



France's monthly professional magazine dedicated to supply chain management

MARKET FACTS:

Stratégie Logistique engages communication with all the logistic solution purchasing decision makers. 39% of its readers are Logistics/Supply Chain managers and 37% are General/Site managers.

		Stratégie Logistique
Total Circulation	(Pub. Stat. 2006)	12,000
Readership	(Pub. Stat. 2006)	60,000

EDITORIAL PROFILE:

Since 1997, **Stratégie Logistique** has been following the latest news about the people and enterprises involved in supply chain management. The monthly magazine, which is the benchmark of the **Stratégie Logistique** brand, provides its readers with a concrete, pragmatic and forward looking vision of the major changes in the field of supply chain management: new flow management tools, new industrial organisations, production planning and sales forecasting.

In November 2006, a weekly electronic newsletter, distributed to a broad target audience of readers interested in supply chain management, was launched as a supplement to the media offer. This e-newsletter gives readers responsive information which is recent and illustrated, supplementing the files and case histories accounts in the magazine.

TECHNICAL SPECIFICATIONS:

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