

[Audience Profile]

CSCMP's Supply Chain Quarterly is delivered to an audience of 15,000 supply chain executives, including approximately 10,000 paid subscribers who are CSCMP members. It is the only publication in the field to reach the entire CSCMP membership. Additionally, bonus distribution of each issue targets supply chain executives outside the United States. As the magazine's paid circulation grows, so, too, does its marketing reach.

CSCMP's Supply Chain Quarterly is a paid magazine and is sent to every each member of CSCMP as well as other supply chain executives. The following information presents a profile of CSCMP's membership. For a breakdown of the magazine's total circulation, please see our Publisher's Circulation Statement.

GEOGRAPHIC LOCATION

United States	84.5%
International	15.5%

SOURCE: CSCMP, JUNE 2008

DEMOGRAPHIC INFORMATION

Male	83.4%
Female	16.6%

SOURCE: CSCMP, JUNE 2008



As shown below, CSCMP's members hold a wide range of positions.

POSITION WITHIN COMPANY

President/CEO/Corporate Officer	18.0%
Manager	27.4%
Vice President	18.6%
Director	29.4%
Staff Specialist	4.5%
Supervisor	1.8%
Other	0.3%

SOURCE: CSCMP, JUNE 2008

They also have a variety of responsibilities in their organizations.

RESPONSIBILITY

Supply Chain Management	41.1%
Logistics	39.0%
Marketing	8.9%
Business Development	7.1%
Education	3.9%

SOURCE: CSCMP, JUNE 2008

CSCMP members are involved in a number of supply chain areas, from IT to packaging, from material handling to transportation.

TYPE OF BUSINESS/ORGANIZATION

Manufacturer	27.6%	Service Industries	3.1%
3PL & 4PL	16.8%	Government/Military	1.4%
Consultant	11.5%	Executive Recruiter	1.3%
Warehouse/Distributor	9.4%	Other	10.8%
Educator/Academic	6.0%	Other includes: real estate, telecommunications, utility, health care, finance, industrial supply	
Merchandiser/Retailer	4.6%		
Information Technology	3.9%		
Carrier	3.6%		

SOURCE: CSCMP, JUNE 2008

[Our Readers]

Who reads *CSCMP's Supply Chain Quarterly*?

You don't have to scan too far down this list of randomly selected listings from our circulation file to get a true sense of the strength and value of our paid subscribers as buyers of supply chain products and services.

3M Company: Supply Chain Operations Manager, Supply Chain Manager, Project Manager

ABB Inc.: Director Transportation, Group Senior VP/CPD

Abbott Laboratories: Director Operational Services, Director Global Logistics, Project Manager, Ops. Mgr., Logistics Planning, Manager, Chicago Natl. Dist. Ctr.

Academy Sports & Outdoors: Director of Logistics & Compliance, Facilities Manager, Industrial Engineer, VP Information Technology, Manager IT

Adidas Group: Head of Global Engineering, Head of Global Warehousing, CIO, Sr. Project Manager, Sr. Manager Enterprise Architecture

American Honda Motor Co.: Logistics Mgr, Vice President, Asst Mgr Parts Transportation Svcs, Supply Chain Administrator, Senior Logistics Administrator

American Italian Pasta Co.: V.P. Sales & Operations Planning, Sales & Operations Planning Analyst, Vice President, Senior Sales & Operations Analyst, Manager of Logistics, Sales and Operations Planning Analyst

Anheuser Busch Companies Inc.: Central Brewery Logistics Transp Mgr, Sr. Director, Beer Transportation, Analyst Distribution Logistics, Sr. Director Logistics Strategies, Production, Director, Transportation Optimization

Apple Computer Inc.: Sr. Manager, Global Operations Worldwide Logistics, Sr. Business Analyst, Sr. Mgr. Worldwide Logistics, Global Supply Manager

Applebee's International: Sr. Freight Manager, Exec Director Strategic Supply Mgmt., SVP Supply Chain Management

Avaya Inc.: Supply Chain Manager, Global Transportation Manager, Supply Chain Manager, Director, Global Logistics, Senior Manager - Logistics

AVENTIS: Sr. Director, Supply Chain

Avon: Sr. Manager, Head of SC Strategic Planning, Director, Order Fulfillment Supervisor

Baxter Healthcare: Materials Management Director, Director Customer Operations EMEA, Supply Chain Professional, Vice President Operations

Bayer: Director, Supply Chain Mgmt, Manager, Director Supply Chain Management

Best Buy: Logistics Transportation Manager, Director - Supply Chain Solutions, Senior Vice President

BJ's Wholesale Club: Mgr Supply Chain, VP Inventory Control, AVP Distribution, AVP Supply Chain Integration & Financial Control, Manager of Facility/Security, Assistant Vice President, Inventory Control

Black & Decker: Logistics Analyst, Supply Chain Director, Mgr Systems & Contracts, Director Global Transportation, Sr. Mgr. Transportation & Reverse Logistics, Six Sigma Master Black Belt

Blockbuster: Director Planning, Inventory, Quality, Engineering, Sr. Director of Transportation, Director Operations & Facilities, SVP Operations, Senior Vice President

Borders Group: Logistics Planning & Analysis Manager, VP Supply Chain, General Manager

Bristol Myers Squibb Co.: Assoc. Director Global Logistics, Director Planning Systems, Project Coordinator, Director, Biologics Supply Chain, Sr. Dir Logistics, Freight Payment Manager, Director, Logistics Sourcing, Associate Manager Freight

Canadian Tire: Manager, Logistics Optimization, Business Consultant, Director Supply Chain, Senior VP Supply Chain, Manager Ordering Operations, Director Forecasting & Replenishment, Director SC Integration

Canon USA: Sr. Manager Americas Planning & Budget, Dir Logistics Operations

Caterpillar Inc.: Supply Chain Engineering Manager, Logistics Technical Steward, Commercial Director, Sr. Logistics Consultant, Deployment Champion - Six Sigma, Cat Production System, Client Inventory Services Manager, Vice President, Global Demand & Supply Chain, Transportation Solutions Manager

Chiquita: Supply Chain Mgr NA, Manager, Supply Chain Innovation, VP Global SC Strategy & NA Logistics, Logistics Planner, SVP, Supply Chain & Procurement, CIO, Domestic Transportation, Procurement Manager

CHRYSLER LLC: Vice President, Logistics Manager, Low Cost Country Sourcing, Senior Manager, Procurement Manager - Inbound Logistics, Sr. Mgr. International Transportation

Circuit City: Regional Director, Vice President Distribution, Reverse Logistics Manager

Cisco Systems: Director, Global Supply Chain, Supply Chain Reverse Logistic Program Mgr, Global Ops Mgr & EU PM, Contracts Manager, Vice President, Demand Management & Planning, Sr Mgr Service Supply Chain, Americas Transportation Manager, Senior Manager Global Services Supply Chain, TPL, Director, Technical Services, Director Global Support Operations, Program Manager, Supply Chain Risk Management, Program Mgr

Coca-Cola Bottling Company: Manager Business Process Design, Strategic Mgr Logistics, Supply Chain Recruiter, Mgr. Procurement Process Improvement, VP SC Operational Services, Director Supply Planning NA, Group Director Supply Chain Development, Senior Program Manager, Director Warehousing & Materials

Colgate Palmolive: Logistics Administration Manager, NAPSC, Manager of Global Inventory Strategies, Supply Chain Manager, Customer Service & Logistics Director, Customer Alliance Manager, VP Customer Service & Logistics, Manager Global Transportation

ConAgra: Sr. Manager- Demand Planning, Supply Chain Manager, Sr. Vice President, Supply Chain, Vice President/General Manager

Coors Brewing Co.: Supply Manager, Vice President, Customer Service & Product Supply, Sr. Supply Analyst, Director, Strategic Sourcing, Brewing Materials, Vice President, Director, Logistics, Senior Supply Analyst, Plant Procurement Manager

Corning Inc.: Purchasing Manager, Director, Global Supply Chain Operations, IT Director, Supply Chain Processes

Dannon Company: Vice president of Supply Chain Latin America, Director Materials Planning, CPFR Manager, National Transportation Manager

Dell Computer Corp.: Director, Director of Domestic Logistics, Site Manager, Manager, Logistics Services, Sr. Manager

Delphi: Vice President, Director Global Logistics, Logistics Engineer, Logistics Analyst, VP Global Transformation, General Manager, General Director SCM, Global Customs Manager

Eastman Kodak Co.: Director, WW Sales Operations, CDG, VP Operations, Ektacolor Paper Manufacturing Manager EAMER/GAR,

Estee Lauder Companies: Dir. Retail Store Network Transportation, Exec Director Global Trans & Logistics

Eveready Battery Co.: Director of Logistics, GM Global Logistics, Vice President

Frito Lay: Dir Supply Chain Development, Operations Manager

General Mills: Logistics Operations Planner, Operations Manager - Temp. Control Transportation, Director, Customer Supply Chain Strategy, Efficient Replenishment Manager, National Customer Operations and Development, Manager, Supply Chain Modeling, Acct Operations Development, Director Customer Service, Logistics Director, Sr Mgr Intl Supply Chain, Director, Customer Service, Sr. Mgr, Logistics Training & Continuous Improve, Manager, Logistics Operations Planning, Mgr, Dry Customer Service Facilities, VP Customer Service, Supply Chain Analyst, Director, Supply Chain, Director, Global Sourcing Development, ER Development/National Service Mgr

GlaxoSmithKline: IT Account Manager, Manager, Supply Chain Education & Training, Director, Distrib. Channel Strategy, Director, Forecasting & Demand Planning, Director GMS Distribution, Distribution Manager, Director US Demand Mgmt, Logistics Supervisor, Sr Manager Customer Logistics, VP Customer Supply

Hallmark Cards Inc.: Vice President Business Transformation, Global Transportation Manager, Operation's Program Manager, Sr Consulting Engineer, Supply Chain Solutions Manager, Gen Mgr Enfield Distribution Center, Operations Vice President - Logistics Solutions, Project Manager, Plant Engineering Manager, Consulting Engineer, Senior Engineer, Order Processing Manager, Project Manager III, HR Manager Liberty DC, GM Liberty Order, Director Logistics Services, Industrial Engineer Operations Plan

Heinz: Supply Chain Manager, VP Supply Chain, Senior Manager - Supply Chain Services

HQ Army & Air Force Exchange Svc: Director of Plans & Technology

HQ Department of the Army: Traffic Management Specialist

HQ U.S. Marine Corps: Logistics Management Specialist

IKEA: VP Distribution Operation, Supply Manager, Project Manager, Warehouse Systems Mgr

Intel: Engineering Manager, Risk and Controls Manager for CPLG, Strategic Supply Chain Manager, Engineer, Program Manager, Logistics Manager, Global Transportation Mgr, Entrepreneur, Senior Supply Chain Master, Program Manager, Supply Chain Skills Manager, Director, Customer Fulfillment Planning and Logistics Group, Technical Program Manager, Mgr Global SC Modeling & Solutions, Program Manager, Business Ops/Program Manager, Manager

International Paper: Track Lead Demand Planning/Planning and Scheduling, Director - Transportation, Enterprise Distribution Mgr, Manager, Business Modeling & Optimization Services, Business Development Manager, VP Global Supply Chain Deliver, Strategic Services Manager - Global Supply Chain, Enterprise Distribution Manager, Director Supply Chain

JCPenney: Senior Audit Manager, Facility Manager, Sr Mgr Logistics Strategy, Planning & Analytics, Procurement Agent - Logistics, Operations Mgr, Order Services Manager, VP, Director of Operations & Engineering, VP, Director of Operations, Logistics Function Supervisor

[Our Readers]

John Deere: Manager Logistics Planning, Project Manager, Supply Management Specialist, Division Mgr. Warehousing & Logistics, Division Logistics Manager, Manager Inbound Optimization, Worldwide Warehousing & Network Optimization Mgr

Kellogg Co: Plant Operations Manager, Vice President, Director, Distribution, Sr. Manager Customer Logistics, Executive Vice President

Kimberly-Clark Corp: Director Consumer Planning, Director Distribution Operations Family Care, Director Auto ID Sensing Technology, Logistics Manager, Vice President

Kohler Company: Buyer, Supply Chain Project Analyst, Supply Chain Excellence Coach, Director Logistics, Director, Supply Chain, Material Coordinator, Supervisor - Domestic Transportation, Director, Corporate Transportation & Logistics, Director - Fixture Supply Chain

Kraft Foods: Director DSD Supply Chain, VP Process Design, Area Transportation Manager West, Sr Manager Supply Chain, Director Customer Supply Chain, Director Product Supply, North America Commercialization, Area Director Logistics, Director Supply Chain, Region Director Customer Logistics, Sr Manager Product Supply, Distribution Mgr, Regional Director of Customer Logistics, Director Business Intelligence, Senior Vice President, Sr Director Customer Logistics, Sector Lead S&OP

Land O Lakes: Sr. Transportation Mgr, Controller Logistics, Butter Ops, Contract Mfg, Production Planner, Director Demand Planning, Vice President, Director-Planning, Vice President, Supply Chain & Ops, Demand Planner, Director, Supply Chain/Operations, Inventory Strategy Manager

Levi Strauss & Co: Logistics Process Consultant, Logistics Process Analyst, Vice President Logistics, Inbound Logistics Manager, Senior Director of Customs and Transportation, Project Manager, Supply Chain Services, Director of Customs, Director, Distribution

Limited Brands: Senior Manager, AVP Parcel Transportation & Non-Merch Logistics, Director of Logistics, Research Manager, Sr Logistics Analyst, Director Logistics Planning, VP DC Ops Apparel/Lingerie, Senior VP Transportation & Logistics, Senior Operations Manager

L'Oreal: Vice President Operations, Sr VP Operations, AVP Distribution, Senior Manager, Dir Customer Logistics, AVP Physical Logistics, Senior Manager, Transportation, Sr Mgr Intl Logistics, Vice President - Customer Supply Chain Logistics

Mary Kay Inc: Director of International Operations, Director General Manager, VP US Branch Operations, Director of Transp, Logistics & Customs Compliance

Michelin North America: Project Manager, VP Supply Chain Development Americas

Microsoft Corp: Sr Logistics Manager, Senior Director, Logistics & Distribution, Marketing Project Manager, Director Industry Marketing, Industry Sales Director, Director, Solution Management

Microsoft South Africa: Solution Specialist

NCR: Manager - Global Outbound Distribution, Commodity Director - Transportation & Logistics, Account Manager, Director EMEA & CFC-R Operations, Director of Sales, Strategic Account Manager

Nike Inc: Director Intl Trans & Trade, Dir, Outbound SC Operations, Director Supply Mgmt Global Footwear, Director of Operations for Europe

Nintendo of America Inc: Director, Supply Chain Ping & Perf, VP Supply Chain Operations, Vice President Information Services

Northrop Grumman: Materials & Fabrication Mgr, Manager, Supply Chain, Director: SCM Operations, Sector Manager Transportation-Logistics, Senior Logistics Analyst, Junior Buyer

Ocean Spray Cranberries Inc: Regional Supply Chain Mgr, Sr Manager Customer Service, Managing Director Supply Chain

Office Depot: Supply Chain Manager, Director of Private Brand Operations, Regional Transportation Director, Director Outbound Logistics, Manager, Inbound Transportation, Sr. Operations Manager, Sr Mgr Supply Chain Engineering

Owens Corning: Supply Chain Development Program Member, Director, Global Logistics, Global Logistics Leader

Parker Hannifin Corp: Transportation Specialist, Dir Logistics & Transportation, Manager-International Transportation & Logistics, Division Supply Chain Manager, Transportation Specialist, Logistics Manager

PepsiCo: Vice President, Sr Logistics Solutions Architect, VP Of PepsiCo Logistics, Logistics Manager, Sr Mgr, Supply Chain, VP Transportation, DC Manager, Sr. Customer Account Specialist, Manager - Supply Chain & Demand Planning, Sr. Mgr., Customer Supply Chain Integration

Pfizer: Logistics Rep, Mgr Planning Svcs, Transportation & Facilities Manager, VP Information Technology, Director Global Logistics Policy, Director/Site Leader, Planning Services Coordinator, Site Security Officer/Logistics/Lees Summit, Manager of Global Transportation, Operations Support Coordinator, Vice President of Market Logistics, Transportation Specialist, Logistics Quality Associate, Team Leader, Site Leader - Logistics Operations, Inventory Control Coordinator, Manager/Team Leader, Operations Support Coordinator, Team Leader

Philips: Supply Chain Processes and Strategy, VP Logistics, Sr Director, Director Distribution & Trans, Sr. Manager, Air/Courier, F&D APAC

Polo Ralph Lauren: Sr Director, Logistics Manager, VP Distribution Global Logistics, Senior Vice President, Vice President of Distribution

Procter & Gamble: Global Material Supply Mgr, Associate Director, Global Physical

Distribution, Team Leader Customer Svc, Purchasing Group Manager - Logistics, CSO Process Engineer, Sr. Purchasing Mgr, Sr. Purchasing Manager, Group Manager, Logistics Purchasing, Associate Director Global Physical Distribution, Purchasing Group Manager, Director, Global Customer Service/Logistics, Dir Global Customer Svcs/Logistics, Purchasing Group Manager, Supply Chain R&D Mgr, Customer Team Logistics Manager, Associate Director Logistics, Oral Care Global Business Operations Manager, Category Supply Planning Manager, Inbound Distribution Specialist

QVC: Vice President, Distribution, Manager, Outbound Logistics, Manager Core Carrier Transportation, VP Transportation & Logistics, VP Transportation & Logistics

Rite Aid Corp: General Manager, Director, Inbound Transportation, Mgr Logistics Strategy & Planning, Supply Chain Industrial Engineer, Facility Manager

Sara Lee Corp: Director Electronic Commerce, Vice President, VP IS, Supply Chain Applications, Director Logistics Transformation, Director of Equipment Supply Chain, VP of Integrated Logistics, Manager, Materials & Logistics, Dedicated Mgr - Network Optimization, Transportation Manager, Sr. Regional Warehouse Mgr., Director of Distribution, Sr. Mgr. Demand Planning - North America

Sony Electronics Inc: Senior Vice President, Sr. Manager, Logistics Strategy, VP Sales Operations

Sony Entertainment: Director of Operations, VP Distribution and Warehousing

Sony Music: Vice President Dist. Administration, Vice President, Warehousing & Distribution, Senior Vice President, Vice President, Vice President - Global Logistics & Facilities, Director Inventory & Distribution Ops

Starbucks: Distribution Manager, Distribution supervisor, Vice President, Director Global Trans & Dist, Sr Sourcing Manager, Plant Director, DC Operations Manager II, Business Analysis Manager, Procurement Manager, Department Manager CPG

SYSCO Asian Foods Inc: Vice President

SYSCO Corp: Director Logistics Opt., Regional Director SCS West, Regional Director Supply Chain Services, Assistant VP Supply Chain Mgmt, Sr Mgr Core Carrier Programs, Vice President, Regional Manager Supply Chain-Logistics

Target: Director, Transportation Strategy/Planning, Senior Group Leader, Operations Manager, Group Leader, Senior Group Leader, Regional Transportation Manager, Operations Group Leader, Process Leader, Director, Domestic Transportation, Expeditor, Project Manager, Vice President, Managing Director, General Manager, VP Business Development

Texas Instruments: Supply Chain Integration Manager, Marketing Specialist, Director, Global Trade Compliance, Director, Supply Chain & Logistics, US Materials Manager, Mgr, Global Transportation

The Boeing Company: Procurement Analyst, Director, Product Support, Logistics Manager, Business Systems Manager, Lean+ Processes & Strategy Manager, Senior Mgr Supply Chain Logistics, Procurement Agent, Manager, Systems Engineer, Director, Supply Chain Processes, Supply Chain Strategy Mgr, Director, Supply Chain Initiatives, Manager - Mfg. Eng., Sr. Manager, Supply Chain Systems Proj Mgr, Program Manager, Business Mgr, Senior Manager, Supply Chain Specialist, Materials Manager, Supply Chain Analyst, Senior Manager

The Hershey Company: Manager of Transportation Planning, Associate Transportation Payment Analyst, Supply Chain Analyst, Accountant, Asst Controller - Logistics & Supply Chain Admin, Manager, Supply Planning, Director, Integrated Business Planning, Manager Transportation, Director Supply Chain Collaboration, Supply Chain Analysis Mgr, VP Operations Strategy & Commercial Integration, Supply Chain Analyst, Director, Supply Chain Optimization, Project Manager, Supply Chain, Project Manager- Supply Chain Operations, Lead Supply Chain Analyst

The Home Depot: Supply Chain-Distribution Vice President, Senior Director of Delivery, Sr. Manager, International Logistics, General Manager, Supply Chain Manager, Sr. Manager, International Strategy & Development, Sr. Manager International Logistics, Director, International, Manager - International Logistics

Toys R Us: Senior Director, Worldwide Transportation, Senior Vice President - Logistics, Director SC Network Planning, General Manager, DC General Manager, General Manager, Director Operations

Unilever: Supply Chain Planning Manager, Supply Chain Manager, Customer Supply Chain Analyst, Logistic Services Manager, Dir Supply Chain, VP Logistics, Logistics Area Mgr East, Sr Supply Chain Go to Market Manager, Customer Supply Chain Director, Customer Supply Chain Manager, Planning Director, Distribution Project Manager, Customer Supply Chain Manager, Director Warehousing, Director, Supply Chain Excellence & Capabilities, Manager of Supply Chain Reporting & Analysis

Wal-Mart: General Manager, Director of International Replenishment, General Manager, Vice President, Senior Director, Logistics, Logistics Director, President and Chief Executive Officer, Senior Vice President, Regional VP Logistics, Operations Manager, Logistics, Sr. Manager, Transportation & Supply Chain, Operations Manager, Logistics, Director of Supply Chain, Operations Manager

Walt Disney Company: Supply Chain & Operations Strategy Mgr, Director, Supply Chain and Operations Strategy, Manager, Category Sourcing, Manager, Supply Chain and Ops Strategy, Director Distribution & Transportation

Whirlpool Corp: Project Strategy Manager, Manager, Import/Export Operations, Senior Manager, Corporate Transportation, VP Supply Chain, Senior Manager - Supply Chain, New Product Launch Supply Chain Project Manager, Director Product Fulfillment, Director Supply Chain, Logistic Development