



SUPPLY CHAIN
MEDIA

Company Kit 2017

- ▶ SCM Magazine (NL): 9x a year ▶ SCM Movement (EU): 4x a year ▶ SCM Movement (Germany) 2x a year
- ▶ SCM app in 8 different languages ▶ Supply Chain Professional Award ▶ Premium Partners: co-creation of content ▶ Sharing experiences within the SCM Professionals Club ▶ Distribution in over 110 countries on iOS and Android devices ▶ LinkedIn groups: NL: 8,500 members, EU: 23,000 members

Connecting with



CONTACT

**MARTIJN LOFVERS**

Owner / Creating Director / Chief
Trendwatcher
+31 (0)6 54 76 13 83
Martijn.lofvers@supplychainmedia.nl

**MARIEKE LENSTRA**

Supply Chain Trendwatcher /
Assistant Chief Editor
+31 (0)6 55 70 15 08
Marieke.lenstra@supplychainmedia.nl

**HUGO BERENTSEN**

Account Manager
+31 (0)6 54 76 13 84
Hugo.berentsen@supplychainmedia.nl

**DEBBY STERK**

Management Assistant & Event
Coordinator NL
+31 (0)6 15 87 51 06
Debby.sterk@supplychainmedia.nl

EDITORIAL DEPARTMENT

+31 (0)314 36 45 73
Redactie@supplychainmedia.nl



Supply Chain Media
Gezellenlaan 12
7005 AZ Doetinchem
PO Box 207
7000 AE Doetinchem
The Netherlands
Tel: +31 (0)314 36 45 73
E-mail: info@supplychainmedia.nl

ABOUT SUPPLY CHAIN MEDIA

The global supply chain management sector is changing at a rapid pace. It is Supply Chain Media's mission to connect supply chain professionals by gathering, generating and sharing knowledge, both in The Netherlands and internationally. To do so, the media company works in close collaboration with a select group of premium partners to develop various editorial concepts.

Founded in 2006, Supply Chain Media offers a broad spectrum of supply chain management publications and communication channels, both in print and online. Supply Chain Media is best known for its Dutch-language publication Supply Chain Magazine and the English-language magazine Supply Chain Movement. Additionally, the media company organises several leading events including the Supply Chain Day, the annual Supply Chain Professional of the Year Award and the Supply Trend Dinner.

Supply Chain Media sets itself apart through its ability to connect people, in combination with its commitment to disseminating and sharing unique, high-quality content in various languages. The partner network can make use of best practices – such as innovative mindmaps, subway maps and self-assessment tools – but there are also custom-made opportunities to develop co-creations which draw on a partner's in-depth knowledge and expertise.

Through its publications and events, and in cooperation with its partners, Supply Chain Media strives to take the supply chain management profession in the whole of Europe to the next level. As the only publishing company with a strategic focus on supply chain management, Supply Chain Media offers numerous possibilities for the creation, visualisation and dissemination of supply chain knowledge in high-end publications.

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10 questions about the effectiveness of B2B marketing

From brand perception to supply chain leads

Supply chain decision-makers are continually looking for solutions which can help them succeed in a rapidly changing market. How can providers of supply chain solutions reach those decision-makers effectively?

Create brand awareness

A picture is worth a thousand words. That's why advertisements featuring an original and inspiring image continue to be an effective way of creating brand awareness – and that is the starting point for securing a position in decision-makers' minds.

Arouse the target group's interest

Decision-makers on the lookout for potential supply chain solutions like to read case studies about successful projects. Developing and publishing customer testimonials is an excellent way to do this, especially when they are designed in the company's house style and feature a recognisable logo.

Activate the desire for information

By creating a visual mindmap, an easy-to-use self-assessment tool or a handy checklist, providers of supply chain solutions can demonstrate their strengths as thought leaders. Valuable and relevant content appeals to decision-makers' information needs.

Generate leads

Publishing thought-provoking, 'gated' content online and promoting it through social media such as LinkedIn generates relevant leads. After initial filtering, the remaining qualified leads can be invited to attend events, webinars or 1-on-1 meetings.



Answer the following 10 questions to discover how effective your company's supply chain marketing is.

Does your company have:

	Yes	No
1. A recognisable visual image conveying what it stands for?	<input type="checkbox"/>	<input type="checkbox"/>
2. Attractively designed, journalistically written customer case studies for publication in a brochure?	<input type="checkbox"/>	<input type="checkbox"/>
3. A visual mindmap illustrating your business proposition?	<input type="checkbox"/>	<input type="checkbox"/>
4. Thought-provoking self-assessment tools for potential customers?	<input type="checkbox"/>	<input type="checkbox"/>
5. An editorial article about your most recently launched service/product?	<input type="checkbox"/>	<input type="checkbox"/>
6. Easy access to inspirational speakers for your customer events?	<input type="checkbox"/>	<input type="checkbox"/>
7. Easy access to a network of supply chain directors?	<input type="checkbox"/>	<input type="checkbox"/>
8. A weekly/monthly list of content-driven online leads?	<input type="checkbox"/>	<input type="checkbox"/>
9. Inspiring brochures to hand out from your stand during trade shows and events?	<input type="checkbox"/>	<input type="checkbox"/>
10. Its own publication which is available globally on iPads and Android tablets?	<input type="checkbox"/>	<input type="checkbox"/>

QUESTIONNAIRE RESULTS

Answered 'No' to 0-3 questions:

Your company is probably already a Premium Partner of Supply Chain Media, but you might not be fully utilising all the opportunities. It's advisable to make an appointment for an update.

Answered 'No' to 4-6 questions:

You understand what is important in B2B marketing but you have not yet translated that into concrete activities for your company. It's essential to make an appointment to obtain an effective, tailor-made marketing proposal.

Answered 'No' to 7-10 questions:

Your marketing lacks an integral approach. Call us immediately to make an appointment and get your supply chain marketing back on track.

KOLB'S LEARNING CYCLE

CYCLE OF KOLB: ABSORBING CONTENT TO PERSONAL USE



based on the learning cycle by Kolb, organisational psychologist.

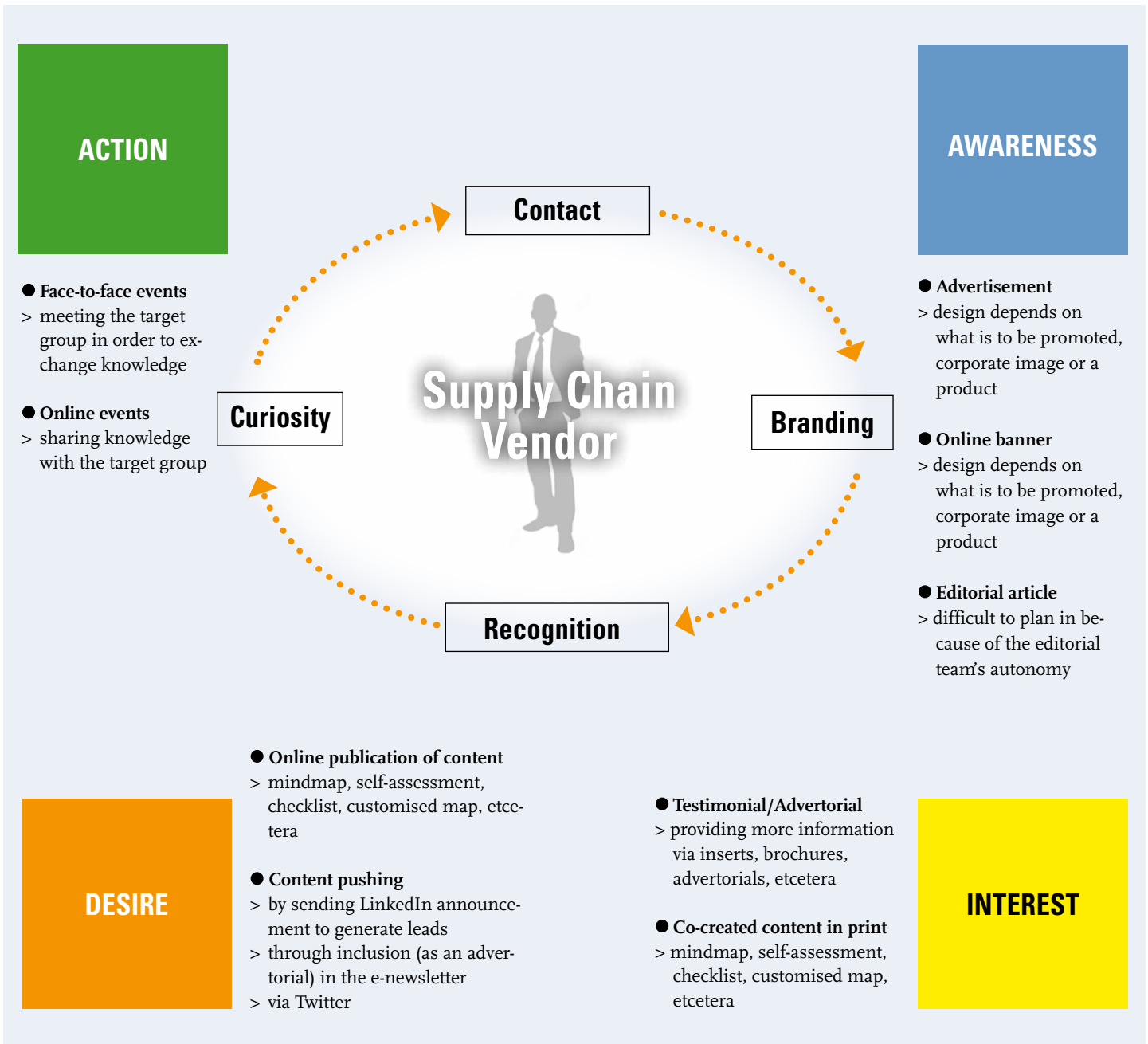


Ronald Buijsse, Corporate Marketing Director at ORTEC

"Supply Chain Media connects supply chain professionals in a highly professional and enthusiastic manner, through the magazine, and more importantly through exhibitions and special events, in the Netherlands and beyond!"

AIDA MODEL

AIDA MODEL: PUSHING CONTENT TO CONNECT



READERSHIP PROFILE

SUPPLY CHAIN MAGAZINE (NL)

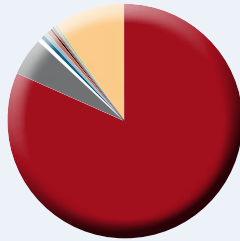
Circulation SCM magazine: 6,500 (5,000 in print + 1,500 app downloads)

e-Newsletter (weekly): >4,000 subscriptions

LinkedIn Group: >8,500 members, Dutch speaking

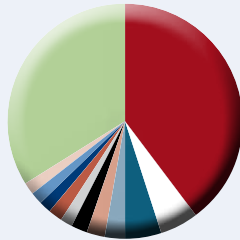
SUBSCRIBER LOCATION

The Netherlands	7100	Singapore	20
Belgium	455	China	16
Germany	61	UAE	11
USA	52	Australia	14
United Kingdom	50	Brazil	12
Switzerland	42	Other	833
France	21		



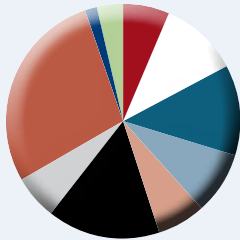
INDUSTRIES

Logistics & supply chain	3453
IT & services	472
Management Consulting	432
Retail	240
Food Manufacture	205
Transport/Freight/Rail	203
Personnel & recruitment	154
Consumer goods	151
Food & beverages	149
Chemicals	149
Computer software	143
Other	2936



SIZE OF COMPANY

1 - 10	576
11 - 50	938
51 - 200	1,069
201 - 500	749
501 - 1,000	594
1,001 - 5,000	1,349
5,001 - 10,000	540
more than 10,000	2,415
Self-employed	163
Not known	294



Supply chain as a keyword: 6,666
Supply chain in the title: 2,556

SUPPLY CHAIN MOVEMENT (INTERNATIONAL)

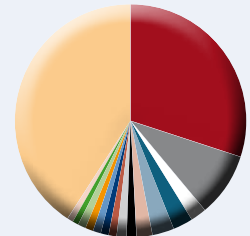
Circulation SCM movement: 12,000 (2,500 in print + 9,500 app downloads)

e-Newsletter (monthly): >2,400 subscriptions

LinkedIn Group: >23,000 members, worldwide

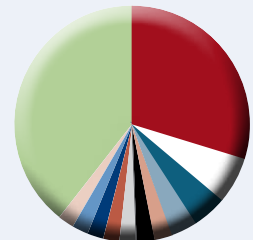
LOCATION WORLDWIDE

USA	6952	Pakistan	274
Top 10 EU *	2043	Singapore	274
India	517	Mexico	260
Canada	675	Turkey	227
Brazil	677	Mexico	260
China	488	Russia	214
Australia	342	Argentina	200
UAE	308	Other	9364



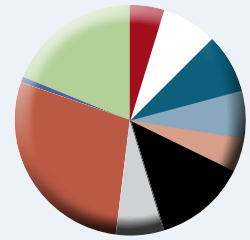
INDUSTRIES

Logistics & supply chain	6913
IT & services	1466
Management Consulting	1072
Consumer goods	812
Oil & Energy	618
Car industry	577
Retail	522
Pharmaceutica	510
Computer software	509
Personnel & recruitment	505
Manufacturing of electrical / electronic goods	496
Other	9075



SIZE OF COMPANY

1 - 10	1143
11 - 50	1763
51 - 200	1947
201 - 500	1502
501 - 1,000	1130
1,001 - 5,000	2986
5,001 - 10,000	1532
more than 10,000	6571
Self-employed	174
Other	4327



Supply chain as a keyword: 17,914
Supply chain in the title: 6,903

Readership profile

63% of readers have a management role
82% hold a bachelor's degree

Target group

Decision-makers with supply chain management, logistics and/or operations as one of their responsibilities (member of MT with bachelor's degree)

Primary target group

- Chief Executive Officer (CEO) & Chief Financial Officer (CFO)
- Chief Operations Officer (COO), VP Supply Chain & Supply Chain Director
- Logistics/Production/Operations Director
- Supply Chain Manager
- Logistics/Production/Purchasing/Materials Manager
- Distribution/DC/Transport Manager
- Supply Chain Planner & Logistics employee

Secondary target group

- Service providers for the supply chain
- Consultancy
- Software
- Banks & insurance firms, property
- Recruitment & selection
- Materials handling, telecommunications
- Universities and polytechnics
- Students

Primary branches

- Wholesaler with 20-plus employees
- Manufacturer with 50-plus employees
- Retailer with 100-plus employees

* LOCATION TOP 10 EU

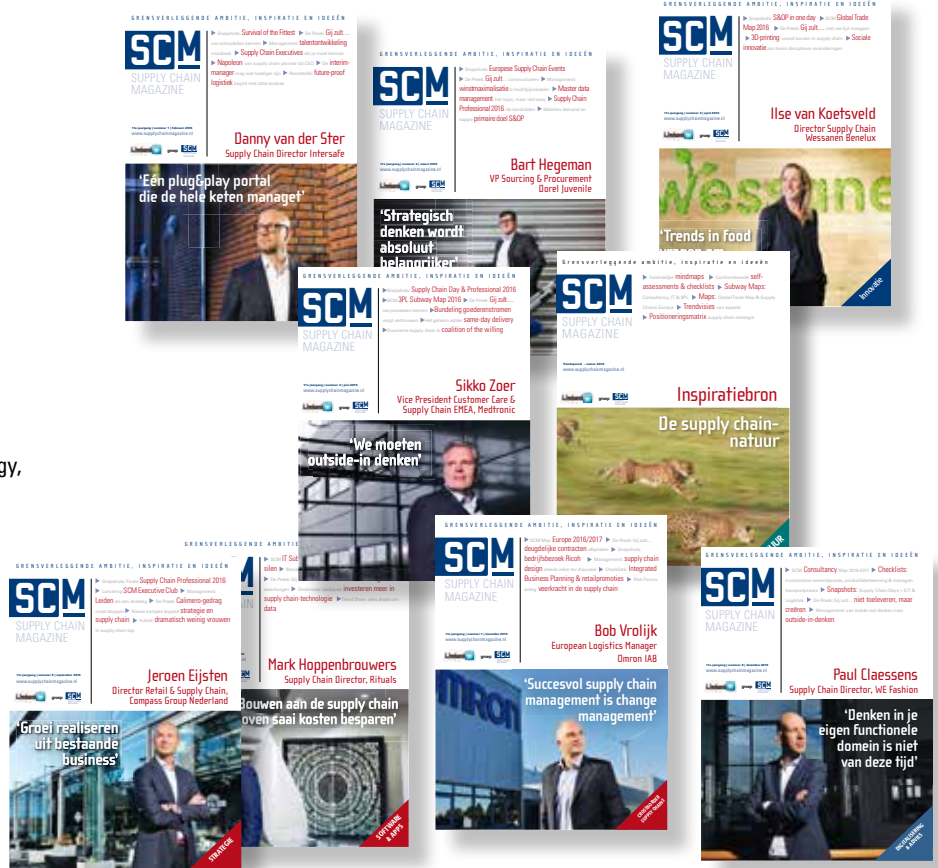
NL	2534
UK	1367
France	507
Spain	426
Italy	398
Belgium	380
Germany	303
Zwitserland	217
Denmark	157
Portugal	142

Magazines

Supply Chain Magazine

Supply Chain Magazine is Supply Chain Media's Dutch management publication.

Published:	8 times a year + 1 special
Circulation:	6,500 per edition 5,000 in print 1,500 app downloads
Regular sections:	News & Background, Opinion, Facts & Figures, Tools & Technology, Career Moves
Regular articles:	Management, Profile



Supply Chain Movement

Supply Chain Movement is the international management publication with a focus on Europe.

Published:	4 times a year
Circulation:	12,000 per edition 2,000 – 3,000 in print <i>*Depending on distribution at international events</i> 9,500 app downloads
Regular sections:	News & Background, Facts & Figures, Tools & Technology, Supply Chain Agenda
Regular articles:	Management, Profile, Insight



Supply Chain Movement Germany

Supply Chain Movement Germany is Supply Chain Media's newly launched German management publication

Published:	2 times a year
Circulation:	2,000 – 3,000 per edition <i>*Depending on distribution at events</i>
Regular sections:	News & Background, Facts & Figures, Tools & Technology, Supply Chain Agenda
Regular articles:	Management, Profile, Insight



EDITORIAL PROGRAMME + TECHNICAL SPECS 2017

Print

EDITORIAL PROGRAMME SUPPLY CHAIN MAGAZINE 2017

No.	Theme	Closing Date	Publication Date
1. February	Order Fulfilment & Execution	27 January	17 February
2. March	Supply Chain Planning & Tools	03 March	24 March
3. April	Digital Transformation	31 March	21 April
4. June	Logistics Outsourcing (3PL & 4PL), incl. 3PL Subway Map	12 May	02 June
4a. June	Summer special trends (limited edition)	02 June	23 June
5. September	Big Data & Analytics	11 August	01 September
6. October	Visibility & Control Towers, incl. IT Subway Map	22 September	13 October
7. November	Supply Chain Network Design, incl. SCM Europe Poster	20 October	10 November
8. December	Services & consulting, incl. Consultancy Subway Map	24 November	15 December

EDITORIAL PROGRAMME SUPPLY CHAIN MOVEMENT 2017

No.	Theme	Closing Date	Publication Date
1. February	Trends & Consulting, incl. Consulting Subway Map	10 February	03 March
2. May	Supply Chain Planning & Tools, incl. IT Subway Map	14 April	05 May
3. September	Logistics Outsourcing (3PL & 4PL), incl. 3PL Subway Map	25 August	15 September
4. November	Visibility & Control Towers, incl. SCM Europe Poster	03 November	24 November

EDITORIAL PROGRAMME SUPPLY CHAIN MOVEMENT - GERMANY 2017

No.	Theme	Closing Date	Publication Date
1. April	Supply Chain Planning & Tools	17 March	07 April
2. September	Global Trade & Logistics Outsourcing	08 September	29 September

ADVERTISING RATES 2017 *

	1x	3x	6x	8x
Full Colour				
2 pages spread	€ 7,800	€ 7,500	€ 7,100	€ 6,600
Full page	€ 4,750	€ 4,550	€ 4,350	€ 4,050
Half page	€ 2,900	€ 2,750	€ 2,600	€ 2,450
Ad slot on poster	€ 1,600	€ 1,350		

* all rates are excluding 21% VAT

TECHNICAL SPECIFICATIONS

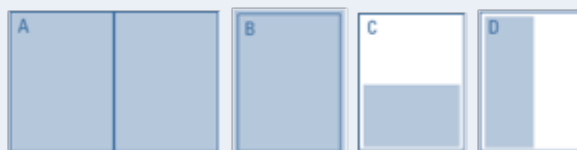
Page size	285 x 215 mm (height x width)
Printing process	Offset
Technical costs	Extra changes may be incurred if advertising material is incomplete
Testimonial	Printing a testimonial is possible on request
Inserts	Cost of bound & loose inserts depends on weight and size (ready to go process delivery). Rates on request.

Material:

- Advertising material should be high resolution, certified PDF (300 dpi and CMYK)
- For bleed advertisements, please include crop marks and 5 mm extra on each side
- Colour must be defined as percentages of CMYK. The use of indexed, RGB, spot or pantone colours is not allowed

SIZES IN MM (HEIGHT X WIDTH)

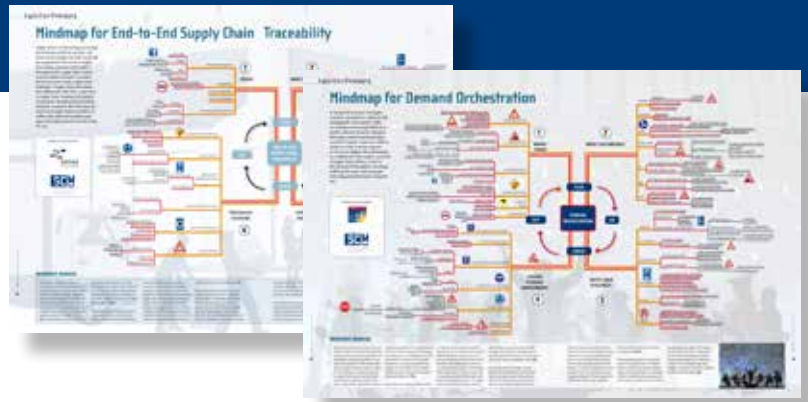
A: 2-page spread (excl. 5 mm bleed)	285 x 430 mm
B: Full page (excl. 5 mm bleed)	285 x 215 mm
C: ½ page horizontal (excl. 5 mm bleed)	127 x 179 mm
D: ½ page vertical (excl. 5 mm bleed)	259 x 87 mm
Advertisement on poster (IT, 3PL, etc.)	100 x 100 mm



VISUALS

Mindmap

Supply Chain Media develops various types of mindmaps in collaboration with partners. A mindmap is a visualisation of words, phrases, interrelationships and images which are arranged around a particular topic. Supply Chain Media's mindmaps are distributed in printed format together with editions of the magazine and are also made available online as PDFs. More information about the conditions and costs involved in developing a mindmap is available on request.



Self-assessment

Answer 10 questions to gain insight into supply chain-related needs within your supply chain environment. Published both in print and online as a whitepaper download to generate leads. More information about the conditions and costs involved in developing a self-assessment is available on request.



Subway map

Supply Chain Media creates subway maps which present an overview of the major players in a particular sector. Subway maps have so far been developed for the following sectors:

1. Consultancy

To help companies find their way in the world of supply chain consultancy, both figuratively and literally, Supply Chain Media has developed a subway map that helps to reduce the transit time when searching for suppliers.

2. 3PL

To offer a transparent view of the 3PL landscape, SCM has mapped out the country's market for logistics service providers.

3. IT

A company's journey towards the optimal IT solution takes them past various software vendors. The Supply Chain Media subway map presents a clear overview of the complex (under) world of IT.

Supply Chain Media's subway maps are distributed in printed format together with editions of the magazine and are also made available online as PDFs.

SCM Map Europe

Supply Chain Media has developed an extremely comprehensive map of Europe showing among other things urbanisation, economic growth, tax rates, industrial clusters, existing and emerging distribution hubs, the logistics infrastructure and flows of goods within the various nations of Europe.



CUSTOM PUBLISHING

Six-page leaflet with checklist

Answer 10 questions to gain insight into supply chain-related needs within your supply chain environment.

This is a useful and effective handout during events.

More information about the conditions and costs involved in developing a six-page leaflet is available on request.



Custom-made maps

In addition to the map of Europe created by Supply Chain Media, it is also possible to arrange production of a custom-made version of the map.

Examples:

1. Logistics Map Europe 2016

Positioning Venlo as most desirable logistics location of Europe

2. Global Trade Map by Amber Road

- World map with countries
- Colourised overview of different Free Trade Agreements (FTAs) with the European Union

3. Diageo Global Supply Chain Footprint Map

- Geographic overview of HQ, control towers, wholly owned and outsourced plants
- Locations of the breweries and distilleries of the main brands
- Diageo's supply chain facts in numbers

More information about the conditions and costs involved in developing a custom-made map is available on request.



Co-created specials

It is possible to arrange for a custom-made special to be designed and printed on request.

Examples:

1. Special Inspired-Search:

to reach European supply chain directors

2. Special Slimstock:

to reach the German market

3. Special ShipItSmarter:

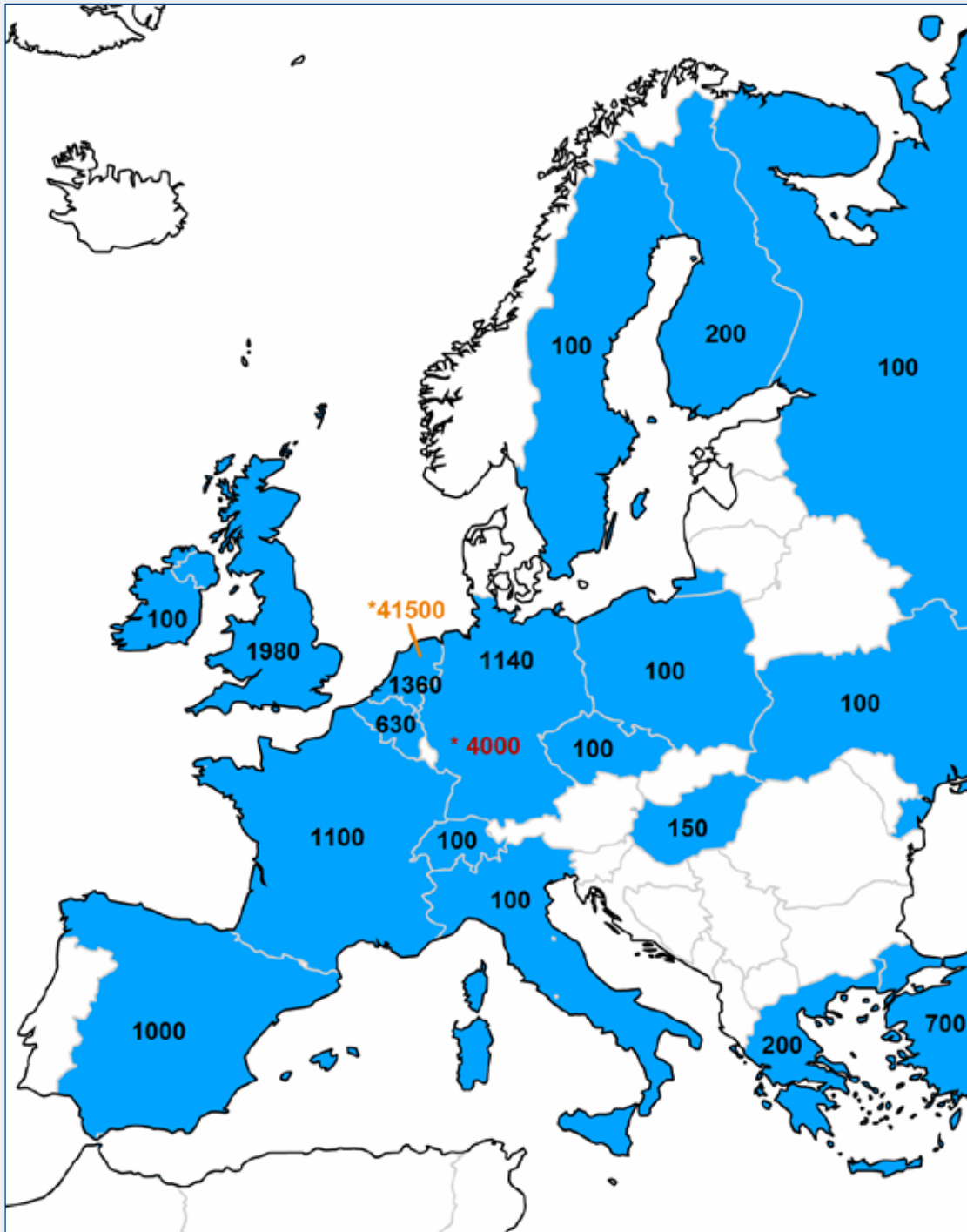
as a handout at European events

More information about the conditions and costs involved in developing a co-created special is available on request.



DISTRIBUTION TOTALS

for Supply Chain Movement (at events)



- Distribution of Supply Chain Movement in print (English)
- * Distribution of Supply Chain Magazine in print (Dutch)
- * Distribution of Supply Chain Movement Germany in print (German)

The figures indicate the number of copies per country in 2017. The management magazine Supply Chain Movement is distributed at international supply chain events with which Supply Chain Media has a partnership agreement. For detailed information about the events, please see pages 12 & 13.

DISTRIBUTION OF SUPPLY CHAIN MOVEMENT AT INTERNATI

Date	Event	Location	Organiser
23-25 January	Clinical Trial Supply Europe	London	IQPC
30 Jan. - 2 Febr.	16th annual Cool Chain Temperature Logistics	London	IQPC
1-2 February	Supply Chain Finance Summit	Frankfurt	BCR Conferences
8-10 February	13th Annual Advancing S&OP to Integrated Business Planning	Amsterdam	Marcus Evans
9-10 February	Logy Conference	Helsinki	Logy
13-14 February	4th Annual Innovations in Supply Chain Finance	Amsterdam	Marcus Evans
14-15 February	Trans-Log-Intermodal	Kalkar	Messe Kalkar
22-24 February	Operational Excellence	Barcelona	Axiom Groupe
27 Feb - 1 March	European Supply Chain Directors Forum	Munich	Accucore Group
28 February	Customer Delivery Conference	London	Global Insight Conferences Ltd
*March	Supply Chain Innovations	Antwerp	Value Chain
1 March	eWorld Purchasing & Supply	London	Revolution
1-2 March	Additive Manufacturing Forum	Berlin	IPM
1-3 March	3rd Annual Global Process Improvement & Operational Excellence Summit	Amsterdam	C-Parity
14-15 March	BME e-Lösungstage 2017	Düsseldorf	BME
14-16 March	LogiMAT	Stuttgart	EUROEXPO Messe- und Kongress GmbH
14-16 March	SITL	Paris	Reed Expo
15-16 March	Clinical Trial Supply Europe 2017	Barcelona	Arena international
15-16 March	Temperature Maintenance of Pharmaceuticals in Distribution	Barcelona	Arena international
16-17 March	18th European Logistics CIO Forum EU	Amsterdam	Eyefortransport
16-17 March	3rd World e-Commerce Summit	Berlin	Vonlanthen Group
20-21 March	Global ManuChem Strategies 2017	Berlin	We.Connect
20-23 March	2nd BME Global Pharma Supply Chain Congress	Frankfurt	BME
21 March	Turkey Trade & Export Finance Conference 2017	Istanbul	GTR
21-22 March	12th Advanced Edition of the Advanced Forum on Customs Compliance	Brussels	C5-Online
21-22 March	Logistics & Supply Chain Conference	London	Akabo Media
22-23 March	Financial Supply Chain	Barcelona	Axiom Groupe
23-24 March	GDP - Time & Temperature Controlled Bio/Pharma Logistics	Brussels	Business Dialogue
28 March	The Richmond Supply Chain Forum	Sutton Coldfield	Richmond Events
28-29 March	Home Delivery World Europe 2017	London	Terrapinn
28-30 March	Logichem	Amsterdam	WB Research
April	11th Hi-Tech & Electronics Supply Chain Summit	Munich	Eyefortransport
April	Supply Chain Management & Optimization Conference	Istanbul	Vector Event
4-6 April	Multimodal 2017	Birmingham	Multimodal
5-6 April	eDelivery Expo 2017	Birmingham	Clarion Events
5-6 April	Sedex Conference	London	Sedex
6 April	What's Going on in Retailing	Utrecht	Euroforum
18-20 April	TransRussia	Moscow	ITE Exhibitions
25-27 April	LogiPharma	Montreux	WB Research
May	International S&OP'17 Conference	Istanbul	Vector Event
9-12 May	Transport Logistics	München	Messe Munich Int.
10-11 May	ISC Turkey 2017	Istanbul	Integrated Supply Chain
10-11 May	3PL Conference	Forest of Arden	Akabo Media
16-17 May	ARC Industry Forum Europe 2017, Industry in Transition: Realizing the digital enterprise	Sitges - Barcelona	ARC Advisory Group
17-18 May	Internet of Supply Chain. Business Conference	Amsterdam	Internet of Business

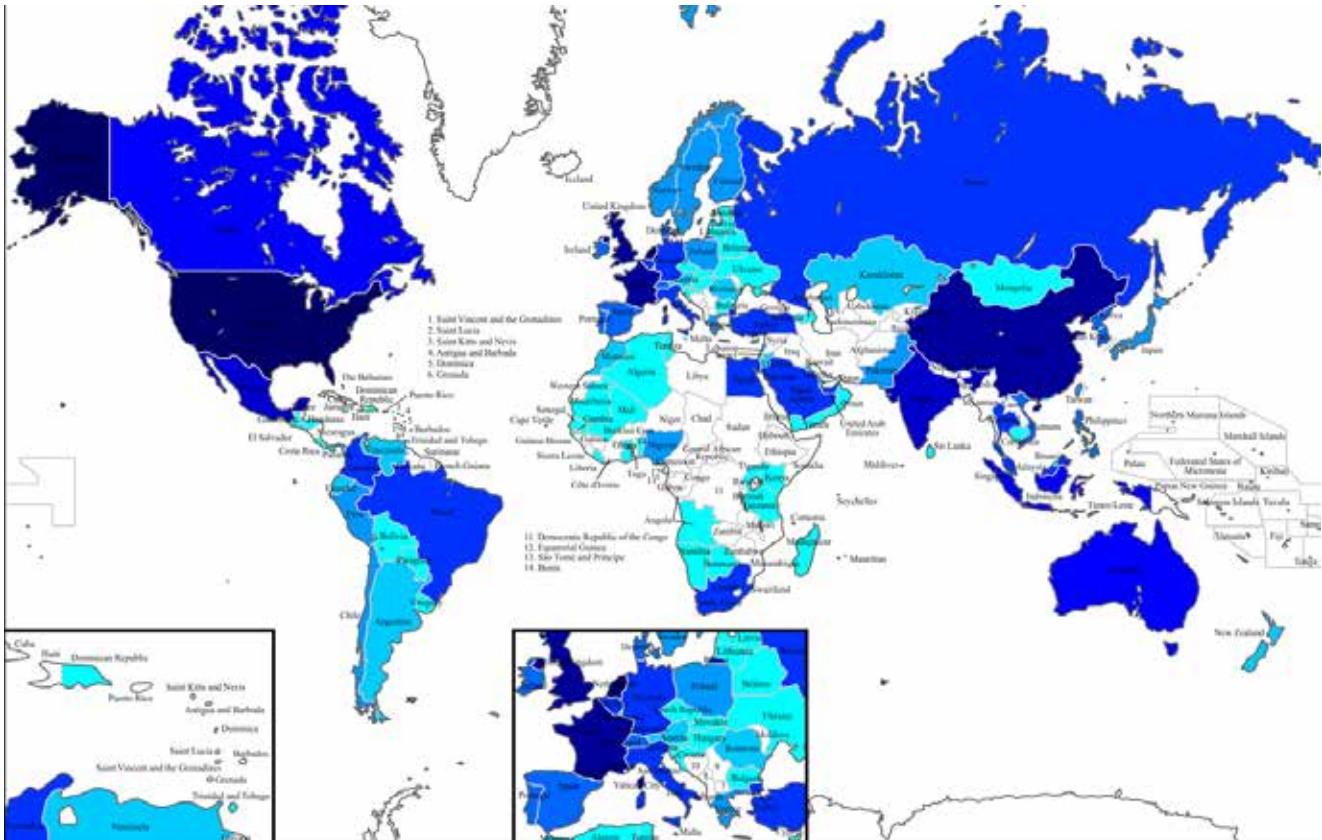
ONAL EVENTS IN 2017

Date	Event	Location	Organiser
18-19 May	11th annual Pharmaceutical Logistics	London	Smi-online
18-19 May	7th Annual Life Science Cold Chain & Temperature Controlled Logistics	Hamburg	Fleming Europe
22-23 May	Pharma Supply Chain & Logistics Innovation Programme	London	Worldbil
29-30 May	3rd Global Supply Chain Research Forum	Zaragoza (Spain)	ZLC
June	European Logistics & Supply Chain Conference	Brussels	Akabo Media
June	Effective Supply Chain Finance	Amsterdam	Eurofinance
5 June	CPO Event	Oxford	Global Business Intelligence
6-7 June	Flypharma	Brussels	Samedan Ltd
6-8 June	SIL 2017	Barcelona	El-Consorci
7-9 June	Manufacturing Leaders Forum	Munich	Accucore Group
14-16 June	Logistics & SCM, PLM, Manufacturing, and Procurement 2017	Amsterdam	WISPubS
19-21 June	SCL Europe	Barcelona	Clarion Events
26 June	EPE - European Procurement Excellence	Hamburg	BME
27-29 June	TOC Europe	Amsterdam	TOC-Events
11 July	Industrie 4.0	Stuttgart	BME
September	Omni-Channel Conference	London	Akabo Media
6-7 September	Supply Chain Conference	Stockholm	Opton
19-20 September	Etail Delivery Event	Amsterdam	WB Research
20-21 September	Gartner Executive SC Conference	London	Gartner
26 September	eWorld Procurement & Supply	London	Revolution
26-27 September	Exchainge, the Supply Chainers' Convention	Frankfurt	Huss-Verlag
26-27 September	9th Cool Logistics Global Conference	Guadacorte (Spain)	Cool Logistics
*October	End2End Supply Chain Conference	Dublin	Event Strategies
October	CSCO & 3PL Summit	TBD	Eyefortransport
9-10 October	Exchange summit: E-Invoicing: Accelerating Digitization in the Supply Chain	Barcelona	Exchange
17 October	The Supply Chain Forum	Luton	Richmond Events
17-18 October	LogiMed	Berlin	WB Research
25-27 October	34th International Supply Chain Conference	Berlin	BVL
25-27 October	TransUkraine	Kiev	ITE Exhibitions
26 October	4th CEE Procurement & Supply Forum	Prague	BME
26-27 October	Logistics Forum Italia	Gubbio	Richmond Events
*November	TransPoland	Warsaw	ITE Exhibitions
November	Production & Logistics Forum 2017	Berlin	IPM
November	The Procurement Summit	Manchester	Revolution
November	Translog Connect	Budapest	TEG Events
4-6 November	6th International Exhibition 'Supply Chain & Logistics'	Athens	0.Mind Creatives
7-8 November	Supply Chain Event	Paris	Reed Expo
8-10 November	Symposium Purchasing and Logistics	Berlin	BME
15-17 November	SC Forecasting & Planning Conference Europe	Amsterdam	IBF
15-17 November	Logitrans	Istanbul	Messe Munich Int.
22-23 November	ISC Europe 2017	TBD	Integrated Supply Chain
27-29 November	13th Annual European Manufacturing Strategies Summit	Berlin	Mark Allen Group
28-30 November	Logistica	Utrecht	Jaarbeurs
December	Annual Purchasing Conference	Archamps	EIPM

*Still to be confirmed for 2017. All events are subject to confirmation of a media partnership agreement.

**Members of the Supply Chain Media team will definitely be present at the events printed in bold type.

SUPPLY CHAIN MEDIA APP (iOS & Android mobile devices)



Supply Chain Media app

The Supply Chain Media app was launched in 2011 for iOS and Android mobile devices.

This app provides access to the following:

- Live agenda of all the upcoming Supply Chain events in Europe
- Latest tweets from @SCMedia Talks
- A webshop to purchase products and tickets
- News feeds about the latest Supply Chain trends
- Improved categorization of the magazines in different languages

App downloads

The app has so far been downloaded over 12,000 times in 111 different countries. The map of the world shows the international spread of those downloads. The darker the colour, the higher the number of downloads in that country.



Top 10 countries worldwide

Downloads of the Supply Chain Media app:

Country	Downloads
United States	2746
China	931
India	348
Mexico	304
Canada	290
Australia	283
Singapore	218
Thailand	187
Brazil	185
Saudi Arabia	184

Top 10 countries EU

Downloads of the Supply Chain Media app:

Country	Downloads
Netherlands	1570
France	808
United Kingdom	525
Germany	189
Russian Federation	177
Belgium	168
Turkey	143
Italy	139
Spain	98
Switzerland	88

supplychainmagazine.nl

At www.supplychainmagazine.nl the focus is on short, supply chain-related news items.

Monthly averages

■ 24,400 pageviews ■ 12,900 visitors ■ 8,800 unique visitors

Source of visits

- 55% via Google
- 30% direct (via the SCM Update e-newsletter)
- 11% via social media (92% via LinkedIn)
- 4% via other websites



supplychainmovement.com

www.supplychainmovement.com is focused on the international market, and primarily on supply chain decision-makers. The website meets an international need for a clear overview of developments including practical and relevant information for the target group.

Monthly averages

■ 12,000 pageviews ■ 6,700 visitors ■ 5,400 unique visitors

Source of visits

- 67% via Google
- 16% direct (via the SCM Update e-newsletter)
- 11% via social media (88% via LinkedIn)
- 6% via other websites



Online advertising

The websites supplychainmagazine.nl and supplychainmovement.com offer various ways of improving your visibility among visitors. There are two types of banner options:

- Medium Rectangle: This is visible on every page of the portal. There are a total of 5 different positions, each of which is a carousel made up of max. 3 banners.
- Banner: The banner is displayed in a prominent position on the home-page of the portal. A total of 3 banners can be displayed one beneath the other.



Whitepaper downloads

Whitepaper downloads can be made available through the www.supplychainmagazine.nl and www.supplychainmovement.com portals for lead generation purposes.

Listed on the website for a 4-week period in the 'Reports' section.

Contact details of leads, such as name, company name, job title, e-mail address and country, are collected and mailed to the customer as a list at the end of the agreed period.

Since the end of 2013, Supply Chain Media has generated more than 18,000 leads.

SCM Update e-newsletter

SCM Update is the weekly e-newsletter in the Dutch language about the trends in supply chain management, including input from trendwatchers and social media. Topics:

- trends
- business cases
- blogs & opinions
- book reviews
- career moves
- studies & reports
- events
- job vacancies
- visuals

The SCM Update e-newsletter currently has over 4,000 subscribers.

SCM Update Europe e-newsletter

SCM Update Europe is the monthly international e-newsletter about the trends in supply chain management, including input from trendwatchers and social media. Topics:

- trends
- business cases
- blogs & opinions
- book reviews
- interviews
- studies and reports
- events
- visuals

The SCM Update Europe e-newsletter currently has over 2,400 subscribers.

Job vacancies

It is possible to post job vacancies within the supply chain sector at the level of Supply Chain Manager and higher (bachelor-plus level) on the Supply Chain Media websites. The vacancy advertising package comprises:

- Placement of a vacancy text (±300 words)
- Inclusion of a logo (260x260 px)
- Six-week listing in the 'People' section on the Supply Chain Media portals
- One-off listing in the SCM Update e-newsletter
- Promotion in the Supply Chain Media LinkedIn groups



ONLINE SPECIFICATIONS AND RATES 2017

Online

ONLINE ADVERTISING RATES 2017*

Portal: www.supplychainmagazine.nl / www.supplychainmovement.com

Material	Price	Material deadline
Medium rectangle	€ 750,- p.m.	3 days before insertion date
Banner placed on the left hand side column	€ 450 p.m.	3 days before insertion date

E-NEWSLETTER: SCM UPDATE / SCM UPDATE EUROPE*

Material	Price	Material deadline
Advertorial	€ 500,- p.m.	4 days before insertion date
Full banner	€ 500 p.m.	4 days before insertion date

PORTAL: WWW.ITSUBWAYMAP.COM*

Material	Price	Material deadline
Deep link	€ 500,- for 6 months	4 days before insertion date
Pop-up banner incl. deep link	€ 1.500 for 6 months	4 days before insertion date

WHITEPAPER DOWNLOADS*

Material	Price	Material deadline
Low-res PDF + cover JPEG + Introduction of ± 150 words	€ 1.500,- for 4 weeks	4 days before insertion date

JOB VACANCIES*

Material	Price	Material deadline
Text in MS word, incl. link + logo of the company	€ 750 per job vacancy	4 days before insertion date

SIZES IN PIXELS (HEIGHT X WIDTH)

PORTALS WWW.SUPPLYCHAINMAGAZINE.NL / WWW.SUPPLYCHAINMOVEMENT.COM

1: Medium rectangle 300 x 250 pixels, WxH, + URL, GIF or JPEG file, max 250kb

2: Banner 720 x 150 pixels, WxH, + URL, GIF or JPEG file, max 250kb

E-NEWSLETTER: SCM UPDATE / SCM UPDATE EUROPE

A: Advertorial max. 200 characters, incl. spaces and punctuation marks

B: Full banner 400 x 60 pixels, W x H, + URL, GIF or JPEG file, max 20kb



* All rates are excluding 21% VAT

INTERACTIVE TOOLS

SCM IT Subway Map

The supply chain software market is changing all the time. For manufacturers, wholesalers, retailers and logistics service providers who are looking for a suitable solution, it remains difficult to make true comparisons between software vendors. Therefore, in 2009, Supply Chain Media launched the "IT Subway Map" to provide a clear, at-a-glance overview of the vendors who are specialised in the various types of supply chain software (ERP, WMS, TMS, etc.). The SCM editorial team designs the map independently, based on the number of implementations and revenue percentage per software solution (including required threshold levels), company size and positioning with respect to competitors. In order to be included on the European edition of the SCM IT Subway Map, vendors must have their own offices in several European countries.

Proposal for comprehensive profile of supply chain software vendors

To enable software vendors to promote themselves extensively, Supply Chain Media offers a total, multichannel marketing communication solution. The profile comprises:

In print:

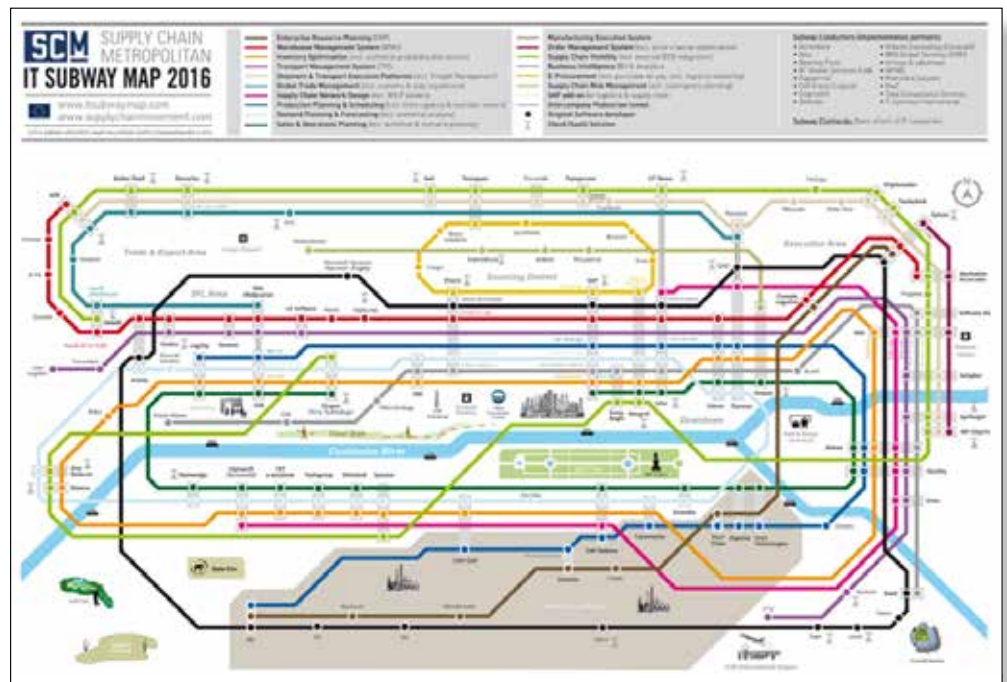
- Interview with the director of the software vendor about the company's history, evolution and vision (3-4 pages).
- Interview feature with a supply chain professional from one of the company's leading software customers (=users) in Europe (3-4 pages).
- Combination of both interviews in a separate special edition including the recognisable SCM cover additionally featuring the customer's and vendor's logos and with the vendor's advertisement on the outside back cover (8-12 pages, print run of 500 copies).
- Publication of the interview feature as an editorial article in Supply Chain Magazine (NL) and/or Supply Chain Movement (Europe) depending on the type of customer.

Online/digital:

- Digital publication of the special edition in the SCM app for iPads and Android tablets (>12,000 users worldwide).
- Online publication of the special edition in PDF format for download from the Supply Chain Magazine (NL) and/or Supply Chain Movement (Europe) website(s) for generation of leads including contact details.
- Online publication of the vendor profile and customer case on www.ITsubwaymap.com.

Marketing:

- LinkedIn announcement about the special edition to more than 23,000 group members globally
- Advertorial about the special edition in Supply Chain Movement's monthly e-mail newsletter
- Release of abovementioned content for company's own use, including in other media channels.



Cost of comprehensive vendor profile: available on request

www.itsubwaymap.com

Supply Chain Satellite

Two factors determine a shipper's outsourcing strategy: the complexity of the supply chain and its added value. So say DSV Solutions, Districon, Nyenrode and Supply Chain Media, the four partners who have developed an outsourcing strategy assessment tool called 'Satellite'. With the complexity of the supply chain as one axis and the added value of the supply chain as the other, a four-quadrant matrix is formed. This online self-assessment tool enables shippers to plot their position on the matrix in the space of just ten minutes. Each quadrant represents a different type of buyer. The tool is free to use and can be found on www.supplychainsatellite.com. Participants receive a report containing their results for future reference.



SUPPLY CHAIN MEDIA EVENTS

Supply Chain Day

The Supply Chain Day is an intensive and interactive day covering various aspects of the supply chain sector in The Netherlands. The Supply Chain Day kicks off at 12:30 with a lunch, followed by a number of different workshops in smaller groups, which run from 13:30-16:00. The workshops are held by and/or in collaboration with partners of Supply Chain Media and are specifically targeted at supply chain managers within manufacturing, wholesale and retail.

For more information, send an e-mail to: info@supplychainmedia.nl



Preliminaries of the Supply Chain Professional of the Year

The preliminaries of the Supply Chain Professional of the Year award entail 4 candidates pitching their projects in front of an audience and a judging panel.

For more information, please send an email to info@supplychainmedia.nl



Supply Chain Professional of the Year Award

The Supply Chain Professional Award is an initiative of Supply Chain Media in collaboration with recruitment and selection company BLMC. The award was launched in 2008 to recognise and reward supply chain professionals in The Netherlands who have demonstrated particular expertise or excellence in a supply chain environment.

The aim of the Supply Chain Professional Award is to:

- offer a valuable networking opportunity to supply chain professionals (NL)
- reward a supply chain professional (NL) who has achieved the very highest standards
- highlight the importance of supply chain management excellence

For more information, visit the website: www.supplychainprofessional.nl



Supply Chain Trend Dinner

In a relaxed setting, several experts pitch their visions of trends in between the courses of a high-end standing buffet. This event is the perfect opportunity to network and exchange knowledge with fellow supply chain professionals only – no consultants or interim managers are present (apart from those experts presenting sponsored pitches).

For more information, send an e-mail to: info@supplychainmedia.nl



Seaside Supply Chain Summer Summit

Together with Pure Birds and De Baak, institute for leadership, entrepreneurship and personal development, Supply Chain Media will organize for the first time a two-day working summit for supply chain professionals in Noordwijk at sea on August 31st to September 1st. The purpose of this summit is gaining leadership and stay connected with peers in order to get a handle of your future.

For more information, send an e-mail to: info@supplychainmedia.nl



BUSINESS CLUBS

SCM Professionals Club (NL)

In order to bring supply chain managers/directors into contact with external peers and enable them to share practical experiences, Supply Chain Media set up the SCM Professionals Club in early 2012. By regularly checking which topics are on club members' supply chain agendas, SCM is able to offer the members of its Professionals Club relevant meetings in the shape of roundtables, workshops, inspirational sessions and company visits. This is all done in an informal atmosphere, free from commercial concerns, where members can inspire each other with practical ideas. To safeguard its exclusivity and keep it to a manageable size, the SCM Professionals Club is limited to a maximum of 150 members.



For more information and details of the membership benefits, please visit the website: www.supplychainprofessional.nl/club/

SCM Executive Club Europe

Bringing together Supply Chain VPs from a broad range of manufacturing, wholesale and retail companies across Europe, in order to offer them an exclusive and confidential peer network at EMEA level.

From Sharing Information:

Experience – Knowledge – Contacts – Data

To Time-sharing Resources:

People – Facilities – Software – Benefits



Deepen Your Personal Supply Chain Network

Membership of the SCM Executive Club Europe is personal and by invitation only for individuals who typically hold the position of VP Supply Chain Global or EMEA.

For more information, send an e-mail to: info@supplychainmedia.nl



DEEPEN YOUR PERSONAL SUPPLY CHAIN NETWORK

The SCM Executive Club Europe provides VP's Supply Chain EMEA an exclusive and confidential peer network through Time-Share sessions. A membership guarantees more relationship-building and practical answers to professional questions regarding strategic and operational supply chain issues.



More information:

Martijn Lofvers (CEO Supply Chain Media) Mobile: +31 (0) 6 - 54 76 13 83 E-mail: martijn.lofvers@supplychainmedia.nl

WORKSHOPS

Workshop: Supply Chain Strategy Mind Mapping

Many companies are unclear about their business strategy: which mountain are we trying to climb, and why? It is crucial to find the best route to the top, translated into effective supply chains and communicated throughout the entire organisation.

Use of a mindmap

Developing a strategic supply chain mindmap helps to identify obstacles and illustrate each discipline's role in overcoming them. Completing this strategic and operational cycle periodically can help to ensure a company's success, both today and in the future.

Objective of cross-functional 1-day workshop

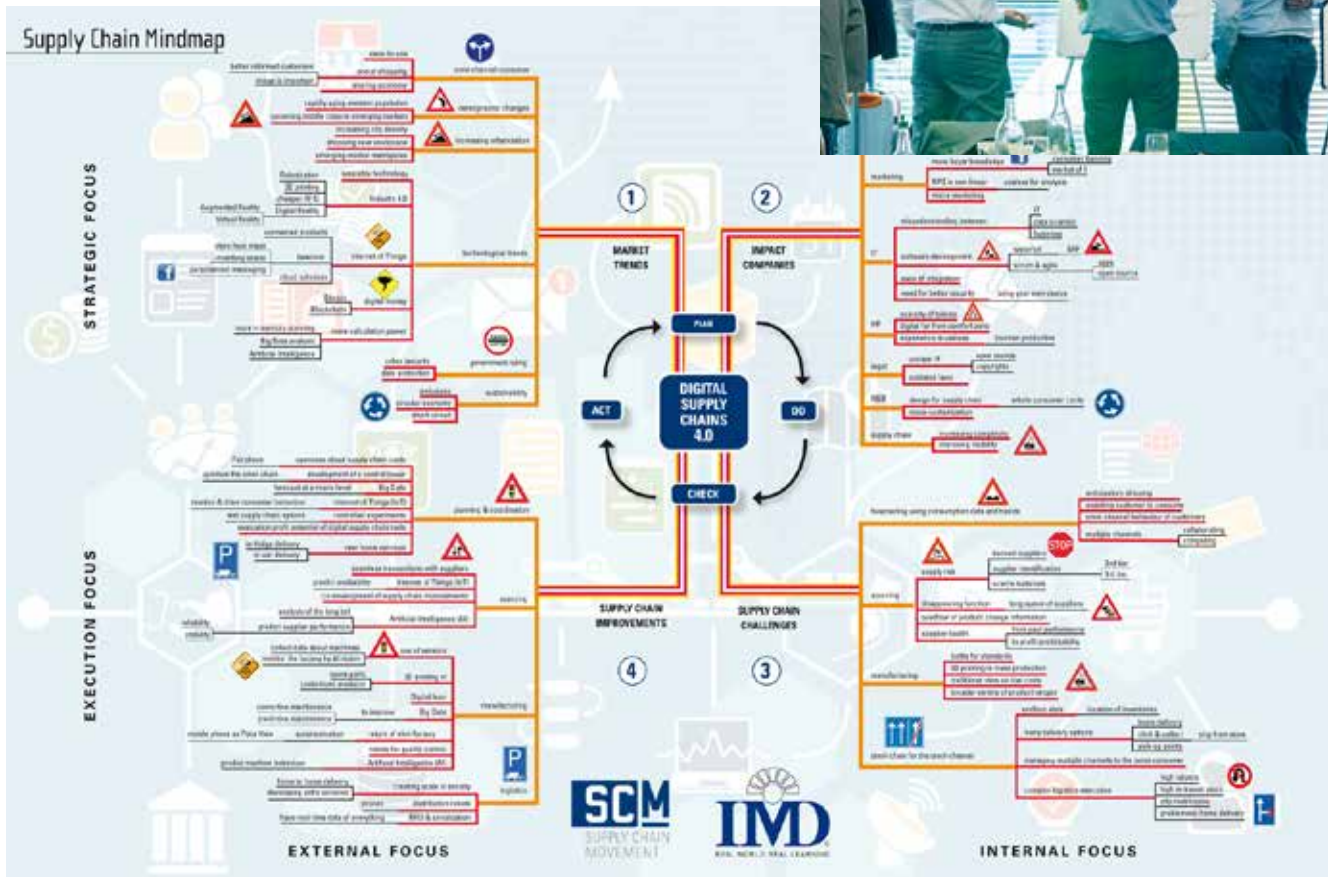
1. Create a practical mindmap to give an overview of the company or divisional mission with:
 - a. Most relevant market trends for the company
 - b. Impact of these on the business functions of the company
 - c. Supply chain challenges of the company
 - d. Key supply chain-related and cross-functional projects
2. Deliver prioritisation of projects with collaboratively agreed SMART targets.

Deliverables:

1. A moderator with experience as a Strategy Mindmap Coach, like Martijn Lofvers
2. A3-format mindmap with:
 - a. a total overview of supply chain projects
 - i. for the company, category or region
 - ii. with the KPI's and Targets
3. A custom-designed mindmap, printed in 100 copies

Total Costs:

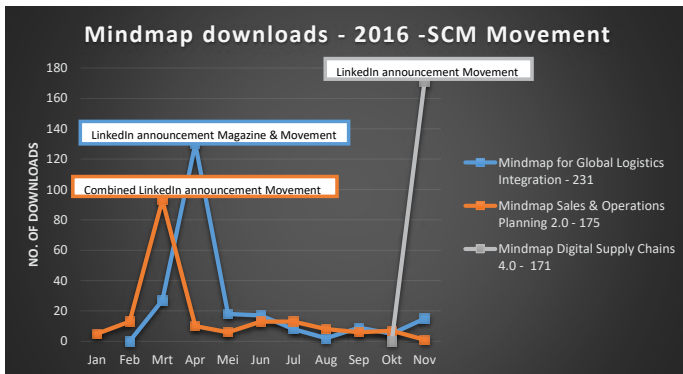
€ 7,500 (excluding VAT, flight tickets & hotel accommodation)



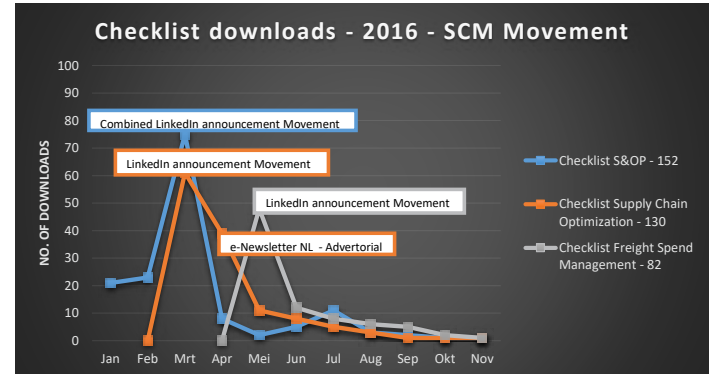
LEAD GENERATION - BEST PRACTICES

Mindmaps and whitepapers are available for download on the www.supplychainmagazine.nl and www.supplychainmovement.com websites. When the downloadable documents are promoted through an announcement on LinkedIn, the number of downloads increases significantly, as the charts below clearly illustrate. Since the end of 2013, Supply Chain Media has generated more than 18,000 leads.

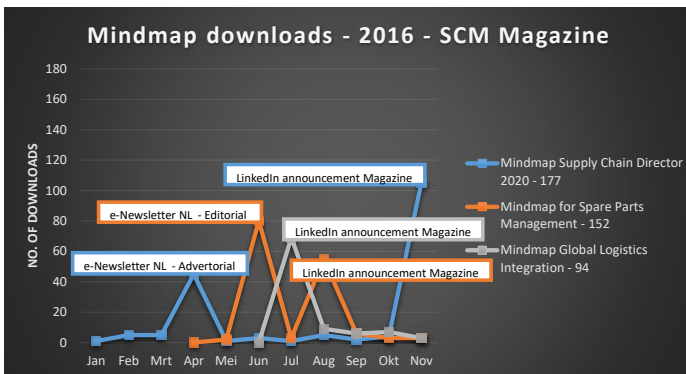
Mindmap downloads (worldwide)



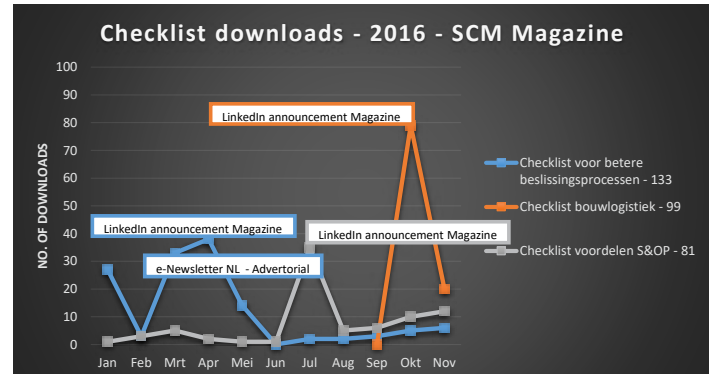
Checklist downloads (worldwide)



Mindmap downloads (NL)



Checklist downloads (NL)

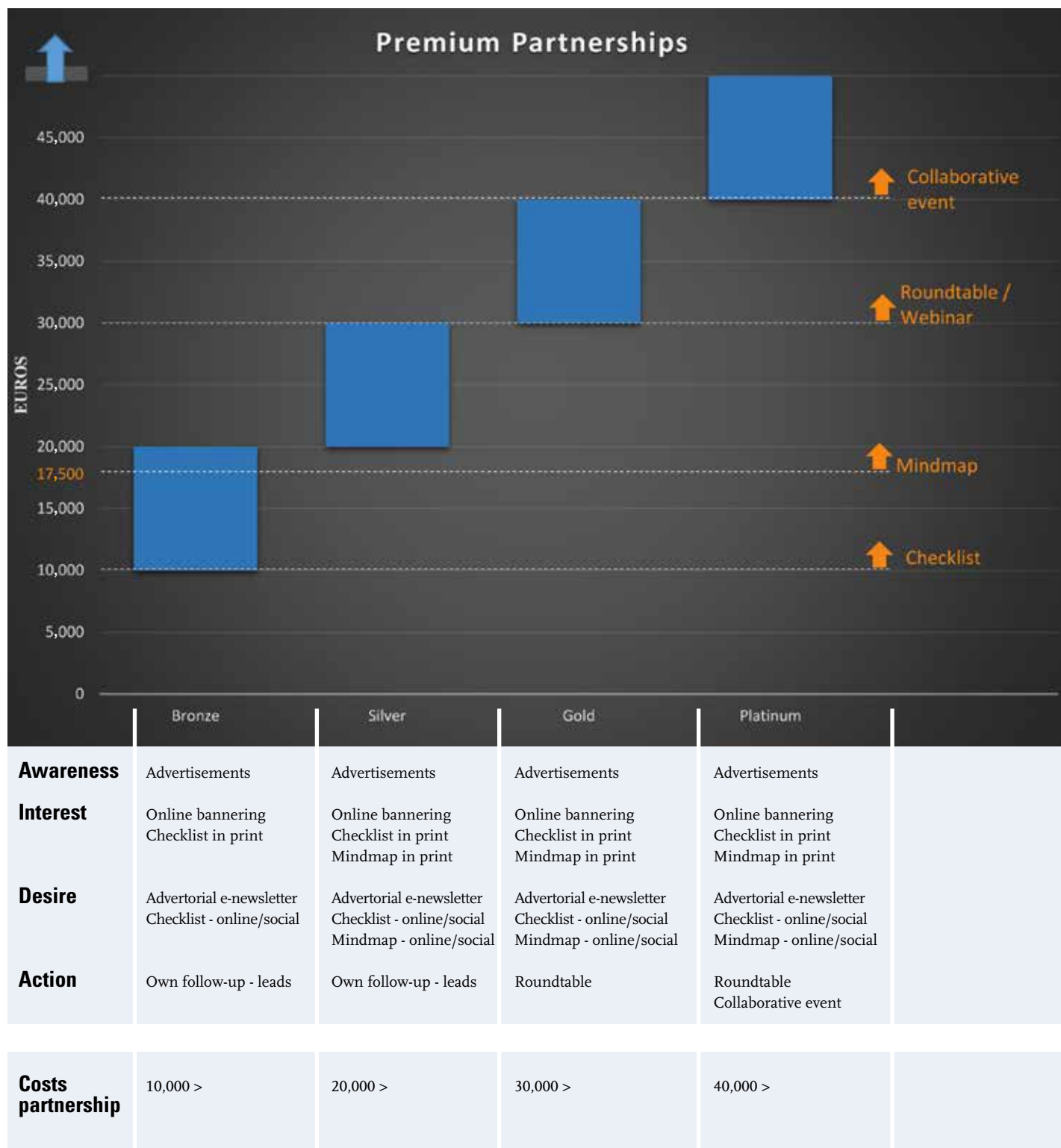


Based on the download statistics from 2015 and 2016, we can conclude that it doesn't matter if a whitepaper is already a year old – as soon as it is promoted again via social media it achieves roughly the same number of downloads as it did the first time around.

Just some examples that illustrate this include:

- Mindmap for Sales & Operations Planning 2.0 - Supply Chain Movement
 - Downloads in 2015: 174
 - Downloads in 2016: 175
- Checklist for Transport Management - Supply Chain Magazine
 - Downloads in 2015: 57
 - Downloads in 2016: 73
- Mindmap for End-to-End Supply Chain Traceability - Supply Chain Magazine
 - Downloads in 2015: 65
 - Downloads in 2016: 83

PREMIUM PARTNERSHIPS (custom-made)



SCM SUPPLY CHAIN MEDIA

Matching Supply Chain Professionals



www.supplychainmedia.eu