

Supply Chain Effect

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

2025
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 Tidskrifter) and follows the organization's high standards.

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



LINKÖPINGS UNIVERSITET



CHALMERS



Stockholms universitet

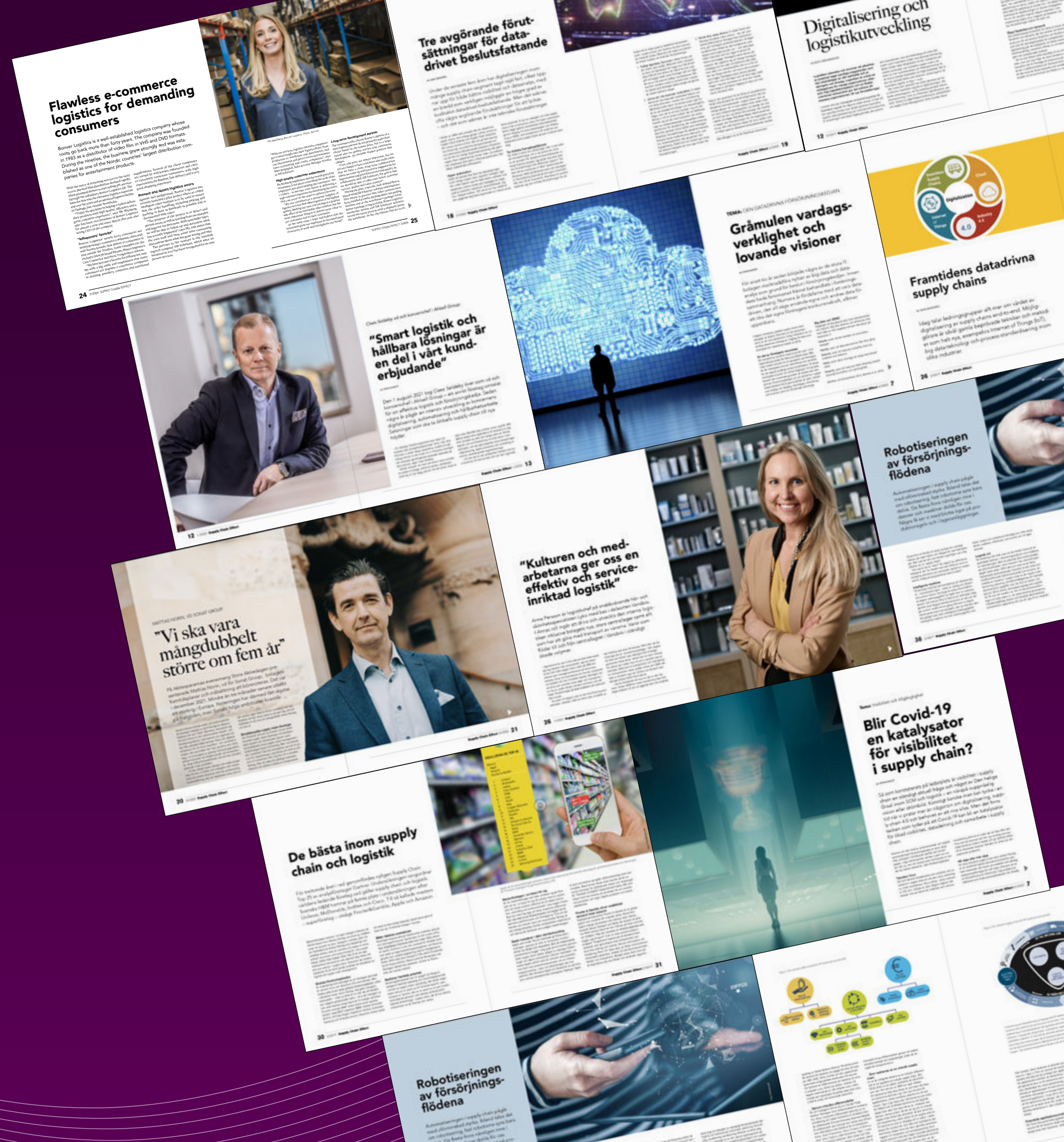


LUND UNIVERSITY

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 Efficient Channels

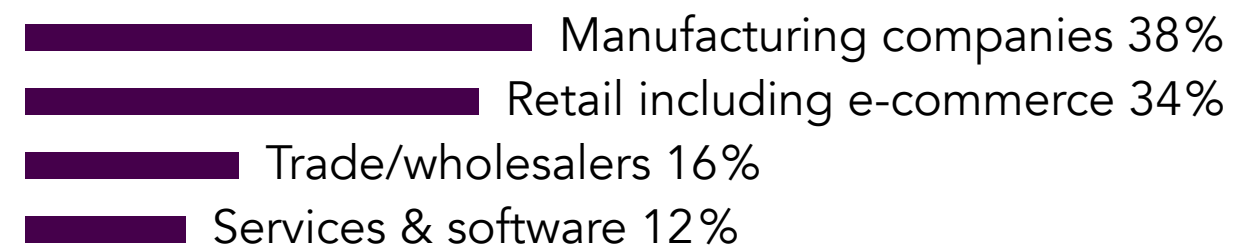
Supply Chain Effect is the Nordics' only media with a pure focus on supply chain management and logistics management. We are therefore targeting leaders, managers and qualified specialists, i.e., people who make the crucial decisions about investments in the supply chain. In other words, we reach the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

How do you want to communicate?

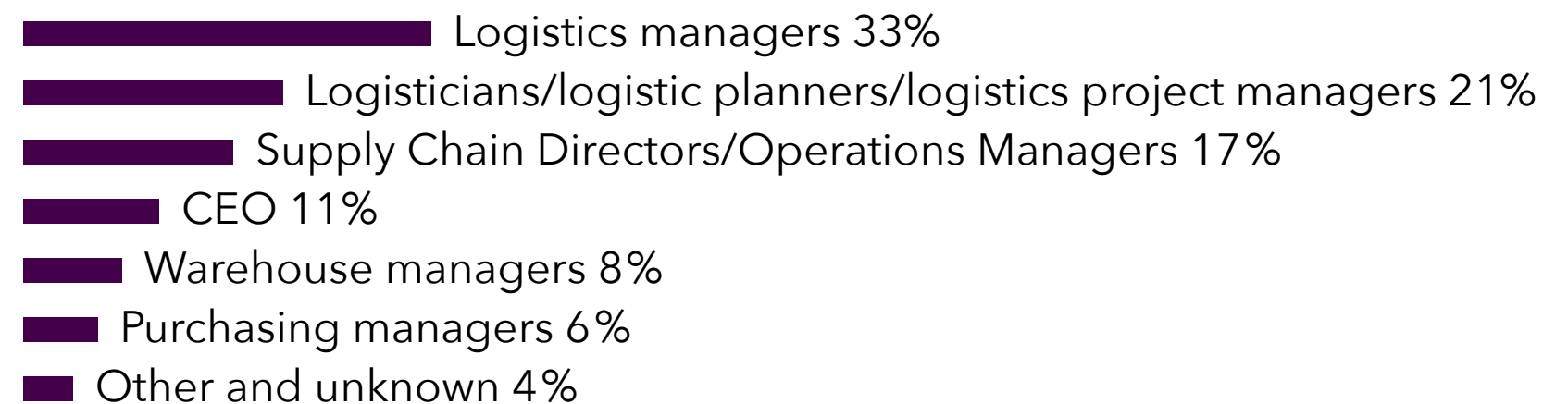
About the Magazine

The printed version of 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 magazine you can advertise in different formats, and you can also cooperate around content/articles in the magazine.

Readers and Industries:



Readers and Positions:



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.

SCE TALKs

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 goal of the SCE TALKs is to give the viewers and listeners 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, videopodcasts, 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 the 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 2025

There is a rapid evolution 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 this intense and exciting development.

Each issue of the magazine has an in-depth theme that covers about a third of an issue. Regardless of the theme we always focus on fundamental issues, 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: **Innovative logtech technology for increased competitiveness**

Distributed week 8. Ad close February 7.

No 2

Special focus: **Sustainability, resilience and agility in complex supply chains**

Distributed week 17. Ad close April 11.

No 3

Special focus: **The digitized and data driven warehouse**

Distributed week 26. Ad close June 13.

No 4

Special focus: **Value creating Transport Management**

Distributed week 39. Ad close September 12.

No 5

Special focus: **Supply Chain Planning and Optimization**

Distributed week 46. Ad close October 31.

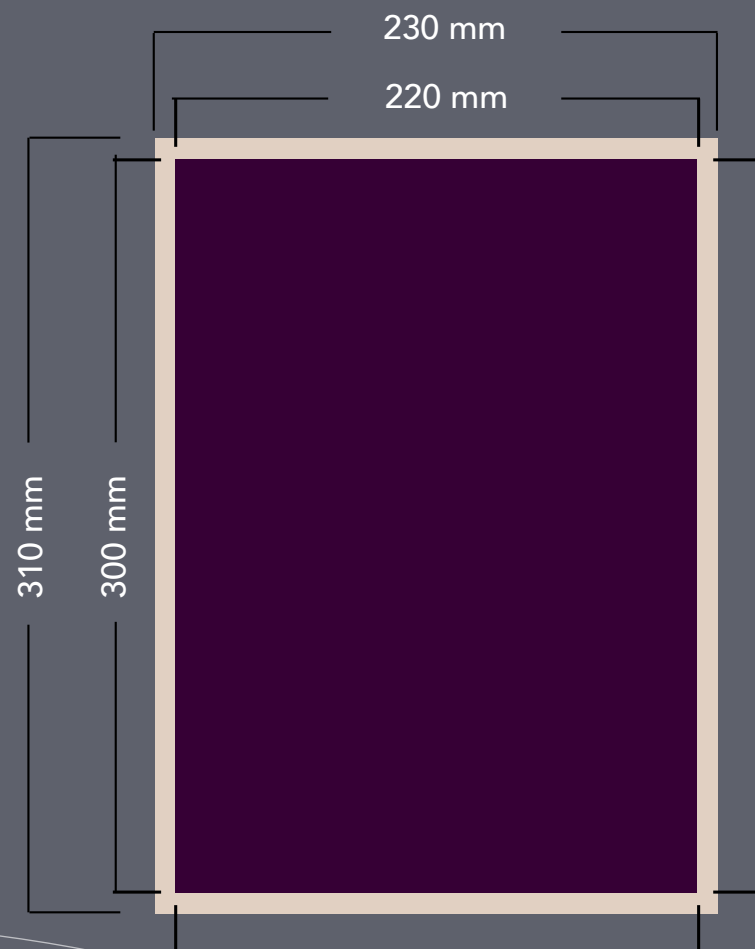
No 6

Special focus: **The warehouse and logistics facility of the future**

Distributed week 1 (2026). Ad close December 12.

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 21 000
Half-page, portrait	115 x 300 + 5 mm bleed	SEK 21 000

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.*

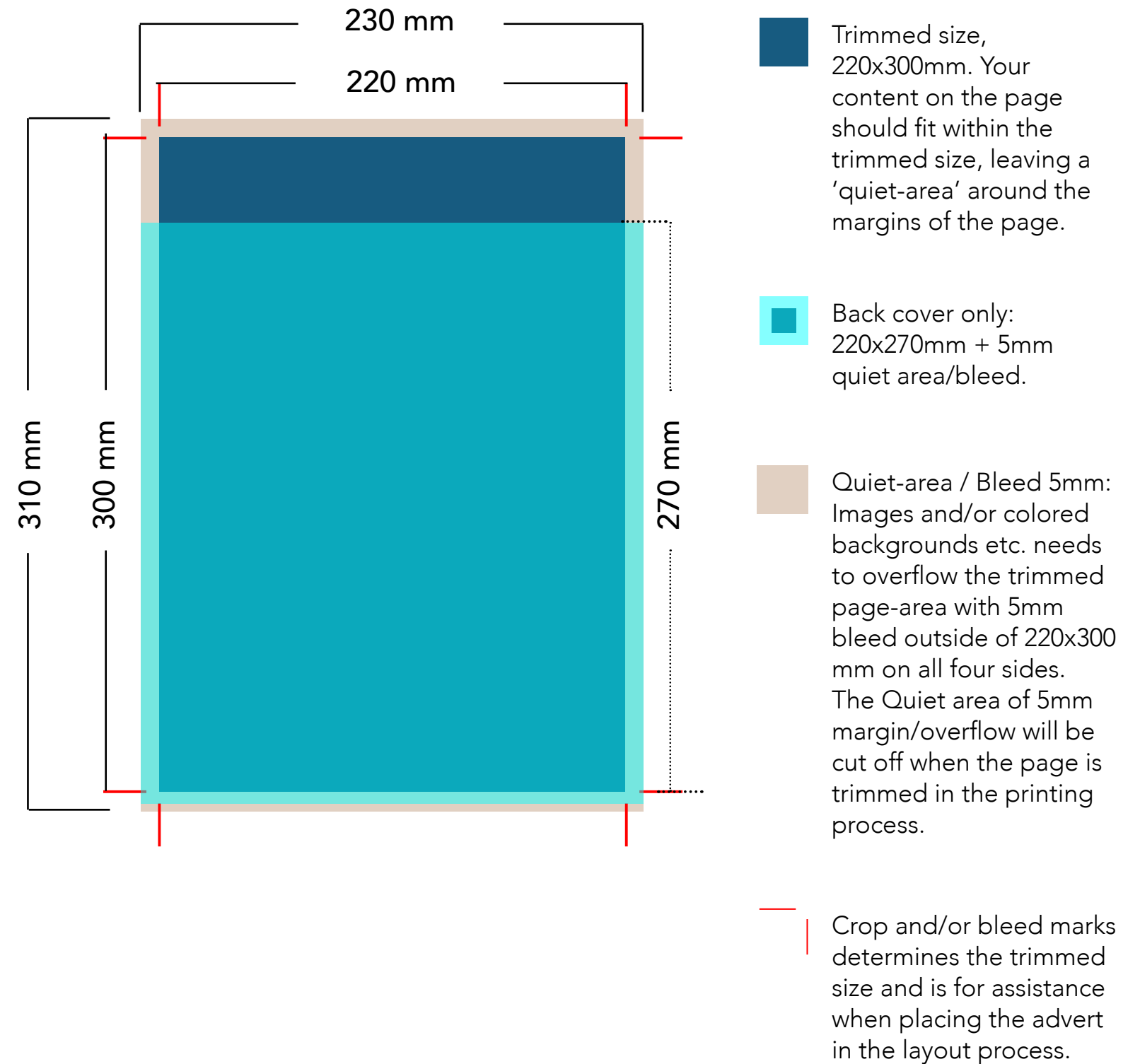
Center spread	440 x 300 mm + 5 mm bleed	SEK 50 000
Special cover / Customized cover/wrapping on top of the cover		SEK 79 000

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



ICC-profiles / checklist (in Swedish):

<https://www.pipelinenordic.se/checklista-infor-tryck/>

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 14 000 /month
sceffect.se, webpage	290 x 150 px	SEK 9 000 /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

