



Distribution Business Management Journal

The Journal At A Glance

Mission Statement:

The Journal is written and edited for executives and managers responsible for defining, creating, implementing, and integrating supply chain strategies. The Journal's focus is to help professionals remain informed about the latest and the most innovative ways to minimize their companies' distribution and logistics costs, consistent with high standards of quality and customer service.

The Uniqueness of the DBM Journal:

Content ranges from academic studies to real-life implementations and industry case studies. *The DBM Journal is unique because it brings "thought leaders" from industry and academia together to provide readers with the latest information on trends and developments in logistics and supply chain management.*

Because of the unique editorial content the journal has an unusually high executive level readership. The readers pass it around so that others can share information and learn how to improve their operations. *Advertisers can be assured that their messages will be read with interest by managers and executives who are empowered to buy.*

Editorial Integrity:

The editorial content is written by industry leaders, seasoned journalists and academia. *It has a unique refereed section that is written and reviewed by academics.* This refereed section provides the innovative thinking that comes from academia and is used by industry to target future trends, growth, and development. *No other publication offers such a unique mix of editorial coverage.*

Published:

Every Season (four times a year).

Circulation:

Controlled circulation to 40,000 managers, directors, and CEO/VP-level subscribers working in all companies in key industries faced with supply chain and logistic challenges.

Editorial:

Focuses on news, commentary, academic papers, and features written by both staff editors and contributors.

Format:

Standard magazine size that fits easily into your reading style with four-color web offset, binding is perfect.

Advertising:

Full range of sizes to meet your budgetary needs (see Rates and Mechanical Requirements).

Executive Editor & Publisher

Amy Thorn

Editorial Advisory Board

Dr. Michael Crum, Iowa State University
Dr. O. Keith Helferich, Central Michigan University