

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Supply & Demand Chain Executive

Solutions-based Intelligence for Supply Chain ROI

Cygnus Business Media, Inc.
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel. No.: (920) 563-6388
Fax No.: (920) 563-1704
www.sdccexec.com

Official Publication of: None
Established: 2000
Issues Per Year: 4



FIELD SERVED

SUPPLY & DEMAND CHAIN EXECUTIVE serves manufacturing or processing plants and facilities that produce Food, Beverage & Tobacco; Textile, Textile Products, Apparel and Leather & Allied Products; Wood Products, Paper & Printing; Petroleum & Coal Products; Chemical Products; Plastics & Rubber Products; Nonmetallic Mineral Products; Primary Metal Products; Fabricated Metal Products; Machinery; Computer & Electronic Products; Electrical Equipment, Appliance & Components; Automotive, Aircraft & Transportation Equipment; Furniture & Related Products; Medical Equipment and Supplies and Other Manufacturing and Non-Manufacturing Industries, such as Transportation and Logistics Services; Distributors and 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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	20
Advertiser and Agency _____	354
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	300
Digital _____	-
All Other _____	322
TOTAL	996

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	54,986	100.0	54,986	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,986	100.0	54,986	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
September _____	583	951	49,251	5,493	54,744
December _____	426	911	49,253	5,976	55,229
TOTAL	1,009	1,862			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2011
This issue is 0.9% or 485 copies above the other issue reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE	
					Corporate Management (Note 1)	Procurement/ Purchasing/ Supply Chain/ Logistics/ Operations Management (Note 2)
Food/Beverage/Tobacco _____	2,080	3.8	1,707	373	990	1,090
Textile/Textile Products/Apparel/Leather & Allied Products _____	496	0.9	387	109	286	210
Wood Products/Paper/Printing _____	612	1.1	523	89	274	338
Petroleum and Coal Products _____	335	0.6	166	169	99	236
Chemical Products _____	655	1.2	417	238	182	473
Plastic and Rubber Products _____	522	0.9	434	88	249	273
Nonmetallic Mineral Products _____	147	0.3	124	23	76	71
Primary Metal Products _____	515	1.0	450	65	290	225
Fabricated Metal Products _____	905	1.6	797	108	527	378
Machinery _____	802	1.5	682	120	450	352
Computer and Electronic Products _____	3,222	5.9	2,843	379	2,318	904
Electrical Equip, Appliances, and Components ____	5,527	10.0	5,274	253	4,759	768
Automotive/Aircraft/Transportation Equipment ___	5,925	10.7	5,620	305	4,678	1,247
Furniture and Related Products _____	242	0.4	207	35	113	129
Medical Equipment and Supplies _____	1,454	2.6	1,305	149	1,001	453
Other Manufacturing not classified above _____	1,939	3.5	1,548	391	912	1,027
Manufacturing Subtotal	25,378	46.0	22,484	2,894	17,204	8,174
Transportation/Logistics Services _____	7,751	14.0	7,050	701	5,663	2,088
Distributors/Wholesale Trade _____	4,367	7.9	3,886	481	2,558	1,809
Retail Trade _____	5,405	9.8	5,038	367	3,110	2,295
Consulting Services _____	2,001	3.6	1,400	601	1,326	675
Professional, Scientific and Technical Services ____	6,036	10.9	5,575	461	4,485	1,551
Government _____	1,358	2.5	1,118	240	424	934
Other Business or Educational Services _____	2,933	5.3	2,702	231	1,737	1,196
Non-Manufacturing Subtotal	29,851	54.0	26,769	3,082	19,303	10,548
TOTAL QUALIFIED CIRCULATION	55,229	100.0	49,253	5,976	36,507	18,722
PERCENT	100.0		89.2	10.8	66.1	33.9

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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	24,184	16,562	-	34,770	5,976	40,746	73.8
II. Request from recipient's company: _____	113	-	-	113	-	113	0.2
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	14,370	-	-	14,370	-	14,370	26.0
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	14,370	-	-	14,370	-	14,370	26.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,667	16,562	-	49,253	5,976	55,229	100.0
PERCENT	70.0	30.0	-	89.2	10.8	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2011									
Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
MIDDLE ATLANTIC	6,248	376	6,624	12.0	UNITED STATES	49,214	2,913	52,127	94.4
EAST NO. CENTRAL	8,712	556	9,268	16.8	969 & 004-009 U.S. Territories	36	7	43	0.1
WEST NO. CENTRAL	4,068	205	4,273	7.7	CANADA	-	227	227	0.4
SOUTH ATLANTIC	9,264	526	9,790	17.7	MEXICO	-	86	86	0.1
EAST SO. CENTRAL	2,805	144	2,949	5.4	OTHER INTERNATIONAL	-	2,740	2,740	5.0
WEST SO. CENTRAL	5,266	318	5,584	10.1	APO/FPO	3	3	6	-
MOUNTAIN	3,029	171	3,200	5.8	TOTAL QUALIFIED CIRCULATION	49,253	5,976	55,229	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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

STATEMENT OF CONTENT PLATFORM:

Replica-Editorial and design are unchanged from the original print version.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 14,370 copies or 26.0%, including InfoUSA.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	49,252	100.0	49,252	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,252	100.0	49,252	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,734	100.0	5,734	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,734	100.0	5,734	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 11, 2011
Jolene Gulley, Publisher	State	Wisconsin
Angela Kelty, Audience Development Manager	County	Jefferson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 11, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	I292Y0D1
It will be included in the annual audit made by BPA Worldwide.		