

AUDIENCE CONNECT

INQUIRY PROGRAM

BUYING INTENT LEADS

Generate qualified leads from more than 93,000 digital subscribers.

Each month, *Logistics Management* sends a digital edition of the print issue to our digital subscribers. Audience Connect Inquiry is a landing page for our digital subscribers that asks readers buying intent questions about their plans to purchase or evaluate over the next 12 months.

This program will be offered to ½ page and larger advertisers:

- Full-page and 1/2 page advertisers will get leads associated with the buying category of your choice.
- Full-page advertisers will get their logo (static) on the email/landing page.
- Advertisers will receive contact information plus the buying response information for their product category.

Sample Buying Intent Landing Page

Will you be purchasing or evaluating any of the following in the next 12 months and would like more information from suppliers?*

- ☐ Air Freight
- ☐ Motor Freight
- ☐ Ocean Freight
- ☐ Robotics
- ☐ Third-party Logistics Services
- ☐ Supply Chain Software/Technology
- ☐ None of the above

Buying Intent Categories

CONTACT
YOUR SALES
REPRESENTATIVE
TODAY!

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