



... source ... make ... store ... ship ... deliver ... recycle ...

# Supply Chain

E U R O P E

**Auto ID** *Europe*

## Supply Chain Europe Media Information 2011

*Supply Chain Europe* explores management and technology based solutions that help European businesses to improve the way they source, make, store, ship, deliver and ultimately recycle their products. We cover, therefore, not only the physical supply chain but also the critical information and finance chains, without neglecting the human resources aspects. The emphasis is on real-life, transferable practice and bottom-line improvement. Although we do not claim to provide all the answers, the goal is, at least, to enable supply chain managers to ask the right questions.

Our content is designed to be of relevance to supply chain professionals managing procurement, production, warehousing and logistics, across the full range of manufacturing, retailing, service and public sectors, in a Europe that extends from the Atlantic to the Urals, but recognizing the truly global dimensions of many supply chains.

Each bimonthly issue offers differing and sometimes competing viewpoints on two horizontal or vertical sectors of supply chain practice, with articles sourced from vendors and suppliers, consultants and academics, and especially users and practitioners. In addition to the planned focus topics, each issue carries a range of other articles reflecting trends and developments across the supply chain, ranging from industry responses to immediate short-term problems to blue-sky thinking about possible future directions.

The Editor therefore welcomes proposals for articles, case studies, research reports and more personal opinion pieces across the range of supply chain activities. Note that our Editorial policy is entirely independent of advertising (paid-for 'advertorial' is clearly marked as such).

## 2011 Editorial Calendar

Issue	Focus Topics	Bonus Distribution	Editorial Deadline
<b>Jan/Feb</b>	<ul style="list-style-type: none"> <li>Green Supply Chains</li> <li>Reverse Logistics</li> <li>Waste Management Logistics</li> </ul>	Logicon	<b>07/01/2011</b>
<b>March/April</b>	<ul style="list-style-type: none"> <li>Express, Courier and Emergency Delivery</li> <li>Managing Supplier Relationships</li> </ul>	iRetail Technology Summit CeBIT SITL Europe	<b>04/03/2011</b>
<b>May/June</b>	<ul style="list-style-type: none"> <li>Education, Training and Retention</li> <li>Warehousing Management</li> </ul>	CeMAT SIL	<b>06/05/2011</b>
<b>July/August</b>	<ul style="list-style-type: none"> <li>Building, Construction and Civil Engineering</li> <li>Sourcing and Procurement</li> </ul>	SCE Industry Application Notebook	<b>08/07/2011</b>
<b>Sept/Oct</b>	<ul style="list-style-type: none"> <li>Food and Beverage</li> <li>International Freight</li> <li>Customs and Trade Regulations</li> </ul>	LabelExpo Europe	<b>02/09/2011</b>
<b>Nov/Dec</b>	<ul style="list-style-type: none"> <li>Risk and Finance</li> <li>Public Sector Supply and Procurement</li> </ul>	Intermodal	<b>04/11/2011</b>
<b>Regulars:</b>	<p><b>News Analysis:</b> current and future trends  <b>Last Word:</b> personal viewpoints from supply chain practitioners and providers  <b>Supply Chain IT:</b> the business and application of new technology developments  <b>Current Practice:</b> case studies and reports of strategies that have worked — and those that haven't  <b>Wider World:</b> how European purchasing and supply interacts with the global economy</p>		

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# Circulation Profile

## A readership crossing functions and geographies

*Supply Chain Europe* has a controlled circulation of some 15,000 regular readers and digital readership in excess of 50,000. In addition, the website ([www.scremagazine.com](http://www.scremagazine.com)), which carries current and past issues of the magazine in digital form, receives an average of 15,000 hits a month.

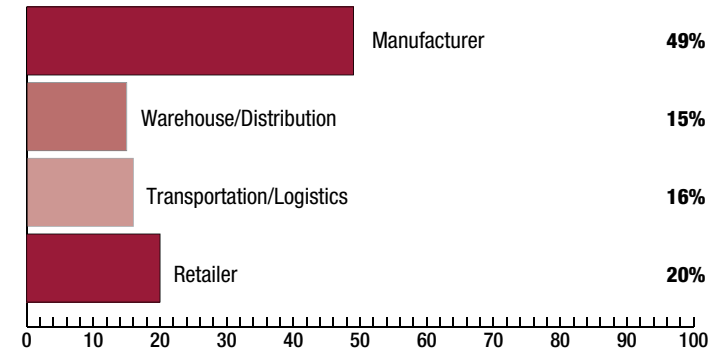
Our research shows that around a half of our readership is employed in manufacturing industries and in services (public and private) that directly buy or commission supply chain functions and services. A further 20% of the readership is in retailing. We also have significant take-up in the specialist warehousing/distribution and transport/logistics sectors.

Geographically, our reach extends across Europe – despite being UK-based, the United Kingdom accounts for just a quarter of our readership and we enjoy almost as big an audience in Germany, with a further 20% or so in the Benelux countries and a similar number in France. Further afield we have significant and influential readers in Iberia, in Eastern Europe, in Scandinavia and many other readers in the outreaches of Europe and indeed across the globe. Many of our more senior readers are, of course, responsible for supply chain operations, regardless of their domicile, on a European, EMEA or even global basis.

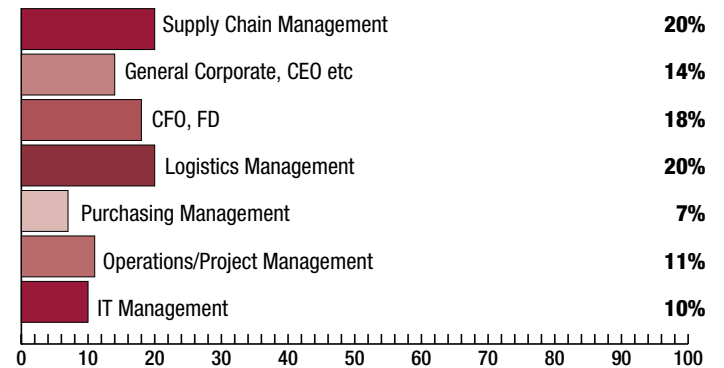
By job function or responsibility, our largest areas of uptake are, as would be expected, in logistics or supply chain management roles. However, we can also claim significant readerships in corporate Finance, IT, Operations/project management. One of our goals for the future is to reach further into the procurement/sourcing role, where we are already well represented, but where, in the view of the publishers, we can contribute towards reconnecting purchasing and logistics, the complementary wings of supply chain management.

### Business Function

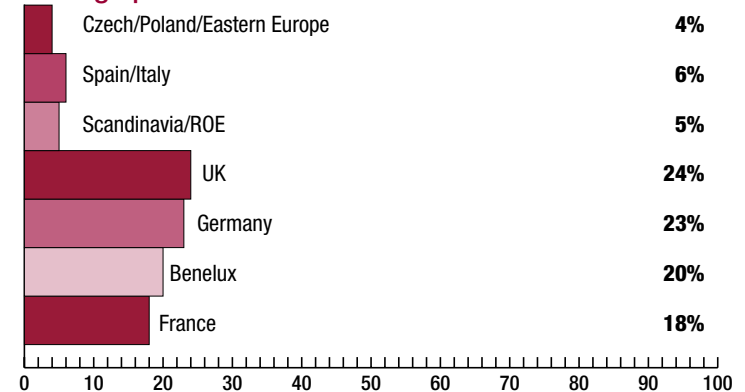
SCE controlled circulation 15,000 regular readers and digital readership of 50,000.



### Primary Job Function



### Demographic Distribution



# Digital & Online Advertising

## www.scemagazine.com

With access to a global database of 100,000 qualified industry professionals, SCE offers an abundance of email and online opportunities to complement your print campaign or communicate with our unrivalled digital audience.



### List Rental Service

- We offer list rental data services from our qualified subscriber database for both email and postal campaigns.

### Bespoke Email Campaigns

- Your bespoke html code sent as a sponsored message from SCE to an opt-in digital readership.
- Target our complete database or select by primary business and job function, industry sector and/or geography.
- Prices are calculated on a base rate of £360 per thousand contacts.
- Full statistic report generated post campaign for follow up to maximize leads.

### E-Newsletter Sponsorship

- Emailed to over 25,000 subscribers, the SCE newsletter includes the latest industry news and provides the ideal platform for online exposure to a highly targeted audience.
- Banner, button and text sponsorships available per newsletter to promote your products and services.



### Online Advertising

- Drive traffic to your website with banner, button and skyscraper advertisements on selected pages of SCE's website.
- Online campaigns are available on a monthly and quarterly basis.
- Promote your whitepaper and application notes to a global audience.

### Webcasts

- Via Connect offers a complete webcast service that delivers powerful online content to key decision makers in the industry.
- Webcast services benefit from the inclusion of a full print and digital marketing campaign to ensure effective lead generation and qualified registrants.

### Showcase

£250 €350 \$450

Immediate inclusion of information and an image on scemagazine.com (up to 500 words), a direct link to any specific website page and 1/6th of a page in the next available print and digital issue (a maximum of 150 words + image).



### Reprint Service

We provide high and low resolution PDF files for article reprints and online posting. Costs as follows: high (£750) and low (£350).



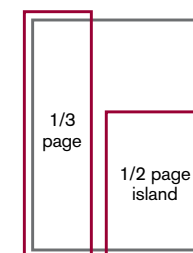
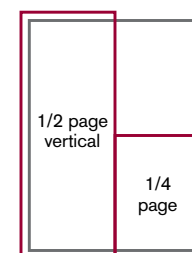
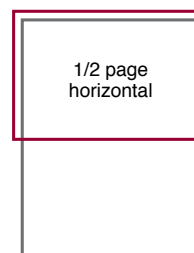
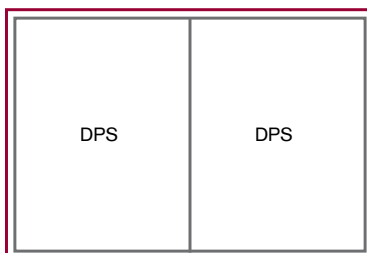
# Rate Card

[Print](#)

Four Colour – Sterling				
Ad Size	1x	3x	6x	12x
DPS	£4900	£4500	£3700	£3200
Full Page	£3020	£2520	£2270	£1770
Island Page	£2240	£2150	£1870	£1370
1/2 Page	£1920	£1840	£1600	£1100
1/3 Page	£1530	£1460	£1270	£770
1/4 Page	£1400	£1340	£1170	£670

Four Colour – Euro				
Ad Size	1x	3x	6x	12x
DPS	€7350	€6750	€5550	€4160
Full Page	€4530	€3780	€3405	€2301
Island	€3360	€3225	€2805	€1781
1/2 Page	€2880	€2760	€2400	€1430
1/3 Page	€2295	€2190	€1905	€1001
1/4 Page	€2100	€2010	€1755	€871

Four Colour – Dollar				
Ad Size	1x	3x	6x	12x
DPS	\$8330	\$7650	\$6290	\$5440
Full page	\$5134	\$4284	\$3859	\$3009
Island Page	\$3808	\$3655	\$3179	\$2329
1/2 Page	\$3264	\$3128	\$2720	\$1870
1/3 Page	\$2601	\$2482	\$2159	\$1309
1/4 Page	\$2380	\$2278	\$1989	\$1139



## Digital

SCE Website Advertising (per month)			
Up to 3 rotations (pixels)			
Top banner (540 x 130)	£1200	€1380	\$1900
Skyscraper (120 x 600)	£1000	€1150	\$1580
Small skyscraper (120 x 240)	£800	€915	\$1270
Button (150 x 150)	£500	€570	\$790

## Production Specs

Publication Dimensions (width x depth mm) + 5mm bleed	
Full Page	210 x 280
Double Page Spread	420 x 280
Half Page Horizontal	210 x 140
Half Page Vertical	105 x 280
1/4 Page	105 x 140
1/3 Page	70 x 210
1/2 Page Island	110 x 160

For bespoke ad sizes, please contact the sales department.

## Production Requirements

We require electronic artwork (hi resolution PDF) for all advertising submissions. Files should be press optimized CMYK with all fonts embedded. Via Media UK Ltd takes no responsibility if artwork is supplied in non-preferred or non-acceptable formats. We cannot guarantee accuracy of reproduction from any artwork supplied in non-preferred formats. For detailed instructions of preferred formats, contact [paul.andrews@via-medialtd.com](mailto:paul.andrews@via-medialtd.com)



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