

Supply Chain Europe has a controlled circulation of 15,000 regular readers and a digital readership in excess of 50,000. In addition, the website (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.

PRODUCTION

Publication Dimensions + 5 mm bleed	
Full Page	210w x 280h
Double Page Spread	420w x 280h
Half Page Horizontal	210w x 140h
Half Page Vertical	105w x 280h

For bespoke ad sizes, please contact the sales department.

Production Requirements

Advertisements must be supplied as high resolution, press optimized CMYK PDFs with all fonts embedded. Via Media UK Ltd takes no responsibility for artwork supplied in non-preferred or non-acceptable formats. Contact paul.andrews@via-medialtd.com.

Four Colour — Sterling				
Ad Size	1x	3x	6x	12x
DPS	£4900	£4500	£3700	£3200
Full Page	£3020	£2520	£2270	£1770
Half Page	£1920	£1840	£1600	£1100

Four Colour — Euro				
Ad Size	1x	3x	6x	12x
DPS	€6370	€5850	€4810	€4160
Full Page	€3926	€3276	€2957	€1770
Half Page	€2496	€2392	€2080	€1430

Four Colour — Dollar				
Ad Size	1x	3x	6x	12x
DPS	\$8330	\$7650	\$6290	\$5440
Full Page	\$5134	\$4284	\$3859	\$3009
Half Page	\$3264	\$3128	\$2720	\$1870

Special Advertising Solutions	Rates
Cover Positions	On Request
Bellybands	On Request
Bound Insert	On Request
Loose Insert	On Request

Click here for all our digital options including list rental service, bespoke email campaigns, e-newsletter sponsorship, online advertising, reprint service and much more.

Demographic Breakdown

Eastern Europe	1080
Spain/Italy	2120
Scandinavia/ROE	2600
UK & Ireland	12,480
Germany	11,900
Benelux	10,460
France	9360

Issue	Focus Topics	Bonus Distribution	Editorial Deadline
Jan/Feb	<ul style="list-style-type: none"> Environmental and Social Performance of Supply Chains 	Logicon	05/12/2011
March/April	<ul style="list-style-type: none"> Fulfilment and Delivery Services, Including Reverse Logistics 	CeBIT SITL Europe Retail Business Technology Expo Transport Logistics	02/02/2012
May/June	<ul style="list-style-type: none"> Training, Development and HR in Supply Chains Warehouse Design, Equipment and Management 	SIL European Supply Chain & Logistics Summit	06/04/2012
July/August	<ul style="list-style-type: none"> Sourcing and Procurement 		04/06/2012
Sept/Oct	<ul style="list-style-type: none"> International/Global Sourcing and Shipping Packaging and Labelling 	LabelExpo Europe	03/08/2012
Nov/Dec	<ul style="list-style-type: none"> Public Sector Supply Supply Chain Risk and Finance 	Intermodal	05/10/2012
Regular Content	News and Analysis — Auto ID and Supply Chain IT — Case Studies and Current Practice — Research Findings — Personal Viewpoints		

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