SUPPLY CHAIN MEDIA

Company Kit 2019

Connecting

with Supply Chain Professionals in the Netherlands, in Europe and beyond
Purpose

We believe that the role of the supply chain discipline is to ensure that the commercial promise to the customer is fulfilled. We believe that sharing information and time-sharing resources in the supply chain can avoid wasting time, effort, energy, material and money.

Informing

Since being founded in 2006, the company Supply Chain Media has generated a wealth of strategic yet practical knowledge by interviewing numerous supply chain directors, senior executives and managers. We share the resulting insights in print and digitally (for tablets, laptop and desktop computers) in our Dutch-language publication Supply Chain Magazine and in the English-language Supply Chain Movement, our magazine with a unique European focus. As firm believers in ‘less is more’, we don’t overwhelm our readership with hollow press releases. Instead, we filter the industry news for our readers and condense useful knowledge into practical self-assessments and checklists. Our 1-minute educational videos and 4-minute event vlogs are deliberately kept so short to hold the audience’s attention.

Visualizing

Thanks to many years of experience in the publishing business, we know that visualization is the most effective way of communicating complex knowledge. That’s why we have designed various subway maps visualizing the Dutch and European markets of software vendors, logistics service providers and consulting firms. Meanwhile, each of our schematized mind maps covers all the relevant aspects of a specific supply chain topic or industry development.

Connecting

Last but not least, we engage professionals through webinars held in conjunction with our Premium Partners. With creative workshop formats, such as a business war game or Lego commerce futurization, we inspire the members of our Dutch SCM Professionals Club and our SCM Executive Club Europe. By connecting supply chain decision-makers and professionals, both to each other and to relevant vendors and service providers, we are taking the supply chain management profession to a whole new level – throughout Europe and beyond.
In 1984, the organizational psychologist David A. Kolb, published his learning cycle describing the principle that a person is learning through discovery and experience. Kolb’s cycle starts for a supply chain professional with concrete experiences, at work doing projects or having meetings. The second stage in the cycle is that of reflective observation, stepping back from work usually by reading a supply chain magazine at home especially in the weekends. Abstract Conceptualization is the process of making sense of what is happening in business and supply chains. At this stage the supply chain professional is checking his or her ideas with peers at events, like workshops, seminars and webinars.

Kolb’s learning cycle of the supply chain professional coincides with the AIDA steps in modern marketing and advertising by a vendor. The AIDA acronym stands for Awareness, Interest, Desire, and Action. Awareness is created by an attractive advertisement with a surprising or provocative image or by a testimonial of a well-known company. A co-created checklist, roadmap or mind-map in a supply chain magazine will trigger the interest. By pushing this desired content in newsletters and through social media, the supply chain professional is persuaded to download the content piece for personal use. Inviting this generated leads for an event, like a workshop, a seminar or a webinar, brings the professionals into action to join.
Supply Chain Magazine (Dutch)

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

Published: 8 times a year
Circulation: 5,000 per edition
2,500 in print
2,500 digital version for PC and tablets

Regular content: Cover interview with Supply Chain Director/VP, News & Background, Opinion, event coverage in Snapshots, market overview visualized in subway maps, topic explained in checklist, mindmap and/or roadmap, extensive management article with several case studies, survey results visualized in Facts & Figures, innovations in Tools & Technology, Career Moves, community news.

Primary target audience
- Chief Supply Chains Officer, COO
- VP Supply Chain
- Supply Chain / Logistics Director
- Supply Chain / S&OP Manager
- Logistics / Production /Purchasing Manager
- Distribution Manager
- Supply Chain Planner

Primary industries
- Manufacturer* with 50-plus employees
- Wholesaler with 20-plus employees
- Retailer with 100-plus employees

Secondary target group
- Logistics Service Providers
- Consultancy firms
- Software vendors
- Materials handling vendors
- Recruitment agencies
- Universities & Students

EDITORIAL PROGRAM SUPPLY CHAIN MAGAZINE IN 2019

<table>
<thead>
<tr>
<th>No.</th>
<th>Theme</th>
<th>Closing Date</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Start-ups and Innovation</td>
<td>January 25</td>
<td>February 15</td>
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<tr>
<td>2</td>
<td>From S&amp;OP to IBP</td>
<td>March 1</td>
<td>March 22</td>
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<tr>
<td>3</td>
<td>Logistics Outsourcing (3PL &amp; 4PL) (+ 3PL Subway Map)</td>
<td>April 5</td>
<td>April 28</td>
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<td>4</td>
<td>Digitalization &amp; Trends (incl. trend interviews)</td>
<td>May 31</td>
<td>June 21</td>
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<td>5</td>
<td>Sustainable Supply Chains</td>
<td>August 23</td>
<td>September 13</td>
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<tr>
<td>6</td>
<td>End-to-End Supply Chain Visibility (+ SCM IT Subway Map)</td>
<td>September 20</td>
<td>October 11</td>
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<tr>
<td>7</td>
<td>Globalization &amp; Location Footprint</td>
<td>October 25</td>
<td>November 15</td>
</tr>
<tr>
<td>8</td>
<td>Talent Management (+Consulting Subway Map &amp; SCM Map Europe)</td>
<td>November 22</td>
<td>December 13</td>
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ADVERTISING RATES 2019

<table>
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* all rates are excluding 21% VAT

SIZES ADVERTISEMENTS 2019 IN MM (WIDTH X HEIGHT)

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>A: 2-page spread (excl. 5 mm bleed)</td>
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</tr>
<tr>
<td>B: Full page (excl. 5 mm bleed)</td>
<td>210 x 297 mm (width x height)</td>
</tr>
<tr>
<td>C: ½ page horizontal (excl. 5 mm bleed)</td>
<td>182 x 134 mm (width x height)</td>
</tr>
<tr>
<td>D: ½ page vertical (excl. 5 mm bleed)</td>
<td>88 x 276 mm (width x height)</td>
</tr>
<tr>
<td>Advertisement on poster (IT, 3PL, etc.)</td>
<td>100 x 100 mm (width x height)</td>
</tr>
</tbody>
</table>
Supply Chain Movement (English)

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

Published: 4 times a year
Circulation: 5,500 per edition
2,500 in print*
2,500 digital version for PC and tablets

*Depending on distribution at European supply chain conferences with which Supply Chain Media has a media partnership agreement.

Regular content: Cover interview with Supply Chain Director/VP, News & Background, event coverage in Snapshots, market overview visualized in subway maps, topic explained in checklist, mindmap and/or roadmap, extensive management article with several case studies, survey results visualized in Facts & Figures, innovations in Tools & Technology, personal interview with a supply chain executive about his or her agenda.

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EDITORIAL PROGRAM SUPPLY CHAIN MOVEMENT IN 2019

<table>
<thead>
<tr>
<th>No.</th>
<th>Theme</th>
<th>Closing Date</th>
<th>Publication Date</th>
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<tr>
<td>Q1</td>
<td>Start-ups and Consulting (+ Consulting Subway Map)</td>
<td>February 8</td>
<td>March 1</td>
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<td>Q2</td>
<td>From S&amp;OP to IBP (+ SCM IT Subway Map Europe)</td>
<td>April 19</td>
<td>May 10</td>
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<tr>
<td>Q3</td>
<td>Digitalization and Sustainability</td>
<td>September 6</td>
<td>September 27</td>
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<td>Q4</td>
<td>End-to-End Supply Chain Visibility (+ 3PL Subway Map)</td>
<td>November 9</td>
<td>November 29</td>
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ADVERTISING RATES 2019

<table>
<thead>
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<td>€ 2,650</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>Ad slot on poster</td>
<td>€ 1,650</td>
<td>€ 1,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* all rates are excluding 21% VAT</td>
<td></td>
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<td></td>
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</tbody>
</table>

SIZES ADVERTISEMENTS 2019 IN MM (WIDTH X HEIGHT)

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</thead>
<tbody>
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<td>100 x 100 mm</td>
</tr>
</tbody>
</table>

* Depending on distribution at European supply chain conferences with which Supply Chain Media has a media partnership agreement.
2. Interest: online in the Netherlands

SupplyChainMagazine.nl (Dutch)

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

Newsletter

- Frequency: weekly
- Send date: Sunday at 9am CET
- Subscribers: 5,800
- Opening ratio: 20-25%

Website (per month)

- Page views: 20,700
- Visitors: 11,300
- Unique: 9,700

Source visits:
- Direct: 45%
- Organic: 40%
- Social Media: 5%
- Email newsletter: 6%
- Other websites: 3%

Linked Group

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

Online specifications and rates 2019

ONLINE ADVERTISING RATES*
Portal: www.supplychainmagazine.nl / www.supplychainmovement.com

<table>
<thead>
<tr>
<th>Material</th>
<th>Price</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium rectangle</td>
<td>€ 800 per month</td>
<td>3 days before insertion date</td>
</tr>
<tr>
<td>Banner</td>
<td>placed on the left hand side column</td>
<td>€ 500 per month</td>
</tr>
</tbody>
</table>

E-NEWSLETTER: SCM UPDATE / SCM UPDATE EUROPE*

<table>
<thead>
<tr>
<th>Material</th>
<th>Price</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial</td>
<td>€ 550 per placement</td>
<td>4 days before insertion date</td>
</tr>
<tr>
<td>Full banner</td>
<td>€ 550 per placement</td>
<td>4 days before insertion date</td>
</tr>
<tr>
<td>Banner block</td>
<td>€ 550 per placement</td>
<td>4 days before insertion date</td>
</tr>
</tbody>
</table>

PORTAL: WWW.ITSUBWAYMAP.COM*

<table>
<thead>
<tr>
<th>Material</th>
<th>Price</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep link</td>
<td>€ 500 for 6 months</td>
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</tr>
<tr>
<td>Pop-up banner incl. deep link</td>
<td>€ 1,500 for 6 months</td>
<td>4 days before insertion date</td>
</tr>
</tbody>
</table>

* All rates are excluding 21% VAT
2. Interest: online internationally

SupplyChainMovement.com (English)

At www.supplychainmovement.com the focus is 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.

Website (per month)

<table>
<thead>
<tr>
<th>Page views</th>
<th>17,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>9,200</td>
</tr>
<tr>
<td>Unique</td>
<td>9,100</td>
</tr>
</tbody>
</table>

Source visits:
- Direct: 18%
- Organic: 64%
- Social Media: 11%
- Email newsletter: 4%
- Other websites: 3%

Newsletter

<table>
<thead>
<tr>
<th>Frequency</th>
<th>bi-weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send date</td>
<td>Sunday at 11am CET</td>
</tr>
<tr>
<td>Subscribers</td>
<td>10,300</td>
</tr>
<tr>
<td>Opening ratio</td>
<td>20-25%</td>
</tr>
</tbody>
</table>

Countries

- 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
- Argentina: 200
- Australia: 342
- UAE: 308
- Other: 9364

Online specifications and rates 2019

WHITEPAPER DOWNLOADS*

<table>
<thead>
<tr>
<th>Material</th>
<th>Price</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-res PDF + cover JPEG + Introduction of ± 150 words</td>
<td>€ 1,500 for 4 weeks</td>
<td>4 days before insertion date</td>
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</table>

JOB VACANCIES*

<table>
<thead>
<tr>
<th>Material</th>
<th>Price</th>
<th>Material deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text in MS word, incl. link + logo of the company</td>
<td>€ 750 per job vacancy</td>
<td>4 days before insertion date</td>
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SIZES IN PIXELS (WIDTH X HEIGHT)

PORTALS WWW.SUPPLYCHAIN MAGAZINE.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 564 x 115 px + URL, GIF or JPEG file, max 20kb
C. Banner block 264 x 220 px +URL, GIF or JPEG file, max 20kb

VIDEO

<table>
<thead>
<tr>
<th>Material</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCM Minute</td>
<td>€ 1,000</td>
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<tr>
<td>SCM Message</td>
<td>€ 1,000</td>
</tr>
<tr>
<td>SCM Commercial</td>
<td>€ 2,000</td>
</tr>
</tbody>
</table>

* All rates are excluding 21% VAT
3. Desire: lead generation

In the Netherlands

Leads generated
Total number* of leads generated in Benelux in 2018: 2,142
*numbers from January to November 2018

Top 5 downloads mind maps in 2018

- Mindmap for S&OP & IBP
- Mindmap Inventory Management
- Mindmap Returns Management
- Mindmap Order Management 2018

Top 5 downloads check-lists in 2018

- Checklist Seamless Supply Chain Execution
- Checklist for Analysis Distribution Networks
- Checklist Demand Driven Warehouses
- Checklist for Inventory Management
- Checklist for Connected Planning

Internationally

Leads generated
Total number* of leads generated worldwide in 2018: 4,561
*numbers from January to November 2018

Top 5 downloads mind maps in 2018

- Global Trade Map 2018
- Mindmap Order Management 2018
- Mindmap for Supply Chain Network Redesign
- Mindmap Continuous Supply Chain Learning
- Mindmap High-Tech Supply Chain 4.0

Top 5 downloads check-lists in 2018

- Checklist for an S&OP Mindset
- Checklist IBP
- Checklist Supply Chain Segmentation
- Checklist 10 questions about Demand Planning
- Checklist S&OP
4. Action: events in the Netherlands

Dutch spoken events

Supply Chain Professional of the Year Award

The Supply Chain Professional Award is an initiative of Supply Chain Media in collaboration with recruitment agencies BLMC and Inspired-Search. The award was launched in 2008 to recognize and reward supply chain directors in The Netherlands who have demonstrated particular expertise or excellence in a supply chain environment.

Dates:
9 April 2019  Pre-election Supply Chain Professional 2018 at Nyenrode Business University
26 June 2019  Finals election Supply Chain Professional 2018 in Fort bij Vechten, Bunnik

Supply Chain Trend Dinner

In a relaxed setting, several experts pitch their visions of trends in between the courses of a high-end walking dinner. This event is the perfect opportunity to network and exchange knowledge with 60 to 70 supply chain directors only – no consultants or interim managers are present (apart from those experts presenting sponsored pitches).

Date: 28 August 2019

Company visit workshop
SCM Professionals Club Netherlands

3x per year Supply Chain Magazine organizes a factory or warehouse visit with an interactive workshop for the members of the SCM Professionals Club Netherlands.
The finals of the 2nd European Supply Chain Start-up Contest will be held on 22 May 2019, once again during the inNOWvate Supply Chain Event in Amersfoort, the Netherlands. Independent companies with a supply chain app or platform and founded no earlier than 2013 are welcome to enter this prestigious contest.

Next to start-ups and scale-up company, technology vendors will show drones, robots and 3D printing and innovative software vendors and service providers will show their solutions to an audience of 300 internationally oriented supply chain decision makers.

**Sponsor packages inNOWvate**

- **Bronze (max 4)**: € 5,000
- **Silver (max 3)**: € 7,500
- **Gold (max 3)**: € 9,500
- **Platinum (excl.)**: € 11,500

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**Webinar example**

Riskmethods and Supply Chain Movement have created a mindmap for supply chain risk management, outlining the route with road signs indicating the potential hazards along the way. During a webinar, industry expert and Riskmethods founder Heiko Schwarz presented this mindmap and explained to translate this roadmap into successful SCRM operations in 4 steps: Plan, Do, Check and Act. The webinar was moderated by Martijn Lofvers, CEO & Chief Trendwatcher at Supply Chain Media, resulting in an interactive ‘radio’ talk show.

- **Number of registrants**: 120
- **Number of live listeners**: 60
- **Duration**: 45 minutes
## Premium partnerships (custom-made)

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<tr>
<th>Euro's</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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</table>

### Awareness
- **Bronze**: Advertisement Testimonial (in print)
- **Silver**: Advertisement Testimonial (in print)
- **Gold**: Advertisement Testimonial (in print)
- **Platinum**: Advertisement Testimonial (in print)

### Interest
- **Bronze**: Co-created Checklist / Roadmap
- **Silver**: Co-created Checklist / Roadmap
- **Gold**: Co-created Checklist / Roadmap
- **Platinum**: Co-created Checklist / Roadmap

### Desire
- **Bronze**: Banners website, Banners e-newsletter, LinkedIn announcement, Social Media
- **Silver**: Banners website, Banners e-newsletter, LinkedIn announcement, Social Media
- **Gold**: Banners website, Banners e-newsletter, LinkedIn announcement, Social Media
- **Platinum**: Banners website, Banners e-newsletter, LinkedIn announcement, Social Media

### Action
- **Bronze**: Own follow-up leads
- **Silver**: Own follow-up leads
- **Gold**: Own follow-up leads
- **Platinum**: Own follow-up leads, Webinar, Roundtable or collaborative event

### Costs partnership
- **Bronze**: > € 10,000
- **Silver**: > € 20,000
- **Gold**: > € 30,000
- **Platinum**: > € 40,000

### Collaborative event
- **Roundtable/ Webinar**
- **Mindmap**
- **Checklist**