



**'Supply Chain Today' is the leading magazine in this industry.**

While not limited to the industry sectors in our Features Lists, Supply Chain Today's predominant target audience is Trucking (heavy vehicles and light commercial vehicles), Logistics, Bar-coding & Labelling, Scanning, EDI & RFID, Forklifts, Cold Storage, Food & Beverage, Racking & Shelving, Warehousing, Express Freight, Outsourcing, Manufacturing and Greening the Supply Chain.

Within these industries Supply Chain Today reaches the following decision makers:

- CEO's, Directors and Management of major companies
- Supply Chain Managers
- Project Management specialists
- Industry specialists such as Pharmaceutical, Mining, Petrochemical, FMCG
- Transport and Logistics middle and senior Management
- Procurement Managers
- ERP, WMS Systems Engineers
- Production and Inventory Control Operators and Management

Distribution	Number of subscriptions
*Comps	307
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Ciltsa	342
CSCMP	43
IPSA (CIPS)	370
RFA	197
SAEPA	64
SAPICS	614
Subs	66
Universities/Tech	34
<b>TOTAL MAILING DISTRIBUTION</b>	<b>3 171</b>

Aside from being mailed out, extra copies of Supply Chain Today are distributed at:

- Cape Industrial Show
- KZN Industrial Show
- African Port and Rail event
- SAPICS
- Road Freight Association Conference
- Food & Drink Technology Exhibitor distribution

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*\* Names of relevant individuals extracted from the SAPICS delegates list, KZN industrial show, Electra Mining etc, who do not appear on the respective association label runs.*