

# 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

Buying Intent Categories

CONTACT  
YOUR SALES  
REPRESENTATIVE  
TODAY!

**EAST COAST**  
Paul Kenny  
Sales Manager  
pkenny@peerlessmedia.com  
Tel: 508-808-8251

**MIDWEST & EASTERN CANADA**  
Jeff Giersch  
Sales Manager  
jgiersch@peerlessmedia.com  
Tel: 262-251-7395

**WEST & WESTERN CANADA**  
Brian McAvoy  
Sales Manager  
bmcavoy@peerlessmedia.com  
Tel: 508-808-9554