reader Profile Study.

"My academic department has rated SCMR to be the top practitioner publication in the supply chain field. I use SCMR to provide best-in-class examples, which I use in my teaching on a frequent basis."

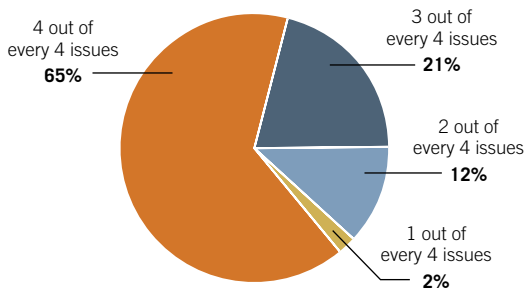
—Dr. Joseph R. Carter, Avnet Professor of Supply Chain Management, W. P. Carey School of Business, Arizona State University



Highest level, most authoritative audience in supply chain management



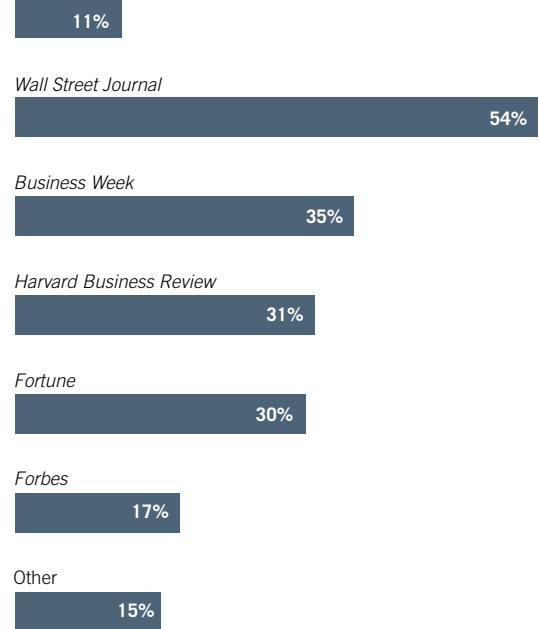
On average, how many issues of *Supply Chain Management Review* do you typically read or at least quickly scan for some period of time?



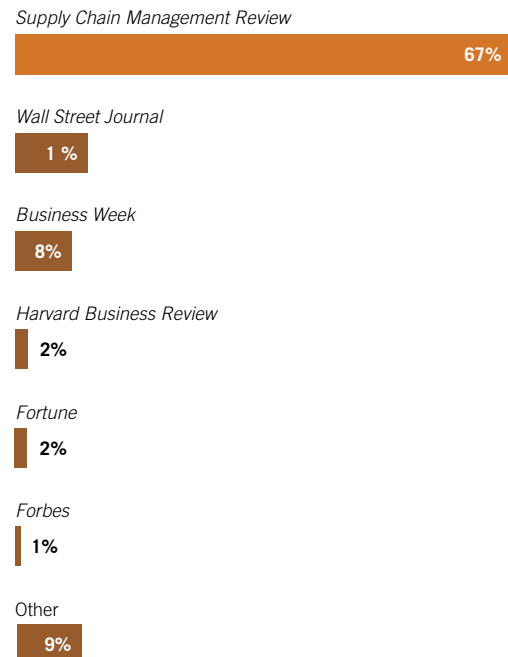
55%
of our readers spend
1 to 1 1/2 hours
reading each issue

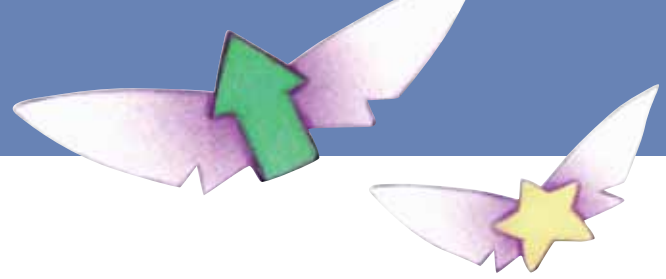
Besides *Supply Chain Management Review*, what other publications do you read for information on supply chain management?

None — SCMR is my primary source



Which publication do you read FIRST for supply chain information?





Highest Level of Authority in Supply Chain Management

Following is a sample of SCMR subscribers who personally requested to receive the magazine.

COMPANY	TITLE	COMPANY	TITLE	COMPANY	TITLE
JOHNSON & JOHNSON	VP, SUPPLY CHAIN STRATEGY	ANN TAYLOR	VP, LOGISTICS	THE PEPSI BOTTLING GROUP	VP, OPERATIONS
DISNEY DESTINATIONS, LLC	SVP, SUPPLY CHAIN MGMT	GERBER SCIENTIFIC INC.	VP, SUPPLY CHAIN	STAPLES INC	VP, DISTRIBUTION RETAIL
WALGREEN CO	VP, DISTRIBUTION	WHIRLPOOL CORP	VP, SUPPLY CHAIN	COOPER TIRE RUBBER COMPANY	VP, GLOBAL SUPPLY CHAIN
MACY CORP SERVICES	DIR, SOURCING	TOYS R US	SVP, LOGISTICS	PROCTER & GAMBLE	DIR, SUPPLY NETWORK OPS
PHILIPS MEDICAL SERVICE	VP, SUPPLY MANAGEMENT	BRISTOL MYERS SQUIBB CO	DIR, MFG TECHNOLOGY	XEROX CORPORATION	VP, WORLD WID SUPPLY CHAIN
NIKE, INC.	DIRECTOR	MERCK	VP, CHC SUPPLY CHAIN	BEST BUY	VP, SUPPLY CHAIN STRATEGY
HILTON HOTELS CORP	VP, SUPPLY MGMT	BECTON DICKINSON CO	DIR, WW SUPPLY DIST	RITE AID CORPORATION	VP, SUPPLY CHAIN
PHILIPS MEDICAL SERVICE	VP, SUPPLY MANAGEMENT	FOOD LION	VP, DG SUPPLY CHAIN SERV	COCA-COLA ENTERPRISES	VP, PROCUREMENT
BECTON DICKINSON	VP, GLOBAL SUPPLY CHAIN	KELLY MOORE PAINT CO	VP, MANUFACTURING	NORDSTROM	VP, SUPPLY CHAIN STRATEGY
GENERAL MOTORS	DIR, GLOBAL SUPPLY CHAIN	THE HOME DEPOT STORE	VP	GEORGIA PACIFIC	VP, CUSTOMER SOLUTIONS
KROGER CO	VP	THE NUTRASWEET COMPANY	VP, SUPPLY CHAIN	RUBBERMAID HOME PRODUCTS	VP, SOURCING
SARA LEE CORP	VP, PROC OPS	INTERNATIONAL PAPER	VP, SUPPLY CHAIN INITIATIVE	VOLVO LOGISTICS	VP, SUPPLY CHAIN
FLUIDMASTER INC	VP, GLOBAL SOURCING	AMERICAN EXPRESS	DIR, PROCUREMENT SVCS	GIANT EAGLE	DIR, STRATEGIC SOURCING
DEAN FOODS	VP, STRATEGIC SOURCING	COMCAST CABLE	EXEC DIR, PROCUREMENT	BURPEE GARDEN PRODUCTS	VP, SUPPLY CHAIN MGMT
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CRATE & BARREL	VP, SCM & LOGISTICS	MACYS LOGISTICS & OPERATIONS	VP, DISTRIBUTION	THE DOW CHEMICAL COMPANY	VP
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SOLO CUP	VP, SUPPLY CHAIN	UNILEVER	GLOBAL PROCUREMENT DIRECTOR	UNITED MANUFACTURERS INC.	PRESIDENT
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SIEMENS AG	VP, SUPPLY MGMT	TARGET CORP CC-3100	VP, TRANSPORTATION	SIMONDS INTERNATIONAL INC.	VP, SUPPLY CHAIN
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MITSUBISHI MOTORS	SVP	BIG LOTS STORES INC	DIRECTOR OF OPERATIONS	DRESSER-RAND CO	VP, SUPPLY CHAIN MGMT
JOHNSON & JOHNSON	VP, WW CUSTOMER SUPPLY CHAIN	AMERICAN EAGLE PAPER MILLS	CHIEF INFORMATION OFFICER	DOLLAR GENERAL CORPORATION	SVP, SUPPLY CHAIN
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MOTOROLA INC	VP, DIR SOURCING OPS	GOYA FOODS INC	VP, PURCHASING	LOREAL USA	SUPPLY CHAIN DIRECTOR
BOSTON SCIENTIFIC	VP, SUPPLY CHAIN PLANNING	GUTHY-RENKER	DIR, IT	WRIGHT TOOL COMPANY	PRESIDENT
MCDONALDS CORP	SR DIR SUPPLY CHAIN MGMT	SERVICEMASTER	DIR, SUPPLY CHAIN	MCCORMICK & CO. INC.	VP, GLOBAL SUPPLY STRAT/CIO
AMERICAN BOARD GAMES INC.	CEO CHAIRMAN	ORACLE CORPORATION	VP	ZYCON GLOBAL SERVICES	PRESIDENT
FLUOR DANIEL INC	DIR, TECHNOLOGY	THE BODY SHOP	VP, SUPPLY CHAIN	VENTURA FOODS	VP, SUPPLY CHAIN
ANHEUSER BUSCH	DIRECTOR OF OPERATIONS	GOYA FOODS INC	VP, IT	PELLA CORP	DIR, SUPPLY CHAIN
PARKER HANNIFIN CORP	VP, GLOBAL SUPPLY CHAIN	CHEVRON	STRATEGIC SOURCING	DOLE PACKAGED FROZEN FOODS	VP, OPERATIONS
PAYLESS SHOESOURCE	VP, GLOBAL SUPPLY CHAIN	TRADER JOE S COMPANY	CHIEF INFORMATION OFFICER	RADIOSHACK CORPORATION	VP, TRANSPORT LOGISTICS
DEL MONTE FOODS	DIR, INTERNATIONAL CO-PACK QA	BDI	CHIEF OPERATING OFFICER	ABF FREIGHT SYSTEM, INC.	PRESIDENT & CEO
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ACTIVISION	VP, GLOBAL SUPPLY CHAIN FINANCE	COLUMBIAN CHEMICALS CO	VP, SUPPLY CHAIN	PIER 1 IMPORTS	SVP, SUPPLY CHAIN
CAMPBELL SOUP CO	DIRECTOR OF PROCUREMENT	ESTEE LAUDER INC	DIR, SUPPLY MGMT	MCCANN INDUSTRIES INC	PRESIDENT CEO
RESPA PHARMACEUTICAL	CFO	JCPENNEY LOGISTICS LP	DIR, SUPPLY CHAIN SUPP	APPLEBEES INTL	SVP, SUPPLY CHAIN MGMT
BLACK & DECKER CORP	VP, SUPPLY CHAIN	PARKER HANNIFIN	VP, SUPPLY CHAIN	AVNET INC	DIR, STRATEGIC PLNNG
URBAN OUTFITTERS INC	CFO	ADVANCED MICRO DEVICES	DIR, SUPPLY CHAIN	ASHLAND INC	DIR, GLOBAL PROCUREMENT
DEL MONTE CORP	CHAIRMAN	SCOTT ABBOTT MFG CO	PRESIDENT	MILLER BEARINGS INC	PRESIDENT CEO
BRISTOL MYERS SQUIBB CO	DIRECTOR	BRIGGS STRATON CORP	VP, DISTRIBUTION SCM	GOODING RUBBER CO	VP, OPS PURCHASING
MARY KAY INC	VP, SUPPLY CHAIN	SEALPAK COMPANY INC	PRESIDENT	THE PEPSI BOTTLING GROUP	VP, MANUFACTURING
COLGATE PALMOLIVE COMPANY	DIR, LOGISTICS STRATEGIES	TEDSCO INC	PRESIDENT	PALLETS SERVICES	PRESIDENT OWNER
KOHLER CO.	DIR, GLOBAL SUPPLY CHAIN	BAUSCH LOMB	VP, GLOBAL SOURCING-PROCURMT	H R MFG. AND SUPPLY INC.	PRESIDENT/CEO
SYSCO CORPORATION	VP, SUPPLY CHAIN MGMT	BIG LOTS	VP, DISTRIBUTION	COOPER TOOLS	VP, SOURCING
FRITO LAY	VP	OTIS ELEVATOR CO	VP, SUPPLY CHAIN LOGISTICS	KANE WAREHOUSING	PRESIDENT-CEO
GREAT LAKES WHOLESALE	CHAIRMAN	BODY SHOP INTERNATIONAL	VP, SUPPLY CHAIN	RJ REYNOLDS TOBACCO CO	SVP, SUPPLY CHAIN MGMT
INTEL CORP	DIR OF PURCHASING	TRANS WORLD ENTERTAINMENT	CHAIRMAN & CEO	UNILEVER US	VP, SUPPLY CHAIN

Special Features & Reports

In addition to our comprehensive editorial package, *Supply Chain Management Review* in 2011 will publish 10 special reports on targeted, high-readership subjects. These include:

JANUARY/FEBRUARY:

- Executive Education: Spring Course Listings
- The Retail Supply Chain

MARCH/APRIL:

- Supplier Relationship Management (SRM)
- 2011 State of Air Cargo*

MAY/JUNE:

- Top 50 Motor Carriers*

JULY/AUGUST:

- Executive Education: Fall Course Listings
- Top 50 3PLs*

SEPTEMBER/OCTOBER:

- Finance and the Supply Chain
- Europe Site Selection*

NOVEMBER:

- Warehouse/DC Best Practices*

*Joint Report with *Logistics Management* magazine.



Executive Guide to Supply Chain Resources

The December issue of *SCMR* offers our unique “Executive Guide to Supply Chain Resources.” Now in its fifth year, this special issue offers supply chain professionals a one-stop guide to the top providers of supply chain solutions and services in six key areas:

- Logistics/Transportation Services
- Supply Chain Software and Technology
- Sourcing & Procurement
- Consulting and Professional Service
- Financial Services
- Supply Chain Education



Issue Date	Editorial Features	Special Reports	Web Events	Show Distribution/ Value Add Programs
January/February Ad Close: 12/20/10	Lead: Career Development Spotlight: Technology Outlook	Education: Spring Course Listings Retail Supply Chain	Executive Education (January) Virtual Conference: Supply Chain Software & Technology (February)*	NRF (National Retail Federation) ARC World Forum
March/April Ad Close: 2/23/11	Lead: Global Sourcing Strategies Spotlight: Inventory Optimization	Supplier Relationship Management (SRM) 2011 State of Air Cargo*		Aberdeen SCM (Supply Chain Management) SCOPE East (Supply Chain Operations Private Expo East) RILA (Retail Industry Leaders Association)
May/June Ad Close: 4/19/11	Lead: Outsourcing Strategies Spotlight: Demand Management	Top 50 Trucking Companies*	Virtual Conference: Winning in the Global Arena* Transportation's Role in the Supply Chain (June)	ISM (Institute for Supply Chain Management) Gartner Executive Conference Supply Chain World
July/August Ad Close: 6/21/11	Lead: Supply Chain Collaboration Spotlight: Supply Chain Planning	Education: Fall Course Listings Top 50 3PLs*	Successful Inventory Management (August)	SCOPE West (Supply Chain Operations Private Expo West)
September/October Ad Close: 8/25/11	Lead: Top 25 Supply Chains Spotlight: Global Trade Management	Finance and the Supply Chain European Site Selection*	Virtual Conference: Best Practices in Supply Chain Productivity* (October)	CSCMP (Council of Supply Chain Management Professionals) APICS Supply Chain Executive Summit
November Ad Close: 10/18/11	Lead: Greening the Supply Chain Spotlight: Spend Management	Warehouse/DC Best Practices*	Traits of the Top Supply Chains (November)	Aberdeen CPO NIT League (National Industrial Transportation)
December Ad Close: 11/22/11	Executive Guide to Supply Chain Resources: <ul style="list-style-type: none"> • Transportaion/Logistics • Software & Technology • Sourcing & Procurement • Consulting Services • Financial Services • Education 			

Every regular issue of *SCMR* also includes these exclusive columns and departments:
 Spotlight on Supply Management; Technology; Global Links; Insights; and Profiles in Leadership.
 *Joint Project with *Logistics Management*

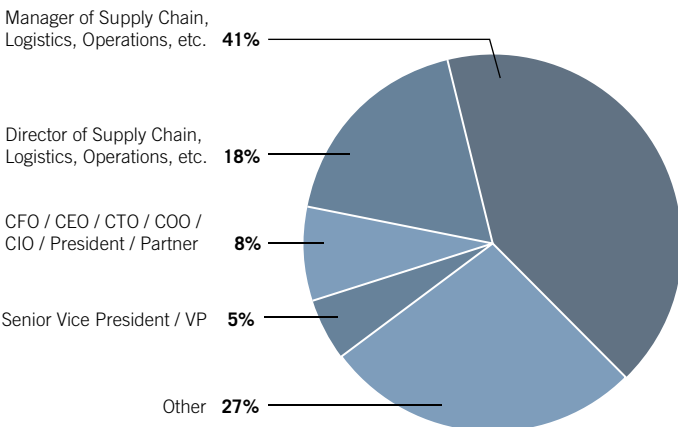
SCMR.com offers the best and most unique opportunities to brand your company online, drive traffic to your website, and most of all, deliver highly qualified sales leads.

Supply chain professionals visit scmr.com regularly as it is a true industry resource. Some of its features include:

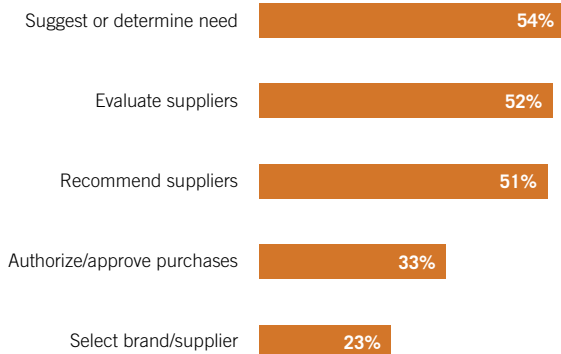
- Editorial content
- Webcasts
- Virtual Trade Shows
- Resource Center
- Custom Lead Generation Research Briefs
- Buyers Guide
- eNewsletters
- Blogs
- Critical Topics
- Calendar of events
- SCMR store

SCMR.com Visitor Profile

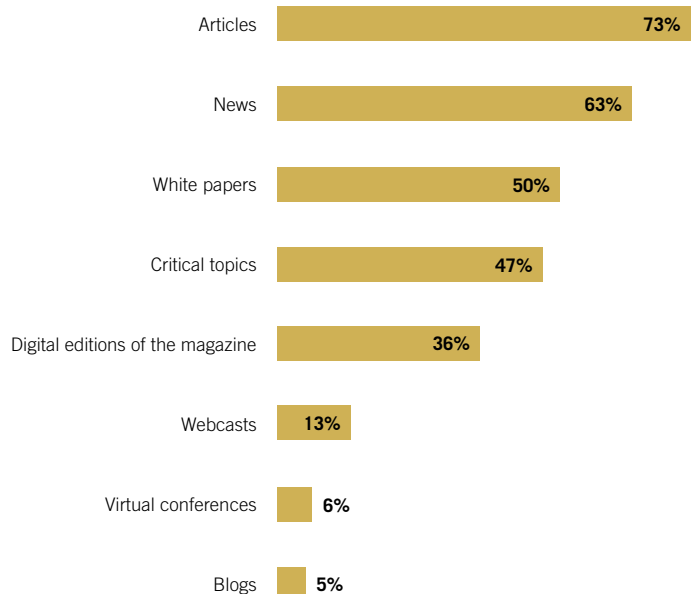
Which of the following best describes your job title or function?



How are you personally involved in the recommendation and/or purchase of equipment, software, technologies and services used in either your company's supply chain operations or for companies with whom you consult?



What are the main reasons you use scmr.com?



Source: 2010 SCMR Reader Profile Study



Virtual Conferences

SCMR once again is partnering with *Logistics Management* to produce our highly attended “Virtual Conferences” in 2011. You can sponsor a webcast, virtual booth, or both. Sponsors receive leads from Webcasts and booth attendees. Sponsor logos appear on all web and print promotions.

FEBRUARY • Supply Chain Software and Technology

This web event will focus on the new and emerging software and technology available for logistics and supply chain professionals. A big part of the conference will emphasize selecting the solutions that are right for your company—and then implementing them effectively.

JUNE • Winning in the Global Arena This virtual conference will present logistics and supply chain tactics and strategies to help you succeed in the global arena. Key topics will include carrier evaluation and selection, 3PL partnerships, sourcing tips, and supporting technology.

OCTOBER • Best Practices in Supply Chain Productivity* The results-oriented sessions in this Virtual Conference will present practical tips for boosting productivity in the key supply chain activities of transportation, warehousing, sourcing/procurement, and reverse logistics.

Features & Benefits

- **Limit of six sponsors.**
- **Minimum lead guarantee.** All sponsors will receive all leads from the virtual event.
- **Lead Reporting.** Once the show starts, the real-time reporting engine provides details of show performance and attendee activity. Reports include full demographic information on all attendees.
- **Prominent Branding.** Sponsor logos appear on all web and print promotions. The Main Lobby features sponsors logos and a direct link to their Resource Center which houses their materials, demos, documents and presentations.
- **Resource Center.** A central repository of all show content—Webcasts, demos, documents and presentations with search and bookmark tools.
- **Communication Center (Who's Here?).** See everyone currently taking part in the show at any given time! Networking tools with the ability to send/receive messages to all attendees.

NET INVESTMENT: \$10,000 (February and June only—Please consult your sales representative for pricing on the October event.)



* The October event includes a print recap in *LM* and *SCMR*. Please contact your sales representative for pricing.

Webcasts

Be branded as an industry leader while generating qualified leads

SCMR offers single and multi-sponsored webcast opportunities. Both provide a full marketing campaign to promote the event, maximize registration and give unprecedented market exposure. Each event is archived on SCMR.com for 3 months.

SINGLE SPONSORED CUSTOM WEBCASTS *Guaranteed 200 qualified leads*

- You select the topic for the event and have the option to speak on the panel, and/or bring a customer to speak.
- We create a customized registration page to further qualify the leads.

NET COST: \$15,000

MULTI-SPONSORED EVENTS *Guaranteed 200 qualified leads*

Just looking to receive leads from a webcast without having to develop a topic or find speakers? No problem! SCMR's Multi-Sponsored Events program offers several webcasts on significant topics in the supply chain industry. Each event is presented by industry experts in their respective field. All we require from you is your logo. We will distribute the leads from the registrants to the sponsors (up to 5). We also ask several buying-intent questions to further qualify the leads for you.

JANUARY • Executive Education: This valuable webcast will explain the various educational options available, both in the classroom and online, for supply chain professionals seeking to improve their knowledge and advance their careers.

MARCH • Transportation's Role in the Supply Chain: Our featured speakers will explain the central role that transportation plays in overall supply chain success. Carrier and mode selection will be prominent discussion points in this webcast.

AUGUST • Successful Inventory Management: This webcast will feature practical suggestions from the supply chain experts on how to control inventory costs while keeping service levels high.

NOVEMBER • Traits of the Best Supply Chains: Attendees will learn what separates the top-performing supply chains from the rest of the pack in this special webcast. This is sure to be one our best-attended events of the year.

NET COST: \$7,000 for one event
\$6,000 each for two events
\$5,000 each for three events



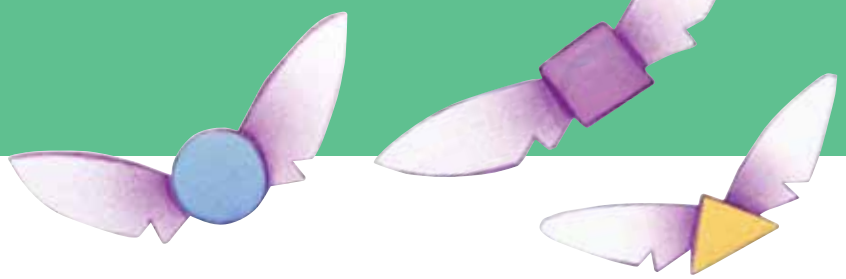
Single Sponsored Webcast



Multi-Sponsored Webcast



Customized Registration Page



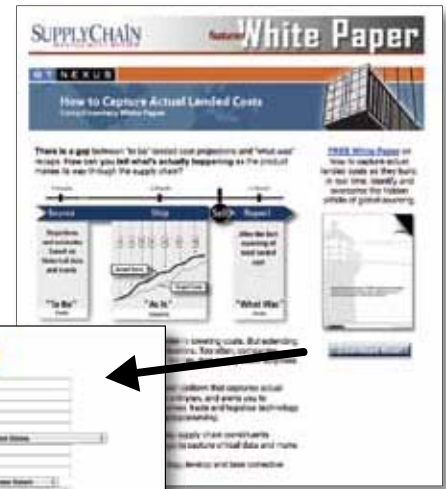
White Paper Program *Prominent exposure to qualified prospects*

The White Paper section of SCMR.com offers vendors and service providers a vehicle for directing customers to your whitepapers, video, or educational product information resulting in generating qualified leads.

3 Month Posting with lead guarantees:

- 200 guaranteed leads.
- A dedicated email promotion featuring the sponsor's white paper or case study is sent to SCMR's audience of over 25,000+ supply chain executives.
- Custom registration with up to 5 buying questions.
- Regular lead reports.

NET COST: \$7,000



Critical Topics *Take contextual advertising to the next level*

Own your market segment on scmr.com! All of our content on specific topics is aggregated on a single landing page and surrounded with the sponsor's banners and logos. Just your company branded—not your competitors—in the place where your potential customers come to keep up to date on all the industry news that really matters to them.

Subjects for Critical Topic Pages:

- Procurement & Sourcing
- Supply Chain Finance
- Software & Technology
- Supply Chain Management
- Supply Chain Education
- Third Party Logistics

Standard Package:

- Banner Positions: Leaderboard and Boombbox
- Content Box highlighting your White Papers, Webinars, Videos, RSS Feeds, and Educational Information

NET COST: \$7,000 for 6 months (\$1,166 per month)
\$12,000 for 12 months (\$1,000 per month)

Premium Package:

- Banner Positions: Leaderboard and Boombbox
- Content Box highlighting your White Papers, Webinars, Videos, RSS Feeds, and Educational Information
- Monthly "Jumbostitial" Welcome Ad
- Quarterly Critical Topic Newsletter with your banner ad sent to 25,000 supply chain executives

NET COST: \$10,000 for 6 months (\$1,666 per month)
\$15,000 for 12 months (\$1,250 per month)



Banner Positions



Quarterly Critical Topic eNewsletter

SCMR.com

Opportunities to engage prospects include contextual links, eNewsletter sponsorships, and banners.

	Dimensions	CPM
Leaderboard	728 x 90	\$115
Skyscraper	160 x 600	\$115
Boombbox	336 x 280	\$120

eNewsletters

SCMR's content driven eNewsletters allow you to engage our premium online community with your company promotions and drive traffic to your website.

White Paper Showcase *Cost-effective lead generation!*

Post your white paper on a shared dedicated blast (up to 5 sponsors) to 25,000 SCMR subscribers. Your white paper will be posted on our website and will receive a customized registration page.

NET COST: \$2,500

This Week in Supply Chain eNewsletter

Offers timely information on what's new in the world of supply chain management. Contains links to current articles from supply chain experts, service providers, analysts, and consultants. Also includes blog posts available on scmr.com.

Frequency: Weekly; Subscribers: 24,500

NET COST: Position 1: \$2,500

Position 2: \$2,000

Position 3: \$1,500

Supply Chain Executive Briefing eNewsletter

Provides CEOs, presidents, and vice presidents with supply chain news, selected articles from the print edition of SCMR, web-exclusive features, and listings of industry events of interest.

Frequency: Monthly; Subscribers: 22,000

NET COST: Position 1: \$2,500

Position 2: \$2,000

Position 3: \$1,500

Technology Briefing eNewsletter

Presented by *Supply Chain Management Review* and *Logistics Management*, this eNewsletter provides updates on major developments in the supply chain technology space. This eNewsletter reports on innovative products and solutions, new players entering the field, and the latest research from industry analysts.

Frequency: Monthly; Subscribers: 38,000

NET COST: Position 1: \$2,500

Position 2: \$2,000

Position 3: \$1,500

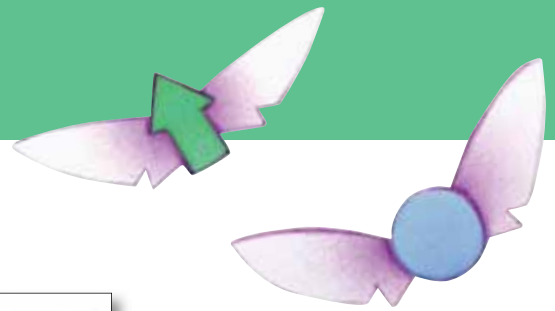
Leaderboard



White Paper Showcase



This Week in Supply Chain



Custom Lead Generation Research

Creating original market intelligence and generating leads

SCMR's Custom Lead Generation Research Briefs are a turn-key solution that offers a unique opportunity to provide market intelligence and qualified leads. Research Briefs are a custom marketing solution that is based on a market research program developed by you and Peerless Media's Research Group.

These Briefs serve as a valuable information asset that is promoted to your target audience and leveraged as a credible co-branded resource and lead generation mechanism.

Turning your Brief into Qualified Leads:

- Your 5-10 page executive brief is posted on our Resource Center as a White Paper
- Customized registration page captures qualified leads
- Dedicated marketing to our subscriber list will generate numerous qualified leads

NET COST: \$12,000



Brand Awareness Pre-Post Market Snapshot Studies

Make better business decisions

These studies offer information on awareness of your brand, measurement of your ad campaign's effectiveness or a snapshot of a specific aspect of your industry.

- Up to 10 survey questions
- Obtain valuable information from SCMR's leading audience
- Quick turnaround

NET COST: \$2,500



Custom White Paper Creation

Provide critical business information to the industry

Peerless Research produces authoritative reports that address a business issue, product, or competitive situation.

- Share technical knowledge and business information
- Generate publicity and attract prospects
- Written by industry experts
- Can be used by your company to generate leads while providing solid business information to your target market

Please note that these white papers are created without industry research. Please see our Custom Lead-Gen Research Briefs for research-based market intelligence.

NET COST: per project scope

Peerless[®]
MEDIA, LLC Research Group

Peerless Research is a rich source of business information for the supply chain, materials handling, and logistics industries. By leveraging our market leadership through our publications, *Supply Chain Management Review*, *Logistics Management*, and *Modern Materials Handling*, we provide independent, accurate, comprehensive, and up to date business intelligence. We can give you statistics, analysis, forecasts, and get you directly connected to the companies that are looking for your products and services. In today's demanding business climate, there are distinct benefits in being equipped with information about your customers, prospects, competition, and environment.



SCMR 2011 Rates (gross)

Ad Size	1x	3x	6x	12x	18x
Page, 4-color	\$10,600	\$9,535	\$9,005	\$8,475	\$7,945
Spread, 4-color	19,080	16,135	16,220	15,265	14,310
2/3 Page, 4-color	8,475	7,630	7,205	6,780	6,355
1/2 Page, 4-color	6,990	6,290	5,940	5,590	5,240
1/3 Page Vertical, 4-color	4,220	3,810	3,595	3,384	3,170
Additional for 5th color/page	2,110				
Additional for 5th color/spread	3,290				

Because SCMR is printed on a 5-unit press, ads cannot contain more than one PMS (matched) color.

Mechanical Requirements

Publication trim size: 7 7/8" x 10 1/2"

Essential material must be kept at least 1/4" from trim

Ad Size	Non-Bleed	Bleed
2 Page Spread	15" x 10"	16" x 10 3/4"
Page	7" x 10"	8 1/8" x 10 3/4"
2/3 Page Vertical	4 1/2" x 10"	5 1/8" x 10 3/4"
1/2 Page		
Vertical	3 3/8" x 10"	4" x 10 3/4"
Horizontal	7" x 4 5/8"	8 1/8" x 5 1/4"
Island	4 1/2" x 7 1/2"	—
1/3 Page		
Vertical	2 1/4" x 10"	2 7/8" x 10 3/4"
Square	4 1/2" x 4 5/8"	—
1/4 Page	3 3/8" x 4 5/8"	—
1/6 Page	2 1/8" x 4 5/8"	—

Preferred file format: PDFx1a version 1.3

Preferred method submission:

All images must be hi-res 300dpi, CMYK or Grayscale and meet SWOP standards.

Save in TIFF or EPS format Without Embedded ICC profiles.

Embed all fonts. Use only Adobe fonts.

Files should be 100% of print size.

Standard trim, bleed and crop marks should appear 1/4" outside trim.

PDFs should be created from Acrobat distiller.

For more information and uploading instructions, please contact:

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