

About This Report

This report summarizes the collective information about the audience served by Logistics Management. Reported herein is both aggregate and unduplicated data regarding magazine circulation, email newsletter circulation, social media followers and website activity. The contents of this report are derived from publisher's own data for the periods shown unless otherwise noted.

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About Logistics Management

Logistics Management delivers the largest and most highly qualified audience of executives, managers and other professionals in the field of logistics and supply chain management. Editorial coverage includes comprehensive information about the role of logistics in today's business practices covering all modes of transportation services and the ever-growing impact of new technologies through the supply chain.

Logistics Management's audience includes highly qualified buyers of logistics & transportation services, equipment and technology including Truckload Motor Freight, LTL Motor Freight, Air Freight, Ocean Freight/Ports, 3PL, Supply Chain Software and Lift Trucks.

Executive Audience Summary

Magazine: June 2023

Publisher's Data

Print/Digital Magazine Distribution	111,504
Total Magazine Distribution	111,504


Email Newsletters: June 2023

Publisher's Data

This Week in Logistics	72,042
Total Email Newsletter Distribution	72,042

Website: 6-month averages, June 2023

Publisher's Data

	Average Monthly Users	60,996
	Average Monthly Page Views	145,658

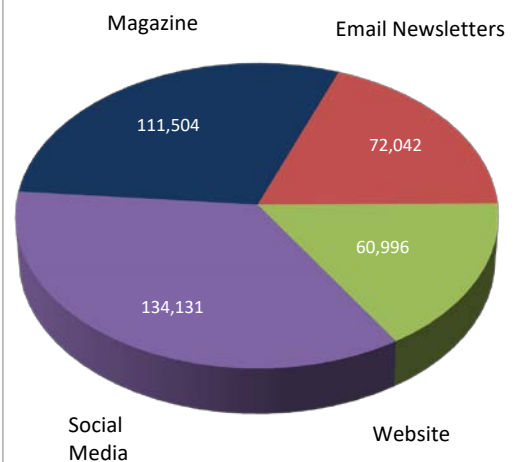
Social Media: June 2023

Publisher's Data

Twitter Followers	51,990
LinkedIn Followers	40,770
Facebook Followers	41,371
Total Social Media	134,131

Total Audience by Channel

Total Channel Reach = 378,673*



Publisher's Data, June 2023

*No attempt has been made to identify or eliminate duplication that may exist across media channels.



Total Audience Profile: June 2023

Magazine Distribution

111,504

Source: Publisher's Own Data, June 2023

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	29,653
Vice-Presidents	7,306
Directors	10,079
Managers	36,630
Supervisory	3,390
Analysts/ Coordinators/ Admin./ Staff	24,446
Awaiting Classification	-
Total	111,504

GEOGRAPHIC	SUBSCRIBERS
USA	91,489
Canada	1,877
Mexico	692
Europe	4,252
Asia/Pacific	7,976
Rest of World	5,218
Awaiting Classification	-
Total	111,504

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	7,688
Consumer Goods Mfg.	4,736
Textiles/Apparel Mfg.	1,378
Paper/Printing Mfg.	2,289
Chemicals/Pharmaceuticals Mfg.	4,137
Plastics/Rubber Mfg.	1,924
Primary Metals Mfg.	1,599
Fabricated Metals Mfg.	3,667
Industrial Machinery Mfg.	4,826
Computers/Electronics Mfg.	2,393
Electrical Equipment Mfg.	1,895
Aerospace Mfg.	1,295
Automotive/Transportation Equip. Mfg.	3,889
Furniture Mfg.	789
Other Manufacturing	6,971
Sub-Total Manufacturing	49,476
Wholesale Trade	7,201
Retail Trade/E-Commerce	7,406
3rd Party Logistics Provider	8,897
Transportation/Warehousing Services	14,536
Business/Consulting Services	10,270
Other	10,199
Sub-Total Non-Manufacturing	58,509
Awaiting Classification	3,519
Total	111,504

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Logistics/Transportation Services (all)	88,745
Truckload Motor Freight	54,520
LTL Motor Freight	51,219
Air Freight	44,706
Small Package Delivery Services	57,779
Freight Forwarding Services	36,371
3rd Party/Contract Logistics Services	68,008
Expedited Freight Services	34,001
Intermodal Services	34,089
Rail Services	26,755
Ocean Freight/Ports	37,763
Public/Contract Warehousing	31,028
Dedicated/Leased Fleet Operations	26,418
Logistics/Transportation Equipment (all)	76,926
Trucks/Tractors/Trailers	44,992
Lift Trucks	58,787
Warehouse Equipment	49,097
Robotics	24,712
Logistics/Transportation Technology (all)	73,668
Auto ID Systems/Bar Coding/RFID	51,293
Supply Chain Software	60,279
Warehousing Management Systems	43,677
Transportation Management Software	40,127

* Subscribers may be classified in more than one category.

JOB FUNCTIONS* (multiple response)	SUBSCRIBERS
Supply Chain-Logistics	66,170
Transportation-Distribution	55,245
Import-Export-International Shipping	46,366
Warehouse-DC-Inventory Management	60,888



Total Audience Profile: June 2023

Email Newsletters

72,042

Source: Publisher's Own Data, June 2023

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Logistics	72,042

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	14,621
Vice-Presidents	4,421
Directors	7,432
Managers	23,344
Supervisory	2,143
Analysts/ Coordinators/ Admin./ Staff	18,101
Awaiting Classification	1,980
Total	72,042

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	4,202
Consumer Goods Mfg.	2,924
Textiles/Apparel Mfg.	937
Paper/Printing Mfg.	1,073
Chemicals/Pharmaceuticals Mfg.	2,689
Plastics/Rubber Mfg.	977
Primary Metals Mfg.	697
Fabricated Metals Mfg.	1,552
Industrial Machinery Mfg.	2,833
Computers/Electronics Mfg.	1,720
Electrical Equipment Mfg.	1,364
Aerospace Mfg.	774
Automotive/Transportation Equip. Mfg.	2,451
Furniture Mfg.	382
Other Manufacturing	4,339
Sub-Total Manufacturing	28,914
Wholesale Trade	3,532
Retail Trade/E-Commerce	4,493
3rd Party Logistics Provider	6,634
Transportation/Warehousing Services	9,190
Business/Consulting Services	6,837
Other	7,391
Sub-Total Non-Manufacturing	38,077
Awaiting Classification	5,051
Total	72,042

JOB FUNCTIONS* (multiple response)	SUBSCRIBERS
Supply Chain-Logistics	41,686
Transportation-Distribution	33,372
Import-Export-International Shipping	28,476
Warehouse-DC-Inventory Management	35,739

GEOGRAPHIC	SUBSCRIBERS
USA	53,797
Canada	1,820
Mexico	667
Europe	3,595
Asia/Pacific	6,072
Rest of World	4,285
Awaiting Classification	1,806
Total	72,042

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Logistics/Transportation Services (all)	50,147
Truckload Motor Freight	30,105
LTL Motor Freight	27,727
Air Freight	24,843
Small Package Delivery Services	29,319
Freight Forwarding Services	21,850
3rd Party/Contract Logistics Services	40,790
Expedited Freight Services	19,285
Intermodal Services	19,798
Rail Services	14,754
Ocean Freight/Ports	23,036
Public/Contract Warehousing	17,719
Dedicated/Leased Fleet Operations	13,979
Logistics/Transportation Equipment (all)	44,158
Trucks/Tractors/Trailers	23,253
Lift Trucks	31,055
Warehouse Equipment	27,131
Robotics	15,511
Logistics/Transportation Technology (all)	44,805
Auto ID Systems/Bar Coding/RFID	29,161
Supply Chain Software	36,298
Warehousing Management Systems	26,659
Transportation Management Software	24,151

* Subscribers may be classified in more than one category.

Website Traffic: logisticsmgmt.com

Month	Sessions	Users	Page Views	Pages/Session
January 2023	81,520	59,381	106,102	1.30
February 2023	93,154	72,071	116,301	1.25
March 2023	95,198	74,484	131,079	1.38
April 2023	65,264	51,116	171,505	2.63
May 2023	70,471	56,913	183,886	2.61
June 2023	64,111	52,011	165,075	2.57
Averages	78,286	60,996	145,658	1.96

Region	Users	%
Americas	36,546	70.3%
Asia	5,465	10.5%
Europe	8,422	16.2%
Africa	891	1.7%
Oceania	388	0.7%
Other	299	0.6%
Total	52,011	100.0%