

Supply Chain Effect

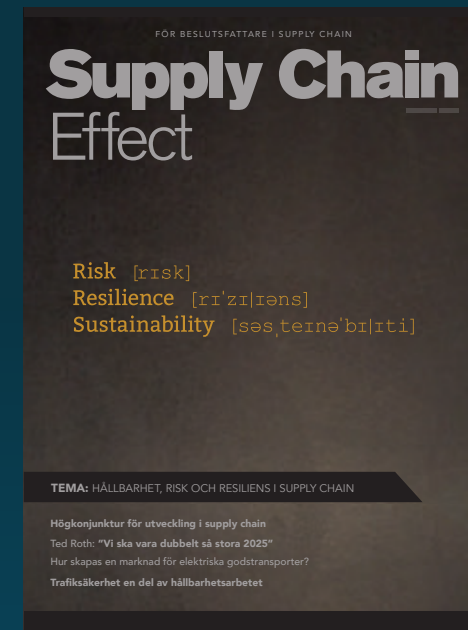
The Nordics' Fastest Routes to
Leading Decision Makers in The
Supply Chain

2024
MEDIAPLAN

About Supply Chain Effect

Supply Chain Effect is a media platform and ecosystem for supply chain management and logistics. The business magazine Supply Chain Effect (SCE) reaches more than 14,000 decision makers in the supply chain and is distributed to significantly more as a pdf and web magazine. The digital weekly newsletter SCE Weekly Update reaches nearly 9,000 recipients and sceffect.se has hundreds of visitors every day. We also produce podcasts and videocasts that are distributed in both our own channels and those of others. Since its inception in 2010, Supply Chain Effect has been a member of the industry organization Sweden's Journals (Sveriges Tidsskrifter) and follows the organization's high standards.

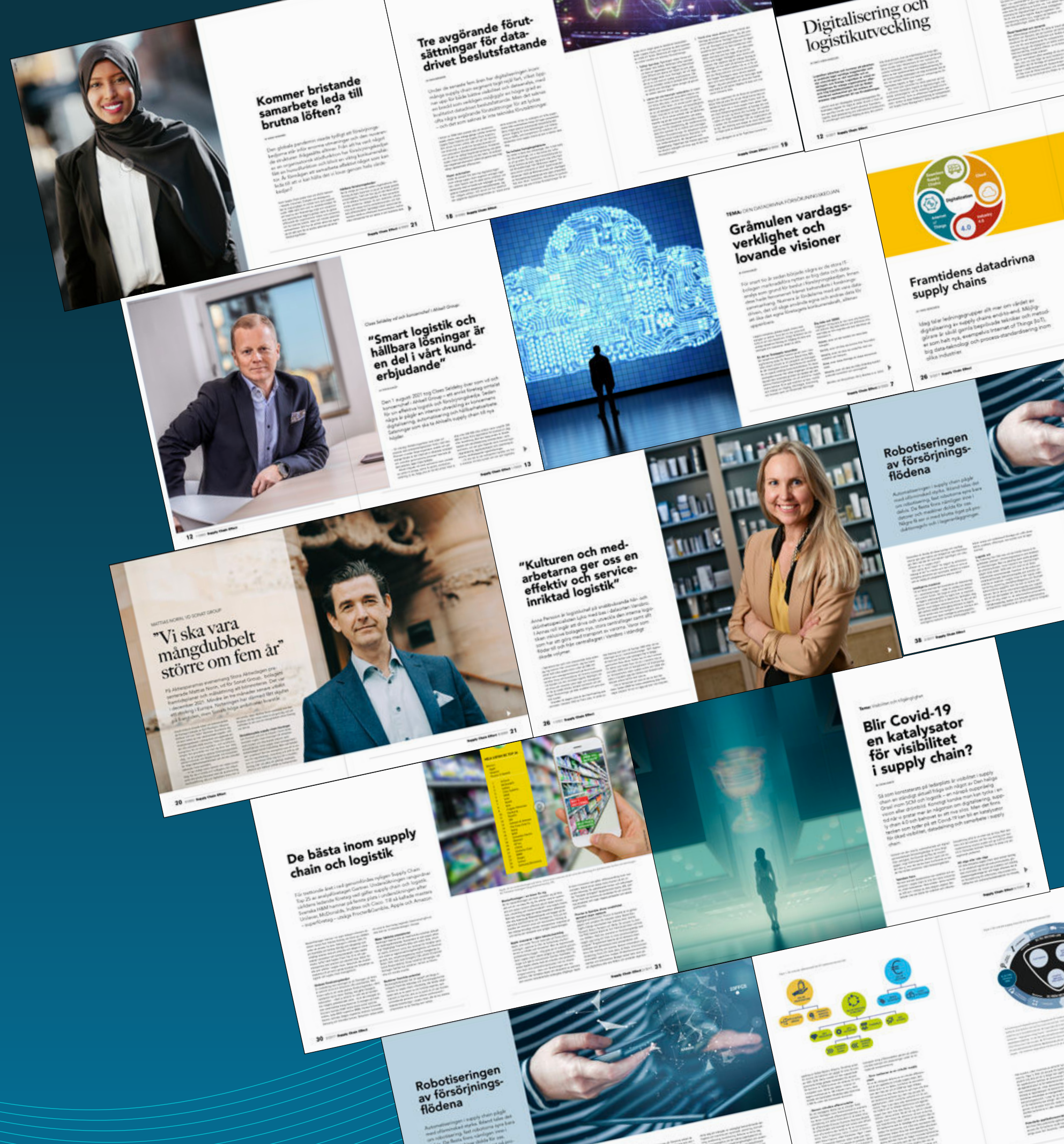
Supply Chain Effect has a content collaboration with leading researchers at Linköping University, Chalmers University, Stockholm University/Stockholm Business School, and Lund University.



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 digitization, robotization, logistics automation, material handling, supply chain planning & optimization, distribution, transport, as well as related issues such as risk management and resilience, sustainability, visibility, collaboration, and competence development.

Our readers are people who make crucial decisions in these business-critical areas. And our task is to convey the best of the latest to our knowledgeable and discerning readers.



Several Effective Channels

Supply Chain Effect is the Nordics' only media with a pure focus on supply chain management and logistics management. We are therefore targeting leaders, managers and qualified specialists, i.e., people who make the crucial decisions about investments in the supply chain. In other words, we reach the right target group with precision and in several effective channels; the magazine Supply Chain Effect, the digital newsletter SCE Weekly Update, sceffect.se and the videocast SCE600SEC., as well as with podcasts and films.

How Do You Want to Be Seen and/or Heard?

About the Magazine

The business magazine Supply Chain Effect has more than 14,000 readers and is distributed freely as a pdf to many more. The idea is for our partners and advertisers to efficiently reach all relevant decision-makers and specialists. In the newspaper, you can advertise in different formats, and we can also cooperate around content/articles in the magazine.

Readers and Industries

Manufacturing companies 38%

Retail including e-commerce 34%

Trade/wholesalers 16%

Services & software 12%

Readers and Positions

Logistics managers 33%

Logisticians/logistic planners/logistics project managers 21%

Supply Chain Directors/Operations Managers 17%

CEO 11%

Warehouse managers 8%

Purchasing managers 6%

Other and unknown 4%

The entire readership is not possible to map to one hundred percent because the magazine is distributed freely as a pdf and our newsletter can be subscribed to by anyone who wants.

SCE600SEC.

Supply Chain Effect's editor-in-chief Stefan Karlöf interviews exciting and knowledgeable people who have experience, knowledge 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 inspiration, knowledge, and new perspectives in a quick and easily accessible way. Each episode is produced in collaboration with a corporate sponsor and is disseminated, among other things, via YouTube, LinkedIn and on SCE's website and in the SCE Weekly Update newsletter..

www.sceffect.se



SCE DIGITAL

We also publish the digital weekly newsletter – SCE Weekly Update – produce podcasts, videocasts, webinars, roundtables, seminars, white papers and film. All with a focus on supply chain management and logistics.

www.sceffect.se

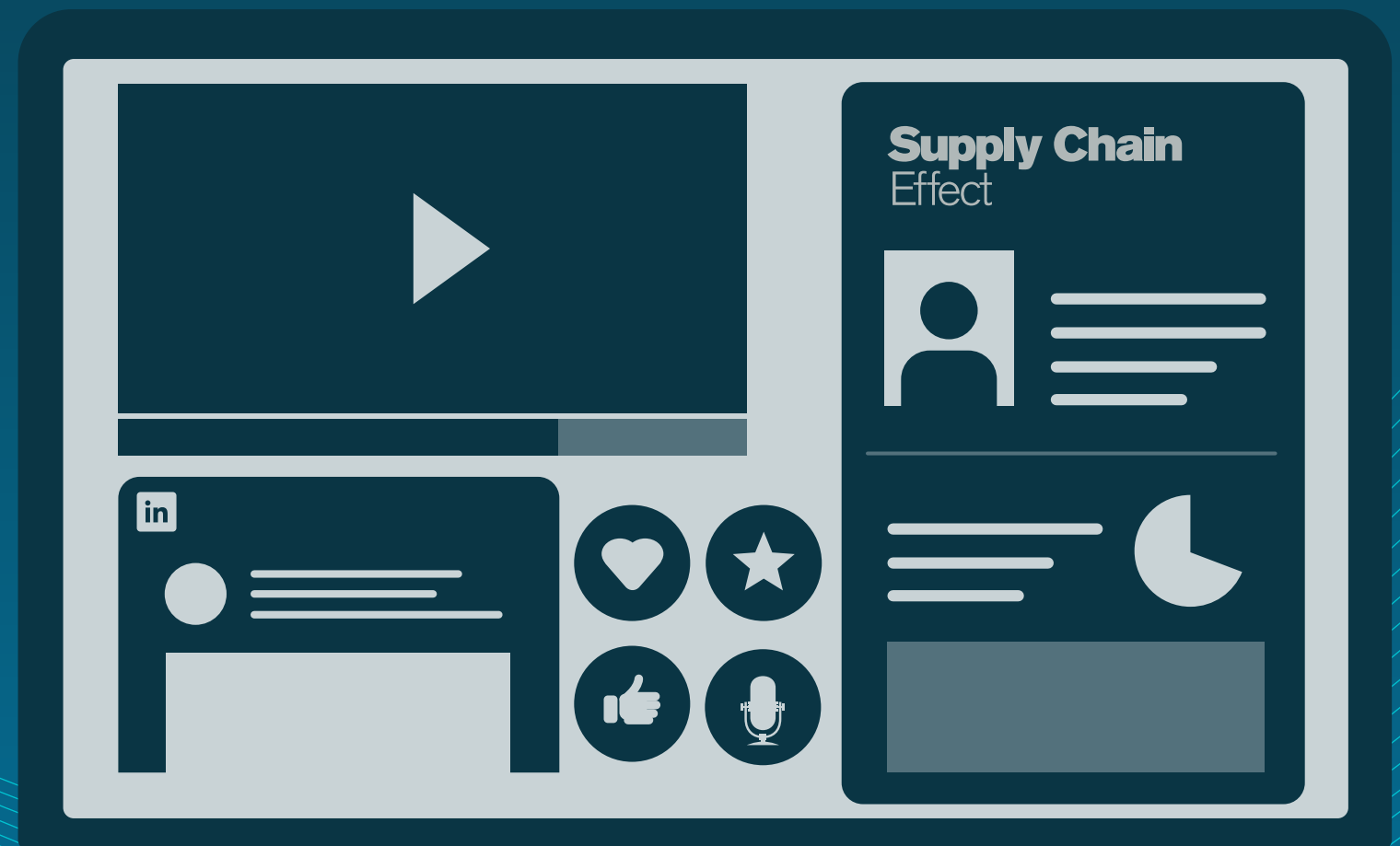
Industry news and in-depth information at www.sceffect.se

SCE Weekly Update

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

Tailored, Company-Specific Communication

Supply Chain Effect also produces tailored, company-specific webinars, podcasts, roundtables, white papers, and films with a focus on logistics and supply chain management.



SCE 2024

There is a formal revolution going on right now in supply chain management and logistics, mostly as a result of the rapid digitization and technological developments, tough sustainability requirements and increased global risks and need for resilience. As a partner with us, you are involved in investigating and explaining the intense and exciting development.

Each issue of the magazine has an in-depth theme that covers about a third of an issue. We always focus on fundamental areas within supply chain management and logistics, such as digitization, logistics automation, planning/optimization as well as visibility, risk management, distribution, sustainability, and cooperation in the supply chain.

PUBLICATION DATES AND THEMES

No 1

Special focus: **Sustainability and resilience in the supply chain**
Distributed week 8. Ad close February 9.

No 2

Special focus: **Value-creating logistics with AI and machine learning**
Distributed week 17. Ad close April 12.

No 3

Special focus: **Supply chain planning, visibility, and flexibility**
Distributed week 26. Ad close June 10.

No 4

Special focus: **Warehousing 5.0 – Automation Success Strategies**
Distributed week 39. Ad close September 6.

No 5

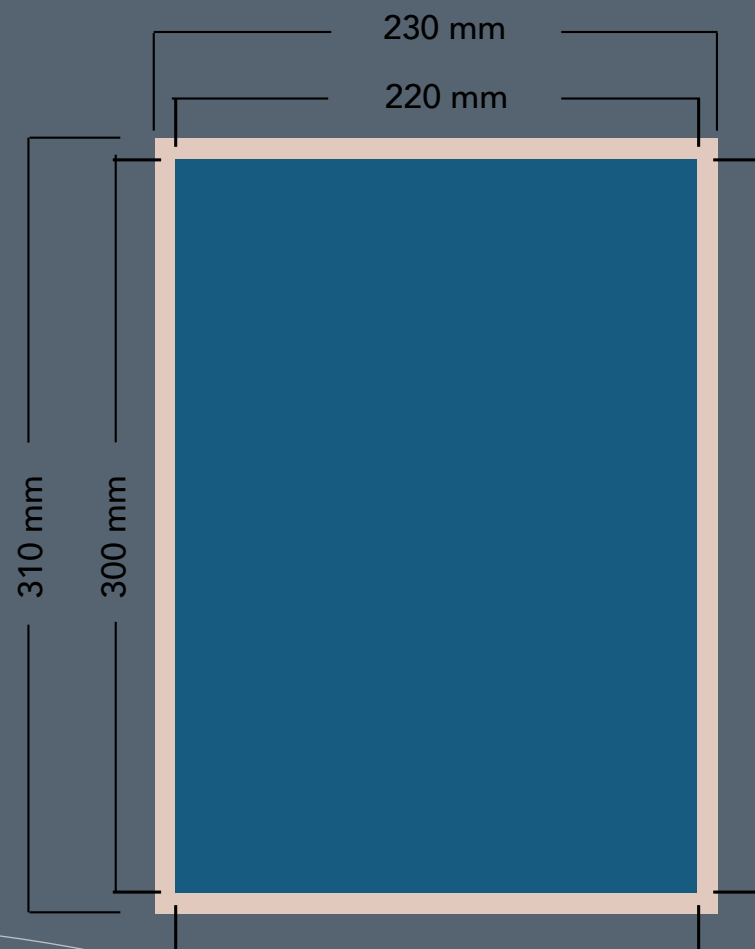
Special focus: **The connected and agile supply chain**
Distributed week 46. Ad close October 22.

No 6

Special focus: **Transformation and digitization of the supply chain**
Distributed week 51. Ad close December 2.

Dimensions and Prices

Dimensions of the magazine:
220 x 300 mm



Magazine Ads - Print Ad

Format	Width x height, mm	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

Price for requested location (Full-pages only)

Page 2, 3 or page before last page		SEK 33 000
Last page / back cover*	220 x 270* mm + 5 mm bleed	SEK 43 000

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

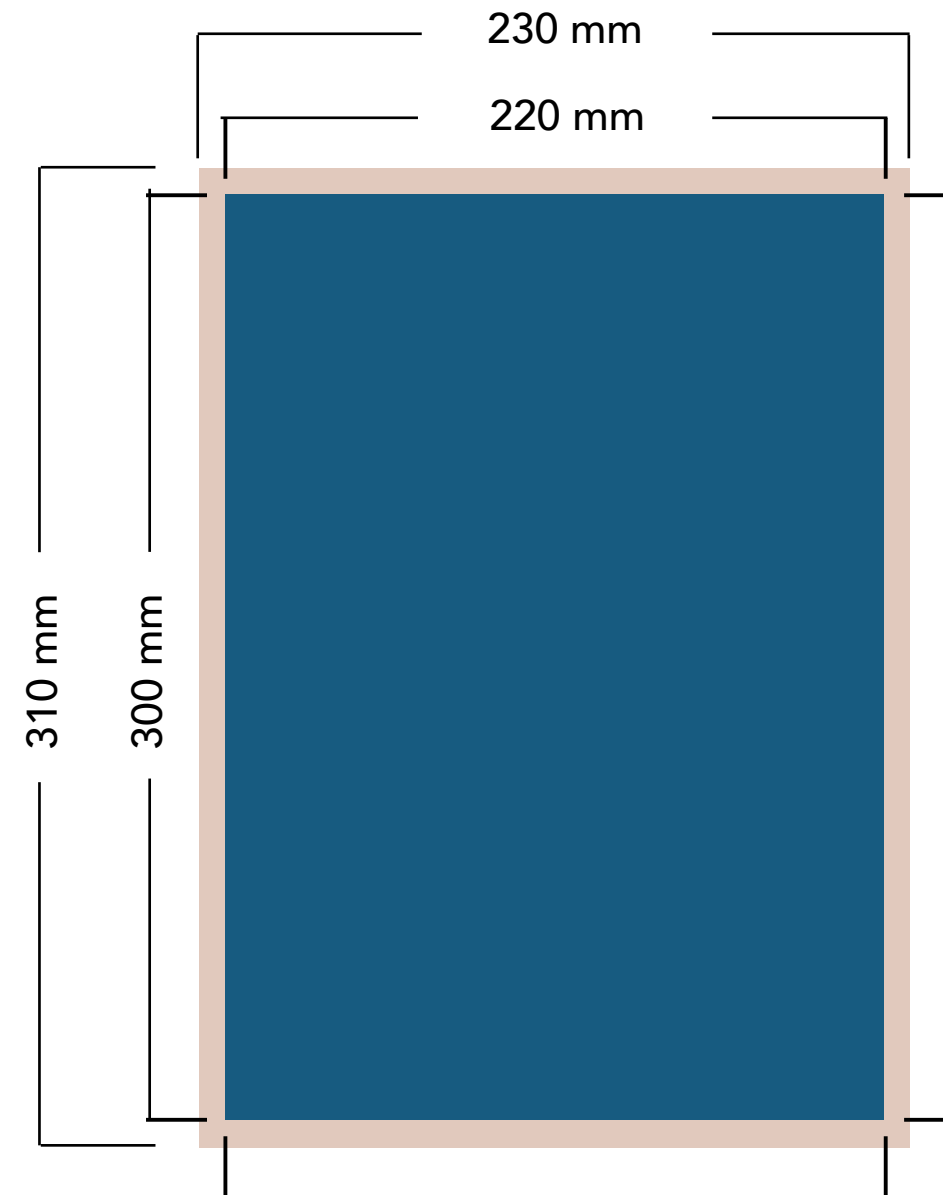
Center spread	440 x 300 mm + 5 mm bleed	SEK 50 000
Special cover / Customized cover/wrapping on top of the cover		SEK 79 000

Specifications

Advertisements for the magazine must contain images and logos in 300 dpi/dots per inch.

The ad is sent as a print-ready PDF with crop marks and any clipping. ICC profiles and information about the printing house can be found at www.brandfactory.se

Advertisements and advertisement questions are emailed to: annons@karlof.se



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. The Quiet area of 5mm margin/overflow will be cut off when the page is trimmed in the printing process.

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

ICC-profiles:
<https://brandfactory.se/kundportal>

Digital Ads

For the website and the newsletter, ads should be delivered in the file formats JPG, GIF, or PNG.

Advertisements and advertisement questions are emailed to:
annons@karlof.se

Banner Advertising

Format	Width x Height, pixels	Rate
SCE Weekly Update, newsletter	600 x 300 px	SEK 12 000 /month
sceffect.se, webpage	290 x 150 px	SEK 8 000 /month

Replacing a banner or URL is charged by 750 SEK / occasion.

Contact

News and Other Questions

E-mail: redaktionen@sceffect.se

Phone: +46 84 66 99 50

Booking and Information About Advertising

E-mail: annons@karlof.se

Phone: +46 84 66 99 50

