

FOR DECISION-MAKERS IN SUPPLY CHAIN

Supply Chain Effect

EDITORIAL CALENDAR 2022

Content partners

We have established content partnerships with leading researchers at Linköping University, Lund University, Chalmers University and the Stockholm Business School. Supply Chain Effect is a member of the organization Sveriges Tidskrifter – the Swedish Publishers Association.



Stockholms
universitet



LUNDS
UNIVERSITET



CHALMERS



The most effective way to reach Nordic decision-makers in Supply Chain

Supply Chain Effect is the only business magazine in the Nordics with a initiated focus on the Supply Chain, and it reaches more than 14,000 leading decision makers within supply chain management and logistics. In addition to the printed magazine we also distribute the weekly digital newsletter – SCE Weekly Update – and produce webinars, podcasts, roundtables and seminars. Since the start in 2010 Supply Chain Effect is a member of the publishing organization Sveriges Tidskrifter (the Swedish Publishers Association) and follows the organization's high standards.

The readership includes supply chain executives/managers, logistics managers, purchasing managers, production directors, project managers, supply chain specialists and CEOs. An exclusive group of industry players with great impact on all key decisions in the supply chain. People who make crucial decisions about software investments, digitalization, robotization, warehouse development, transportation, distribution, planning, network design, supply chain optimization, supply chain strategies, risk management, sustainability and much more.

Exclusive audience

Supply Chain Effect's printed magazine reaches over 14,000 decision-makers in the Nordics and has approximately 22,000 readers in all our channels (web, digital newsletter, youtube etc.).

Editorial calendar 2022

There is a revolution going on within supply chain management and logistics – as a partner with us you will explore and explain this exciting development. See the complete editorial calendar for 2022 on the next page.



Editorial calendar, themes,
advertising specifications
and rates 2022



Editorial calendar 2022

Each issue focuses on one main theme, but we always cover essential areas within supply chain management and logistics like; digitalization, logistics automation, supply chain planning, optimization and visibility, risk management, distribution and transportation, sustainability and supply chain collaboration.

No
1

Theme:

Sustainability, risk and resilience in supply chain

Published February 25 • Ad close February 11

No
2

Theme:

The data-driven supply chain

Published April 29 • Ad close April 14

No
3

Theme:

The future of warehousing and logistics automation

Published June 23 • Ad close June 10

No
4

Theme:

Visibility and collaboration in the supply chain

Published September 23 • Ad close September 9

No
5

Theme:

Automation, robotization, artificial intelligence and machine learning

Published November 11 • Ad close October 21

No
6

Theme:

Supply Chain network design, planning and optimization

Published December 22 • Ad close December 6

Advertising specifications and rates

| Format | Full covered page: width x height in mm. | Rate |
|--|---|--------------|
| Single page | 220 x 300 + 5 mm bleed | SEK 29 000 |
| Half-page, landscape | 220 x 145 + 5 mm bleed | SEK 19 000 |
| Half-page, portrait | 115 x 300 + 5 mm bleed | SEK 19 000 |
| Price for requested location (Single pages only) | | |
| Page 2 and 3 | | SEK 33 000 |
| Cover 4 / Last page / Back cover | W x H: 220 x 270* mm + 5 mm bleed | SEK 43 000 * |
| Center spread | W x H: 440 x 300 mm + 5 mm bleed | SEK 50 000 |
| Special Cover, Customized cover/wrapping on top of the cover | | SEK 79 000 |

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: annons@karlof.se

*) There's a need for a white space on the top of the magazines back cover for recipient information.

Newsletter and website

Supply Chain Effect distributes the popular weekly newsletter – **Supply Chain Weekly** – to more than 8 500 supply chain decisionmakers and specialists.

Rates for sceffect.se and newsletter Weekly Update

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

We also spread news, podcasts, webinars and articles via our active and well-visited LinkedIn page.

Podcasts and events

We also produce tailor-made events, round-tables, webinars, seminars, podcasts, white papers and films focused on SCM and logistics. Contact us for more information.

News, booking and other questions

Email: redaktionen@sceffect.se

Phone: +46 8-466 99 50

For further information and booking contact

Ronny Jarestrand, tel 070-836 31 60, email ronny@sceffect.se

**Supply Chain
Effect**

Supply Chain Effect
c/o Karlöf Kommunikation AB
Phone: +46 8 466 99 50
Address: Furusundsgatan 13,
SE-115 37 Stockholm
Sweden
www.sceffect.se