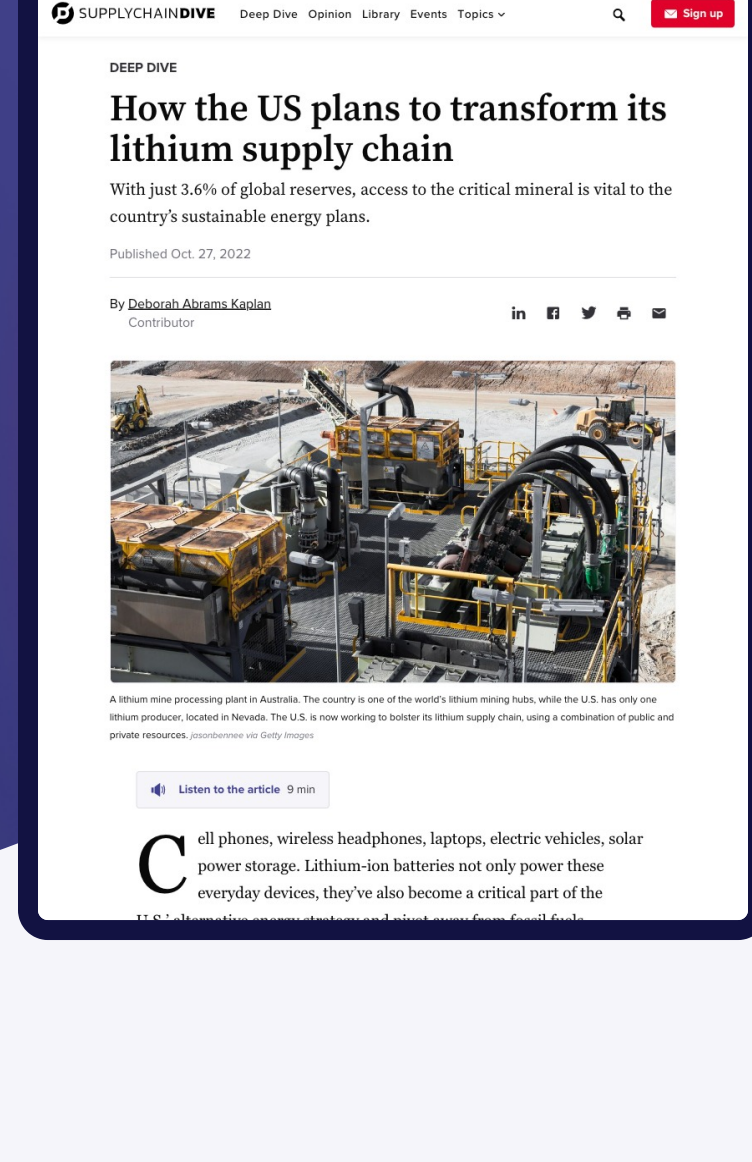


Snapshot

AUDIENCE INSIGHTS FOR 2023



CONTENTS

- 01 AUDIENCE**
See who's reading Supply Chain Dive
- 02 TOP-PERFORMING CONTENT**
Uncover top stories, topics, and keywords
- 03 TRENDS**
Explore prevailing issues and industry evolutions
- 04 MARKETING INSIGHTS**
Lean into the approaches and formats this audience prefers

01 AUDIENCE

161K

unique monthly visitors

78%

of subscribers are manager-level or above

99%

of Fortune 100 companies read Supply Chain Dive

SUPPLYCHAINDIVE

120,500

SUBSCRIBERS

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

- VP Business Development, XPO Logistics
- EVP of Supply Chain Optimization, GEODIS
- COO, JB Hunt
- EVP & Chief Legal Officer, Ryder
- Regional VP, Swift Transportation
- VP of Business Development, RILA
- Global IoT Services and Digital Ops Leader, IBM
- Research Vice President, Gartner
- SVP, JLL
- Sr. Director of Business Development, DHL Supply Chain

02 TOP-PERFORMING CONTENT

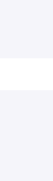
Put through the wringer in recent years, the supply chain industry experienced extreme surges across key areas, including demand, hiring, new facilities, and shipping rates. Just as many of the pandemic-induced backups and bottlenecks were starting to naturally level out, economic uncertainty, global trade tensions, and increasing sustainability pressures have brought in a new wave of challenges. Facing decreasing demand, lingering shortages, sky-high shipping rates, and overstaffed organizations, leaders are now having to pull back, pivot, and revamp operations. Let's take a look at what our readers have been focused on.

Top 5 topics

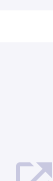
1. Carrier & supplier relationships
2. Last mile logistics
3. Procurement
4. Risk/resilience
5. Freight

Top 10 Supply Chain Dive stories

Shortages 2023: 4 goods facing tight supplies this year



Logistics layoffs signal industry-wide culling, leave seasoned talent available



FedEx urges customers to shift volumes from UPS to avoid strike risks



Amazon pulls back from UPS as it builds out logistics empire



UPS RFID initiative to expand to rest of US network in 2023



Will UPS workers strike? What shippers should know about Teamsters contract talks



FedEx preps revamp of operations, networks for long-term savings



Amazon closes, cancels more warehouses as cost-cutting persists



Supply chain conferences to watch in 2023



Why shippers will add more FedEx and UPS competitors to their carrier mix in 2023



Keywords resonating right now

goods & material shortages

strikes

cost-cutting

layoffs

closures

warehouse automation

supply chain digitization

data-sharing

sustainability

shipping-rate increases

03 TRENDS

Economic implications

- Layoffs
- High shipping rates
- Decreased demand

Shifts & shake ups

- Potential worker strikes
- Supply shortages
- Government regulation

Stiff competition

- Threats to reduce business with partners
- Diversification of carrier mix
- Encouraging shippers away from carrier competitors

Tech-driven optimizations

- RFID tagging
- Route consolidation
- Digitizing customer support

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

- [Why ocean shipping is less anti-competitive than lawmakers think](#)
- [Falling truck rates give supply chains chance to cut costs](#)

Pivots, rollbacks, and layoffs

Just as the industry began to level out after dealing with pandemic-induced high consumer demand and elevated carrier rates, a looming recession and excess inventory now threaten to throw supply chains in a completely different direction. Supply chain leaders who invested in more operating facilities and a larger workforce are now halting and even rolling back expansion plans entirely as many are forced to execute layoffs of excess staff in waves.

Lowered demand and shortages across a number of goods coupled with efforts to increase efficiencies and sustainability are leaving logistics companies overstaffed and over budget. Technology logistic companies and platforms are the most susceptible to layoffs, as they can't rely on cost-cutting from physical assets.

Improvements in the face of economic challenges

In the face of economic challenges, supply chain leaders are investing in technology and cost-cutting measures to in some ways get ahead, but mostly in an effort to stay afloat and not get left behind. Rising costs, drops in demand, an increased pressure for sustainability and transparency, along with the improvements in tech like AI, automation, and beyond has spurred leaders to design supply chains that are as efficient as possible.

Through service reductions, route consolidation, AI + automation, digitizing customer support, and modernizing processes, supply chain executives hope to set their organizations up for success in the future while cutting costs today. The implementation of technologies like RFID tagging and employee wearables are also on the rise to increase efficiency and decrease misloads of cargo.

Close competition in an evolving landscape

The carrier side of the supply chain industry is dominated by a few big players, but the landscape appears to be shifting as shippers begin to add more competitors to their parcel carrier mix. Interest in last-mile automation has been on the rise in recent years to combat higher volumes and limited capacity from the giants in the industry.

Competition is growing as Amazon works to build out its own logistics business. Supply chain leaders who would typically default to UPS or FedEx are keeping their options open as last-mile rates rise and shippers' finances grow tighter.

04 MARKETING INSIGHTS

Deliver content that resonates with this audience by reflecting the content preferences of over 120,500 Supply Chain Dive subscribers in your strategy:

Content Characteristics

- Authoritative
- Opportune
- Candid
- Future-focused

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Take inventory of their competition

Supply chain decision-makers want to hear what other industry leaders are doing to navigate the unknowns presented by emerging technology, carriers, and the lingering effects of the pandemic. Be sure to cover evolving carrier and shipper behavior and technology so leaders can stay ahead of their competition and drive transformation within their own strategies. Use top brand names in case studies and headlines to drive engagement.

Keep them modernizing

With pressures from the economy, competitors, and regulators only mounting, supply chain industry leaders must keep their sights set on becoming future-forward, or risk falling behind. Give these industry leaders an evolving high-level view of the landscape with consistent information on the latest trends, emerging technologies — especially AI, automation, and wearables — as well as intel on how to make their operating processes more efficient, being especially mindful that many businesses are in cost-cutting mode.

Help them forecast the future

The world of supply chains revolves around up-to-the-moment data and planning and prediction models. However, the state of the industry changes rapidly. Point these leaders in the right direction with industry forecasts, the latest statistics from high-authority sources, upcoming regulations and their anticipated impacts, the evolving state of the economy — and what it all means for decision-makers.

studio / ID



How are you resonating with this audience?

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

[Contact us](#)