



THE GO-TO RESOURCE FOR SUPPLY CHAIN NEWS, INSIGHTS, AND INDUSTRY CONNECTIONS

AUDIENCE

NEWSLETTERS

SPECIAL OPPORTUNITIES

MARKETING SOLUTIONS

CONTACTS



BRAND STATEMENT



The One Constant with Supply Chain is Change

Supply Chain Connect is **the** resource for all things supply chain. We understand the need to listen to the audience, hear their questions and concerns, and address them in our content coverage. We transitioned **Supply Chain Connect** to a thought leadership website and removed all banner ad placements. Our goal is to provide more quality content that the audience is asking for along with input from our advertising sponsors. Making these connections is critical to our success.

We have formed a LinkedIn Community to continue working on the connections of buyers, engineers, supply chain managers, and key stakeholders throughout the supply chain. We provide a space for professionals to collectively work through the challenges of the everchanging supply chain landscape. Regular focus groups and virtual meet ups are part of the magic formula.

Areas of focus include:

- The impact of artificial intelligence and machine learning on supply chains
- Latest trends and developments in supply chain technology
- The growing importance of sustainability in supply chains
- The challenges of managing supply chains in a globalized world
- Identifying the top distributors of the Americas, Europe, and APAC

The one constant is that supply chain challenges will not go away, but we can continue to educate so that professionals are better informed and able to improve existing processes and procedures to reduce the amount of disruption.



Market Leader Christina Cavano ccavano@endeavorb2b.com

We Know Supply Chain & Purchasing







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 newsletters.

AVERAGE MONTHLY REACH

37,147



COMPANIES THAT ENGAGE







FLEXTRONICS'













Top Job Function	%
Engineering/Maintenance	18.67%
Corporate/Executive Management	13.70%
Purchasing/Procurement/Sourcing/Buyer	13.70%
Purchasing/Supply Chain/Materials Manager	9.60%
Supply Chain Management	3.81%

Top Primary Industry	%
Industrial - Chem/Petro, Food/Bev/Agricult	21.76%
ICs & Semiconductors	17.79%
Consumer Electronics	9.38%
Automotive & Ground Transportation	8.35%
Defense/Military/Aerospace	8.05%
Computers - Communication Network	5.97%
Communication Systems/RF/Wireless	2.74%

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.

AUDIENCE ENGAGEMENT

SUPPLYXCHAIN CONNECT...

[View our **Audience Engagement Report**]

Creating connections
between purchasing
and supply chain
professionals and
our marketers via our
website, digital issues,
podcast, and industry
events.

Integrity – Community

Dedication – Passion

Perseverance

AVERAGE MONTHLY SESSIONS

AVERAGE UNIQUE MONTHLY VISITORS



10,069

AVERAGE MONTHLY PAGE VIEWS

35,451

13,810



in

COMBINED SOCIAL REACH



2,113





MOBILE VISITORS AVERAGE MONTHLY



	eNewsletter Reach	Average Total Open Rate	Average Total CTR
Supply Chain Connect News eNewsletters Total Reach	21,224	42.49%	0.89%
Supply Chain Connect Newsletter	12,945	44.32%	1.01%
Digital Edition	8,278	40.65%	0.77%

CRITICAL COVERAGE



WHAT WE COVER

The global supply chain evolves and changes every day. We address these changes and the challenges presented as a result.

WHAT IT MEANS

Supply Chain Connect is itself an evolution of many years gathering information, making connections, and building knowledge through our legacy title, Source Today.

HOW WE COVER IT

Supply Chain Connect is unique in that it is an ad-free environment which allows our sponsors to collaborate with each other, with our content team, and even with the audience through a unique community of supply chain professionals who experience common challenges in today's business environment.



News & Trends

- Trends
- Sustainability
- Technology
- Conflict Minerals



Podcasts

- Executive Perspectives from Industry Professionals
- Podcast Lounge coverage
- Quick Chats



Counterfeit

- Counterfeit Products
- Certifications
- Training
- Regulations



Supply Chain Technology

- Key Challenges
- Artificial Intelligence
- Industrial Internet of Things
- Machine Learning
- New Innovations/Trends
- Blockchain



Procurement

- Risk Management
- Procurement Technology
- Inventory Management
- Buying Trends
- Cost Savings
- Obsolete Components



Rankings & Research

- Top 50 Electronics Distributors
- Top 50 Industrial Distributors
- Top European Distributors
- Top Asia Pacific Distributors
- Top Woman-Owned Companies
- Salary & Career Trends

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



Materials due: Seven business days prior to publication. | Send creative to: webtraffic@endeavorb2b.com

Supply Chain Connect

For those who need to be informed and educated on the latest news, data, trends, and technology for purchasing and supply chain cycles.

Monday – Wednesday – Friday

Subscribers	12,945
Avg Open Rate	44.32%
AVG CTR	1.01%





The Chain Reaction

Featuring the latest podcasts from Innovation
Destination as well as Podcast Lounge events.
2nd and 4th Thursdays each month

Subscribers...... Coming Soon



Innovation Destination provides supply chain and purchasing professionals with essential news, information and analysis about the technology and business trends that impact the global supply chain industry.



Supply Chain Market Moves

Topics covered will include Supply Chain Technology, Inventory Management, Logistics, Sustainability, and more. The focus is on electronics and manufacturing.

1st and 3rd Thursdays each month

Subscribers...... 50,000

^{*} Audience Engagement Report 2023

MARKET COVERAGE NEWSLETTERS



OFFERING LARGER AUDIENCES AND BROADER PERSPECTIVES FOCUSED ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES SUPPLY CHAIN

Circulation: 25,000

Deploys: Twice Monthly on Thursdays

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry.

TARGET AUDIENCE: C-Suite, VP, Managers for supply chain, purchasing, warehousing, and logistics.

SPONSORSHIP OPPORTUNITIES:

Sponsored Content in 2 Positions - \$2,500 each

[View Last Issue]



MARKET MOVES CYBERSECURITY

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [View Last Issue]

75,000

Twice Monthly on Wednesdays

MARKET MOVES © ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [View Last Issue]

28,800

Twice Monthly on Fridays

MARKET MOVES ()
ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance. [View Last Issue]

26,500
Twice Monthly on Fridays

MARKET MOVES

INDUSTRIAL SUSTAINABILITY

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [View Last Issue]

30,000

Twice Monthly on Tuesdays

MARKET MOVES

INFRASTRUCTURE

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA. [View Last Issue]

21,000

Twice Monthly on Fridays

MANUFACTURING

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more. [View Last Issue]

20,000

Twice Monthly on Saturdays

MARKET MOVES **STRATEGY**

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [View Last Issue]

28,000

Twice Monthly on Thursdays

SPONSORSHIPS



"The Supply Chain will continue to change and be challenged. Supply Chain Connect allows our sponsors and industry experts to communicate directly with our subscribers in an ad-free and userfriendly environment to share best practices, new technologies, latest trends, and more."

– Christina Cavano, Market Leader

Option 1 – \$3,500 per month

- (1 per mo) Sponsored piece of customer-provided content
- (1 per every 6 mo) Executive Perspective Podcast
- (1 per mo) Supply Chain Connect Newsletter
- Company logo listed as a sponsor on all category and article pages
- Social media posts of the sponsored content
- Multi-sponsored Spotlight Newsletter

Option 2 – \$5,000 per month

- (1 per mo) Sponsored article + Endeavor-provided article inclusion
- (1 per every 6 mo) Executive Perspective Podcast
- (1 per mo) Supply Chain Connect Newsletter
- Quarterly Roundtable—a seat at the table
 - We will meet quarterly with the founding members of our community to discuss challenges, suggested content, information needs, and hear any pain points. You are invited to join the Roundtable and listen in.
- (1 per every 6 mo) Gallery including articles, products, and services
- Company logo listed as a sponsor on all category and article pages
- Social media posts of the sponsored content
- Multi-sponsored Spotlight Newsletter
- * 3 month minimum commitment



UNIQUE SPONSORSHIPS



Top 50 Electronics Distributors

Published annually and ranks the top distributors in the industry by sales volume. Highlight your prestigious designation as a Top Electronics Distributor. Viewed for a full year, elevating your status as an elite industry provider. This is the most viewed content year-over-year.

DEPLOYS: May

DISTRIBUTION: Print and Digital

SPONSORSHIP OPPORTUNITIES: Inquire

Top 50 Industrial Distributors

An annual report that reveals revenue performance and what's on the minds of the top-rated Industrial Distributors. The report includes: Industrial Distributors ranked by revenue, their buying preferences, distributor profiles, executive interviews, and more.

DEPLOYS: September **DISTRIBUTION:** Digital

SPONSORSHIP OPPORTUNITIES: Inquire

Top European Distributors

This report ranks the top European distributors in the industry by sales volume. Highlight your prestigious designation as a Top European Distributor. The annual report is published in March each year. Elevate your status as an elite industry provider.

DEPLOYS: March

DISTRIBUTION: Digital

SPONSORSHIP OPPORTUNITIES: Inquire

Top APAC Distributors

This report ranks the top APAC distributors in the industry by sales volume. Highlight your prestigious designation as a Top APAC Distributor. The annual report is published in August each year. Level-up your status as an elite industry provider.

DEPLOYS: August

DISTRIBUTION: Digital

SPONSORSHIP OPPORTUNITIES: Inquire

Electronica 2024 eBook

A special edition eBook for Electronica. This issue will highlight the latest trends and insights for supply chain and purchasing professionals. It will include the podcast schedule for the Innovation Destination Podcast Lounge at Electronica.

DEPLOYS: Munich, Germany

DISTRIBUTION: QR Code at Electronica Munich 2024

SPONSORSHIP OPPORTUNITIES:

Full Page Ad: 8.5x11 in PDF format Spread: (2) 8.5x11 in PDF format

Distribution Outlook

An annual report that provides forecasts, perspectives, and analysis via interviews with a wide variety of distributors; plus, several distributor executive profiles. This product include (2) full-page ads or (1) ad and (1) profile page. Promoted with over 400k market facing impressions. December distribution in both digital issue and eBook formats.

DEPLOYS: December

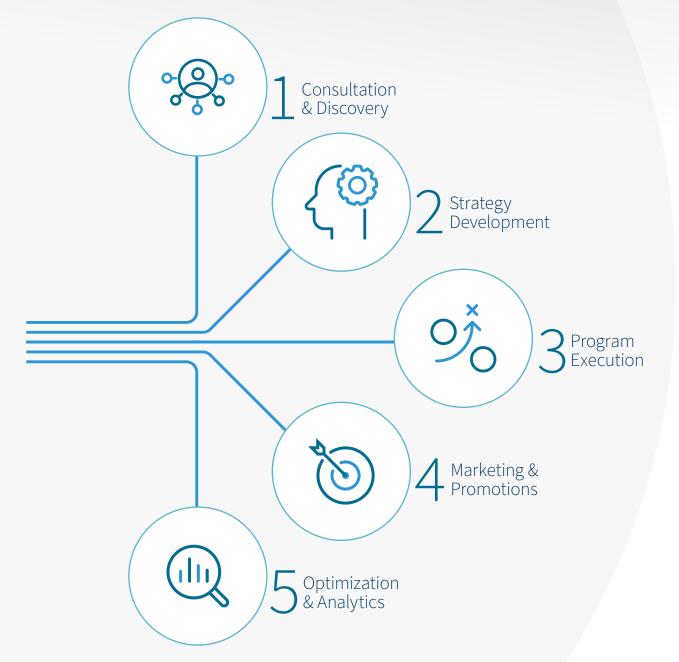
DISTRIBUTION: Print and Digital

SPONSORSHIP OPPORTUNITIES:

Full Page Ad: 8.5x11 in PDF format Spread: (2) 8.5x11 in PDF format

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.





Overview of Our Solutions

Advertising

Target the right audiences in the right channels

Research & Intelligence

Make data-driven decisions with our expert intel.

Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. ₹

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.



RESEARCH



Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation.

State of the Market

Create an impactful marketoriented research report to generate high-quality leads and provide valuable insights to your target audience.

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



DELIVERING ALL THE KEY INGREDIENTS



60+ Years of Research Experience



150 In-House Subject Matter Experts



Engaged B2B Audience Database





CONTENT DEVELOPMENT



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Top Tips

Feature 5 to 10 brief tips or steps with graphic design that will help your audience better understand a topic or guide them toward a purchase decision.

Problem/Solutions

Help purchasing and supply chain professionals work smarter by providing solutions to some of their most common problems. Showcase your knowledge and understanding of the challenges they face and be perceived as a trusted source for important intel.

FAQs

Answer common questions about a particular topic, issue, or trend and convey your industry expertise. Our proven format creates high-quality content while requiring minimal deliverables from your product team.

Difference Between

Connect with target audiences in a language they understand, digging deep into the differences between new technologies and applications and how to best leverage them for successful outcomes.

Long-Form Content

eBooks

Collaborate with an SME to select topical, evergreen content from our brand, and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content.

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision-making process.

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Basics of Supply Chain

Shine a spotlight on information that is the foundation of the fundamentals of supply chain while educating prospects and generating qualified leads.

Typically evergreen content, these assets are frequently saved for future reference.

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews.



WHY SHORT-FORM?

Quick and Digestible

Increased Engagement

Shareability Cost-Efficient

Mobile-Friendly

CONTENT DEVELOPMENT

Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing, and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[MORE VIDEO]



WHY
VISUAL
STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques increase the likelihood of their message being remembered and understood.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



N Audiences tend to seek out companies aligned with thought leadership, keen business strategies, and insights into solutions to their key concerns. N

CONTENT DEVELOPMENT

Create Connections in the **Podcast Lounge**

Sponsoring a podcast lounge experience at events is a great way to boost your company awareness. The lounge is a dedicated space where attendees can relax, listen to the podcasts, network, and charge their electronics.

All-Inclusive Package + Supplier Giveaway for US-Based Trade Shows

Podcasts & Promo

What Endeavor will supply:

- Podcast equipment, editor, record, and edit all podcasts
- Post all podcasts on Innovation Destination channel
- Deploy (2) Custom Series Newsletters promoting episodes recorded at "Show Name"
- Provide podcast player and audiograms (1 audiogram promotion per podcast)
- Web page/embedded code of podcast player for suppliers



What you will receive:

- Microproximity Ads (US only): driving attendees to the podcast lounge
- Social promotions
- Number of podcasts will depend on the number of days of the event
- Up to (8) episodes per day (number of days depends on event)
- Welcome to our custom series of Show Name Exclusives
- (1) Podcast promo leading up to event and (1) podcast wrap-up of the event

Booth Set-Up

- Backdrop Screen: Showcasing Innovation Destination Logo, Your Logo, Supply Chain Connect logo on repeat
- Television Display: Exclusive podcast series on Innovation Destination Podcast
 - "Now podcasting with ___ Supplier in partnership with Your Company"
- Custom Sponsor Banner: Show Name Exclusives "Brought to you by Your Company"
- Include speakers in the recording room so people in the lounge can hear the podcast segments
- Charging ports "brought to you by *Your Company*"

Supplier Partner Option

• Event Giveaway: Apple AirPods with custom wrapped skins with QR code on the back linking to podcast

VIDEO & PODCASTS



THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Video Marketing That Increases Engagement and Conversions

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support postevent follow up to prospects and leads.

Explainer Video

Guide decision-making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Podcasts 🖨

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.

LEARN MORE

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or oncamera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

LEAD GENERATION

Custom-Built Programs That **Deliver the Leads** You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.



Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences who are looking for solutions to their challenges. Registration is required to view the content, and campaign report metrics are provided with full contact information for each lead.

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types.

The same of SMEs, designer with the special services and engagement and evelopment services include all the best short-form, long-form, and visual content types.

[MORE CONTENT CREATION]

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision-making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery.

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs.

WHY PARTNER WITH US?

Strategy
Topic Expertise
Content Creation
Turnkey Program Management
Design Services
Lead Collection & Automation
Privacy Compliance
Engaged Audiences



2024 Media Kit | Supply Chain Connect | supplychainconnect.com

LEAD GENERATION





Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want—engaged decision—makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership.

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. $\overline{\ }$

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand.

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.



A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



DATA-DRIVEN MARKETING



Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.



Data-Driven Marketing

Audience Extension

Leverage our first-party data and create campaigns targeting the business decisionmakers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our firstparty data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a trade show or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our first-party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle of, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

The Power of Al personif.ai.

Effectively reach specific personas by delivering personalized content recommendations using our extensive firstparty data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[LEARN MORE]



CONTACTS

Contact our sales representatives to discuss your marketing plans.

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WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.

































