

# Supply Chain Effect



## EDITORIAL CALENDAR 2023

# The Nordics most efficient channel to leading decision makers in the supply chain

The business magazine Supply Chain Effect turns directly to roughly 14,000 leading decision makers in the supply chain and is distributed to significantly more as a pdf. We also publish the digital weekly newsletter – SCE Weekly Update – produce podcasts, webinars, roundtables, seminars, white papers and film. All with a laser focus on supply chain management and logistics.

Since its inception in 2010, Supply Chain Effect has been a member of the industry organization Sveriges Tidskrifter ("Sweden's journals") and follows the organization's high standards.

### The best of the latest

Supply Chain Effect monitors and deepens today's most central questions and challenges in supply chain and logistics. That is, areas such as digitalisation, robotisation, logistics automation, material handling, planning/optimization, distribution, transport and the related issues of risk management, sustainability, collaboration, leadership and competence development.

Our readers are influential decision makers in these business critical areas. And our task is to convey the best of the latest to our knowledgeable and discerning readers.

### Editorial Calendar 2023

There is a formal revolution going on right now in supply chain management and logistics. For the most part, the development is driven by the rapid digitization and technology development in combination with high sustainability ambitions and increased global risks. As a partner with us, you are investigating and explaining this intense and exciting development.

See the editorial calendar for 2023 on the next page!



### Partners

Supply Chain Effect have established unique content collaborations with leading researchers at Linköping University/Technical University, Chalmers, Stockholm University/Stockholm Business School and Lund University/Center for Business Research.

# Editorial Calendar 2023

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 the supply chain**

Published February 24. Ad close Feb 10

No 2

**Theme: The autonomous supply chain – digitalization and optimization**

Published April 28 • Ad close April 14

No 3

**Theme: The logtech revolution – innovation and development in the supply chain**

Published June 29 • Ad close June 9

No 4

**Theme: The future of warehousing and logistics automation**

Published September 23. Ad close September 8

No 5

**Theme: The flexible, agile and resilient supply chain**

Published November 10. Ad close October 20

No 6

**Theme: Visibility, transparency, planning and collaboration**

Published December 22. Ad close December 1

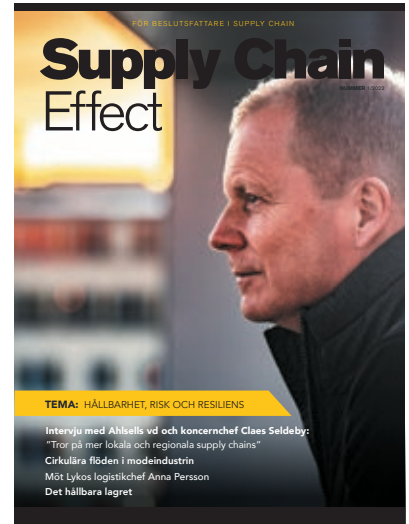
## Supply Chain Effect

Supply Chain Effect

Phone: +46 8 466 99 50

E-mail: redaktionen@sceffect.se

www.sceffect.se



## The SCE Weekly Update newsletter

Since 2017, we have been publishing the digital newsletter SCE Weekly Update, which is distributed weekly to roughly 8,700 recipients. The newsletter has a high percentage of repeat readers and is opened by an average of 36.5 percent of recipients.

## Sceffect.se

On our well-visited website, both news, longer articles and banners are published. There, the magazine Supply Chain Effect can also be downloaded free of charge as a pdf.

## Advertising prices and formats

Ads must contain images and logos at 300 dpi/dots per inch. Advertisements must be delivered as a high-resolution PDF with crop marks and possibly bleed. Send your advert to: [annons@sceffect.se](mailto:annons@sceffect.se)

Newspaper dimensions: 220 x 300 mm, setting area: 164 x 244 mm. Questions about advertisements and formats should be emailed to [michael@sceffect.se](mailto:michael@sceffect.se).

### Supply Chain Effect magazine

Format	Full covered page, width x height.	Rate
Full-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
<b>Price for requested location (Single pages only)</b>		
Page 2 and 3		SEK 33 000
Last page / Back cover*	220 x 270* mm + 5 mm bleed	SEK 43 000 *
Center spread	440 x 300 mm + 5 mm bleed	SEK 50 000
Special Cover, Customized cover/wrapping on top of the cover		SEK 79 000

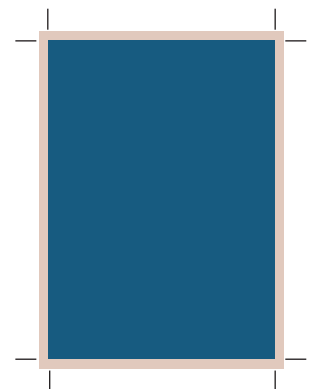
*\*) There's a need for a white space on the top of the magazines back cover for recipient information.*

### Banner advertising

#### 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 produce and distribute news, podcasts, webinars and articles via our well-visited LinkedIn page.



■ Trimmed size, 220x300mm. Your content on the page should fit within the trimmed size, leaving a 'quiet-area' around the margins of the page.

■ Quiet-area: Images and/or colored backgrounds etc. needs to overflow the trimmed page-area with 5mm bleed outside of 220x300 mm on all four sides. This 5mm margin/overflow will be cut off when the page is trimmed but this is expected to vary a few mm in either direction.

┌ Crop and/or bleed marks determines the trimmed size and is for assistance when placing the advert in the layout process.



## Podcasts and events

Supply Chain Effect also produces company-specific webinars, podcasts, roundtables, white papers and films with a focus on logistics and supply chain management. An example is the popular SCE600SEC videocast.

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## SCE600SEC

How are supply chains affected by phenomena such as digitization, automation, sustainability, geopolitics and e-commerce? These are some typical examples of questions addressed in the SCE600SEC videocast. Supply Chain Effect's editor-in-chief Stefan Karlöf interviews exciting and talented people who have knowledge, experience and interesting perspectives on logistics and supply chain management. The respective interview/conversation is intentionally brief because the goal of the SCE600SEC is to give the listener knowledge, inspiration and new perspectives in a quick and easily accessible way. Each episode is produced in collaboration with a corporate partner and distributed via Youtube, LinkedIn as well as on SCE's website and in the SCE weekly Update newsletter.

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## Contact:

### News and other questions

E-mail: [redaktionen@sceeffect.se](mailto:redaktionen@sceeffect.se) Phone: +46 8 466 99 50

### Booking and information about advertising

E-mail: [annons@karlof.se](mailto:annons@karlof.se) Phone: +46 8 466 99 50

