

Who is reading Spend Matters

Select Visitors
October–December 2010

Aberdeen Group
Accenture
Aequitas Group
Air Products
Alcoa
Allegiance Healthcare
American Airlines
American Express
American Family Insurance
American Standard
Amgen
Anheuser Busch
AOL
Apple
Assurant
AstraZeneca
AT Kearney
Aventra
AXA Financial

Bain
BancTec
Barclays Capital
Basware
Bayer AG
BBC
BCI
Bell Canada
Best Buy
Bloomberg
Boehringer
Boeing
Boston Consulting Group
Boston Scientific
BP

Cable and Wireless
Cadd-X-International
Callaway Golf Company
Cargill
Caterpillar
Chevron
Citi
Citibank
Conoco Phillips
Corning, Inc.
Corporate Executive Board
CSFB

D&B
DAI
Deloitte
Deutsche Telekom
Diageo
Department of Defense
Dow Jones Corporation
Duke University

EMC Corporation
Entegris Inc.
Erickson
Ernst & Young LLP

Federal-Mogul
Fidelity Investments
Ford Corporation

Gartner
GE Energy
General Motors
Genworth
Genzyme
GlaxoSmithKline

What is Spend Matters?

Spend Matters started out as a single media site, but has grown into something much larger. While maintaining its roots and editorial values, it, along with new properties MetalMiner and Spend Matters UK, has become a global content community dedicated to examining Spend Management issues including procurement, sourcing, contract management, spend analysis and visibility, category management, low cost country sourcing, supply chain, lean and other related areas.

Spend Matters and related properties represent a virtual gathering place for senior business executives (and their suppliers) making multi-million dollar global spend/sales decisions and looking to research and learn more about strategies and potential solutions for their procurement and supply chain challenges.

Spend Matters Fast Facts

- Based upon third-party rankings, www.spendmatters.com is consistently the largest procurement media site globally
- Spend Matters' traffic has grown 5–15% year-over-year since its inception in 2004
- With an excess of 1,000,000 page views each year – and typically 5,000 on weekdays – Spend Matters attracts a large and diverse audience who primarily read the site at work
- At least half of Spend Matters' visitors are from Global 2000 companies
- Approximately 50% of our traffic represents visitors who had previously been to the site within the past thirty days
- Our readers typically spend between three to nine minutes visiting the site, on average
- Spend Matters publishes over 20 downloadable research reports per year
- Over 10,000 of these reports have been downloaded by procurement practitioners, consultants, media, analysts, academics and other influencers in the past 12 months

Did You Know ...

- Spend Matters was one of the first business blogs when it started in 2004?
- Spend Matters averaged just over 100 site visits per day in its first six months of publication in 2004, yet Spend Matters UK/Europe came in at over 500 per day within the first three months of publication?
- Spend Matters maintains an active research relationship and partnership with The Institute of Supply Management (ISM)?
- MetalMiner, Spend Matters' sister-site, covers metals sourcing and commodity management and became the largest online metals publication in the US in less than three years since its inception, overtaking industry leader, American Metal Market?

What Our Readers are Saying

“I am an avid user of Spend Matters. The content is superbly written, well balanced and provokes valuable community discussions. I visit the site regularly to keep up on the latest trends and thought leadership that enables me stay ahead of the curve in my role in a Procurement Operational Excellence function.”

—Jay Merenda, Procurement Technology Leader, AstraZeneca

“Spend Matters provides a narrative and context to what's going on in the procurement world. What's working? What's not? Who's coming up with new and innovative approaches? For the purchasing professional with the constant need to generate savings and value, Spend Matters is a daily source of ideas and insights.”

—Don Fawcett, Vice President Sourcing, Follett Corporation

“Spend Matters is a fantastic way to view the supply chain and supply chain risk professions quickly and efficiently. I prepare many presentations and speeches on supply chain risk. Reviewing the information on Spend Matters makes the job much easier when dealing with emerging, evolving supply chain risk issues or any supply chain subject.”

—Richard Rich, Senior Administrator Risk management, Director Supply Management, Seminole Electric (ISM Shipman Gold Medal Award winner, 2009)

“Great stuff, nicely presented and easy to understand for complex and volatile issues.”

—Global Sourcing Manager, Metals, Corning

“Spend Matters offers valuable opinion and reliable information. Unlike most blogs, it not only survives, it thrives. Quite an achievement in such a crowded space.”

—Tim Cummins, President and CEO, IACCM

“I was first exposed to Spend Matters through a Webinar sponsored by a professional organization. I have been utilizing Spend Matters ever since, primarily for the unique insights I can gain there.”

—Bruce M. Gilbertson, Vice President Strategic Bidding, Sourcing & Business Resiliency, ETS

“In trying to predict steel pricing, I attempt to analyze as much market material that my brain allows. I have found that the Metal Miner articles have been a great teaching tool. It also helps that you and your team have been accurate in your predictions.”

—Joe Perillo, Director of Supply Chain & Logistics, PTR Baler & Compactor

“Simply stated, Spend Matters is a breath of fresh air. The team at Spend Matters continues to deliver objective, fair, and timely sourcing and procurement marketplace news and analysis that has quickly become a 'go to' resource for our team and clients.”

—Brian Umbenhauer, Principal, Supply Chain and Operations, Deloitte Consulting LLP

For Sponsors, Five Attributes Make Spend Matters Completely Unique From a Demand Generation Perspective

- The capacity to provide integrated marketing programs across multiple portfolio properties enables sponsors to impact a significantly greater number of prospects, even within the same organization.** For example, a software vendor or consultancy targeting direct material categories can engage with both the Spend Matters and MetalMiner communities. Whereas Spend Matters might have 5-6 registered readers from a company like GE – most likely in a centralized procurement function – MetalMiner has over 20 readers from GE businesses responsible for global metals purchases and supply chain decisions.
- Spend Matters, MetalMiner and Spend Matters UK/Europe provide a range of off-the-shelf or highly customized programs that help sponsors cultivate better quality leads derived from our expertise and thought leadership.** We call this a culture of attraction vs. promotion. In a culture of attraction, we develop compelling and engaging educational content with an objective perspective, and sponsors achieve the opportunity to engage with prospects who have identified themselves as interested in the particular topic.
- We offer the first integrated global portfolio of media properties that reaches a combined US/European audience.** Moreover, the expert services we provide behind the scenes as part of an engagement frequently help sponsors move into new geographies and markets by way of appropriately leveraged connections and introductions.
- Our direct materials price forecasting coverage and sourcing competence in procurement and related topics in supply chain management enhances and informs our media coverage around direct materials (including category strategies, commodity management, hedging and total cost management).** Even for sponsors focusing on more generalized procurement areas, our coverage of these areas brings a unique and specialized audience.
- Our people – All of the editors of our media properties have (and are) at the top of their games; combining experience as former leading consultants, procurement executives, category specialists and CPOs.** The moment sponsors engage with us, they immediately experience the strategic thrust of working with seasoned practitioners and ecosystem market makers.

Spend Matters and MetalMiner are Two of the Largest Online Procurement and Supply Chain Media Sites

Explanation of Rankings:

- Alexa's Traffic Rank Average (of all websites): note, a lower ranking = more traffic (e.g., Google = 1)
- "-" Trend in rank indicates an advancement in overall ranking, not a decrease

Site	Three-Month Rank	Trend in Rank
Spend Matters (www.spendmatters.com)	241,402	-27,009
MetalMiner (www.agmetalminer.com)	344,053	-108,890
Spend Matters UK/Europe (www.spendmatters.co.uk)	1,090,601*	-353,605
Supply and Demand Chain Executive (www.sdexec.com)	649,175	139,330
Institute for Supply Management (www.ism.ws)	237,906	59,483
Procurement Leaders (www.procurementleaders.com)	328,525	-58,707
Supply Management (www.supplymanagement.com)	340,579	87,861
CPO Agenda (www.cpoagenda.com)	2,348,050	-1,004,486

Date of measurement: 6 January 2011

*Note: one month Alexa ranking (owing to site launch Q4 2010)

Note: Third-party rankings such as Alexa and Compete are notorious for being only directionally accurate. However, since many sites measure the number of actual visitors based on their own reporting software in different ways, they are the only fair comparative indicator of traffic and reach (Though not necessarily influence, an important distinction).

Who Reads Spend Matters?

- Large company (and middle market) procurement and finance executives with an interest in the Spend Management Industry, and financial analysts interested in the Spend Management sector
- Press, media and analysts
- Consultants and analysts advising clients on their procurement decisions (technology, process, etc.)
- Vendors and suppliers providing Spend Management solutions

Opportunities for Reaching Our Community

Spend Matters Spend Matters™ UK/Europe MetalMiner™

Spend Matters, Spend Matters UK/Europe and MetalMiner offer a variety of branding and demand generation opportunities including:

- Lead Sponsorship
- Associate Sponsorship
- Compass Research Sponsorship
- Custom Research Programs
- Event Advertising (Conference/Event Companies Only)

Qantas
Queensland Government

Renault F1 Team
Research in Motion
Rockwell
Rogers Communications
Royal Mail

SAP
Sara Lee
SAS Scandinavian Airlines
Schlumberger
Schneider Electric
Schneider Logistics, Inc.
Sears
Sears Holdings Corporation
Shaw Communications
Sony Ericsson
Southern Wine & Spirits
Sprint Nextel
Stanford
Starbucks
State of Arkansas
Suncor Energy Services Inc.
Sungard

T-Mobile
Target
Tata
TCM
Teva USA
Texas Instruments
The Limited
The TJX Companies, Inc.
Tieto
Time Warner Inc.
Turner Broadcasting
Tyco Healthcare

Unisys
United Airlines
United States Postal Service
United Technologies
University of Wisconsin

Valeant Pharmaceuticals
Vangent, Inc.
Veolia Environment
Vertis, Inc.
VF International
ViaSat, Inc.
Victoria Court Group of Co's.
Visa Europe
Vodafone
Volt
Volvo

W.W. Grainger, Inc.
Walmart
WCP
Wells Fargo
Wipro
WorkflowOne
WPP Group
Wright Brothers Construction Company

Xerox

Yale University

Select Opportunity Spotlight

MetalMiner Lead Sponsorship enables sponsors to directly focus engagement with one of the largest direct materials sourcing and procurement audiences on the web. Ideal for consultancies, software providers and metals companies (from mining to distribution), the site provides highly qualified leads as well as the ability to elevate branding and promote special campaigns. Lead Sponsorship includes one lead generation whitepaper written and promoted by MetalMiner, and featured on Spend Matters via Marketwire press release and direct e-mail campaigns to the MetalMiner database (5,000+). Sponsors also have the opportunity to develop and influence stories and articles. MetalMiner sponsors participate in MetalMiner webinars spotlighting commodity price trends and cost reduction strategies, providing additional demand generation opportunities (webinars average 250-300 registrants from qualified prospects). The program includes advisory and speaking time as well as participation in two sponsor directed video shoots, video podcasts, or podcasts. MetalMiner Lead Sponsors focused on demand generation have generated a direct, hard-dollar ROI of over 15X within a 12-month period.

Spend Matters Associate Sponsor program is a powerful way to connect with the Spend Matters community, and goes far beyond online advertising programs. It addresses the needs of organizations that have come to Spend Matters seeking exposure to the Spend Matters community. Spend Matters Associate Sponsors receive their name (or can promote a specific campaign in a text format) immediately below the current Lead sponsors on the main blog page. This listing/promotional program can link directly to a web site of their choosing (e.g., main web page, campaign landing page). Associate Sponsors also receive a sponsored text link to promote thought leadership or another marketing campaign on the Spend Matters blog. In addition, Associate Sponsors will receive a listing in the Spend Matters Provider Index, a new tab available on the top of the Spend Matters homepage, and can engage with the Spend Matters analyst and editorial team on an inquiry and strategic basis.

Spend Matters Compass is an educational series designed to place providers in front of companies making high-value decisions in key market areas, giving an objective and highly readable look at the business issues driving the need for particular technologies and solutions. It is Spend Matters core demand generation program for sponsors. Each Compass series, published over a 12-month period, features a set of downloadable whitepapers or "briefs" in PDF format, relating to a common theme and topic of particular interest to procurement, supply chain and technology executives. The publication schedule encourages readers to continuously review, reflect and interact with the material as it becomes available. Spend Matters Compass is written in an informal business tone, much like the style of the Spend Matters forum. Sponsors can opt to engage with Spend Matters on a single paper or a broader series, and customized programs and content are also available.

What Roles Do Spend Matters Readers Have?

Sample job titles from research downloads (October–December 2010)

Associate Manager, Procurement & Planning Analyst	Manager, Procurement
Applications Solutions Head	Manager, Sourcing Solutions
Assoc. Director, Finance	Manager, Procurement Technologies
Associate Director - SAP SCM	Manager, Supplier Relations, eProcurement and IT
Associate Vice President, Procure to Pay	MM Functional Analyst
Business Analyst	P2P Consultant
Business Analyst, Supply Management	Procurement and Supply Management Specialist
Business Development Director	Procurement Lead
Business Modernization Expert	Procurement Manager
Business Relationship Manager	Procurement Officer
Buyer	Procurement SME
Category Buyer	Procurement Specialist
Category Lead	Procurement Technology Analyst
Center of Expertise Lead - Source & Support	Procurement Technology Leader
Chief process and systems architect	Product Management
CIO	Program Manager
CPO	Project Manager
Commercial Manager	PSCM Specialist
Contracts Analyst	Purchasing Agent
Contracts Manager	Purchasing Manager
Corporate Initiatives Lead	
Corporate Purchasing Manager	Risk Manager
Corporate Traffic Manager	
Director	SAP Procurement Specialist
Director, Global F/A	SCS Ops Manager
Director, Non-Trade Procurement	Senior Consultant
Director of Procurement Operations	Senior Director, Procurement
Director of Supply Chain	Senior Manager, Procurement
Director, Global Purchasing Strategy	Senior Sourcing Analyst
Director, Procurement and Subcontracts	Senior Sourcing Manager
Director, Strategic Sourcing	Senior Supplier Credit Analyst
Director, Supply Chain Management	Senior Vice President, Procurement
Director, Supply Chain Strategy	Senior Business Analyst
Director, Supply Management	Solution Architect
DVP Procurement	Solutions Manager
Engineer	Sourcing & Quality Manager
eProcurement Specialist	Sourcing Consultant
Finance Manager	Sourcing Intelligence Analyst
Finance Manager	Sourcing Manager
	Sourcing Specialist
	Sr Business Analyst
	Sr Mgr, Outsourcing & Supply Chain
	Sr. Manager, Global Strategic Sourcing
	Sr. Portfolio Manager
	Sr. Sourcing Analyst
	Sr. Sourcing Leader
	SRM SME
	Strategic Buyer
	Strategic Program Manager
	Strategy Manager
	Strategy Software
	Supplier Sourcing Consultant
	Supply Chain Manager
	Supply Management Analyst
	Sustainability Lead
	Senior Vice President, Procurement Strategy, Risk and Operations
IMS Leader	Vice President, Purchasing
Indirect Procurement Manager	Vice President, Strategic Sourcing
Indirect Sourcing Analyst	Vice President, Program Management Office
IT Account Manager	Vice President, Materials
IT Category Team Lead	Vice President, Operations
IT Manager, Procurement	Vice President, Supply Chain Planning and Analysis
IT Team Lead	Vice President, Corporate Procurement
Manager of GS&P Market Intelligence/Financial Analysis	Vice President, Procurement Services
Manager, Purchasing	
Manager, Corporate Contracts	
Manager, Global Sourcing	

Questions / further discussion

Contact:

William Busch, VP of Sales and Business Development

Email: wbusch@spendmatters.com

Phone: 215-508-7414

www.spendmatters.com