

About This Report

This report summarizes the collective information about the audience served by Material Handling Product News. 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 Material Handling Product News

Material Handling Product News reaches a highly qualified audience of executives, warehousing/distribution center professionals and engineers involved in buying/specifying materials handling equipment and services.

The audience includes buyers/specifiers of equipment for distribution centers, warehouses and manufacturing plants including lift trucks, conveyors, AGVs, software systems for manufacturing/warehousing/logistics, automatic data capture equipment, RFID, information systems/controls, storage/staging equipment, picking systems, automated storage, robotics, racks/shelves, packaging, labeling, shipping and weighing equipment, work positioners, manipulators, overhead handling equipment, dock equipment, power transmission equipment, systems integrators/consulting, and third party warehousing/transportation services.

Executive Audience Summary

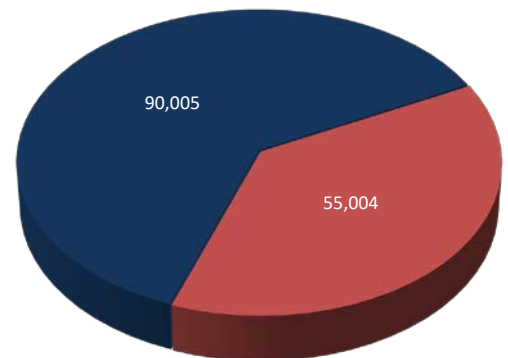
| Magazine: June 2023 | | Publisher's Data |
|-------------------------------------|---------------|------------------|
| Print/Digital Magazine Distribution | 90,005 | |
| Total Magazine Distribution | 90,005 | |

| Email Newsletters: June 2023 | | Publisher's Data |
|--|---------------|------------------|
| Material Handling 24/7 | 36,317 | |
| Product Showcase | 35,224 | |
| The Friday Videos | 37,230 | |
| Total Email Newsletter Distribution | 55,004 | |

Total Audience by Channel

Total Channel Reach = 145,009*

Total Magazine



Total Email Newsletters

Publisher's Data, June 2023

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

Source: Publisher's Own Data, June 2023

| MANAGEMENT LEVEL | SUBSCRIBERS |
|---------------------------|---------------|
| C-Level/Presidents/Owners | 22,250 |
| Vice-Presidents | 5,915 |
| Directors | 8,164 |
| Managers | 28,425 |
| Supervisory | 2,877 |
| Engineering/Staff/Other | 21,779 |
| Awaiting Classification | 595 |
| Total | 90,005 |

| GEOGRAPHIC | SUBSCRIBERS |
|-------------------------|---------------|
| USA | 76,121 |
| Canada | 1,479 |
| Mexico | 515 |
| Europe | 3,112 |
| Asia/Pacific | 5,165 |
| Rest of World | 3,196 |
| Awaiting Classification | 417 |
| Total | 90,005 |

| INDUSTRY | SUBSCRIBERS |
|---------------------------------------|---------------|
| Food/Beverage/Tobacco Mfg. | 6,071 |
| Consumer Goods Mfg. | 4,216 |
| Textiles/Apparel Mfg. | 1,018 |
| Paper/Printing Mfg. | 2,122 |
| Chemicals/Pharmaceuticals Mfg. | 3,628 |
| Plastics/Rubber Mfg. | 2,001 |
| Primary Metals Mfg. | 1,620 |
| Fabricated Metals Mfg. | 3,924 |
| Industrial Machinery Mfg. | 5,337 |
| Computers/Electronics Mfg. | 2,182 |
| Electrical Equipment Mfg. | 1,980 |
| Aerospace Mfg. | 1,298 |
| Automotive/Transportation Equip. Mfg. | 3,686 |
| Furniture Mfg. | 666 |
| Other Manufacturing | 5,858 |
| Sub-Total Manufacturing | 45,607 |
| Wholesale Trade | 5,976 |
| Retail Trade/E-Commerce | 5,029 |
| 3rd Party Logistics Provider | 5,731 |
| Transportation/Warehousing Services | 9,471 |
| Business/Consulting Services | 8,451 |
| Other | 7,931 |
| Sub-Total Non-Manufacturing | 42,589 |
| Awaiting Classification | 1,809 |
| Total | 90,005 |

| BUYING INFLUENCE* (multiple response) | SUBSCRIBERS |
|---|---------------|
| Total Buying Influences | 84,120 |
| Powered Lift Trucks, Floor Trucks, Accessories | 55,441 |
| Conveying Equipment and AGVs | 38,774 |
| Software Systems for Mfg, Warehouse or Logistics | 30,972 |
| Automatic Data Capture, RFID, Info Systems | 42,488 |
| Storage/Staging Equip, Picking Systems, Racks/Shelves | 62,312 |
| Packaging, Labeling, Shipping and Weighing Equip. | 46,351 |
| Work Positioners, Manipulators and Overhead Handling | 33,446 |
| Robotics | 29,370 |
| Dock Equipment | 37,205 |
| Systems Integrators/Consulting | 34,609 |
| Third Party Warehousing/Transportation Services | 54,567 |
| Safety/Ergonomic Products | 34,834 |
| Maintenance/Repair/Operations | 36,903 |

| BUYING BY LOCATION TYPE* (multiple response) | SUBSCRIBERS |
|--|-------------|
| Retail Distribution/DCs/Warehouses | 53,320 |
| Manufacturing Facilities | 48,036 |

* Subscribers may be classified in more than one category.

Email Newsletters

55,004

Source: Publisher's Own Data, June 2023

| NEWSLETTER RECEIVED | SUBSCRIBERS |
|------------------------|-------------|
| Material Handling 24/7 | 36,317 |
| Product Showcase | 35,224 |
| The Friday Videos | 37,230 |

| MANAGEMENT LEVEL | SUBSCRIBERS |
|---------------------------|---------------|
| C-Level/Presidents/Owners | 12,773 |
| Vice-Presidents | 3,797 |
| Directors | 5,617 |
| Managers | 16,521 |
| Supervisory | 1,736 |
| Engineering/Staff/Other | 14,154 |
| Awaiting Classification | 406 |
| Total | 55,004 |

| INDUSTRY | SUBSCRIBERS |
|---------------------------------------|---------------|
| Food/Beverage/Tobacco Mfg. | 3,342 |
| Consumer Goods Mfg. | 2,459 |
| Textiles/Apparel Mfg. | 591 |
| Paper/Printing Mfg. | 1,195 |
| Chemicals/Pharmaceuticals Mfg. | 2,101 |
| Plastics/Rubber Mfg. | 1,203 |
| Primary Metals Mfg. | 862 |
| Fabricated Metals Mfg. | 2,269 |
| Industrial Machinery Mfg. | 3,366 |
| Computers/Electronics Mfg. | 1,506 |
| Electrical Equipment Mfg. | 1,229 |
| Aerospace Mfg. | 846 |
| Automotive/Transportation Equip. Mfg. | 2,246 |
| Furniture Mfg. | 392 |
| Other Manufacturing | 3,928 |
| Sub-Total Manufacturing | 27,535 |
| Wholesale Trade | 3,664 |
| Retail Trade/E-Commerce | 2,882 |
| 3rd Party Logistics Provider | 3,594 |
| Transportation/Warehousing Services | 5,475 |
| Business/Consulting Services | 5,742 |
| Other | 5,205 |
| Sub-Total Non-Manufacturing | 26,562 |
| Awaiting Classification | 907 |
| Total | 55,004 |

| GEOGRAPHIC | SUBSCRIBERS |
|-------------------------|---------------|
| USA | 46,721 |
| Canada | 1,342 |
| Mexico | 468 |
| Europe | 1,825 |
| Asia/Pacific | 2,807 |
| Rest of World | 1,841 |
| Awaiting Classification | - |
| Total | 55,004 |

| BUYING INFLUENCE* (multiple response) | SUBSCRIBERS |
|---|---------------|
| Total Buying Influences | 48,701 |
| Powered Lift Trucks, Floor Trucks, Accessories | 33,993 |
| Conveying Equipment and AGVs | 25,765 |
| Software Systems for Mfg, Warehouse or Logistics | 31,660 |
| Automatic Data Capture, RFID, Info Systems | 30,664 |
| Storage/Staging Equip, Picking Systems, Racks/Shelves | 35,515 |
| Packaging, Labeling, Shipping and Weighing Equip. | 30,312 |
| Work Positioners, Manipulators and Overhead Handling | 21,837 |
| Robotics | 20,246 |
| Dock Equipment | 24,478 |
| Systems Integrators/Consulting | 23,284 |
| Third Party Warehousing/Transportation Services | 33,271 |
| Safety/Ergonomic Products | 22,277 |
| Maintenance/Repair/Operations | 23,574 |

| BUYING BY LOCATION TYPE* (multiple response) | SUBSCRIBERS |
|--|-------------|
| Retail Distribution/DCs/Warehouses | 35,397 |
| Manufacturing Facilities | 30,893 |

* Subscribers may be classified in more than one category.