Global solutions for supply chain management professionals

APICS, the association for supply chain management, is the world’s leading community for end-to-end supply chain excellence. APICS publications deliver valuable ideas and research, insights into the latest trends, and proven systems and tools. Through its publications, APICS supplies readers around the globe with practical solutions they can apply immediately to improve their own organizations.

In print: APICS magazine
Online: apics.org, APICS e-newsletters, webinars
In person: Conferences and events including the APICS International Conference & Expo

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APICS MEDIA KIT
The leading source for end-to-end supply chain excellence
APICS offerings are uniquely positioned to help you reach your target audience and generate valuable leads.

APICS readers have been in supply chain management an average of **17 YEARS**.

55% of APICS readers are executives or managers.

**Audience by industry:**

- **37%** Aviation, aerospace and defense
- **37%** Consumer packaged goods
- **30%** Health care and pharmaceuticals
- **24%** Automotive
- **19%** Electronics

**Audience by operation type:**

- **Manufacturing** 67%
- **Distribution** 15%

APICS readers work for companies with revenues of **$1.21 billion** (median).

APICS magazine readers prefer it by 4 to 1 over other industry publications.

Source: Independent Reader Profile Survey by Readex Research
PRINT OPPORTUNITIES

APICS Magazine

APICS magazine is the premier resource for innovative ideas and practical solutions in supply chain management. The award-winning publication is distributed to APICS members quarterly.

Total circulation: Approximately 45,000 members  
Issues per year: 4

Four-Color Rates for APICS Magazine

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Live Area Dimensions</th>
<th>1x</th>
<th>2-3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>16 1/2&quot; x 10 7/8&quot;</td>
<td>$12,020</td>
<td>$11,632</td>
<td>$11,182</td>
</tr>
<tr>
<td>Full page</td>
<td>8 1/4&quot; x 10 7/8&quot;</td>
<td>$6,808</td>
<td>$6,655</td>
<td>$6,345</td>
</tr>
<tr>
<td>2/3-page</td>
<td>5 1/4&quot; x 8 1/2&quot;</td>
<td>$5,512</td>
<td>$5,467</td>
<td>$5,238</td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>7 1/8&quot; x 4 7/8&quot;</td>
<td>$4,369</td>
<td>$4,288</td>
<td>$4,122</td>
</tr>
<tr>
<td>1/2-page vertical</td>
<td>4 1/8&quot; x 8 1/5&quot;</td>
<td>$4,369</td>
<td>$4,288</td>
<td>$4,122</td>
</tr>
<tr>
<td>1/3-page vertical</td>
<td>2 1/4&quot; x 8 1/5&quot;</td>
<td>$3,415</td>
<td>$3,352</td>
<td>$3,235</td>
</tr>
<tr>
<td>1/3-page square</td>
<td>4 9/16&quot; x 4 7/8&quot;</td>
<td>$3,415</td>
<td>$3,352</td>
<td>$3,235</td>
</tr>
<tr>
<td>1/4-page banner</td>
<td>7 1/8&quot; x 2 1/2&quot;</td>
<td>$2,830</td>
<td>$2,704</td>
<td>$2,601</td>
</tr>
<tr>
<td>1/4-page</td>
<td>3 7/16&quot; x 4 7/8&quot;</td>
<td>$2,830</td>
<td>$2,704</td>
<td>$2,601</td>
</tr>
</tbody>
</table>

Inquire about special rates for contracts more than a 4-time frequency.

Special Positions (Four-Color Only)

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$7,402</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$7,136</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,136</td>
</tr>
</tbody>
</table>

Other Colors

Black and white rates are $1,200 less than the corresponding four-color rates. APICS builds match colors from process colors. Files need to be saved as a build in CMYK. If PMS colors or metallic colors are needed, please contact the APICS advertising account representative for pricing and availability.

Agency Discounts

APICS offers a 15 percent discount on space, color and position to recognized agencies provided they supply materials. No cash discounts.
## Editorial Calendar

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Published Date</th>
<th>Ad Close</th>
<th>Material Due</th>
<th>Articles</th>
</tr>
</thead>
</table>
| Q1 (published January 2018) | January 2018        | 11/1/17        | 11/15/17        | - Cut operating costs and enhance efficiency with third-party purchasing  
                         |                     |                |                 | - Digital supply chains enable dynamic decision-making                  
                         |                     |                |                 | - How the escalation of e-commerce is affecting fulfillment              
                         |                     |                |                 | - Future-proofing supplier capacity management in automotive              |
| Q2 (published April 2018)  | April 2018          | 2/1/18         | 2/15/18         | - Take a local approach to inventory classification                     
                         |                     |                |                 | - Empowering supply chains to respond earlier during natural disasters   
                         |                     |                |                 | - Connecting the fragmented worlds of strategic and tactical planning     
                         |                     |                |                 | - Reinventing airline catering at the world's busiest hub                 |
| Q3 (published July 2018)   | July 2018           | 5/1/18         | 5/15/18         | - Maximizing indirect spend to boost the bottom line                    
                         |                     |                |                 | - Apply supply chain principles to workforce challenges and the talent shortage |
                         |                     |                |                 | - Digital twins ensure the safety and operability of assets              
                         |                     |                |                 | - Smarter systems in health care's cellular therapy supply chains         |
| Q4 (published October 2018) | October 2018        | 8/1/18         | 8/15/18         | - Achieve optimal economic order quantity by finding a middle ground    
                         |                     |                |                 | - Proven strategies for successful diversity and inclusion programs       
                         |                     |                |                 | - How new and established supply chains work together to innovate        
                         |                     |                |                 | - CPG companies use predictive analytics to forecast customer purchase patterns |

Content is subject to change without notice. APICS magazine welcomes contributions on these and other supply chain management topics at any time. Please review the feature article and author guidelines at apics.org/editorial before submitting.

### Departments

- APICS Update
- Career Launch
- Case Study
- Corporate Spotlight
- Customer Experience
- Enterprise Insights
- Executive View
- From the CEO
- From the Editor
- Lean Culture
- Lessons Learned
- Management Perspective
- Professional Development
- Relevant Research
- Sales and Operations Planning
- Supply Chain Matters
- Working Green
The APICS website delivers feature stories and departments from current APICS publications, the latest supply chain news, opinion pieces, and past articles organized into easily searchable compilations. This award-winning website provides the latest supply chain management content to audiences on their computers, tablets or phones.

**APICS Extra**

APICS Extra is a monthly supplement to APICS magazine that provides real-world information about solutions proven to enhance supply chain functions. This monthly electronic supplement to APICS magazine is sent to all APICS members.

- 150 x 50 pixel, four-color logo
- 50-word message

**APICS Extra advertising rate:** $1,500 net

This e-newsletter is limited to one advertiser per issue.

**APICS Supply Chain Management Now**

APICS Supply Chain Management Now is a weekly newsletter authored by APICS CEO Abe Eshkenazi, CSCP, CPA, CAE.

**APICS Supply Chain Management Now advertising rate:** $1,500 net

**Sponsored Content Opportunities**

**APICS Vendor Webcasts**

APICS vendor webcasts present sponsors with a unique opportunity to reach the APICS audience, share industry knowledge, and highlight products and services. These 50-minute presentations are live and include a question-and-answer session. Vendor webcasts are free to the global APICS community, with an average of 1,000 registrants for the live event. This fully integrated offering includes website, e-newsletter and e-blast promotions. Plus, sponsors receive opt-in registration information, including those who do not attend.

**Vendor Webcast rate:** $10,500 net

**APICS Vendor Case Studies**

APICS vendor case studies appear as sponsored content in APICS magazine and the APICS website. They are promoted through both the Resources and Compilations tabs on the APICS magazine website. Print case studies are 500-750 words and appear on one full page within APICS magazine.

See APICS Vendor Webcasts for additional opportunities

Call for pricing.
Integrated Media Packages

Call to inquire about advertising rates in a combination of APICS media properties.

Print Material Specifications

**Trim Size:** 8 1/4" x 10 7/8"

**Printing:** Web offset

**Binding:** Perfect bound

**Bleeds:** 1/8" on all sides. Bleeds available on full pages only.

**Electronic Submission:** PDF files are preferred. Please write Postscript 1 inch larger to accommodate the tick and registration marks and offset these by at least 12 points. Electronic files are accepted by email. All files and artwork should be CMYK unless other colors have been arranged in advance. Send all printer and screen fonts. Do not stylize fonts in Quark.

Terms and Conditions

As usual herein, “Publisher” shall mean APICS. No cancellations or change in insertion order will be accepted after the space reservation close date. Any advertiser canceling after the space reservation deadline must pay the full charge for the space. Advertisers who fail to comply with frequency contracts will incur a short rate to the frequency of insertions earned. Previous ads will be repeated if new artwork is not received by the materials due date. No condition, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflicts with the publisher’s stated policy will be binding on the publisher. Advertisers under contract will be rate-protected per the terms of the contract (insertion order) and for the term of the order. Publisher reserves the right to determine ad placement, although every effort will be made to fulfill placement requests. The word “advertisement” may be placed with copy that, in the publisher’s opinion, resembles editorial matter. Subject matter, size, wording, illustration and typography of all advertising are subject to the publisher’s approval. Advertisers and agencies jointly and severally assume liability for claims, suits, damages and expenses arising out of or related to the content of advertisements and assume sole responsibility for any resulting claims made against Publisher and agree to indemnify and defend APICS from and against the same.

**Agency Guidelines**

Recognized agencies receive 15 percent commission on print display advertising only when paid within 30 days. Commission will not be paid on any special handling charges, including mechanical charges, special binding, reprints or other charges. No cash discounts. Advertisers and their advertising agencies are jointly responsible for payment of all insertions. Publisher must receive confirmation of all agency appointments from the advertiser account. Only APICS-approved insertion orders can be used. Any alteration of the insertion order by the advertiser invalidates the insertion order. All completed details drawn up by publisher for the placement of space months of placement, rates, etc., are binding. Should the advertiser wish to change provisions of the insertion order, a new insertion order will be executed. Upon receipt of any insertion orders, APICS reserves the right to decline advertising, at its sole discretion, for any reason, in which event the advertiser will be released from its payment obligation.

**Billing and Payment Terms**

APICS will invoice the advertising agency or advertiser immediately following issue publication and include one tearsheet as proof of insertion. (Additional tearsheets are available upon email request.) Nonreceipt of tearsheets and/or checking copies is not accepted as a reason for nonpayment. Payment must be received within 30 days after invoice due date or a 2 percent charge will be incurred. APICS reserves the right to require full payment in advance of publication. APICS requires a credit application from new advertisers or agencies. APICS requires prepayment on the first advertisement from any company that places space from an international base of operations. If charges due to APICS from the advertising agency for advertisements placed in conformance with this rate card are not paid properly, the publisher may collect charges from the advertiser, and the advertising agency will execute all necessary assignments. Accounts that are outstanding for 60 days or more will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 120 days will be turned over to a collection agency. Advertisers and advertising agencies agree to pay all costs of collection, including attorney fees. Past-due payments will also accrue interest at the rate of 10 percent.

**Cancellations**

No cancellations or changes to insertion orders will be accepted after the space reservation close date. If advertising cancellation occurs after space reservation deadline, the advertiser must pay the full charge for the space.