

AUDIENCE ENGAGEMENT REPORT



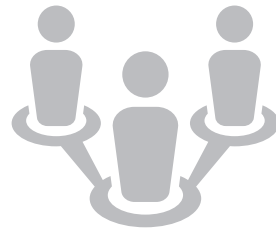
Supply Chain Connect — Audience Engagement Report

JANUARY-JUNE 2024

Supply Chain Connect covers the end-to-end supply chain by delivering news, insight and analysis at the intersection of technology and business for today's procurement and supply chain professionals. We provide critical thought leadership insights through multiple channels including our digital magazine, website, and newsletter. Our community members include: Supply Chain / Sourcing Management, Purchasing / Procurement Management, Sr. Purchasing/ Procurement (CPO, VP, Director), Design Engineering electronics purchasing, Engineering Management and others allied to the field.

AVERAGE MONTHLY REACH

53,590



COMPANIES THAT ENGAGE

BAE SYSTEMS



FLEXTRONICS®



Raytheon

Top Job Function	%
Corporate/Executive Management	19%
Engineering/Maintenance	18%
Purchasing/Procurement/Sourcing/Buyer	17%
Supply Chain Management	13%
Purchasing/Supply Chain/Materials Manager	11%

Top Primary Industry	%
Industrial - Chem/Petro, Food/Bev/Agricult...	20%
Automotive & Ground Transportation	15%
ICs & Semiconductors	15%
Communication Systems/RF/Wireless	9%
Defense/Military/Aerospace	8%
Consumer Electronics	8%
Computers - Communication Network	4%
Medical Electronics	3%

The Audience Engagement Report provides an integrated view of the Supply Chain Connect community. Data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua and Omeda.

Supply Chain Connect — Digital Engagement & Insights

JANUARY-JUNE 2024

AVERAGE MONTHLY SESSIONS



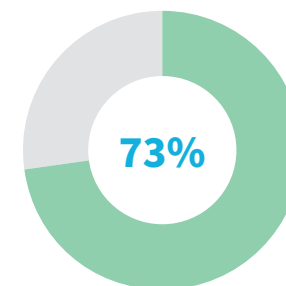
15,956

AVERAGE UNIQUE MONTHLY VISITORS



11,659

DESKTOP VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



30,840

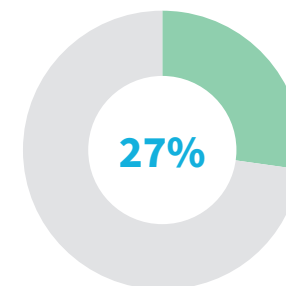
COMBINED SOCIAL REACH



3,223

▲ 30% increase year-over-year

MOBILE VISITORS AVERAGE MONTHLY



	eNewsletter Reach	Average Total Open Rate	Average Total CTR
Supply Chain Connect News eNewsletters Total Reach	18,856	40.15%	0.75%
Supply Chain Connect Newsletter	11,105	40.37%	1.02%
The Chain Reaction	18,254	39.86%	0.32%
Digital Edition	7,751	40.23%	0.90%

JANUARY-JUNE 2024

TOP TOPICS



Top 50
Electronics Distributors



Improving Supply
Chain Management



Executive Perspectives
Podcasts



Salary & Career Trends



Purchasers with
Supply Chains

TOP VIEWED ARTICLES

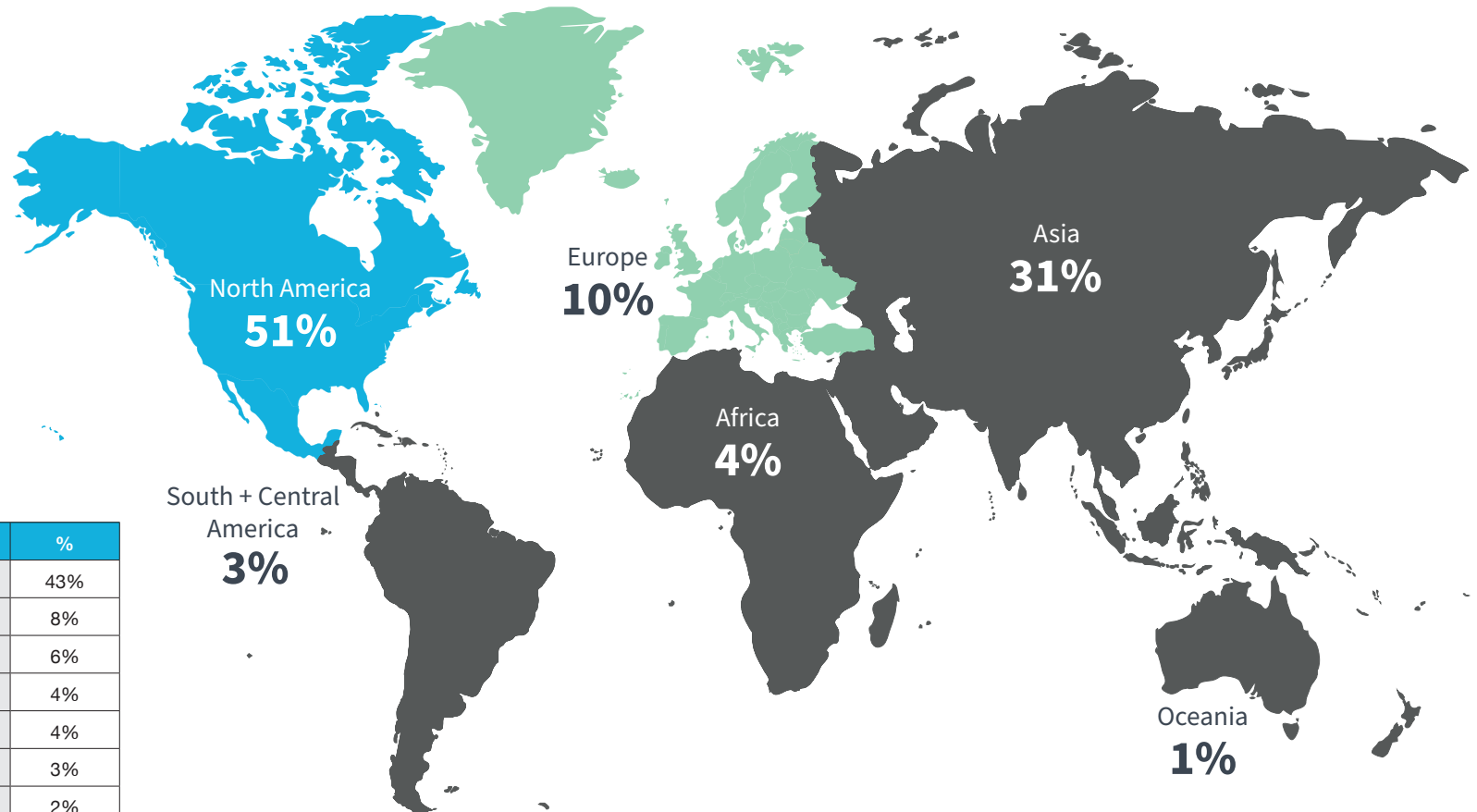
- Top Electronics Distributors
- Top Industrial Distributors
- 6 Ways to find the best suppliers
- Top 25 European distributors
- How artificial intelligence is transforming every industry
- 4-air cargo challenges to overcome in 2023
- Material management a critical aspect of the supply chain
- Why is there a shipping container shortage
- Why supplier diversification is the cure for manufacturing supply chain management
- Labor shortages and supply issues still stress global supply chains

TOP CONTENT DOWNLOADS OR PRINT CLICKS

- 2024 Distribution Outlook eBook
- 2024 Top 50 Global Electronics Distributors List
- 2024 Top 50 North American Authorized Distributors
- 2023 Top 50 APAC Distributors List

Supply Chain Connect — Website Visitors by Region

JANUARY-JUNE 2024



Country	%
United States	43%
Canada	8%
India	6%
China	4%
United Kingdom	4%
Singapore	3%
Japan	2%
Hong Kong	2%
Taiwan	2%
South Korea	2%
Philippines	1%
Malaysia	1%
Mexico	1%
Germany	1%

Supply Chain Connect — Sworn Publishers Statement

JANUARY-JUNE 2024

DIGITAL PUBLICATION SUBSCRIBERS

3,336



QUALIFIED CIRCULATION BY ISSUE

2024 Issues	Subscribers	Bonus Distribution	Total Distribution
January	3,400	12,703	16,103
March	3,302	12,055	15,357
April	3,244	11,873	15,117
May	3,514	12,723	16,237
June	3,218	11,745	14,963
Total Copies	16,678	61,099	77,777

	Average Monthly Subscribers	Average Monthly Bonus Distribution	Average Monthly Distribution
Average Monthly Distribution	3,336	12,220	15,555