

SUPPLY CHAIN ASIA AT A GLANCE

SOCIAL MEDIA

in 17,000+ MEMBERS



1,900+ LIKES



WEBSITE

10,000+ UNIQUE VISITORS PER MONTH

25,000+ PAGE VIEWS PER MONTH

WEBSITE BANNER

48,000+ IMPRESSIONS

0.2% RESPONSE RATE
IN A WEEK



DIR

FEATURES INDUSTRY TRENDS HEADLINES



FEATURES INDUSTRY'S MOVERS & SHAKERS, STRATEGY, INNOVATION, TALENT

6,000+ SUBSCRIBERS PER MONTH

EVENTS

600+ ATTENDEES

SCA AWARDS, FORUM, RETAIL E-COMMERCE AND OTHERS

KERRY LOGISTICS
SSI SCHAEFER
YCH GROUP
SWISSLOG
AND MORE

10 ENDORSERS

3M INNOVATION
BOSCH
DIAGEO
LEGO
MEAD JOHNSON NUTRITION AND MORE

ACADEMY
100%

SATISFACTION WITH THE TRAINING'S STRUCTURES

20 CORPORATE

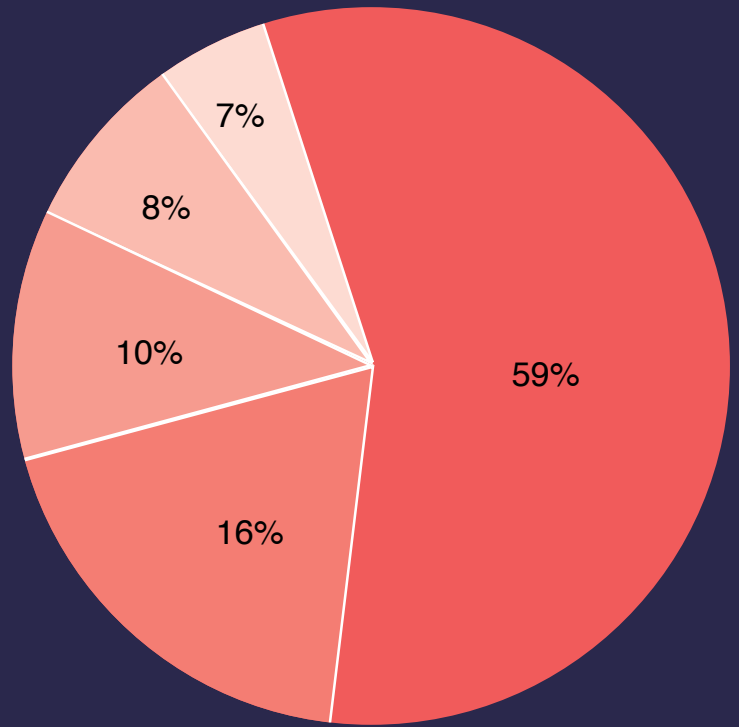
15%+ MONTHLY OPEN RATE
*INDUSTRY AVERAGE IS 13.15%

SCA DIR IS AVAILABLE FOR DOWNLOAD ONLINE.
IT'S FREE!

Readership Demographics

By Title

- VP/General Manager
- Others
- Coporate/Divisional Manager
- Logistics/Distribution Manager
- Supply Chain Manager



60%+ OF READERS ARE



DISTRIBUTION BY COUNTRY

- Singapore **14%**
- Hong Kong **14%**
- China **11%**
- US **8%**
- Australia **7%**
- India **7%**
- EU **7%**
- Middle East **5%**
- Japan **4%**
- Korea **4%**
- Thailand **3%**
- Philippines **3%**
- Taiwan **3%**
- Malaysia **3%**
- Vietnam **2%**
- Newsstand **2%**

Industry Focus

