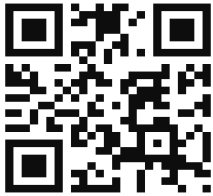


No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

SUPPLY & DEMAND CHAIN EXECUTIVE is a B2B brand intended for supply chain professionals with broad-based interests in manufacturing and non-manufacturing industries. The brand content and editorial scope of the publication includes news and industry comments, in-depth technical articles, best practices and case studies, industry round-up and special features. The content of every issue is also available to subscribers globally via the digital version.

FIELD SERVED

SUPPLY & DEMAND CHAIN EXECUTIVE serves establishments that manufacture Food/Beverage/Tobacco; Textile/Textile Products/Apparel; Leather and Allied Products; Wood Products/Paper/Printing; Petroleum and Coal Products; Chemical Products; Plastics and Rubber Products; Nonmetallic Mineral Products; Primary Metal Products; Fabricated Metal Products; Machinery; Computer and Electronic Products; Electrical Equipment, Appliances and Components; Automotive/Aircraft/Transportation Equipment; Furniture and Related Products; Medical Equipment and Supplies and Other Manufacturing and Non-Manufacturing Industries, such as Transportation/Logistics Services; Distributors/Wholesale Trade; Retail Trade; Consulting Services; Professional, Scientific, and Technical Services; Government; Other Business or Educational Services; and Other non-manufacturing industries allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate, procurement, purchasing, supply chain, logistics and operations management and related personnel.

CHANNELS

SUPPLY & DEMAND CHAIN EXECUTIVE MAGAZINE



3 Issues in the period
53,500 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
SUPPLY & DEMAND CHAIN EXECUTIVE MAGAZINE (3 issues in the period)	53,500	-	53,500
a. Print	49,253	-	49,253
b. Digital	4,247	-	4,247
1. Requested	4,247	-	4,247
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	317
Allocated for Trade Shows and Conventions	717
All Other	708
TOTAL	1,747

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	53,500	100.0	53,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,500	100.0	53,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
March	49,250	4,714	53,964
May	49,252	4,000	53,252
June	49,256	4,027	53,283

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 0.7% or 372 copies below the average of the other 2 issues.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE	
					Corporate Management (Note 1)	Procurement/Purchasing/Supply Chain/Logistics/Operations Management (Note 2)
Food/Beverage/Tobacco	2,563	4.8	2,280	283	1,375	1,188
Textile/Textile Products/Apparel; Leather and Allied Products	807	1.5	758	49	583	224
Wood Products/Paper/Printing	950	1.8	872	78	543	407
Petroleum and Coal Products	215	0.4	144	71	65	150
Chemical Products	1,918	3.6	1,796	122	1,485	433
Plastic and Rubber Products	447	0.8	394	53	224	223
Nonmetallic Mineral Products	98	0.2	86	12	53	45
Primary Metal Products	1,957	3.7	1,901	56	1,656	301
Fabricated Metal Products	2,549	4.8	2,418	131	2,065	484
Machinery	536	1.0	467	69	301	235
Computer and Electronic Products	2,401	4.5	2,231	170	2,005	396
Electrical Equip, Appliances, and Components	5,921	11.2	5,749	172	5,359	562
Automotive/Aircraft/Transportation Equipment	5,016	9.4	4,825	191	4,349	667
Furniture and Related Products	1,287	2.4	1,262	25	1,178	109
Medical Equipment and Supplies	2,836	5.3	2,725	111	2,486	350
Other Manufacturing not classified above	1,863	3.5	1,584	279	943	920
Manufacturing Subtotal	31,364	58.9	29,492	1,872	24,670	6,694
Transportation/Logistics Services	7,984	14.9	7,416	568	6,134	1,850
Distributors/Wholesale Trade	2,504	4.7	2,202	302	1,310	1,194
Retail Trade (Note 3)	4,088	7.7	3,840	248	2,075	2,013
Consulting Services	1,051	2.0	719	332	654	397
Professional, Scientific and Technical Services (Note 4)	4,134	7.8	3,751	383	3,033	1,101
Government	728	1.4	574	154	136	592
Other Business or Educational Services (Note 5)	1,399	2.6	1,258	141	716	683
Non-Manufacturing Subtotal	21,888	41.1	19,760	2,128	14,058	7,830
TOTAL QUALIFIED CIRCULATION	53,252	100.0	49,252	4,000	38,728	14,524
PERCENT	100.0		92.5	7.5	72.7	27.3

Note 1: Corporate Management includes: Chairman, CEO, President, VP and related personnel.

Note 2: Procurement, Purchasing, Supply Chain, Logistics and Operations Management includes: Chief Procurement Officer, VP/Director/Chief/Manager of Supply Chain or Purchasing, Chief Logistics Officer, VP/Director/Chief/Manager of Logistics, COO, VP/Director/Chief/Manager of Operations and related personnel.

Note 3: Retail Trade includes: General Merchandise, Department, Food, Clothing, Shoe, Home Furniture and Auto/Home Supply Stores.

Note 4: Professional, Scientific and Technical Services include: Health, Social, Legal, Research, Archeological, Biological, Electric, Gas, Bank/Finance and Insurance Services.

Note 5: Other Business or Educational Services include: Restaurant, Hotel, Motel, Linen Supply, Beauty Salon, Funeral and Advertising Services.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

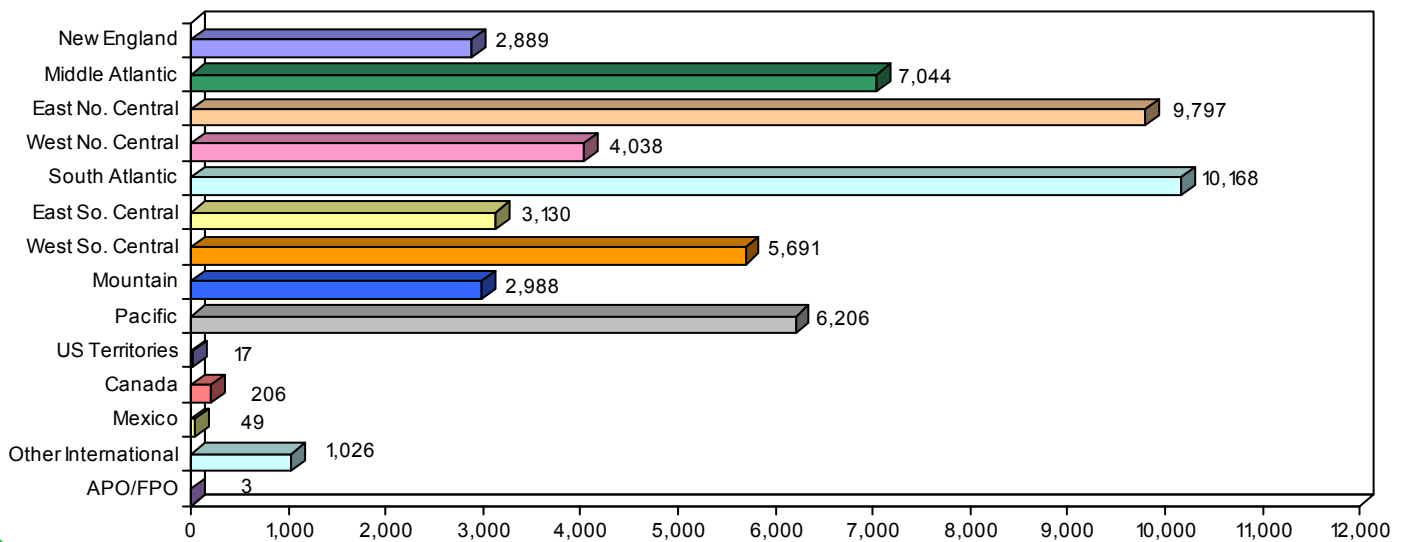
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	20,327	14,311	-	30,638	4,000	34,638	65.0
II. Request from recipient's company:	15	27	-	42	-	42	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	18,572	-	-	18,572	-	18,572	34.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	18,572	-	-	18,572	-	18,572	34.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,914	14,338	-	49,252	4,000	53,252	100.0
PERCENT	73.1	26.9	-	92.5	7.5	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	2,765	124	2,889	5.4	UNITED STATES	49,238	2,713	51,951	97.6
MIDDLE ATLANTIC	6,783	261	7,044	13.2	U.S. Territories	12	5	17	-
EAST NO. CENTRAL	9,399	398	9,797	18.4	Canada	-	206	206	0.4
WEST NO. CENTRAL	3,809	229	4,038	7.6	Mexico	-	49	49	0.1
SOUTH ATLANTIC	9,749	419	10,168	19.1	Other International	-	1,026	1,026	1.9
EAST SO. CENTRAL	3,044	86	3,130	5.9	APO/FPO	2	1	3	-
WEST SO. CENTRAL	5,242	449	5,691	10.7					
MOUNTAIN	2,747	241	2,988	5.6					
PACIFIC	5,700	506	6,206	11.7					
					TOTAL QUALIFIED CIRCULATION	49,252	4,000	53,252	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 18,572 copies or 34.9%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Jolene Gulley, Group Publisher
Angela Keltly, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 11, 2016
State Wisconsin
County Jefferson
Received by BPA Worldwide July 11, 2016
Type BJ
ID Number I292B0J6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.