



Insight for
Supply
Chain Logistics

Beyond Logistics



Introduction

‘The Era of Convergence’
Insight Provider for SCL leaders

Meet innovative ideas on the cutting edge of ‘Industry 4.0’

Greetings

“You are now able to meet inventive ideas leading
the fourth industrial revolution through CLO.”



CLO(Chief Logistics Officer) is publishing the one and only SCL(Supply Chain Logistics) magazine in South Korea providing knowledge of global logistics and practical solution for solving business problems.

However, we are not just focused on ‘Logistics’. We are talking about diverse phenomena which are taking place throughout the whole supply chain(production, distribution, sales). Moreover, we would like to deliver innovative ideas of leading global companies and research institutes. We hope this would show a path to many global companies so that they can jump up to be signature players in global market.

We are dedicated to provide differentiated SCL contents to give valuable advice to our readers.

Thank you.



The managing editor and CEO
Cheolmin Kevin Kim

CLO Reader Type- 1

Top Class CEOs who are directly or indirectly related to decision-making process of SCM.

High-income earners who are familiar with premium brands.



Introduction

“CLO readers have authority, impact and potential in their organizations.

As a successful businessman and strategist, they continuously pursue more achievements and new ideas. The ones who aim for the best in the future are the readers of CLO”

CLO readers have high authorities in their organizations compared to the readers of other magazines. They are the highest decision makers who are leading the paradigm of global logistics. And they are the ones who have unchallenged impact in their business. 65% of our readers call themselves as a 'power influencer' in logistics industry

Leaders who are leading logistics industry give high credit to our special insight, sharp analysis and ideas which will change the market flow. CLO is being trusted as a business counselor so that our readers invest average of 1 hour to read the magazine.

CLO provides attractive solution for advertisers as well. Due to our survey, more than half of our readers answered that they had an experience of ordering services buying products after reading the advertisement of CLO. This proves that CLO is also impressive as an advertising media.

65%

65% of CLO readers are the 'Power influencer' in logistics industry

31%

31% of CLO readers are supreme leaders who are responsible for highest decision making process in logistics management

TOP3

“The most influential magazine”
CLO is one of the TOP 3 most influential magazines that makes influence on logistics leaders.

CLO Reader Type –2

People who are trying to be on cutting edge of logistics technologies so that they can have specific career plan and to be more competitive in competition.



“CLO provides the strongest communication network for the transvaluers of organization, digital nomad, and the people who love to be challenged. They can build a relationship between global business leaders with CLO.”

CLO's goal is to improve logistics management techniques and to find brand new business platform. This is not just about introducing complex theory or dealing with some temporary issues. We are trying to provide the novel management strategies that can be practically applied in today's business filed.

CLO is studying together with the actual working level to provide intense insight in the field. Our partners are professors leading CEO's opinion and agenda in business industries and the industry experts forecasting the future of logistics.

CLO also provides diverse opportunities to our readers to develop their signature brand including conferences and forums such as 'Logistar Summit(Logistarsummit.com)'.

1H

Average time for reading 1
CLO magazine

63%

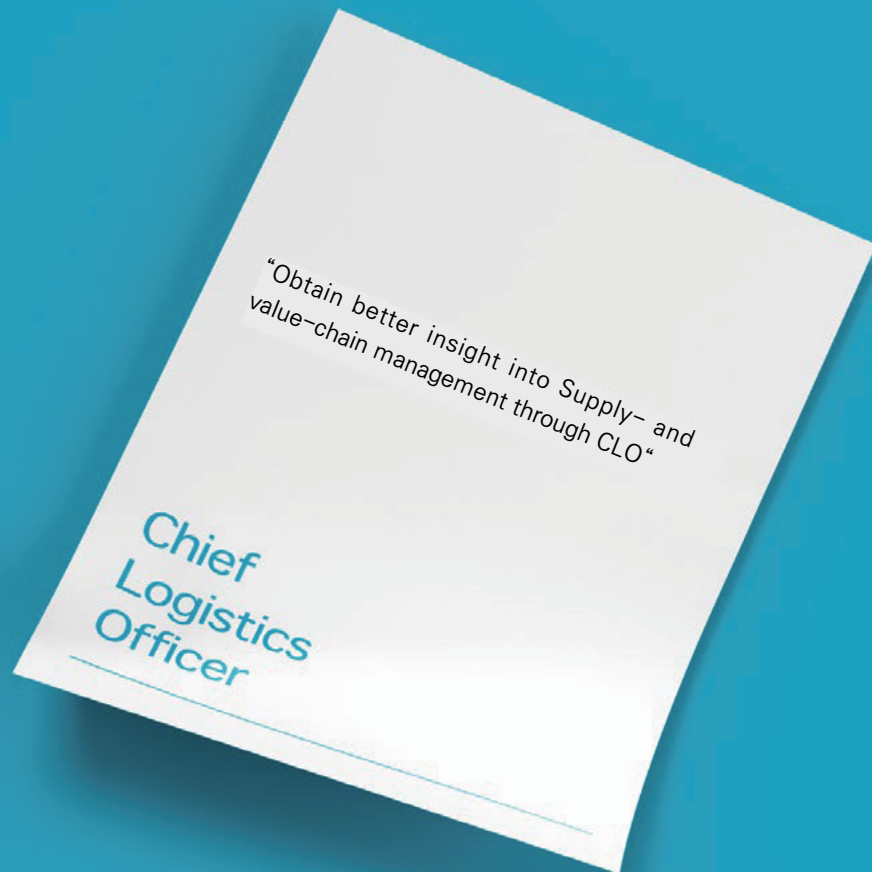
63% of our readers read
CLO while they are moving

66%

66% of our readers keep
CLO in their office or at
home

10.5 Min

Average time for reading
one of our sessions at
online homepage



Core Value

CLO's mission is to lead the change of logistics market in a fast-changing society, improving management control technique and providing ideas for developing future logistics business platform.
Under the mission, we are trying to make a positive impact on our readers to make their companies more efficient and resilient.

Preview point in Korean business context

CLO is dedicated to provide premium business solution which is related to supply chain logistics for SCL leaders in South Korea. Especially, we are suggesting the additional preview point reanalyzed by Korean market situations to compensate for westernized point of view.

Human network beyond logistics

CLO is the professional logistics magazine, but we are not only focusing on logistics. We are discussing, starting from diverse phenomena which are taking place throughout the whole supply chain to humans.

The one and only SCL magazine

CLO is not the fastest news deliver. However, we are trying to provide the contents which will give you the insight about overall industry(production, distribution, and sales) issues based on our specialty.

What We Deliver

Offline magazine

We deliver our contents which is based on one single different theme every month.



Insight

We analyze & Introduce SCL issues with professionalism

Spotlight

We share and deliver new informations & introduce new SCL trends

Innovation

We deliver every issue related to logistics, distribution, production, IT etc. based on working field knowledge.

Logis-Infor

We deliver infographics which shows current SCL issues at a glance

SCL Leader

Article from CLO external writers working in every working field.

Interview

In-depth interview with SCL leaders

Professionality



Timeliness



Freedom



Homepage

<http://www.clomag.co.kr> : Diverse SCL issues are introduced on our homepage including articles on our monthly magazine



Level of professionalism for the article would be slightly lower on our homepage compared to our offline magazine. However contents on our online homepage presents critical SCL issues in a timely manner in order for us to work as a meaning of omni-channel media.

Also we regularly upload 'Weekly International Logistics' which is issued by KMI(Korea Maritime Institute).

Professionality



Timeliness



Freedom



What We Deliver

Facebook

Facebook is a space where we get instant feedback from the readers. We monitor public reaction about our article. (<http://www.facebook.com/clomagazine>)



This is where we have all sorts of SNS events and survey about articles on CLO homepage. Currently we have 1,500 likes and it is continuously increasing.

Professionality



Timeliness



Freedom



Blog

<http://logiseconomy.tistory.com> : our blog makes it easy for everyone to communicate with each other about current SCL issues.



We specially select and upload important meaningful contents. More, CLO writers upload their thoughts freely on our blog.

Professionality

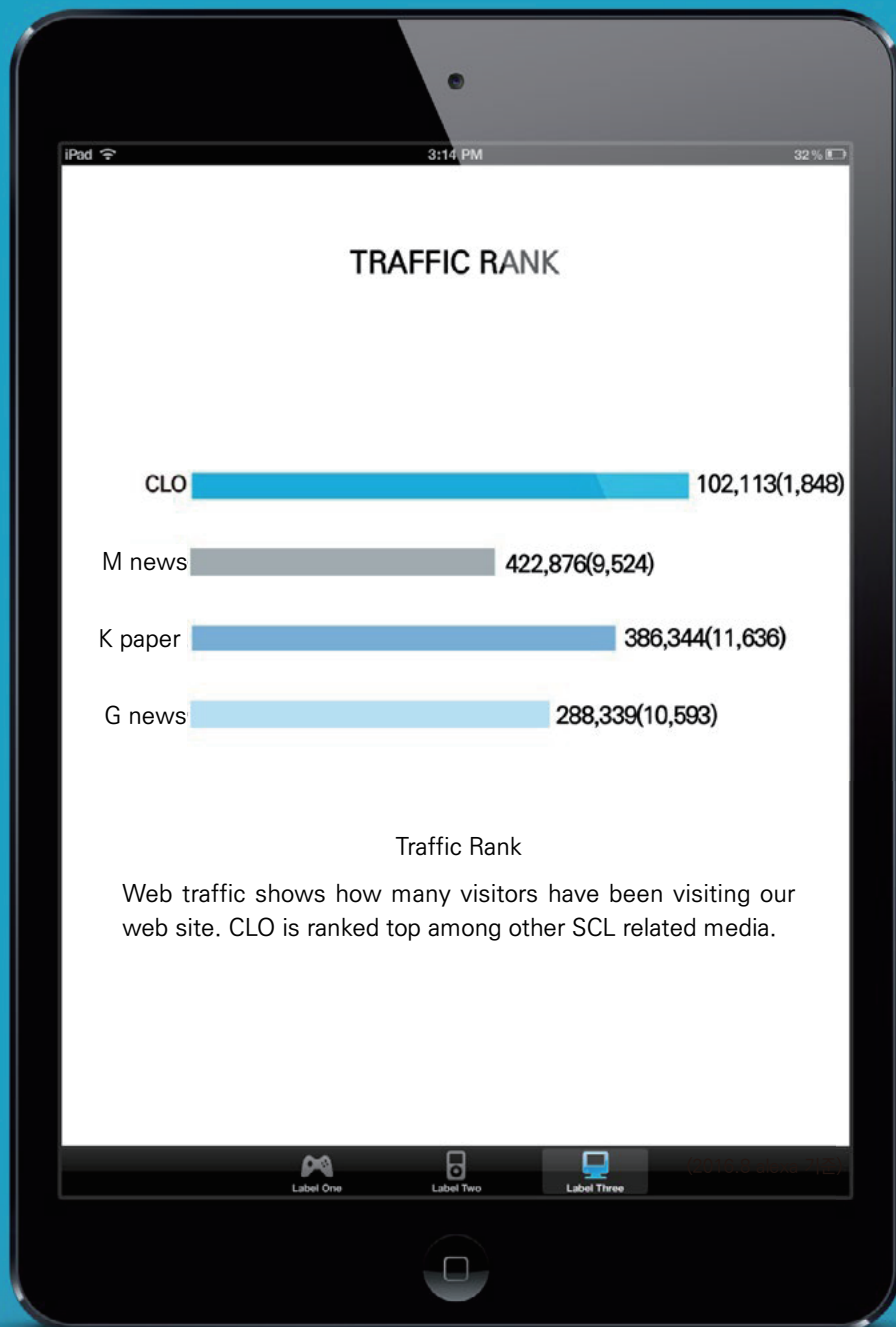


Timeliness

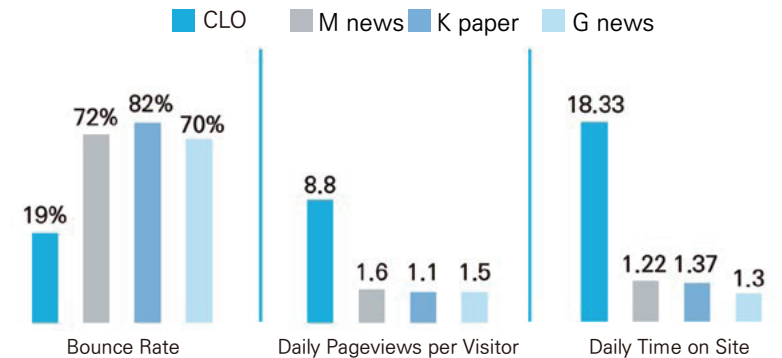


Freedom





CONTENTS QUALITY



Bounce Rate

Bounce Rate shows the percentage of visitors to a website who navigate away from the site after viewing only one page. CLO has the lowest bounce rate(46.7%, alexa 2016.8), meaning that we not only have the higher traffic but also the visitors of our website enjoy meaningful information through the website.

Daily Pageviews per Visitor

Daily pageviews per visitor is the total number of page views divided by the total number of visits during the same timeframe. It is an excellent indicator of how compelling and easily navigated CLO's contents are. CLO's PV is three times the PV of other media, meaning that the visitors of our website enjoy relatively diverse contents.

Daily Time on Site

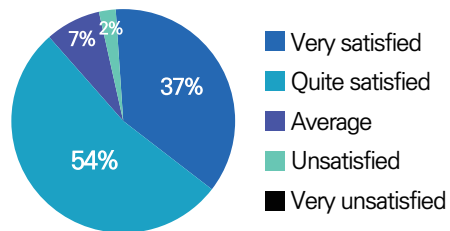
Daily time on site is a type of visitor report that provides data on the amount of time (in minutes) visitors spent on our website. Considered with other indexes above, it proves CLO provides good quality contents and visitors show reader loyalty.

Journal Info

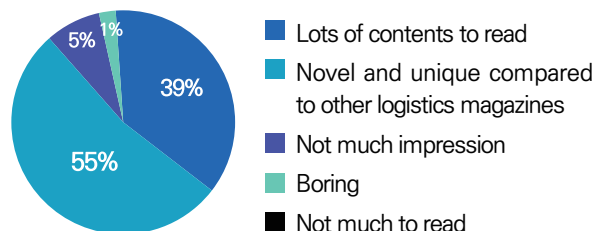
Up to now, circulation of CLO magazine is 3,000 monthly.

Number of subscribers for CLO e-mail news letter are 12,000 and it is increasing continuously.

■ Satisfaction of readers about CLO contents



■ Consumer consciousness about CLO

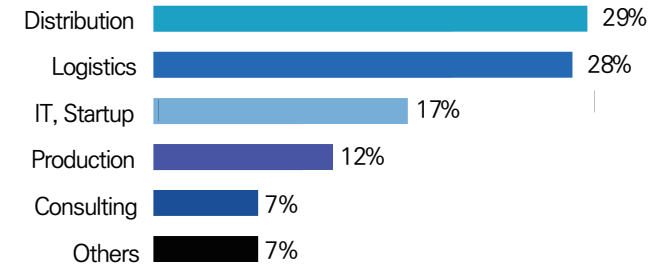


News letter
subscriber(Weekly)
12,000

CLO Subscriber
(Monthly)
3000

Journal Info

Main Readers



Distribution

The class of readers who are working level of online/offline open market, social commerce, and E-commerce companies.

(Amazon, Alibaba, eBay, Shinsegae, Lotte, GS, Homeplus, Nonghyup, 11st, Coupang, T-mon, Hyundai department store, Shilla duty free, etc)

Production

The class of readers who are related to giant production companies in Korea requesting for logistics services to forwarding companies.

(Hyundai, Kia, Samsung electronics, LG electronics, Hyundai heavy industries, Doosan infracore, Haitai confectionaries, Lotte confectionaries, SPC, Cheil industries, Kolon, CJ CheilJedang, ZARA Korea, etc)

IT(Startup)

The class of readers who are related to the IT technologies such as big data, robot, drone, IoT, and VR(AR), to the IT logistics solutions such as O2O and On-demand platforms, to the financial investment and startup companies.

(Samsung SDS, LG CNS, IBM, SAP, SK C&C, SK planet, SK networks, Meshkorea, Honeybiz, wonders, callbus, zimcar, cleanbasket, market kurly, gogovan, etc)

Logistics

The class of readers who are executive level or working level in logistics, transporting, and warehousing companies.

(CJ Korea express, Hanjin, Hyundai logistics, Hyundai glovis, Pantos logistics, Hansol CSN, Lotte logistics, Nonghyup logistics, DHL, FedEx, UPS, GIC, Temasek, etc)

SCL Leader

CLO is working with people in diverse field of logistics in South Korea.

So that we can hold plenty of contents which is based on the real experience of working field.



Jung Ung, Min | Professor of Asia Pacific School of Logistics at Inha University

He is working as a professor at Asia Pacific School of Logistics and Graduate School of Logistics. Also he doubles as a vice president of JungSeok research institute of international logistics and trade. He wrote multiple books such as 'The principles of logistics', 'Supply Chain Logistics Management' and 'Understanding of Technical logistics and security'. He has been working as a consultant for IT and operations. With these experiences, he is actively doing research about SCM, logistics information system, logistics security and Social network with SCM.



Do-hyun, Kim | Professor of business administration at Kookmin University

Through the experience about studying entrepreneurship and strategy, Do-hyun Kim, Professor of business administration at Kookmin University is studying in depth about how startup will change the world. He also worked as a leader of Startup support institute and Honorary Chairman of Korea venture startup Institute.



Sanghwa, Song | Professor of the Graduate School of Logistics at University of Incheon

Professor Sanghwa Song is currently working as a professor of the Graduate School of Logistics. He once worked as a consultant at IBM technology service, and now he is dedicated himself to the research about SCM strategy education.



Byeung Joon, Yoo | Professor of business administrations at Seoul national University

Professor Byeung Joon Yoo at Seoul National University is specially studying about IT venture startups, E-commerce management strategies, etc. He is currently working as a head of the Korean Society of Business Venturing, vice-executive director of Venture Entrepreneur Management Center at Seoul National University. Also, He is an editor at well-known foreign journal called 'Electronic Commerce Research and Applications'.

Advertising Information

Bind The World

Chief Logistics Officer
