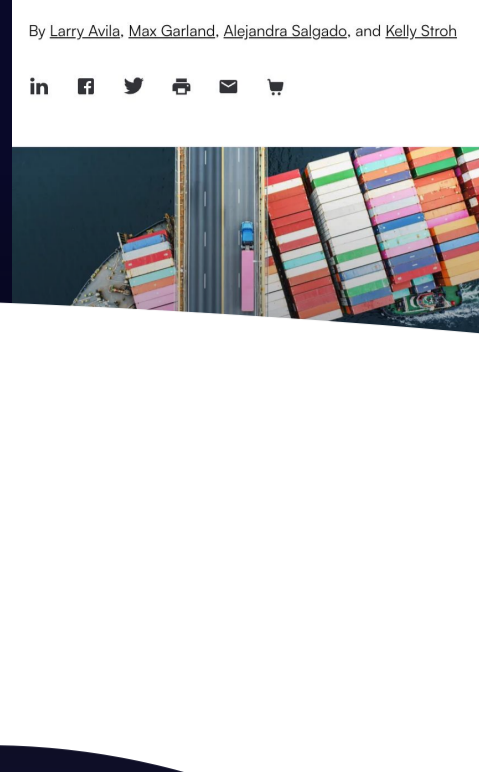


Supply Chain Dive is a news publication designed specifically for supply chain leaders overseeing supply chain functions at large, global companies. Across operations, sourcing, procurement, risk, and regulation, our journalists cover the issues that impact the business of supply chain management.



01 Audience

174K

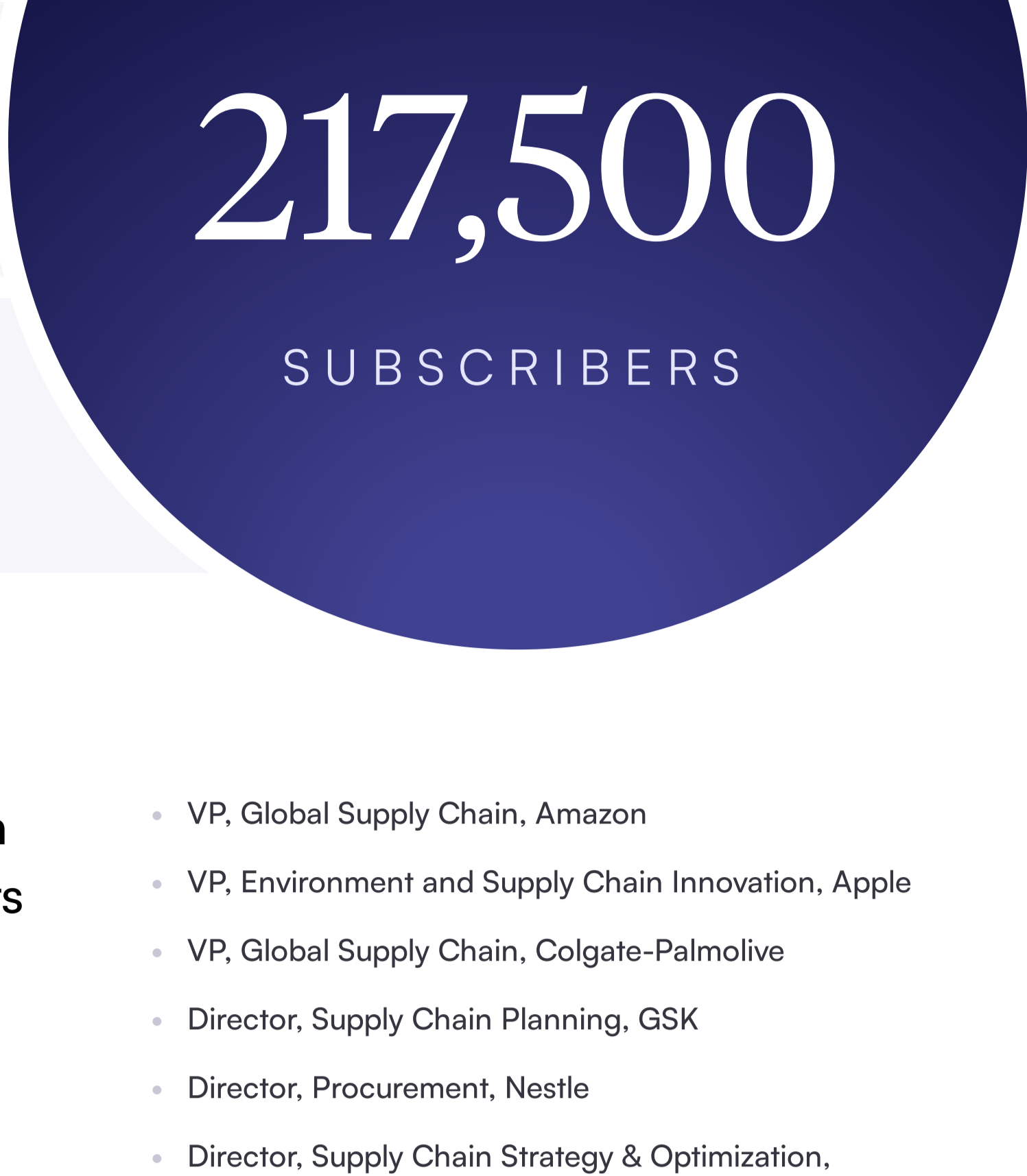
unique monthly visitors

78%

of subscribers are manager-level or above

98%

of Fortune 100 companies read Supply Chain Dive



You'll find Supply Chain Dive's news and insights in the inbox of notable subscribers, like:

- VP, Global Supply Chain, Amazon
- VP, Environment and Supply Chain Innovation, Apple
- VP, Global Supply Chain, Colgate-Palmolive
- Director, Supply Chain Planning, GSK
- Director, Procurement, Nestle
- Director, Supply Chain Strategy & Optimization, Walmart
- SVP, Logistics and US Retail Supply Chain, Starbucks
- VP, Operations Intelligence, Global Supply Chain & Logistics, Target
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02 Top-performing content

After years of hoping for a return to normal, the supply chain sector is realizing that unpredictability is here to stay for the foreseeable future. Labor shortages, reshoring and nearshoring, global trade tensions, sustainability pressures, and more are creating ongoing struggles for supply chain and logistics leaders in 2024. Let's take a look at what supply chain leaders have been focused on most.

Top 5 topics

- Logistics
- Operations management
- Procurement
- Risk and resilience
- Freight

Top 10 Supply Chain Dive stories

UPS plans to close around 200 US facilities, shift volume to automated hubs	Shortages 2024: What supplies are still at risk after years of disruption?
Supplier sues UNFI in chargeback spat	Ocean freight rates surge further as Red Sea crisis develops
8 logistics trends to watch in 2024	Warehouse employment keeps falling and more layoffs loom
FedEx's new digital platform aims 'to be relevant in the multi-carrier world'	Honeywell exec upbeat on warehouse automation trends
Supply chain and procurement leaders are flocking to generative AI: Gartner	From geopolitics to inflation: 2024's supply chain trends and risks

Keywords resonating right now

- warehouse automation trends
- freight decarbonization
- AI-powered supply chain
- last mile delivery
- circular economy
- mergers & acquisitions
- shortages
- warehouse layoffs

03 Trend analysis

Operational challenges and labor clashes

- Struggling under climbing labor and operating costs, even as inflation eases
- Growing labor tensions, heated negotiations, and worker strikes
- Interest in increased efficiency leading to job cuts, major layoffs, and network adjustments

The supply chain gets smart

- Generative AI adoption picks up steam (code generation, data diagnostics, cross-tech interfacing, chatbots to assist staff, etc.)
- Increased exploration of automated solutions for warehouse and beyond (robotics, management softwares, etc.)
- Rise in autonomous and/or electrified delivery vehicles

An increasingly erratic landscape

- Combating the impacts of route disruptions (increased freight prices, delays, surcharges, volume in alternate modes of transport, etc.)
- Operating in a volatile geopolitical landscape (wars in the Middle East and Ukraine, U.S. election, etc.)
- Strategizing for risk of shortages across sectors (pharmaceuticals, food, minerals, etc.)

Our readers spent nearly 2x as long on these stories than the average story:

- Manufacturing 'ready to start running again' with demand up: PMI
- Oatly slashed SKUs and canceled factory plans to rightsize its supply chain. Now it's paying off.

Transformative tech

In the face of unprecedented labor shortages and demands for faster, more efficient, and more cost-effective operations, leaders are flocking to GenAI for answers.

studioID tip

Generative AI has great potential for the supply chain sector, but the industry is still developing an understanding of what it can do. Attract logistics leaders with explainer videos, interactives, infographics, and other easily digestible media that can give them an overview of GenAI and its most impactful current use cases across the supply chain.

Expect the unexpected

After years of war, trade tensions, geopolitical turmoil, labor issues, the pandemic, and increasingly severe weather, supply chain leaders are prioritizing resilience.

studioID tip

The pandemic may be behind us, but the chaos it left in its wake remains. Supply chain leaders want action on best practices for everything from inventory management, to reshoring, to technology investments. Help supply chain stakeholders turn uncertainty into resilience with thought leadership-based playbooks and research about most effective tactics in specific supply chain areas.

The role of automation

Though supply chains are moving steadily toward automation, concerns linger among industry stakeholders about what this means for human workers.

studioID tip

The hype around integration of automation and technology shouldn't overshadow the fact that technology works best when used collaboratively with human creativity and critical thinking. Through videos, case studies, and podcasts, marketers can help supply chain leaders drive automation forward by pushing back against the narrative that automation is replacing labor and showing how these solutions are augmenting human workers.

04 Marketing insights

Deliver marketing that resonates with this audience by reflecting the preferences of over 217,500 Supply Chain Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Bring uniqueness to buzzwords

Supply chain content is saturated with buzzwords, making it challenging to stand out from the crowd.

studioID tip

Supply chain professionals are still interested in content about supply chain resiliency, agility, visibility, sustainability, and digital transformation. However, these topics often feel increasingly bloated and surface-level. To promote content about a topic that has become 'buzzy', it's imperative to find new angles and offer value on these topics that only your brand can.

Make it cost-effective

Supply chain professionals are worried about how new investments will impact their budgets.

studioID tip

Money talks in the supply chain. Supply chain professionals need to know how an investment in a particular service or solution will benefit their operation financially. As often as you can, tie efficiency figures and sustainability numbers to a dollar figure, demonstrating return on investment up front.

Revolve around resilience

As the world becomes increasingly tumultuous and unpredictable, help decision-makers find some stability.

studioID tip

If the past few years taught supply chain execs anything, it's that they can't possibly fathom the disruptions that could crop up and throw their business off course at any moment. Help them regain a sense of stability and adopt a resiliency mindset across every facet of their operations so they can stay prepared for the worst. This group loves to hear from well-respected peers, so consider expert-led webinars that keep them close to how the biggest names in the industry are leaning into prevention.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

