

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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# Supply & Demand Chain Executive

Cygnus Business Media, Inc.  
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Official Publication of: None  
Established: 2000  
Issues Per Year: 4  
(See Paragraph 9)



**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 and financial management, procurement, purchasing, logistics, supply chain and operations management, information management, sales and marketing management, and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	62
Advertiser and Agency _____	337
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	438
Digital _____	-
All Other _____	257
<b>TOTAL</b>	<b>1,094</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	54,241	100.0	54,241	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>54,241</b>	<b>100.0</b>	<b>54,241</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
<b>TOTAL</b>	<b>1,829</b>	<b>2,949</b>													

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009****This issue is -% or 25 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/ Financial Management (Note 1)	Procurement/ Purchasing Logistics/ Supply Chain/ Operations Management (Note 2)	Information Management (Note 3)	Sales & Marketing Management (Note 4)	Other Titled Personnel
Food/Beverage/Tobacco _____	2,227	4.1	1,926	301	1,160	1,061	2	1	3
Textile/Textile Products/Apparel/Leather & Allied Products _____	608	1.1	496	112	313	291	-	-	4
Wood Products/Paper/Printing _____	905	1.7	824	81	411	492	1	-	1
Petroleum and Coal Products _____	340	0.6	217	123	115	223	-	-	1
Chemical Products _____	671	1.2	525	146	222	446	2	-	1
Plastic and Rubber Products _____	756	1.4	664	92	364	391	1	-	-
Nonmetallic Mineral Products _____	182	0.3	159	23	94	87	-	-	1
Primary Metal Products _____	709	1.3	635	74	380	329	-	-	-
Fabricated Metal Products _____	1,269	2.4	1,143	126	650	614	1	1	3
Machinery _____	909	1.7	793	116	441	466	1	-	1
Computer and Electronic Products _____	2,772	5.1	2,414	358	1,868	882	13	2	7
Electrical Equip, Appliances, and Components _____	2,827	5.2	2,653	174	2,170	651	5	1	-
Automotive/Aircraft/Transportation Equipment _____	4,455	8.2	4,213	242	3,471	979	1	-	4
Furniture and Related Products _____	271	0.5	238	33	101	168	-	-	2
Medical Equipment and Supplies _____	1,627	3.0	1,517	110	1,122	503	-	-	2
Other Manufacturing not classified above _____	1,669	3.1	1,345	324	648	1,002	7	4	8
<b>Manufacturing Subtotal</b>	<b>22,197</b>	<b>40.9</b>	<b>19,762</b>	<b>2,435</b>	<b>13,530</b>	<b>8,585</b>	<b>34</b>	<b>9</b>	<b>38</b>
Transportation/Logistics Services _____	10,578	19.5	9,992	586	8,149	2,418	4	-	7
Distributors/Wholesale Trade _____	4,166	7.7	3,785	381	2,219	1,932	2	6	7
Retail Trade _____	3,902	7.2	3,636	266	1,985	1,909	3	2	3
Consulting Services _____	2,935	5.4	2,288	647	1,851	1,024	23	8	29
Professional, Scientific and Technical Services _____	5,902	10.9	5,555	347	4,171	1,703	20	1	7
Government _____	1,392	2.6	1,240	152	365	1,016	3	-	8
Other Business or Educational Services _____	3,181	5.8	3,001	180	2,003	1,164	5	4	3
<b>Non-Manufacturing Subtotal</b>	<b>32,056</b>	<b>59.1</b>	<b>29,497</b>	<b>2,559</b>	<b>20,743</b>	<b>11,166</b>	<b>60</b>	<b>21</b>	<b>64</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>54,253</b>	<b>100.0</b>	<b>49,259</b>	<b>4,994</b>	<b>34,273</b>	<b>19,751</b>	<b>94</b>	<b>30</b>	<b>102</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.8</b>	<b>9.2</b>	<b>63.2</b>	<b>36.4</b>	<b>0.1</b>	<b>0.1</b>	<b>0.2</b>

NOTE 1: CORPORATE/FINANCIAL MANAGEMENT includes: Chairman, CEO, President, COO, Partner, General Manager, Treasurers, CFO, VP Finance, Controller and related personnel.

NOTE 2: PROCUREMENT, PURCHASING, LOGISTICS, SUPPLY CHAIN, AND OPERATIONS MANAGEMENT includes: Chief Procurement Officer, Purchasing Director, Purchasing Manager, VP/Director/Chief /Manager of Logistics, VP/Director/Chief/ Manager of Operations, VP/Director/Chief/Manager of Supply Chain and related personnel.

NOTE 3: INFORMATION MANAGEMENT includes: CIO, CTO, VP/Director/Chief of IS/IT/MIS/DP/Networking and related personnel.

NOTE 4: SALES &amp; MARKETING MANAGEMENT includes: VP/Manager of Marketing and/or Sales, and related personnel.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2009**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	25,288	15,523	-	36,936	3,875			40,811	76.8
II. Request from recipient's company: _____	134	-	-	134	-			134	0.3
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	12,188	-	-	12,188	-			12,188	22.9
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	12,188	-	-	12,188	-			12,188	22.9
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,610</b>	<b>15,523</b>	<b>-</b>	<b>49,258</b>	<b>3,875</b>			<b>53,133</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.8</b>	<b>29.2</b>	<b>-</b>	<b>92.7</b>	<b>7.3</b>			<b>100.0</b>	

\*See Paragraph 9

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2009**

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	49,258	3,875			53,133	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>49,258</b>	<b>3,875</b>			<b>53,133</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2009**

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	200	6	206	
030-038 New Hampshire _____	265	13	278	
050-059 Vermont _____	107	3	110	
010-027 Massachusetts _____	1,159	63	1,222	
028-029 Rhode Island _____	157	7	164	
060-069 Connecticut _____	672	33	705	
<b>NEW ENGLAND</b>	<b>2,560</b>	<b>125</b>	<b>2,685</b>	<b>5.1</b>
100-149 New York _____	2,576	124	2,700	
070-089 New Jersey _____	1,538	98	1,636	
150-196 Pennsylvania _____	2,007	111	2,118	
<b>MIDDLE ATLANTIC</b>	<b>6,121</b>	<b>333</b>	<b>6,454</b>	<b>12.1</b>
430-459 Ohio _____	2,314	118	2,432	
460-479 Indiana _____	1,130	58	1,188	
600-629 Illinois _____	2,461	151	2,612	
480-499 Michigan _____	1,721	97	1,818	
530-549 Wisconsin _____	1,188	63	1,251	
<b>EAST NO. CENTRAL</b>	<b>8,814</b>	<b>487</b>	<b>9,301</b>	<b>17.5</b>
550-567 Minnesota _____	1,215	57	1,272	
500-528 Iowa _____	627	25	652	
630-658 Missouri _____	1,074	39	1,113	
580-588 North Dakota _____	131	2	133	
570-577 South Dakota _____	146	4	150	
680-693 Nebraska _____	343	22	365	
660-679 Kansas _____	610	23	633	
<b>WEST NO. CENTRAL</b>	<b>4,146</b>	<b>172</b>	<b>4,318</b>	<b>8.1</b>
197-199 Delaware _____	91	4	95	
206-219 Maryland _____	747	36	783	
200-205 Washington, DC _____	82	12	94	
220-246 Virginia _____	1,005	84	1,089	
247-268 West Virginia _____	202	2	204	
270-289 North Carolina _____	1,506	63	1,569	
290-299 South Carolina _____	611	23	634	
300-319 Georgia _____	1,642	108	1,750	
320-349 Florida _____	3,172	125	3,297	
<b>SOUTH ATLANTIC</b>	<b>9,058</b>	<b>457</b>	<b>9,515</b>	<b>17.9</b>

  

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	648	27	675	
370-385 Tennessee _____	1,020	61	1,081	
350-369 Alabama _____	680	33	713	
386-397 Mississippi _____	404	10	414	
<b>EAST SO. CENTRAL</b>	<b>2,752</b>	<b>131</b>	<b>2,883</b>	<b>5.4</b>
716-729 Arkansas _____	468	7	475	
700-714 Louisiana _____	514	6	520	
730-749 Oklahoma _____	584	18	602	
750-799 Texas _____	3,953	212	4,165	
<b>WEST SO. CENTRAL</b>	<b>5,519</b>	<b>243</b>	<b>5,762</b>	<b>10.8</b>
590-599 Montana _____	176	5	181	
832-838 Idaho _____	264	10	274	
820-831 Wyoming _____	78	2	80	
800-816 Colorado _____	756	32	788	
870-884 New Mexico _____	215	11	226	
850-865 Arizona _____	760	42	802	
840-847 Utah _____	389	20	409	
889-898 Nevada _____	282	15	297	
<b>MOUNTAIN</b>	<b>2,920</b>	<b>137</b>	<b>3,057</b>	<b>5.8</b>
995-999 Alaska _____	73	2	75	
980-994 Washington _____	831	39	870	
970-979 Oregon _____	610	33	643	
900-961 California _____	5,722	305	6,027	
967-968 Hawaii _____	87	2	89	
<b>PACIFIC</b>	<b>7,323</b>	<b>381</b>	<b>7,704</b>	<b>14.6</b>
<b>UNITED STATES</b>	<b>49,213</b>	<b>2,466</b>	<b>51,679</b>	<b>97.3</b>
969 & 004-009 U.S. Territories _____	34	4	38	
Canada _____		146	146	
Mexico _____		45	45	
Other International _____		1,212	1,212	
APO/FPO _____	11	2	13	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>49,258</b>	<b>3,875</b>	<b>53,133</b>	<b>100.0</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
6-Month Period Ended:	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>January - June 2008</b>	<b>July - December 2008*</b>	<b>January - June 2009*</b>
Total Audit Average Qualified	55,097	54,014	54,494	54,738	54,616	53,505
Qualified Non-Paid Total	55,097	54,014	54,494	54,738	54,616	53,505
Print Version Only	55,097	51,587	51,734	52,016	52,009	50,173
Electronic Version Only	-	2,427	2,760	2,722	2,607	3,332
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Electronic Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC None Claimed.

**9. 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 electronic version are notified via email when the version is available.

**CHANGE IN FREQUENCY:**

Effective with the February/March 2009 issue, Supply & Demand Chain Executive changed its frequency from 6 to 4 issues per year.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 12,188 copies or 22.9%, including InfoUSA.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED****8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
4	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**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 _____	50,173	100.0	50,173	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,173</b>	<b>100.0</b>	<b>50,173</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,332	100.0	3,332	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,332</b>	<b>100.0</b>	<b>3,332</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

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

Jolene Gulley, Publisher

Angela Kelty, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 30, 2009

State Wisconsin

County Jefferson

Received by BPA Worldwide July 30, 2009

Type PJ

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