

Supply Chain Effect 2019

EDITORIAL CALENDAR

Reach the leading Nordic decisionmakers in Supply Chain

Supply Chain Effect is the only magazine in the Nordics with a seriously initiated focus on the Supply Chain in other words on the integration of the entire flow and transformation of goods and information, from raw materials to end customers and users.

Exclusive group of members

Supply Chain Effect reaches over 14,000 carefully selected decisionmakers in the Nordics and has approximately 22,000 readers in all our channels. The readership includes CEOs, supply chain executives/managers, purchasing managers, logistics managers and production directors and persons with corresponding responsibilities. An exclusive group of industry players with great impact on all key decisions in the supply chain. People who make crucial decisions about investments, sourcing strategies, supplier collaboration, organizational development, recruitment, competence development and much more.

Content partnerships

We have established content partnerships with leading researchers at Linköping

University, Lund University and the Stockholm Business School and are a member of the trade organization, Sveriges Tidskrifter – the Swedish Publishers Association.

Six issues 2019

During 2019 we will issue six numbers of Supply Chain Effect Magazine. All issues focuses on one particular main theme, but we always cover; automatization, supply chain planning and optimization, distribution and transportation, e-com-logistics, warehouse management and intralogistics, supply chain organization and management and competence development within supply chain management and logistics.

There is a revolution going on within supply chain management and logistics – as a partner with us you will explore and explain the exciting development. See the complete editorial calendar for 2019 on the next page.

Welcome as an advertiser and partner!

STEFAN KARLÖF
EDITOR-IN-CHIEF



Editorial calendar with sizes and rates for advertising

Supply Chain Effect 2019

ISSUE

1

Supply Chain 4.0

Published March 10 • Ad close February 22

ISSUE

4

Supply Chain Innovators – Learn from the pioneers

Published September 21 • Ad close September 6

ISSUE

2

Digitalization & automation in the supply chain

Published April 27 • Ad close April 12

ISSUE

5

E-commerce logistics and omnichannel

Published November 9 • Ad close October 18

ISSUE

3

The future of warehousing and warehouse IT-solutions

Published June 15 • Ad close May 31

ISSUE

6

Automation, Robotization and Artificial Intelligence

Published December 21 • Ad close November 29

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Advertising specifications and rates

Format	Text area: width x height	Full covered page: width x height	Rate
Single page	164 x 244 mm	220 x 300 + 5 mm bleed	SEK 29 000
Half-page, landscape	164 x 117 mm	220 x 145 + 5 mm bleed	SEK 18 000
Half-page, portrait	87,5 x 244 mm	115,5 x 300 + 5 mm bleed	SEK 18 000
Quarter page, landscape	164 x 60 mm	-	SEK 9 000
Quarter page, portrait	87,5 x 117 mm	-	SEK 9 000
Price for requested location (Single pages only)			
Cover 2 and 3			SEK 32 000
Cover 4/Last page	W x H: 220 x 270 mm + 5 mm bleed		SEK 39 000
Special Cover, Customized cover/wrapping on top of the cover			SEK 79 000

More information

Size of magazine: 220 x 300 mm
Text area: 164 x 244 mm
Photos, images or logos must be at 300 dpi, (dots per inch) in your PDF. Export/save your PDF with crop and/or bleed marks.

Ads are to be sent to:

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Digital media, events and collaborations

Supply Chain Effect distributes the popular weekly newsletter – **Supply Chain Weekly** – to more than 8 000 supply chain decisionmakers and specialists. We also produce tailor-made events, round-tables, podcasts, white papers and films focused on SCM and logistics.

For more information contact us on + 46 8 4669950 or redaktionen@sceffect.se.

Prices sceffect.se and newsletter Weekly Update

Weekly Update, newsletter	600 x 300 px	SEK 12 000 /month
sceffect.se , webpage	290 x 150 px	SEK 8 000 /month

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