Supply Chain Effect

The Nordic region's most effective channels to leading decision-makers in supply chain management and logistics.

2027

EDITORIAL CALENDAR

Hello!

Supply Chain Effect is a media platform and ecosystem for supply chain management and logistics. We started in 2010 and over the years we have established ourselves as a well-known and appreciated player on the Nordic logistics scene. In fact, we are the only business magazine in the Nordics with a clear strategic and tactical perspective on supply chain and logistics.

The business magazine Supply Chain Effect reaches more than 14,000 decision makers in 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 our news site – sceffect.se – has hundreds of visitors every day.

In addition to the magazine, newsletter and news site, we also produce the video podcast SCE TALKs, webinars, seminars, roundtable discussions, films and white papers. To ensure a good mix of both practical and academic content, we have built strong collaborations with both senior executives in business and talented researchers in academia.

For example, we have long-standing collaborations with leading researchers at Linköping University, Chalmers University of Technology, Stockholm University/Stockholm Business School, and Lund University.

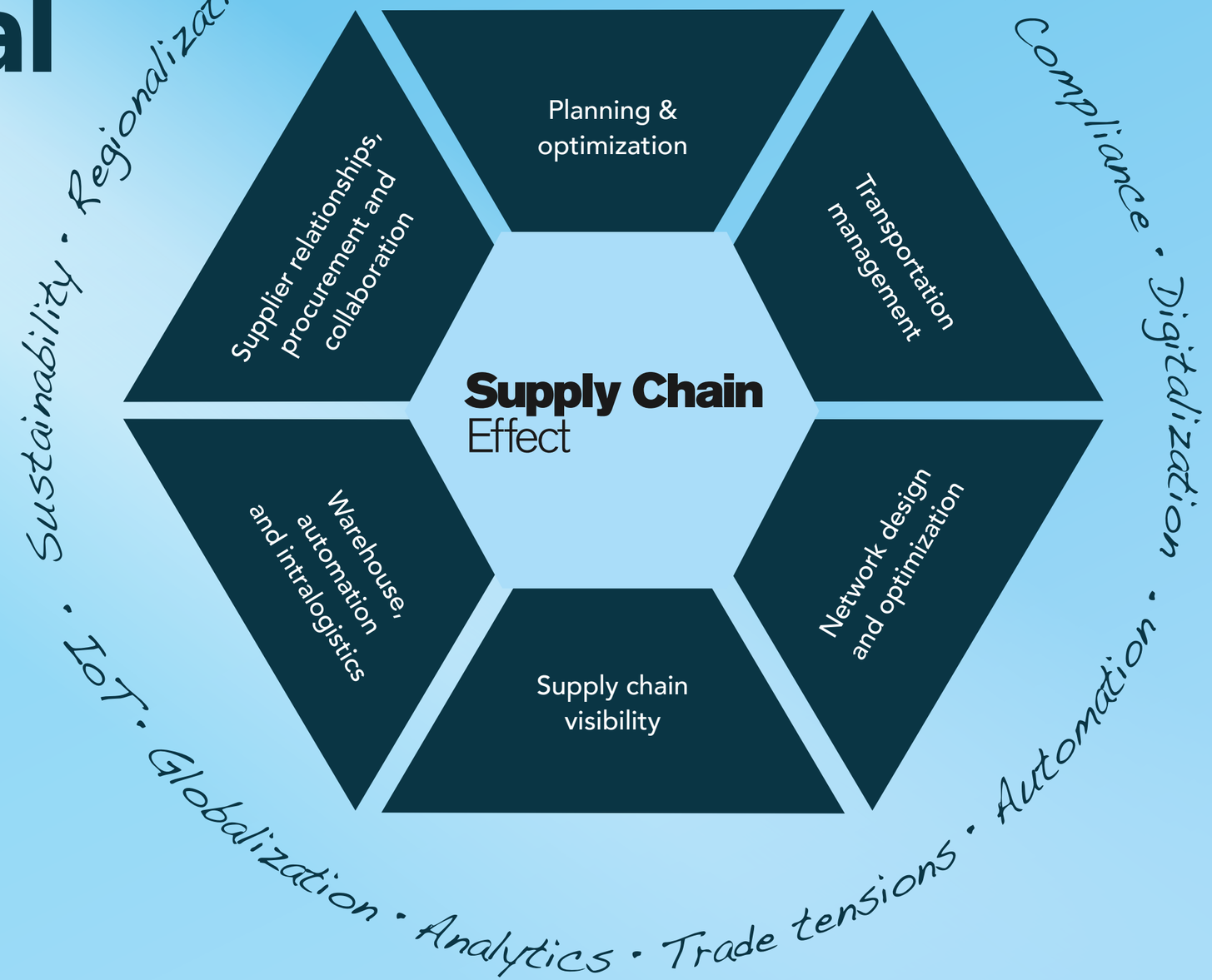
Read more about this on the following pages!

Stefan Karlöf – Grundare och chefredaktör.

Since the start in 2010, we have been members of the trade organization Sveriges Tidskrifter and follow the organization's high requirements.

Engaging and business critical

Supply Chain Effect's mission is to monitor, highlight and delve deeper into today's most central issues and challenges in supply chain management and logistics. Engaging and business-critical areas such as artificial intelligence, robotization, automation, digitalization, global trade, procurement, production, warehousing, transportation, distribution, sustainability and regulatory compliance, as well as risk management and resilience. We always focus on how critical supply chain activities can work together effectively and contribute to increased value creation throughout the entire chain, end-to-end.



sceffect.se

Decision-makers in supply chain

Our readers, viewers and listeners are people in leadership positions, qualified specialists and project managers who influence and make crucial decisions about investments in the supply chain. In Supply Chain Effect's channels you therefore reach the right target group, with high precision, and in several complementary channels.

The magazine

The business magazine Supply Chain Effect has more than 14,000 readers and i is distributed freely as PDF to many more relevant decision-makers and specialists in the supply chain. In the magazine, you can advertise in various formats and collaborate on relevant and very engaging content.

Readers and positions

- Logistics Directors/Logistics Managers 41%
- Logisticians/Planners/Project Managers 21%
- Supply Chain Directors/COOs/ Operations Managers 19%
- CEOs 12%
- Purchasing Managers 5%
- Other 2%

Industry/sector

- Manufacturing companies 36%
- Retail including e-commerce 35%
- Trade/wholesalers 17%
- Software and services 12%

Digital channels

On our well-visited and widely read news site, sceffect.se, news and articles of high reading-value and interest for our target group are published daily. And every Friday, the SCE Weekly Update newsletter publishes the most important events of the week. The newsletter reaches nearly 9,000 recipients in the Nordic region. The newsletter has a high share of returning readers and is opened by an average of **38 percent** of recipients. You can advertise in various formats and publish news on the news site as well as in the SCE Weekly Update newsletter.

Events, roundtables, film and white papers

Together with us, you can also produce company-specific webinars, podcasts, seminars, roundtables, white papers and films with a focus on logistics and supply chain management. The possibilities are many and together we can create innovative and effective solutions that both generate leads and build your brand.

Beneficial partnership as a **SCE Priority Partner**

We also offer attractive, tailored partnership packages – Priority Partner – that cost-effectively combine advertising, podcasts, and joint content collaborations. Get in touch to learn more!

Since we started in 2010, we have produced a number of different podcasts. The latest is the video podcast SCE TALKs, which was launched in 2025. In the podcast, our editor-in-chief Stefan Karlöf interviews people with cutting-edge knowledge, experience and interesting perspectives in various areas of supply chain management and logistics. The conversations are normally between 30-45 minutes long, as the goal is to give the listener knowledge, inspiration and new perspectives in a relatively short time, but still sufficiently detailed. Each episode is produced in collaboration with a business partner and is distributed, among other things, via Youtube, Linkedin, on SCE's website and in the SCE Weekly Update newsletter.

SCE TALKS

by

Supply Chain Effect

SCE 2027

For a number of years, an intensive evolution has been taking place within supply chain management and logistics – an evolution that is accelerating as a result of new technological opportunities, increased competition and tougher demands for sustainability, efficiency, speed and resilience. As a partner with Supply Chain Effect, you are involved in describing, explaining and exploring this intense and exciting development and simultaneously communicates the company's own capabilities.

Each issue of the magazine has an in-depth theme that covers approximately a third of an issue. But regardless of the theme, we always focus on fundamental areas within supply chain management and logistics, such as digitalization, logistics automation, planning/optimization as well as visibility, risk management, distribution, sustainability and collaboration in the supply chain.

sceffect.se

EDITIONS 2027

No 1 Theme: **AI-based supply chain planning and optimization**
Distributed week 8. Ad close February 5.

No 2 Theme: **Sustainability and circularity – role models and low-hanging fruits**
Distributed week 17. Ad close April 9.

No 3 Theme: **Intelligent automation and robotics with AI**
Distributed week 26. Ad close June 11.

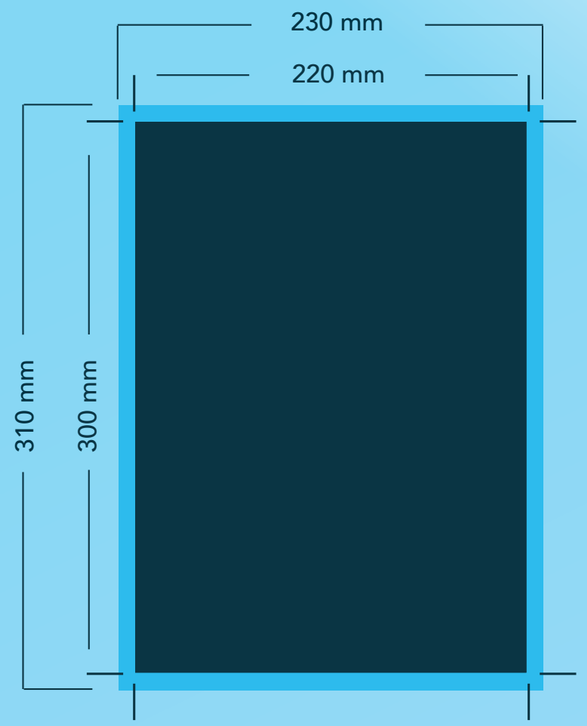
No 4 Theme: **The visibility revolution**
Distributed week 39. Ad close September 10.

No 5 Theme: **Resilience, risk and global trade**
Distributed week 46. Ad close October 29.

No 6 Theme: **The smart warehouse**
Distributed week 1 (2028). Ad close December 6.

Advertise in the magazine

Dimensions of the magazine:
220 x 300 mm



Magazine ads - Print

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

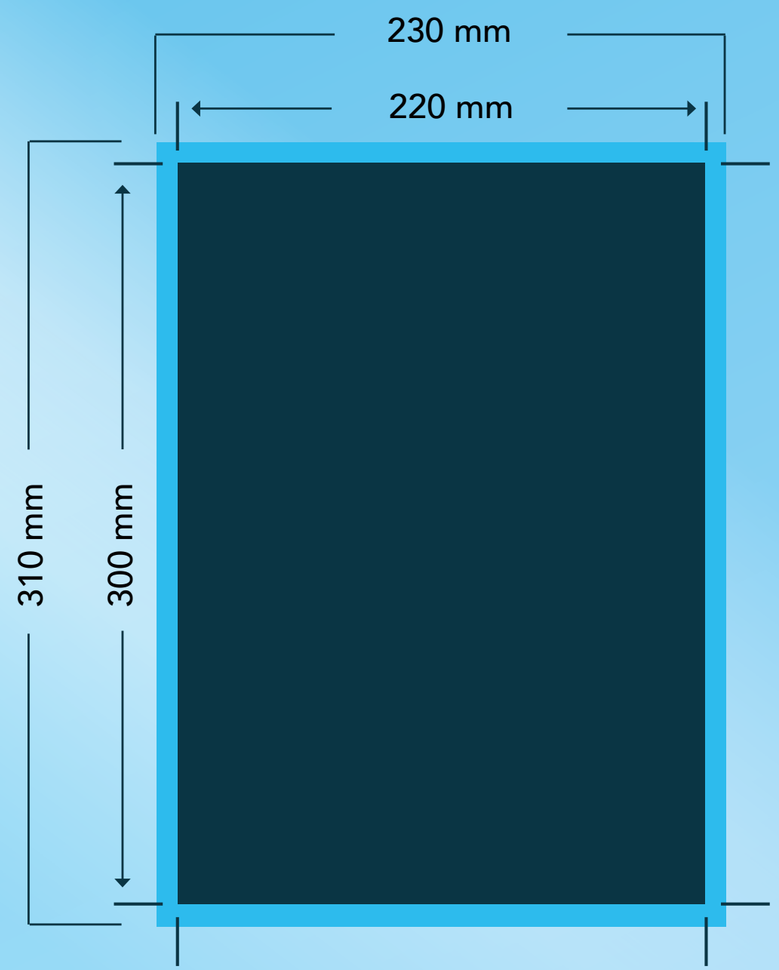
Price for requested location (Full-pages only)		
Page 2, 3 or page before last page		SEK 33,000
Last page / back cover	220 x 300 mm + 5 mm bleed	SEK 43,000
Center spread	440 x 300 mm + 5 mm bleed	SEK 50,000
Special cover / Customized cover/wrapping on top of the cover		SEK 79,000

Advertise in the magazine

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

Send your ad as a print-ready PDF with crop marks and bleed. ICC profiles and information about the printing house can be found at www.pipelinenordic.se

Send your ad 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 / Bleed 5mm: 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.

Advertise digitally

For the news site sceffect.se and for the newsletter SCE Weekly Update banner ads shall be delivered As JPG, PNG, WebP or Html5.

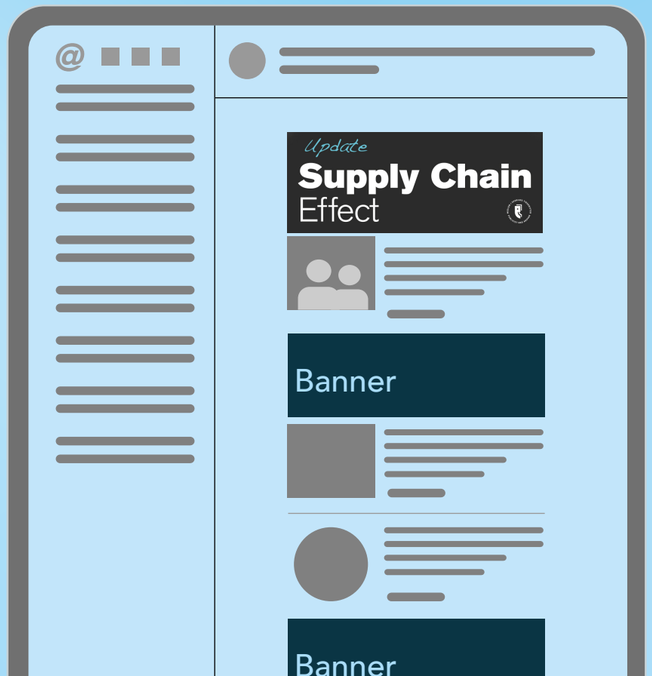
Banner ads and questions about advertisement should be emailed to:
annons@karlof.se

New positions!

Banner ads

	Positions	Format / size	Price
SCE Weekly Update *(weekly newsletter)*	In-content banner – between the news publications	1200 x 600 px	SEK 19,000 per month
● sceffect.se	Top banner displayed on all pages	2880 x 558 px	SEK 32,000 per month
● sceffect.se	In-content banner displayed on all pages	1860 x 360 px	SEK 28,000 per month
sceffect.se	Side banner displayed on all pages	580 x 300 px	SEK 16,000 per month

File formats: JPG, PNG, WebP or Html5. Max file size: approx. 300 kb



Contact

News and other questions
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Phone: +46 84 66 99 50

Booking and information about advertising
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sceffect.se

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