

AUDIENCE CONNECT

INQUIRY PROGRAM

BUYING INTENT LEADS

Generate qualified leads from more than 100,000 digital subscribers.

Each month, *Modern* sends a digital edition of the print issue to readers who have requested it. 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.

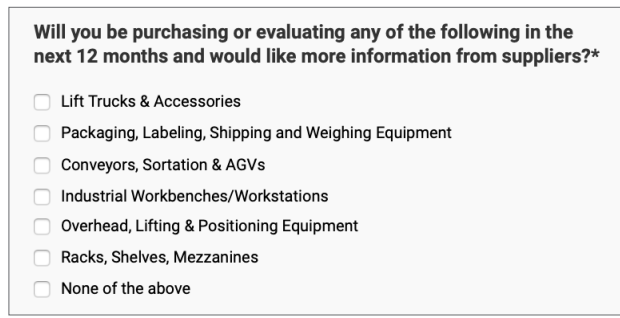
This program will be offered to ½ page and larger advertisers:

- 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.



The image shows a sample landing page for the 'EZ Connect Inquiry: January 2021 issue'. On the left is a thumbnail of the 'MODERN MATERIALS HANDLING' magazine cover featuring a man in a suit. Below the thumbnail is a 'Read Digital Issue Now' button. The main content area is titled 'EZ Connect Inquiry: January 2021 issue' and contains a form with the following fields: Business Email, First Name, Last Name, Job Title, Company, State (dropdown), Country (dropdown), and Phone. Below the form is a section titled 'Will you be purchasing or evaluating any of the following in the next 12 months and would like more information from suppliers?*' with a list of categories and checkboxes: Lift Trucks & Accessories, Packaging, Labeling, Shipping and Weighing Equipment, Conveyors, Sortation & AGVs, Industrial Workbenches/Workstations, Overhead, Lifting & Positioning Equipment, Racks, Shelves, Mezzanines, and None of the above. A 'Submit Inquiry and Read Issue' button is at the bottom of the form. At the bottom of the page, there are logos for sponsors: DEHINCO, EPSON, HYSTER, ID LABEL, MHI, PFLOW, VDC, and Yale. A copyright notice for 2021 Modern Materials Handling is at the very bottom.

Sample Buying Intent Landing Page



The image shows a list of buying intent categories with checkboxes. The categories are: Lift Trucks & Accessories, Packaging, Labeling, Shipping and Weighing Equipment, Conveyors, Sortation & AGVs, Industrial Workbenches/Workstations, Overhead, Lifting & Positioning Equipment, Racks, Shelves, Mezzanines, and None of the above.

Buying Intent Categories

SPEAK TO
YOUR SALES
REPRESENTATIVE

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