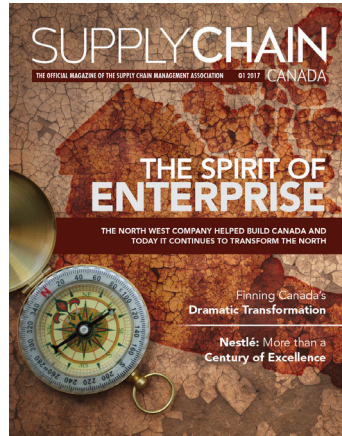
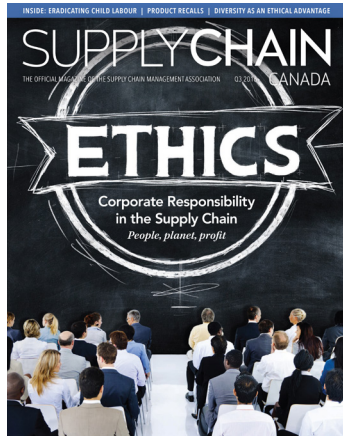
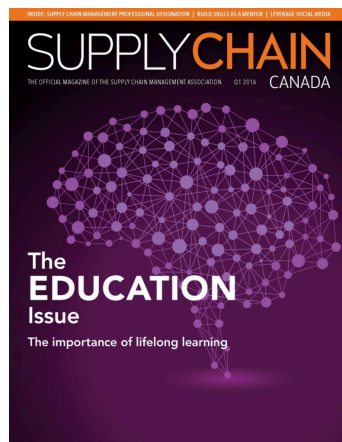
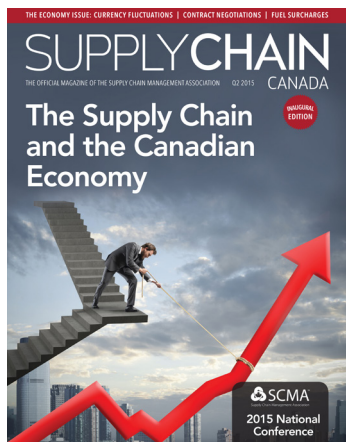




# SUPPLYCHAIN CANADA

The only print and digital magazine reaching every member of Canada's Supply Chain Management Association!



# MEDIA KIT

# 2018



PRINT POWER

4,000+ PRINT

print circulation to SCMP-designated members!

DIGITAL POWER

8,000+ DIGITAL

digital distribution to ALL SCMA members!

READERSHIP

24,000+

3.4 readers per copy (pass-along rate)

MEMBER FACTS



Enrolled or completed their SCMP designation!



Influence at C-level making key recommendations of supplier changes needed to improve operations.



Expect to be with the same company in the same role or promoted within two years from now!



of members are currently looking for educational and professional development opportunities!

SCMA Members Source...

- ❖ Logistics
- ❖ Industrial Supplies
- ❖ Trucking Services
- ❖ Purchasing / Corporate Cards
- ❖ Data Management
- ❖ Maintenance, Repair
- ❖ Forklifts / Pallets
- ❖ Facilities Management Services
- ❖ Machinery
- ❖ eProcurement
- ❖ Computers / Mobile
- ❖ IT & Telecoms
- ❖ Automotive / Fleet
- ❖ Professional Development
- ❖ Software
- ❖ Travel & Insurance
- ❖ Boxes / Labels / Printers
- ❖ Courier Services
- ❖ Raw Materials
- ❖ Outsourcing Services
- ❖ Inventory Management
- ❖ Distribution Facilities
- ❖ Manufacturing Facilities
- ❖ Warehousing Facilities
- ❖ Office Furnishings
- ❖ Business Solutions
- ❖ And Much More!

BUYING POWER

35.7 MILLION

Average Personal Annual Spend by SCMA Member Professionals

72.8 MILLION

Average Department Annual Spend by SCMA Member Companies

130 BILLION

SCMA Members Control Budgets of More Than \$130 Billion Annually!



# ACCESS PROFESSIONALS WITH MORE THAN **\$130 BILLION** IN BUYING POWER ANNUALLY!

## ABOUT THE SCMA

The Supply Chain Management Association (SCMA) is Canada's largest association for supply chain management professionals. We represent more than 8,000 members as well as the wider profession working in roles that cover sourcing, procurement, logistics, inventory and contract management. SCMA sets the standards for excellence and ethics, and is the principal source of professional development and accreditation in supply chain management in Canada.

## MEMBER PROFESSIONALS

*Supply Chain Canada* reaches top level decision-makers who analyze current spending for cost-saving opportunities, negotiate and select reliable sources of supply in order to fuel profit and provide a competitive advantage for their organization.

**8,000+ SCMA MEMBERS NATIONALLY!**

### READERSHIP

More than 24,000 decision-makers involved in a supply chain management capacity read *Supply Chain Canada* for its thought-provoking editorial content.

### PRINT

Each edition of *Supply Chain Canada* is printed and distributed to every Supply Chain Management Professional (SCMP) member of the SCMA.

### DIGITAL

Each edition of *Supply Chain Canada* is digitally distributed via email to more than 8,000 members nationally of the Supply Chain Management Association.

### SOURCING

Professionals reference and use every issue to source products, services and equipment that can help increase their businesses' bottom line.

### HIGHEST PAID

SCMP-designated professionals are the most valued and highest paid professionals in the supply chain sector!

## TOP JOB FUNCTIONS

Purchasing/Procurement | Supply Chain Management | Inventory/Material Control  
Logistics | Warehousing | Information Technology



**SUPPLY CHAIN CANADA - EDITORIAL FOCUS**

The mission of *Supply Chain Canada* is to communicate to the members of the Supply Chain Management Association timely and engaging topics affecting supply chain management professionals, and to promote current best practices. Researched, intelligent and forward-thinking editorial features will provide readers with insight, analysis and continued education to better serve their organizations and to execute the association's goal of building leadership in supply chain management.

**Spring – Infrastructure**

**Summer – Supply Chain Disruption (Conference Issue)**

**Fall – Trade**

**Winter – Supply Chain Risk**

**2018 BOOKING & MATERIAL DEADLINES / IMPACT DATE**

	Space Closing	Materials	Impact Date
Spring	Feb. 16, 2018	Feb. 23, 2018	March
Summer	May 11, 2018	May 18, 2018	June
Fall	Aug. 10, 2018	Aug. 17, 2018	September
Winter	Nov. 9, 2018	Nov. 16, 2018	December

**SUPPLY CHAIN CANADA - RATE CARD**

**COVERS 4-COLOUR**

	1X Rate	2X Rate	3X Rate	4X Rate
2nd Cover (Inside Front)	3,300.00	3,135.00	2,970.00	2,805.00
3rd Cover (Inside Back)	3,300.00	3,135.00	2,970.00	2,805.00
4th Cover (Outside Back)	3,500.00	3,325.00	3,150.00	2,975.00

**DISPLAY 4-COLOUR**

	1X Rate	2X Rate	3X Rate	4X Rate
2-Page Spread	4,000.00	3,800.00	3,600.00	3,400.00
1/2 DPS	2,700.00	2,565.00	2,430.00	2,295.00
Full Page	2,500.00	2,375.00	2,250.00	2,125.00
2/3 Page	1,900.00	1,805.00	1,710.00	1,615.00
1/2 Page Island	1,600.00	1,520.00	1,440.00	1,360.00
1/2 Page	1,500.00	1,425.00	1,350.00	1,275.00
1/3 Page	1,100.00	1,045.00	990.00	935.00
1/4 Page	900.00	855.00	810.00	765.00

- Print Rate Base: **4,000** ▪ Digital Rate Base: **8,000** ▪ All rates are in CAD and subject to applicable taxes
- Approved agency discount **15%** ▪ Rates effective December 2017
- Rates and all advertising orders are subject to The Davis Media Company Inc's contract & regulations

## PRINT SPECIFICATIONS

Space	Bleed	Non-Bleed	Trim	Live
Double-Page Spread	17" x 11 1/8"	N/A	16 3/4" x 10 7/8"	16" x 10 1/8"
1/2 DPS	17" x 5 3/8"	N/A	16 3/4" x 5 1/4"	16" x 5"
Full Page/Cover	8 5/8" x 11 1/8"	7 1/8" x 9 7/8"	8 3/8" x 10 7/8"	7 3/4" x 10 1/8"
2/3 Vertical	N/A	4 3/4" x 9 7/8"	N/A	N/A
2/3 Horizontal	N/A	7 1/8" x 6 1/2"	N/A	N/A
1/2 Vertical (Long)	N/A	3 1/2" x 9 7/8"	N/A	N/A
1/2 Vertical (Island)	N/A	4 3/4" x 7 1/8"	N/A	N/A
1/2 Horizontal	N/A	7 1/8" x 4 3/4"	N/A	N/A
1/3 Vertical	N/A	2 1/4" x 9 7/8"	N/A	N/A
1/3 Horizontal	N/A	7 1/8" x 3 1/8"	N/A	N/A
1/3 Square	N/A	4 3/4" x 4 3/4"	N/A	N/A
1/4 Page Vertical	N/A	3 1/2" x 4 3/4"	N/A	N/A
1/4 Page Horizontal	N/A	4 3/4" x 3 1/2"	N/A	N/A

### SAFETY

All live matter must be 1/4 inch from trim on all sides. GUTTER SAFETY: 3/16 inch on each side (total 3/8 inch). Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

### MEDIA ACCEPTED

#### CD / DVD

- ❖ Media Card (SD / MMC / CF)
- ❖ Email to [artwork@davismediaco.com](mailto:artwork@davismediaco.com)
- ❖ Preferred format
- ❖ High-resolution, press-optimized PDF (all fonts and graphics embedded)
- ❖ Other acceptable formats
- ❖ Collected Mac InDesign files:
- ❖ All fonts must be collected and included - high-resolution 300 dpi images at 100% size
- ❖ 300 dpi, CMYK or grayscale raster images in TIFF or Photoshop EPS file format
- ❖ Vector EPS file format (all fonts converted to paths/outlines)
- ❖ Illustrator file formats (all fonts converted to paths/outlines)



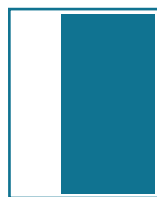
Double-Page Spread



1/2 DPS



Full Page/Cover



2/3 Vertical



2/3 Horizontal



1/2 Vertical (Long)



1/2 Horizontal (Island)



1/2 Horizontal



1/3 Vertical



1/3 Horizontal



1/3 Square



1/4 Vertical



1/4 Horizontal