

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



3 Issues in the period
15,061 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* (3 issues in the period)	13,743	1,318	15,061
a. Print	10,617	1,022	11,639
b. Digital	3,126	1,148	4,274
1. Requested	3,126	1,148	4,274
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		481
Allocated for Trade Shows and Conventions		500
All Other		291
TOTAL		1,272

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,061	100.0	13,743	91.2	1,318	8.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,061	100.0	13,743	91.2	1,318	8.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January/February	11,467	4,414	13,710	1,296	15,006
March/April	11,709	4,213	13,758	1,313	15,071
May/June	11,741	4,197	13,760	1,347	15,107

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

This issue is 0.5% or 68 copies above the average of the other 2 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 and Other Titled and Non-Titled Personnel
TOTAL MANUFACTURING (Note 1)	6,242	41.3	6,164	78	3,354	2,156	732
TOTAL NON-MANUFACTURING (Note 2)	7,698	51.0	7,596	102	4,896	2,250	552
Sub Total	13,940	92.3	13,760	180	8,250	4,406	1,284
OTHER PAID CIRCULATION	1,167	7.7	-	1,167	143	436	588
TOTAL QUALIFIED CIRCULATION	15,107	100.0	13,760	1,347	8,393	4,842	1,872
PERCENT	100.0		91.1	8.9	55.5	32.1	12.4

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 and others allied to the field.

SUPPLEMENTARY DATA FOR ISSUE OF MAY/JUNE 2016

This is an analysis of 12,848 OR 85.0% 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	9,727
Transportation Services such as motor freight, air freight, ocean freight, intermodal or rail	9,638
Supply Chain Software or Technology	8,810
Procurement or Sourcing Solutions	8,887
Consulting or Professional Services	9,260
Executive Education and Training Programs	7,803
Total Respondents	12,848
TOTAL QUALIFIED	15,107

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	11,360	3,747	-	13,760	1,347	15,107	100.0
a. Written	969	409	-	1,002	376	1,378	9.1
b. Telecommunication	6,853	2,366	-	9,210	9	9,219	61.0
c. Electronic	3,538	972	-	3,548	962	4,510	29.9
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*	11,360	3,747	-	13,760	1,347	15,107	100.0
PERCENT	75.2	24.8	-	91.1	8.9	100.0	

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*
Unique Total Audit						
Average Qualified*** :	15,133	15,057	15,132	15,042	15,112	15,061
Unique Qualified Non-Paid***:	13,542	13,526	13,634	13,641	13,764	13,743
Print:	10,544	10,491	10,464	10,547	10,490	10,617
Digital:	2,998	3,035	3,170	3,094	3,274	3,126
Unique Qualified Paid***:	1,591	1,531	1,498	1,401	1,348	1,318
Print:	1,323	1,267	1,246	1,131	1,052	1,022
Digital:	1,342	1,283	1,222	1,162	1,184	1,148
Post Expire Copies included in Total Qualified Circulation:	1.2 %	1.1 %	1.2 %	1.2%	1.1%	1.6%
Average Annual Order Price:	\$142.42	\$139.04	\$141.27	\$133.47	\$128.40	\$131.75

*NOTE: January – June 2016 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 MAY/JUNE 2016

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	
Maine	48	19	62	4	66		Kentucky	145	32	164	7	171		
New Hampshire	74	31	87	12	99		Tennessee	274	82	326	16	342		
Vermont	20	4	24	-	24		Alabama	137	47	153	19	172		
Massachusetts	288	112	330	43	373		Mississippi	72	14	86	-	86		
Rhode Island	45	17	54	4	58		EAST SO. CENTRAL	628	175	729	42	771	5.1	
Connecticut	172	52	207	11	218		Arkansas	89	36	117	5	122		
NEW ENGLAND	647	235	764	74	838	5.5	Louisiana	91	27	114	2	116		
New York	643	237	780	58	838		Oklahoma	92	26	108	6	114		
New Jersey	520	167	597	51	648		Texas	742	281	899	74	973		
Pennsylvania	642	219	762	57	819		WEST SO. CENTRAL	1,014	370	1,238	87	1,325	8.8	
MIDDLE ATLANTIC	1,805	623	2,139	166	2,305	15.3	Montana	30	6	34	1	35		
Ohio	695	229	839	51	890		Idaho	30	4	30	3	33		
Indiana	240	97	316	12	328		Wyoming	5	-	5	-	5		
Illinois	878	270	1,015	79	1,094		Colorado	114	45	119	22	141		
Michigan	458	138	521	47	568		New Mexico	36	7	43	-	43		
Wisconsin	432	125	486	44	530		Arizona	113	41	131	13	144		
EAST NO. CENTRAL	2,703	859	3,177	233	3,410	22.5	Utah	67	23	71	13	84		
Minnesota	317	110	374	33	407		Nevada	44	16	59	1	60		
Iowa	180	47	215	8	223		MOUNTAIN	439	142	492	53	545	3.6	
Missouri	271	70	310	18	328		Alaska	11	4	13	1	14		
North Dakota	43	9	49	2	51		Washington	145	60	177	18	195		
South Dakota	41	13	52	1	53		Oregon	73	39	90	12	102		
Nebraska	90	25	107	5	112		California	1,022	388	1,237	105	1,342		
Kansas	147	41	180	4	184		Hawaii	29	7	36	-	36		
WEST NO. CENTRAL	1,089	315	1,287	71	1,358	9.0	PACIFIC	1,280	498	1,553	136	1,689	11.2	
Delaware	26	5	29	2	31		UNITED STATES	11,560	3,901	13,735	1,026	14,761	97.7	
Maryland	172	63	209	14	223		U.S. Territories	16	10	25	1	26		
Washington, DC	14	8	15	4	19		Canada	37	46	-	53	53		
Virginia	211	93	260	26	286		Mexico	1	5	-	5	5		
West Virginia	42	8	50	-	50		Other International	127	235	-	262	262		
North Carolina	365	126	446	25	471		APO/FPO	-	-	-	-	-		
South Carolina	151	43	178	9	187									
Georgia	380	135	433	48	481									
Florida	594	203	736	36	772									
SOUTH ATLANTIC	1,955	684	2,356	164	2,520	16.7								
								UNIQUE TOTAL QUALIFIED CIRCULATION*	11,741	4,197	13,760	1,347	15,107	100.0

*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's 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.

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.

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