Media Pack

SUPPLYCHAIN 360

Meet SupplyChain360

SupplyChain360 is the fastest growing community of supply chain, procurement and logistics executives on the globe. We aggregate news and deliver strategic content for busy leaders.

Our 360 insights in one read helps them cut through the noise and make complex decisions.

We connect must-have solution providers with this community through well-executed campaigns that raise brand visibility and drive new business.

SUPPLYCHAIN 360



One digital news brand, four senior communities

Supply Chain



Optimizing the Backbone: Strategies for Streamlining Warehouse Efficiency

Procurement



Amazon Business Innovates with New Procurement Tech Solutions

Logistics



Port of Long Beach Secures $8M Funding to Enhance Supply Chain Visibility Platform

Operations



GEP Index Shows Western Manufacturing Downturn, Asian Supply Chain Resilience

Launched December 2024

SUPPLYCHAIN 360

Audience

SUPPLYCHAIN 360

The Audience



Concentrated Seniority

Nearly 70% of our 40,000+ subscribers are senior leaders (Director +)



Unrivalled engagement rates

One read. A 360° perspective. We’re winning in the attention economy.



Growing Influence

With active users up by 49% monthly and more communities in the pipeline.

Our Super Users

























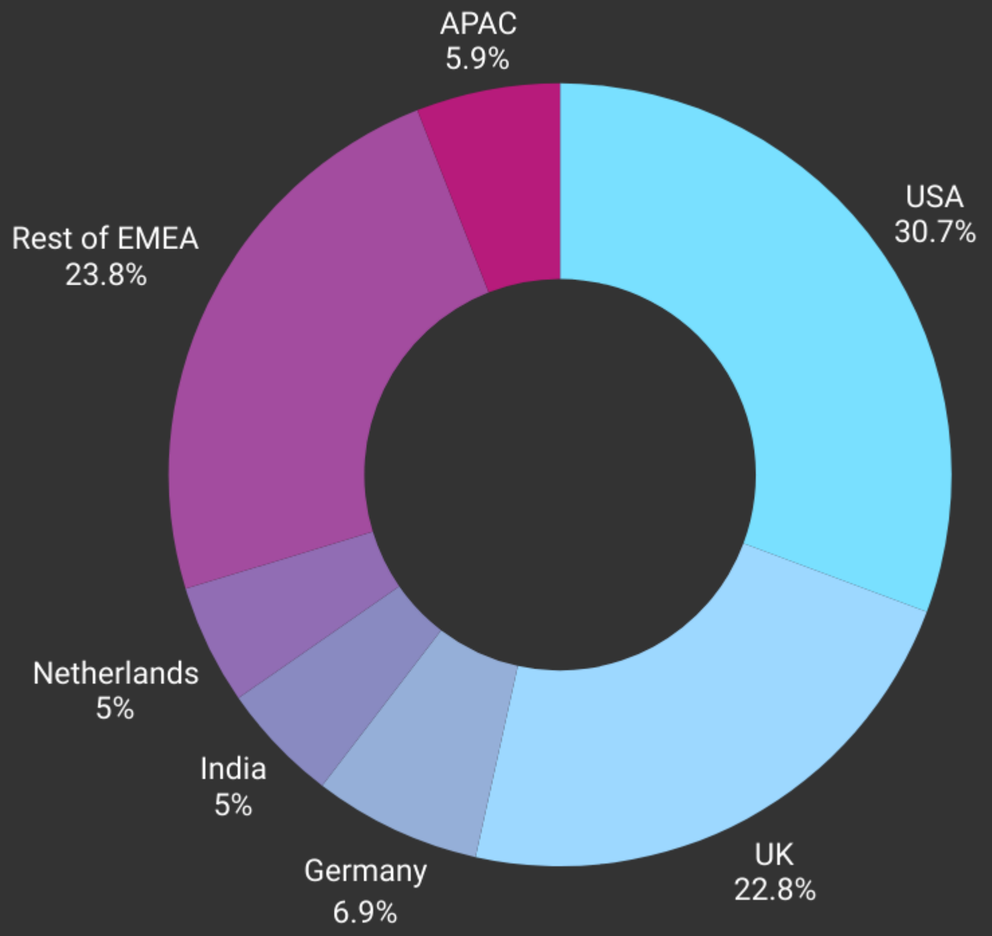




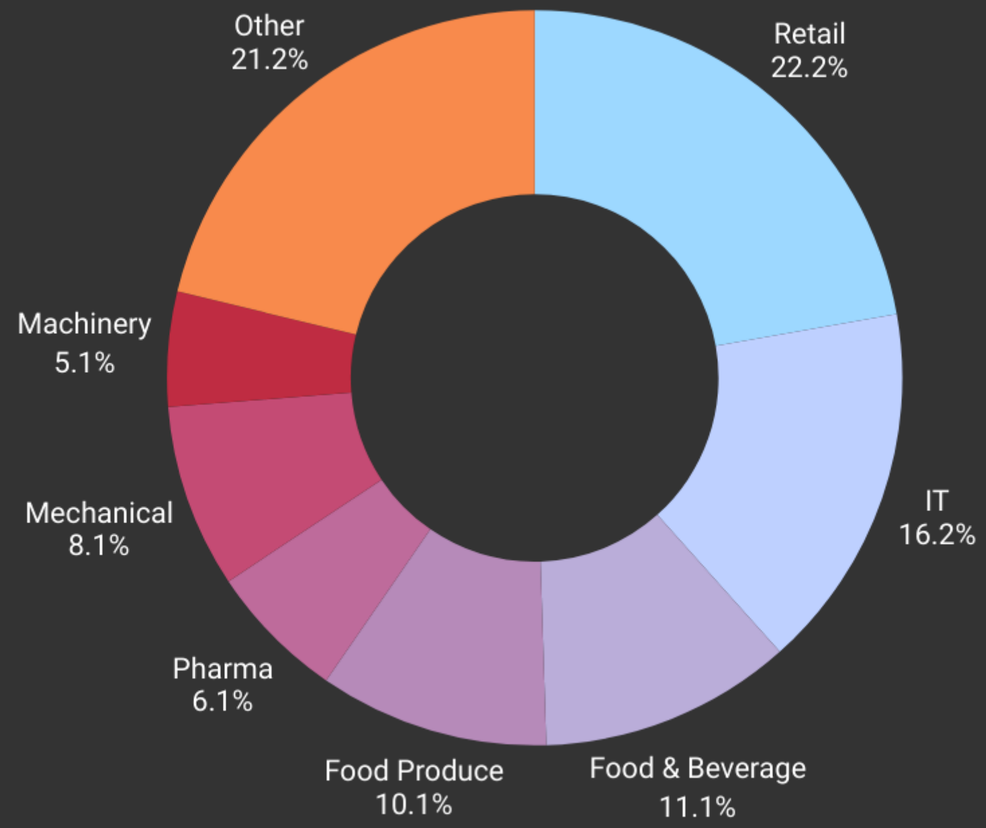


Audience Breakdown

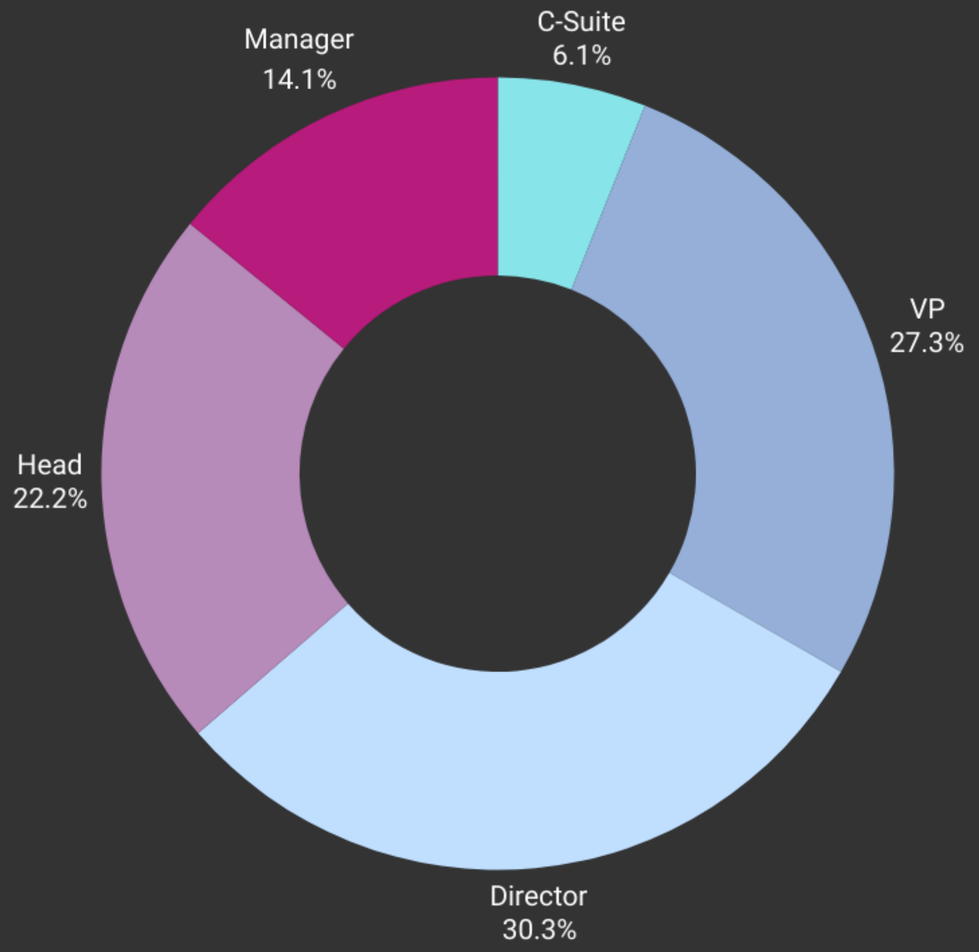
Country



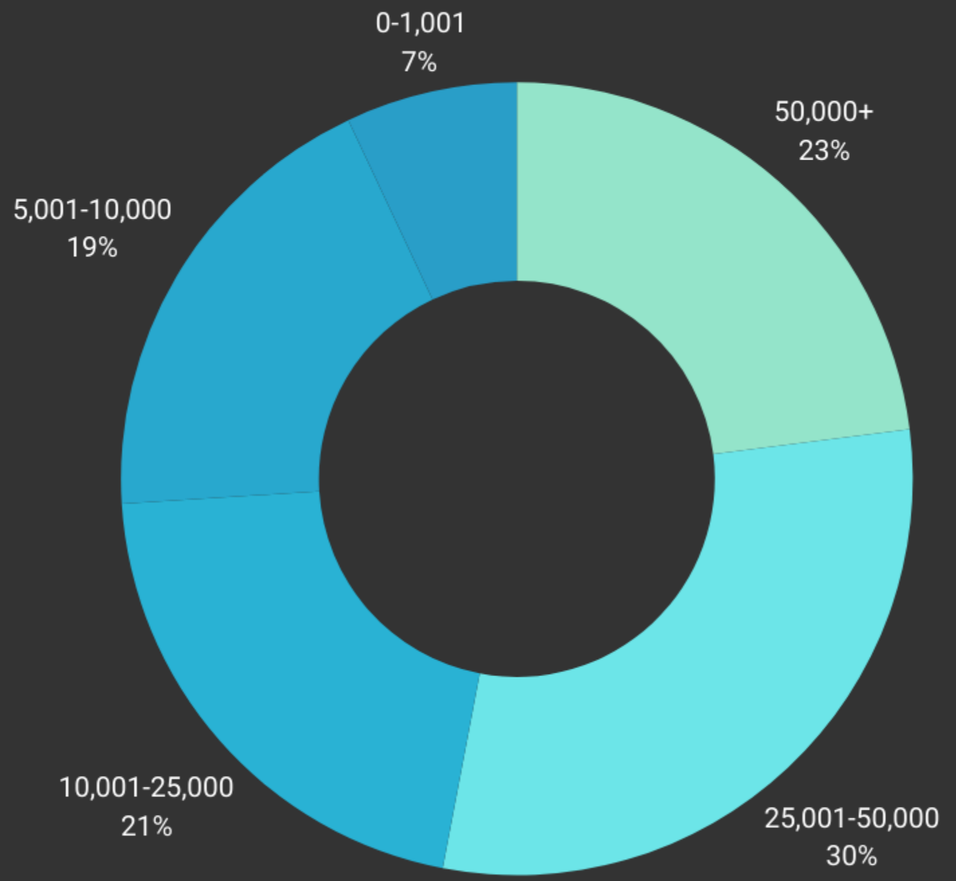
Industry



Seniority



Company Size

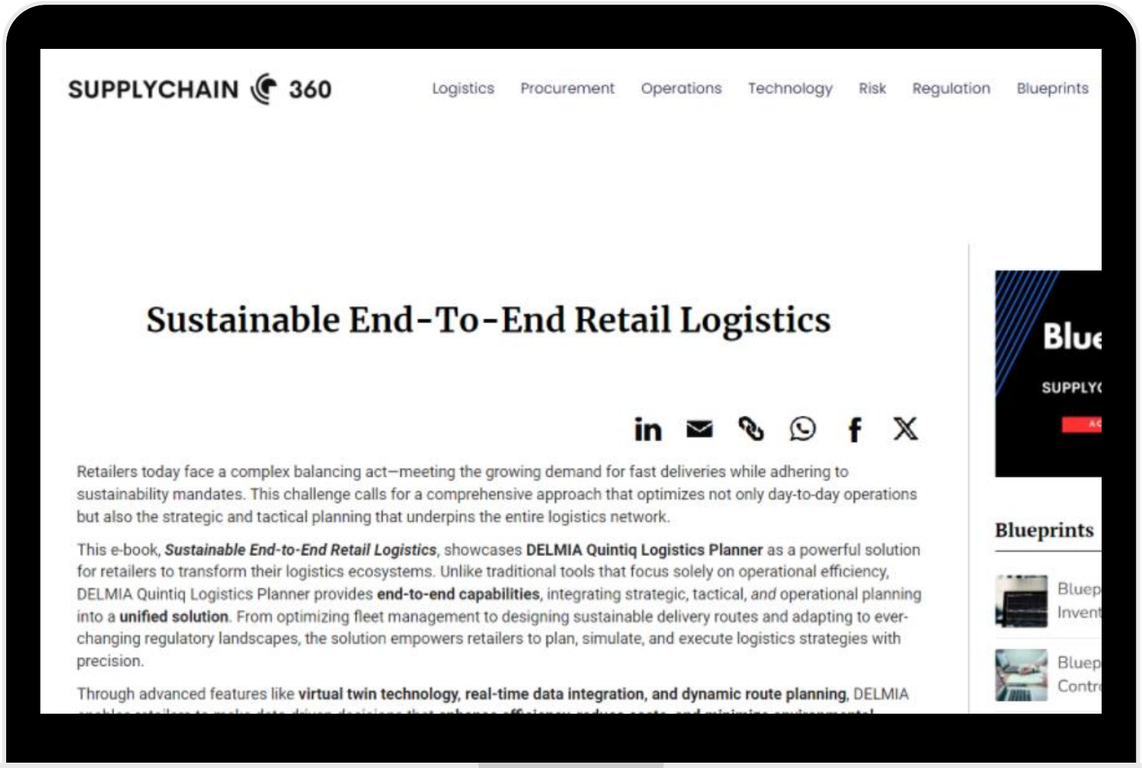


Products

High impact formats deliver your brand messaging in contextually relevant environments

Lead Generation

Use your own resource to generate a weekly source of leads

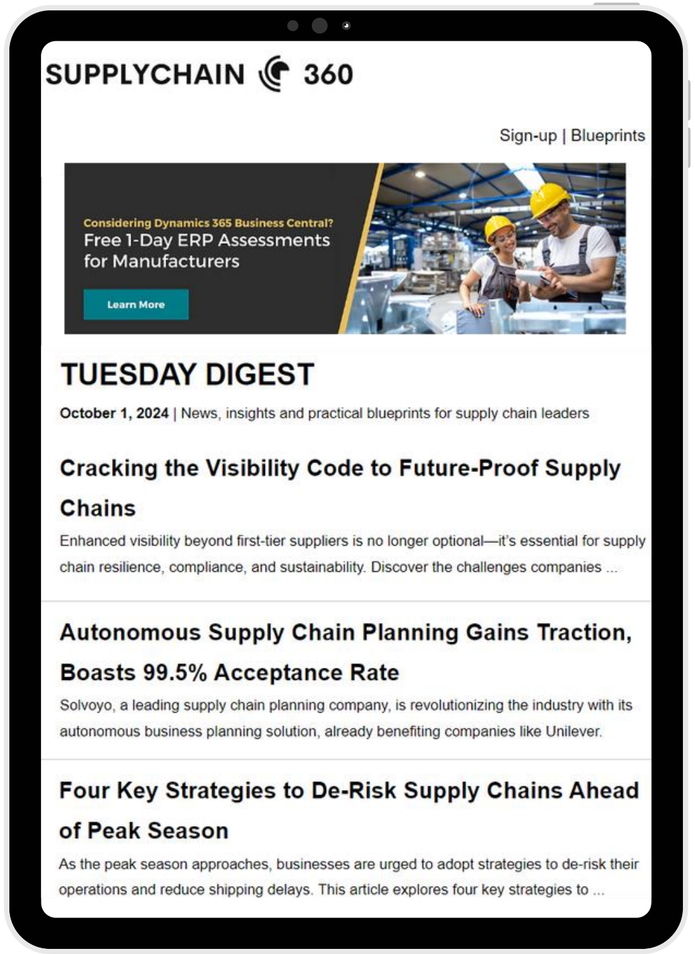


The details:

- A minimum of 80 qualified leads generated from our audience
- Qualified by us based on agreed parameters
- Delivered in the cadence you require
- Resource/whitepaper written by you
- Timeline for delivery agreed in line with other media campaigns
- Labelled as ‘Sponsored Content'
- Promoted by newsletter and social media

Newsletter Sponsorship

Promote your company to our most loyal members through prominent positions in our newsletter.



Benefits

- Reach over 40 ,000 as they read the latest news and features in our twice weekly newsletter.
- Ensure you are seen as a leader in the market with one of our most popular elements

The details:

- 1 week inclusion (2 total)
- Top and bottom banner (728x90)
- Full open and click analysis

Solus Email

Co-branded, dedicated emails sent to your target audience, in order to promote your brand, often including a call-to-action redirecting traffic from our publication to your landing page



Benefit

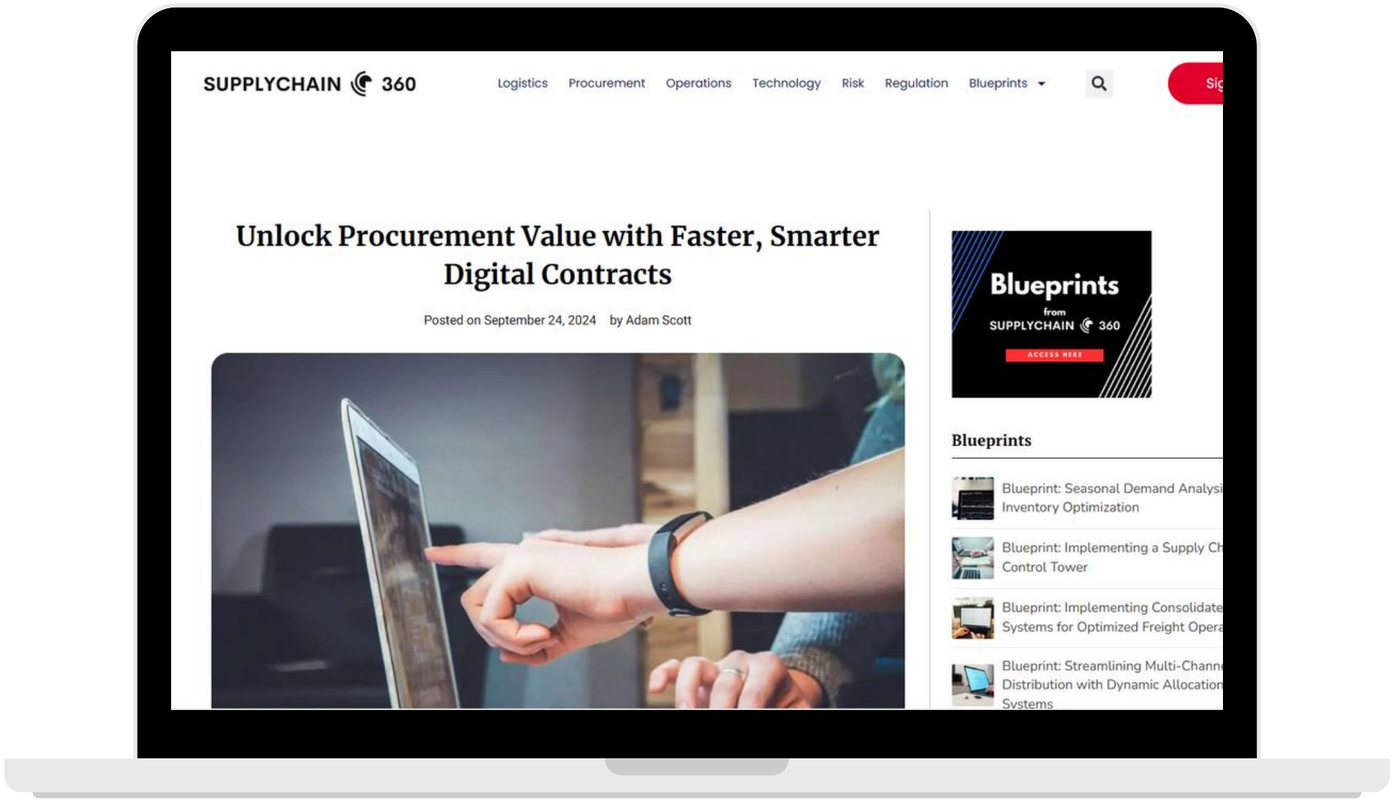
- Sent to an engaged audience, per your targeting
- You have control over the content which means that you can promote resources hosted on your own site for data capture, exclusive offers, interesting findings, etc

The details:

- Copy and assets provided by you
- Co-branded template built by us
- Sent based on agreed segments

Native Article

Collaborate with our editorial team to position your organisation as critical to the conversation in your market.



Benefit

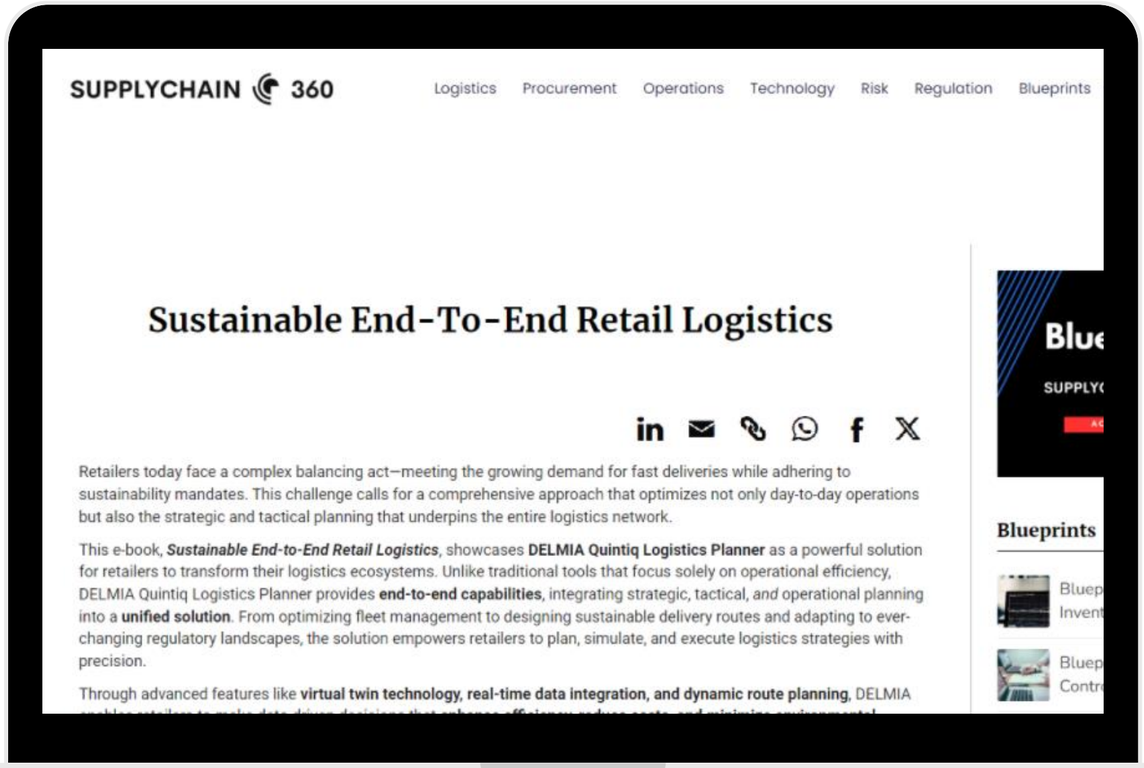
- Working with our editorial team, we will produce content that we know resonates with your target market.
- You will feature alongside the rest of our editorial output and benefit from an increased awareness in the industry to be seen as a thought leader.

The details:

- Written by our editorial team, based on an interview with our senior journalists
- 700 - 850 words
- Labelled as 'In partnership with'
- 1 do-follow backlink
- Promoted by newsletter (twice) and social media

Sponsored Article

Contribute articles to be published as part of our editorial schedule.

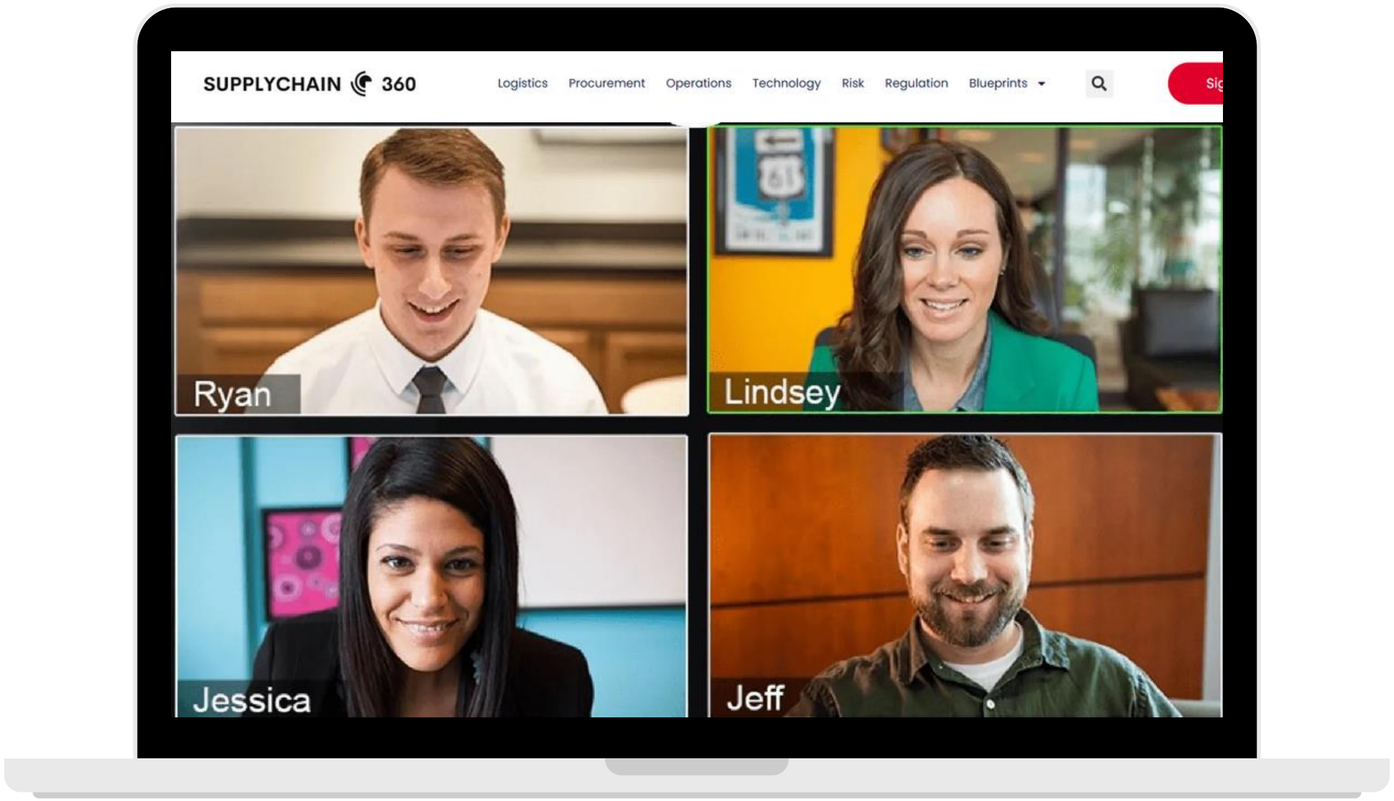


The details:

- Written by you
- Held to the same standards as the rest of our output by our editors
- Timeline for column submission pre-agreed in line with other media campaigns
- Each piece between 700 - 850 words
- Labelled as ‘Sponsored Content'
- 1 do-follow backlink
- Promoted by newsletter (twice) and social media

Webinar

Collaborate with us to create a co-branded interactive webinar to deliver a must-see discussion to your target audience



Benefit

- Working with our editorial team, we will produce content that we know resonates with your target market.
- Promoted to your target audience to secure 150+ leads and a minimum of 80 in attendance on the day

The details:

- Your speaker/s will feature alongside an industry thought leader supplied by us
- Promoted by newsletter, social media and dedicated email
- 1 hour slot
- 8 week marketing campaign providing brand prominence across our digital assets

Custom Content Solutions

At SupplyChain360, we know every business has unique goals. That's why we offer custom content formats tailored to your marketing objectives.

Whether you aim to position your brand as a thought leader, drive targeted traffic, or create content that resonates, we're here to help craft the perfect solution.

We can also collaborate on:

- **Custom Content Series:** Content series that align with your brand’s message.
- **Bespoke Campaigns:** Campaigns that build on your proprietary content and broaden your reach within our influential audience.

To request our current features list or to discuss how we can create something bespoke for your marketing needs, reach out to us today.

Connecting your brand to our audiences

To discuss the range of high Impact formats produced by our team, contact us.

advertising@supplychain360.io

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