

About This Report

This report summarizes the collective information about the audience served by Modern Materials Handling. 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 Modern Materials Handling

Modern Materials Handling reaches the largest and most 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, 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	109,887
Total Magazine Distribution	109,887


Email Newsletters: June 2023

Publisher's Data

This Week in Materials Handling	53,267
Product Showcase	35,224
The Friday Videos	37,230
Total Email Newsletter Distribution	65,381

Website: 6-month averages, June 2023

Publisher's Data

 Average Monthly Users	33,965
Average Monthly Page Views	94,461

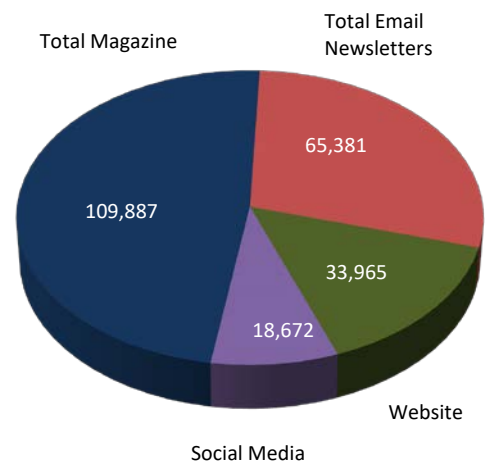
Social Media: June 2023

Publisher's Data

Twitter Followers	11,545
LinkedIn Followers	4,023
Facebook Followers	3,104
Total Social Media	18,672

Total Audience by Channel

Total Channel Reach = 227,905*



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	28,133
Vice-Presidents	6,909
Directors	9,704
Managers	34,678
Supervisory	3,938
Engineering/Staff/Other	26,525
Awaiting Classification	-
Total	109,887

GEOGRAPHIC	SUBSCRIBERS
USA	93,518
Canada	1,702
Mexico	596
Europe	3,504
Asia/Pacific	6,479
Rest of World	4,088
Awaiting Classification	-
Total	109,887

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	8,063
Consumer Goods Mfg.	4,912
Textiles/Apparel Mfg.	1,290
Paper/Printing Mfg.	3,252
Chemicals/Pharmaceuticals Mfg.	4,161
Plastics/Rubber Mfg.	2,278
Primary Metals Mfg.	2,003
Fabricated Metals Mfg.	4,907
Industrial Machinery Mfg.	5,892
Computers/Electronics Mfg.	2,647
Electrical Equipment Mfg.	2,122
Aerospace Mfg.	1,610
Automotive/Transportation Equip. Mfg.	4,314
Furniture Mfg.	821
Other Manufacturing	7,009
Sub-Total Manufacturing	55,281
Wholesale Trade	7,185
Retail Trade/E-Commerce	7,092
3rd Party Logistics Provider	7,003
Transportation/Warehousing Services	11,604
Business/Consulting Services	10,529
Other	9,923
Sub-Total Non-Manufacturing	53,336
Awaiting Classification	1,270
Total	109,887

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	103,241
Powered Lift Trucks, Floor Trucks, Accessories	63,737
Conveying Equipment and AGVs	43,602
Software Systems for Mfg, Warehouse or Logistics	68,070
Automatic Data Capture, RFID, Info Systems	55,345
Storage/Staging Equip, Picking Systems, Racks/Shelves	61,379
Packaging, Labeling, Shipping and Weighing Equip.	52,570
Work Positioners, Manipulators and Overhead Handling	38,098
Robotics	34,039
Dock Equipment	41,679
Systems Integrators/Consulting	39,175
Third Party Warehousing/Transportation Services	63,275
Safety/Ergonomic Products	40,693
Maintenance/Repair/Operations	43,720

BUYING BY LOCATION TYPE* (multiple response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	59,650
Manufacturing Facilities	54,927

* Subscribers may be classified in more than one category.

Email Newsletters

65,381

Source: Publisher's Own Data, June 2023

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Materials Handling	53,267
Product Showcase	35,224
The Friday Videos	37,230

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	13,444
Vice-Presidents	4,130
Directors	6,824
Managers	20,158
Supervisory	2,556
Engineering/Staff/Other	17,669
Awaiting Classification	600
Total	65,381

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	4,625
Consumer Goods Mfg.	2,751
Textiles/Apparel Mfg.	733
Paper/Printing Mfg.	1,150
Chemicals/Pharmaceuticals Mfg.	2,327
Plastics/Rubber Mfg.	1,230
Primary Metals Mfg.	844
Fabricated Metals Mfg.	2,193
Industrial Machinery Mfg.	3,467
Computers/Electronics Mfg.	1,787
Electrical Equipment Mfg.	1,343
Aerospace Mfg.	927
Automotive/Transportation Equip. Mfg.	2,523
Furniture Mfg.	425
Other Manufacturing	4,321
Sub-Total Manufacturing	30,646
Wholesale Trade	3,758
Retail Trade/E-Commerce	4,181
3rd Party Logistics Provider	4,888
Transportation/Warehousing Services	6,917
Business/Consulting Services	6,535
Other	6,595
Sub-Total Non-Manufacturing	32,874
Awaiting Classification	1,861
Total	65,381

GEOGRAPHIC	SUBSCRIBERS
USA	51,158
Canada	1,644
Mexico	580
Europe	2,949
Asia/Pacific	5,371
Rest of World	3,466
Awaiting Classification	213
Total	65,381

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	57,924
Powered Lift Trucks, Floor Trucks, Accessories	34,418
Conveying Equipment and AGVs	24,731
Software Systems for Mfg, Warehouse or Logistics	32,077
Automatic Data Capture, RFID, Info Systems	31,976
Storage/Staging Equip, Picking Systems, Racks/Shelves	34,545
Packaging, Labeling, Shipping and Weighing Equip.	29,304
Work Positioners, Manipulators and Overhead Handling	20,721
Robotics	19,897
Dock Equipment	23,256
Systems Integrators/Consulting	22,940
Third Party Warehousing/Transportation Services	37,209
Safety/Ergonomic Products	21,077
Maintenance/Repair/Operations	22,168

BUYING BY LOCATION TYPE* (multiple response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	35,071
Manufacturing Facilities	29,726

* Subscribers may be classified in more than one category.

Website Traffic: mmh.com

Month	Sessions	Users	Page Views	Pages/ Session
January 2023	43,775	35,099	60,858	1.39
February 2023	40,568	32,235	56,549	1.39
March 2023	47,846	37,308	79,801	1.67
April 2023	36,597	28,586	117,410	3.21
May 2023	45,215	37,244	133,301	2.95
June 2023	40,239	33,315	118,847	2.95
Averages	42,373	33,965	94,461	2.26

Region	Users	%
Americas	22,032	66.1%
Asia	4,671	14.0%
Europe	5,943	17.8%
Africa	324	1.0%
Oceania	318	1.0%
Other	27	0.1%
Total	33,315	100.0%