

I N F O R M I N G

V I S U A L I Z I N G

C O N N E C T I N G



SUPPLY CHAIN
MEDIA

► **SCM Magazine** (Dutch): 8x a year ► **SCM Movement** (Europe): 4x a year ► Readers of **digital edition** in over **110 countries** ► **18,500 unique visitors** online monthly ► **34,000 LinkedIn** group members worldwide ► **8,000 unique leads** generated in 2019 ► **1,000 European delegates** brought together in 2019

Company Kit
2020

Hunting for

Supply Chain Leads in Europe and Beyond



Contact

MARTIJN LOFVERS

CEO & Chief Trendwatcher
+31 (0)6 54 76 13 83
martijn.lofvers@supplychainmedia.nl



JANINE ZANDBERGEN

Supply Chain Trendwatcher
+31 (0)6 54 76 13 91
janine.zandbergen@supplychainmedia.nl



HUGO BERENTSEN

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



IRENE HUISMAN

Management Assistant & Event Manager
+31 (0)6 15 87 51 06
irene.huisman@supplychainmedia.nl



NICOLE MESSINK

Marketeer
+31 (0)6 54 92 01 75
nicole.messink@supplychainmedia.nl



MARKETING DEPARTMENT

+ 31 (0)314 36 45 73
marketing@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

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.



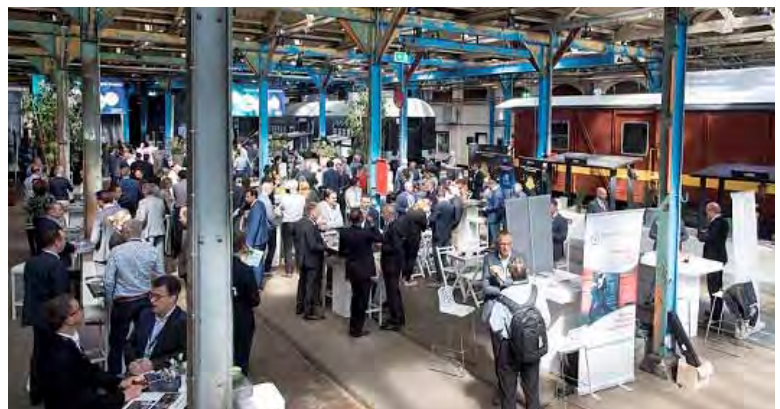
Visualizing

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.

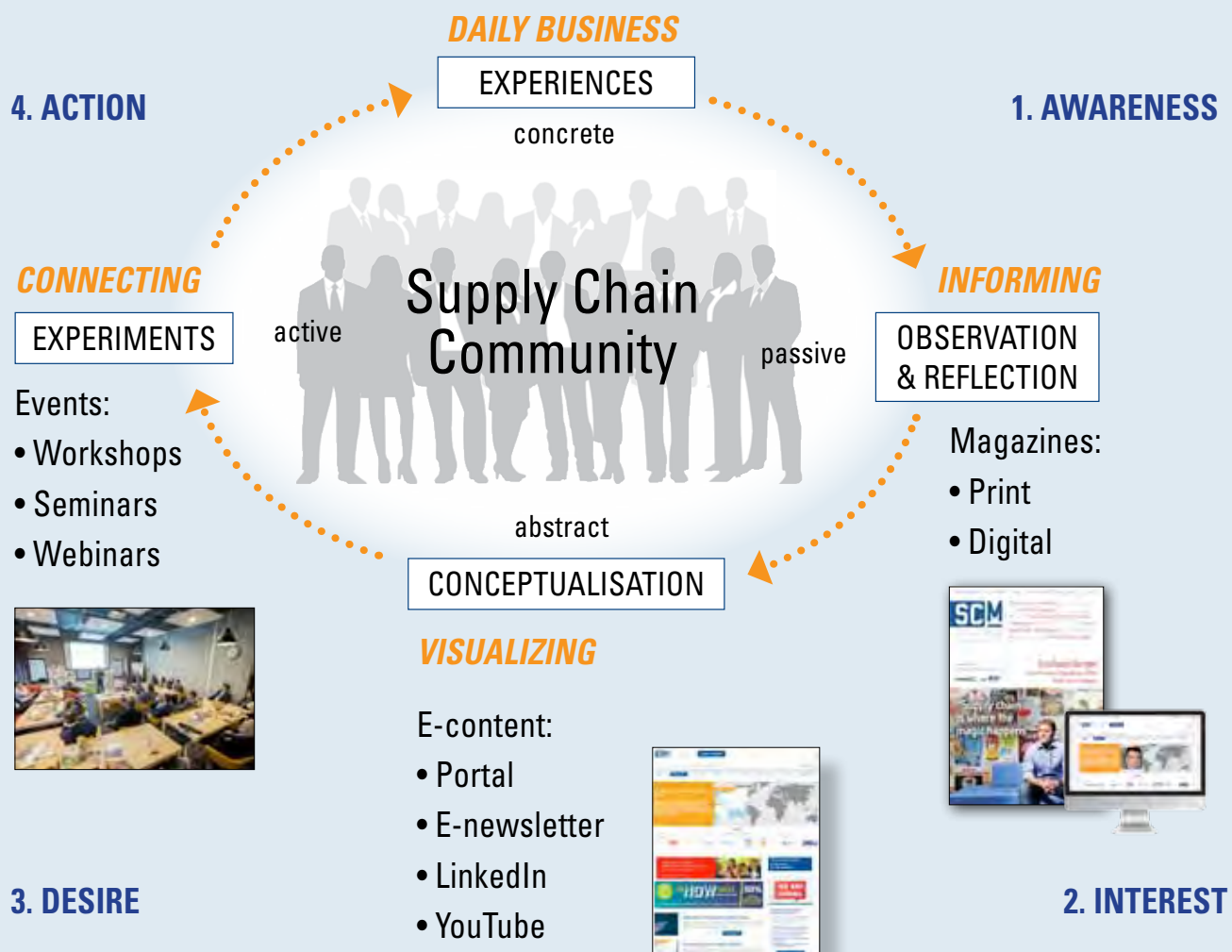


Connecting

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.



Learning cycle and AIDA model fit perfectly together



based on the learning cycle by Kolb, organisational psychologist.

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 triggered by email newsletters with visualizations and checklists. The final stage of the learning cycle is when 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 an 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.

1. Awareness: magazine in the Netherlands

Supply Chain Magazine (Dutch)

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



Published: 8 times a year
Circulation: 4,100 per edition
2,500 in print
1,600 digital version

Primary target audience

- Chief Supply Chain 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

*Agricultural, Food & Beverages, Fashion, Pharma & Med-tech, High-tech & Electronics, Construction, Automotive, Industrial Machines, Chemicals & Materials, Energy

Secondary target group

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

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.

EDITORIAL PROGRAM SUPPLY CHAIN MAGAZINE IN 2020

No.	Theme	Closing Date	Publication Date
1	Innovation & Change Management	January 24	February 14
2	S&OP and the Autonomous Supply Chain	February 28	March 20
3	Logistic Services & Collaboration (+ 3PL Subway Map)	April 3	April 24
4	Data Science & Trends	May 29	June 19
5	Sustainable & Circular Supply Chains	August 21	September 11
6	Automation (+ SCM IT Subway Map)	September 25	October 16
7	Globalization vs. Localization	October 23	November 13
8	Talent Management (+ Consulting Subway Map)	November 20	December 11

ADVERTISING RATES 2020

	1x	3x	6x	8x
Full Colour				
2 pages spread	€ 7,950	€ 7,700	€ 7,300	€ 6,800
Full page	€ 4,900	€ 4,700	€ 4,500	€ 4,200
Half page	€ 2,950	€ 2,800	€ 2,650	€ 2,500
Ad slot on poster	€ 1,650	€ 1,400		

* all rates are excluding 21% VAT

SIZES ADVERTISEMENTS 2020 IN MM (WIDTH X HEIGHT)

A: 2-page spread (excl. 5 mm bleed)	420 x 297 mm (width x height)
B: Full page (excl. 5 mm bleed)	210 x 297 mm (width x height)
C: ½ page horizontal (excl. 5 mm bleed)	182 x 134 mm (width x height)
D: ½ page vertical (excl. 5 mm bleed)	88 x 276 mm (width x height)
Advertisement on poster (IT, 3PL, etc.)	100 x 100 mm (width x height)



1. Awareness: magazine internationally

Supply Chain Movement (English)

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



Published: 4 times a year
Circulation: 4,500 per edition
1,000 in print*
3,500 digital version

**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 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.

Primary target audience

- Chief Supply Chain Officer, COO
- VP Supply Chain
- Supply Chain / Logistics Director
- Supply Chain / S&OP Manager
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- Distribution Manager
- Supply Chain Planner

Primary industries

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**Agricultural, Food & Beverages, Fashion, Pharma & Med-tech, High-tech & Electronics, Construction, Automotive, Industrial Machines, Chemicals & Materials, Energy*

Secondary target group

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

EDITORIAL PROGRAM SUPPLY CHAIN MOVEMENT IN 2020

No.	Theme	Closing Date	Publication Date
Q1	Innovation & Talents (+ Consulting Subway Map)	February 7	March 6
Q2	S&OP and the Autonomous Supply Chain (+ SCM IT Subway Map Europe)	April 17	May 8
Q3	Digitalization and Sustainability (+ Trend Interviews)	September 4	September 25
Q4	Globalization & Collaboration (+ 3PL Subway Map)	November 6	November 27



2. Interest: online in the Netherlands

SupplyChainMagazine.nl (Dutch)

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



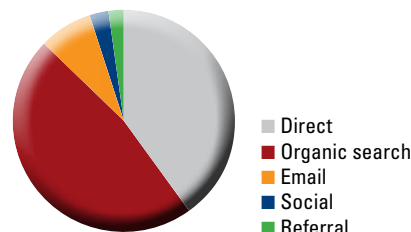
Newsletter

Frequency	weekly
Send date	Sunday
Subscribers	6,500
Opening ratio	20-25%

Website (per month)

Page views	17,600
Unique	10,000

Source visits:



Online specifications and rates 2020

* All rates are excluding 21% VAT

ONLINE ADVERTISING RATES*

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

Material	Price	Material deadline
Medium rectangle	€ 800 per month	3 days before insertion date
Banner (placed on the left-hand side column)	€ 500 per month	3 days before insertion date

E-NEWSLETTER: SCM UPDATE / SCM UPDATE EUROPE*

Material	Price	Material deadline
Advertorial	€ 550 per placement	4 days before insertion date
Full banner	€ 550 per placement	4 days before insertion date
Banner block	€ 550 per placement	4 days before insertion date

SIZES IN PIXELS (WIDTH X HEIGHT)

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 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



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.



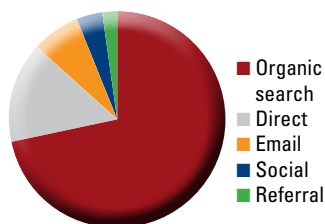
Newsletter

Frequency	biweekly
Send date	Sunday
Subscribers	13,500
Opening ratio	20-25%

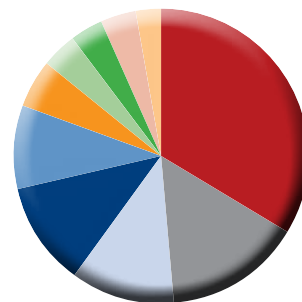
Website (per month)

Page views	15,000
Unique	8,600

Source visits:



Countries



USA	20.111	France	3.105
UK	8.947	Canada	2.315
Netherlands	6.808	Australia	2.276
India	6.807	Singapore	2.220
Germany	5.502	Malaysia	1.621

Online specifications and rates 2020

* All rates are excluding 21% VAT

WHITEPAPER DOWNLOADS*

Material

Low-res PDF + cover JPEG + Introduction of ± 150 words

Price

€ 1,500 for 4 weeks

Material deadline

4 days before insertion date

JOB VACANCIES*

Material

Text in MS word, incl. link + logo of the company

Price

€ 750 per job vacancy

Material deadline

4 days before insertion date

PORTAL: WWW.ITSUBWAYMAP.COM*

A company's journey towards the optimal IT solution takes them past various software vendors. The Supply Chain Media IT SUBWAY MAP presents a clear and interactive overview of the complex world of IT.

BASIC

- Company description

Price
€ 0,00

BRONZE

- Company description
- Text in tab Solutions

€ 1,000

SILVER

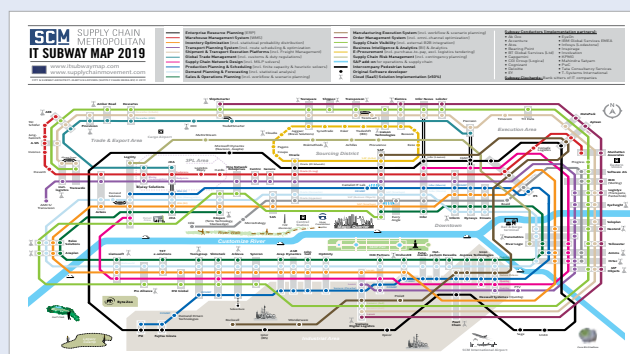
- Company description
- Text in tab Solutions
- Text in tab References
- Contact details
- Customized display header

€ 3,000

GOLD

- Company description
- Text in tab Solutions
- Text in tab References
- Contact details
- Customized display header
- Text in tab Publications (press releases and downloadables, such as whitepapers and checklists)

€ 5,000



All rates are annually

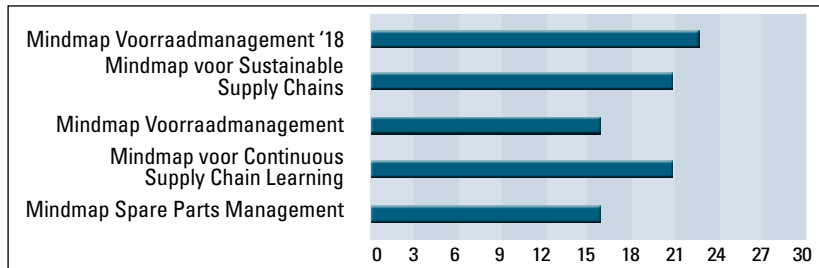
3. Desire: lead generation

in the Netherlands

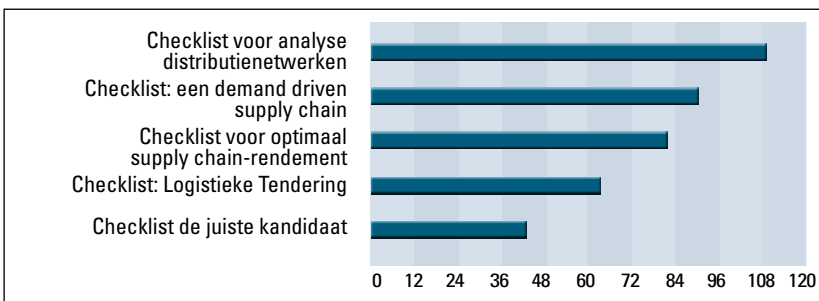
Leads generated

Total number of leads generated in Benelux in 2019: 2,600
(numbers from January to November 2019)

Top 5 downloads mind maps in 2019



Top 5 downloads check-lists in 2019

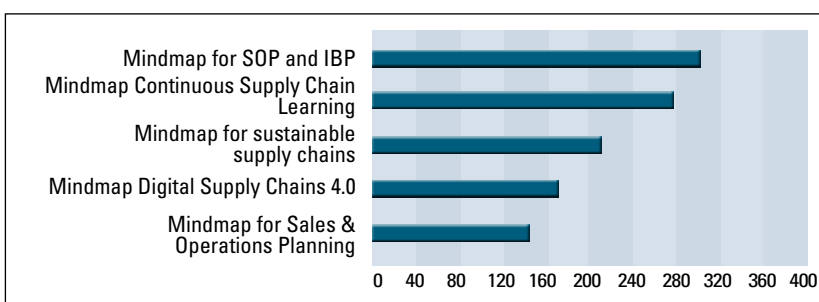


Internationally

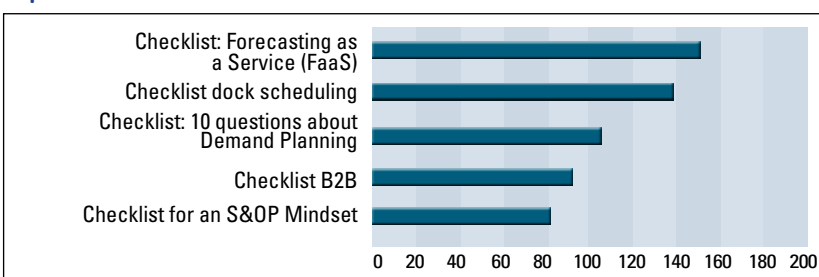
Leads generated

Total number of leads generated worldwide in 2019: 5,400
(numbers from January to November 2019)

Top 5 downloads mind maps in 2019



Top 5 downloads check-lists in 2019



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:

Pre-election Supply Chain Professional 2020 at Nyenrode Business University

April 13, 2020

Finals election Supply Chain Professional 2020 in a fort near Utrecht

June 24, 2020



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: August 27, 2020



Company visit workshop SCM Professionals Club Netherlands

3x per year Supply Chain Media organizes a factory, warehouse or company visit with an interactive workshop for the members of the SCM Professionals Club Netherlands.



SCM Golf Tournament with Forecasting Accuracy Game

In cooperation with DSV, Supply Chain Media is organizing its annual golf tournament before the Summer Holidays. The informal sportive and network gathering has fast developed into a 'must-attend' event for anyone who is active in the area of Supply Chain Management and Logistics. The event is exclusively accessible for a maximum of 72 senior Supply Chain executives with a passion for golf. As our regular players know, the spectacular 18-hole golf course of the Amsterdam Golf Club will not only be challenging your golf skills as we added in again the additional competitive forecasting element around Sales & Operations Planning.

4. Action: international events

inNOWvate Supply Chain Event

with 3rd European Supply Chain Start-up Contest

Location: De Rijtuigenloods in Amersfoort (near Amsterdam)

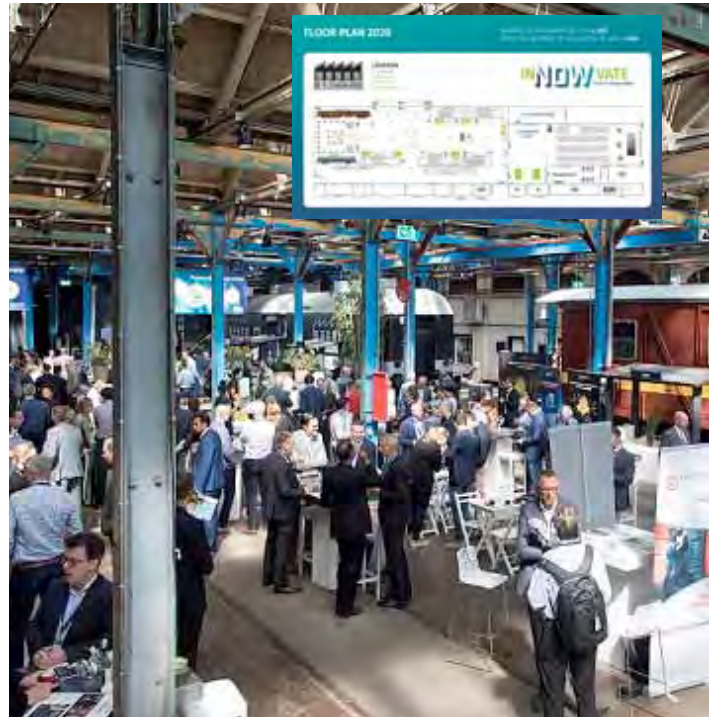
Date: May 7, 2020

The finals of the 3rd European Supply Chain Start-up Contest will be held on May 7 2020, 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 400 internationally oriented supply chain decision makers.

Sponsor packages inNOWvate Supply Chain Event

Silver (max. 6)	€ 8,000
Gold (max. 3)	€ 10,000
Platinum (max. 1)	€ 12,000
Diamond (max. 1)	€ 14,000



S&OP Vendor Day

S&OP Vendor Day – October 13, 2020

A new and innovative international event in Utrecht, near Amsterdam. The main topic of this event will be the selection of a suitable S&OP software vendor and the implementation of its solution. Next to non-sponsored keynotes from well-known companies about their S&OP journey, vendors will be able to present their solution in a 30-minute break-out session and in their booth.

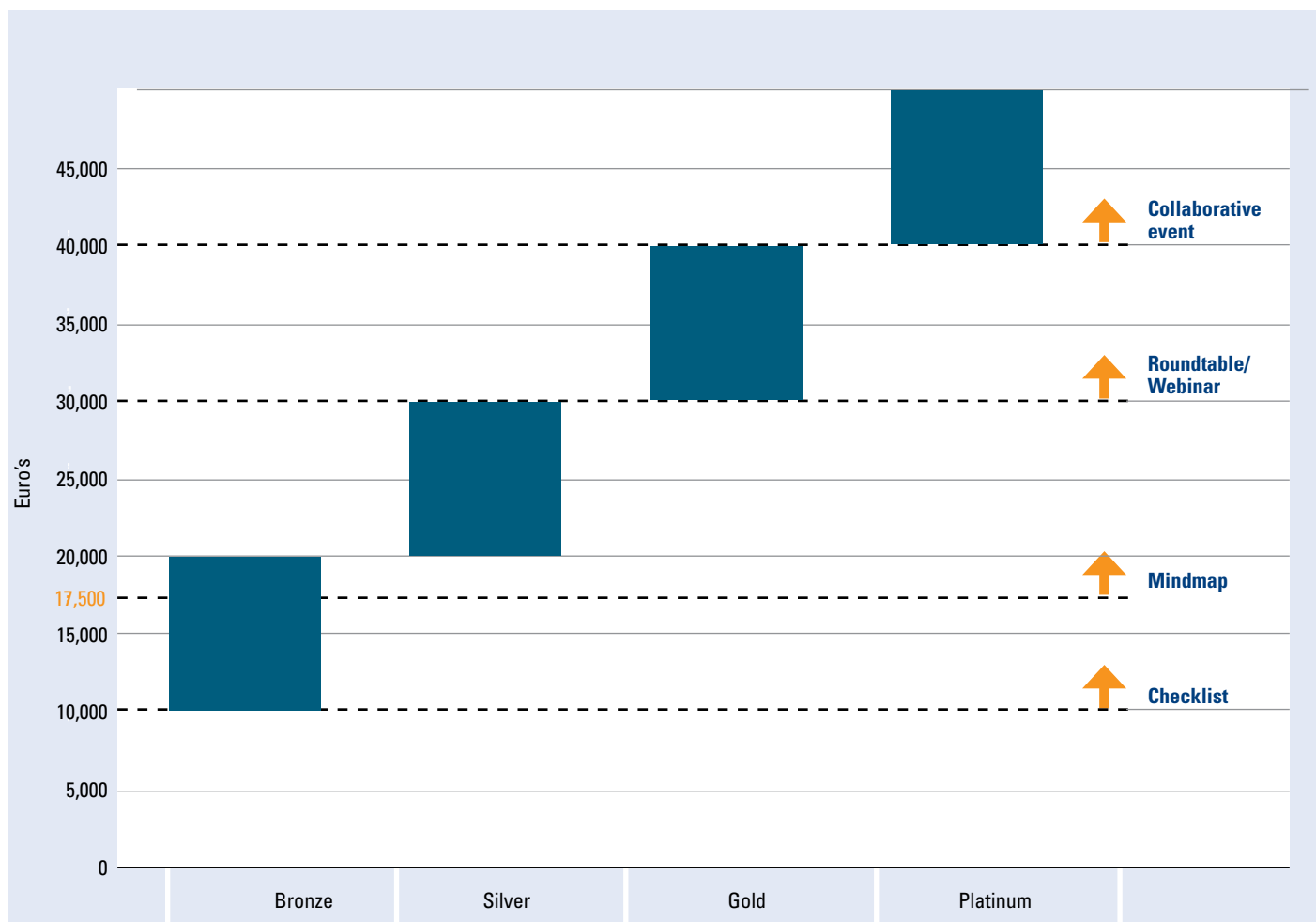
Sponsor package S&OP vendor day

€ 6,500

All rates are excluding 21% VAT



Premium partnerships (custom-made)



Awareness	Advertisement Testimonial (in print)	Advertisement Testimonial (in print)	Advertisement Testimonial (in print)	Advertisement Testimonial (in print)	
Interest	Co-created checklist/ roadmap/self-assessment In print & online Online banner.	Co-created checklist/ roadmap/self-assessment/ mindmap In print & online Online banner	Co-created checklist/ roadmap/self-assessment/ mindmap In print & online Online banner	Co-created checklist/ roadmap/self-assessment/ mindmap In print & online Online banner	
Desire	Banners website Banners e-newsletter LinkedIn announcement Social Media	Banners website Banners e-newsletter LinkedIn announcement Social Media	Banners website Banners e-newsletter LinkedIn announcement Social Media	Banners website Banners e-newsletter LinkedIn announcement Social Media	
Action	Own follow-up leads	Own follow-up leads Webinar	Own follow-up leads Webinar or Roundtable	Own follow-up leads Webinar, Roundtable or collaborative event	
Costs	> € 10,000	> € 20,000	> € 30,000	> € 40,000	



Promote yourself as IT Vendor in the Subway



Available partner packages

Basic

€ 0,00
annually

Company description

Bronze

€ 1,000
annually

Company description

Text in tab Solutions

Silver

€ 3,000
annually

Company description

Text in tab Solutions

Text in tab References

Contact details

Customized display header

Gold

€ 5,000
annually

Company description

Text in tab Solutions

Text in tab References

Contact details

Customized display header

Text in tab Publications
(press releases and
downloadables, such as
whitepapers and checklists)