

AUDIENCE CONNECT

INQUIRY PROGRAM

BUYING INTENT LEADS

Generate qualified leads from more than 34,000 digital subscribers.

Each month, *Supply Chain Management Review* sends a digital edition of the print issue to our digital subscribers. Audience Connect Inquiry is a landing page for our digital subscribers that asks readers buying intent questions about their plans to purchase or evaluate over the next 12 months.

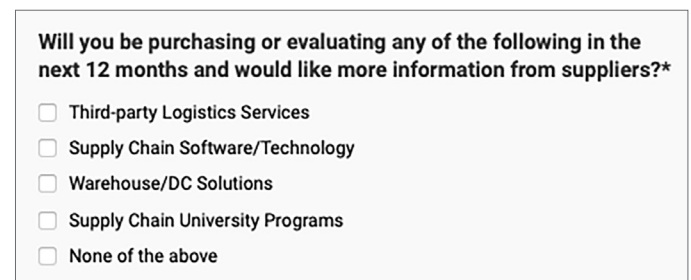
This program will be offered to ½ page and larger advertisers:

- Full-page and 1/2 page advertisers will get leads associated with the buying category of your choice.
- Full-page advertisers will get their logo (static) on the email/landing page.
- Advertisers will receive contact information plus the buying response information for their product category.



The image shows a sample landing page for the 'EZ Connect Inquiry: November 2022 issue'. On the left is a thumbnail of the magazine cover with the headline 'Improvise.' and a red utility knife. Below the thumbnail is a red button that says 'Read Digital Issue Now'. Underneath, it says 'This issue is sponsored by:' followed by logos for PalletTracer, PENSKE Rental | Leasing | Logistics, NEWCASTLE, Odyssey Innovating Logistics, and RXO. On the right is a registration form with the following fields: Business Email *, First Name *, Last Name *, Job Title *, Company *, State * (dropdown), Country * (dropdown), and Phone *. Below these fields is a question: 'Will you be purchasing or evaluating any of the following in the next 12 months and would like more information from suppliers?*' with a list of categories and checkboxes. At the bottom of the form is a red button that says 'Submit Inquiry and Read Issue'. A small disclaimer at the very bottom states: 'By submitting this form, you agree that Supply Chain Management Review may share your information with the sponsors of this issue. We may also send you subscription, editorial and marketing email messages, but you will always have the opportunity to opt-out.'

Sample Buying Intent Landing Page



The image shows a list of buying intent categories with checkboxes. The text reads: 'Will you be purchasing or evaluating any of the following in the next 12 months and would like more information from suppliers?*' followed by:

- Third-party Logistics Services
- Supply Chain Software/Technology
- Warehouse/DC Solutions
- Supply Chain University Programs
- None of the above

Buying Intent Categories

CONTACT
YOUR SALES
REPRESENTATIVE
TODAY!

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