



Total Audience Profile: December 2024

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.

Contact Information

Logistics Management
Peerless Media
50 Speen St, Ste 302
Framingham MA 01701 USA
www.logisticsmgmt.com
www.peerlessmedia.com
Ph: 508-663-1590

Executive Audience Summary

Magazine: December 2024

Publisher's Data

Print/Digital Magazine Distribution	107,690
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Total Magazine Distribution	107,690
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Email Newsletters: December 2024

Publisher's Data

This Week in Logistics	72,441
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Total Email Newsletter Distribution	72,441
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Website: 12-month averages ending Dec 2024

Publisher's Data



Average Monthly Total Users	50,104
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Average Monthly Total Views	79,123
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Marketing Databases: December 2024

Publisher's Data

3rd Party Emails	60,195
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Webinars	77,444
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White Papers	76,291
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Special Focus Issues	86,103
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Social Media: December 2024

Publisher's Data

X Followers	52,249
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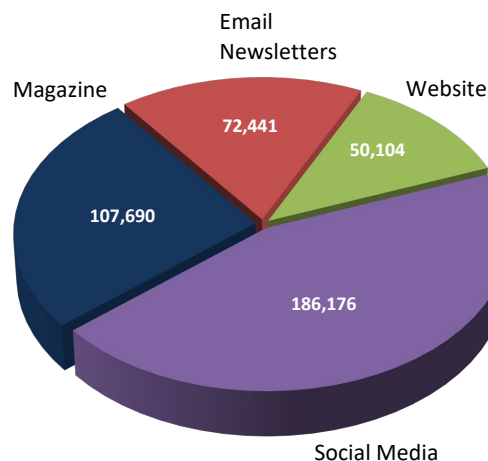
LinkedIn Followers	92,998
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Facebook Followers	40,929
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Total Social Media	186,176
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Total Audience by Channel

Total Channel Reach - 416,411



Publisher's Data, December 2024
*No attempt has been made to identify or eliminate duplication that may exist across media channels.



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Magazine Distribution

107,690

Source: Publisher's Own Data, December 2024

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	27,495
Vice-Presidents	6,854
Directors	10,286
Managers	34,870
Supervisory	3,381
Analysts/ Coordinators/ Admin./ Staff	24,804
Awaiting Classification	-
Total	107,690

GEOGRAPHIC	SUBSCRIBERS
USA	87,916
Canada	1,902
Mexico	678
Europe	4,222
Asia/Pacific	7,807
Rest of World	5,165
Awaiting Classification	-
Total	107,690

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	7,199
Consumer Goods Mfg.	4,225
Textiles/Apparel Mfg.	1,431
Paper/Printing Mfg.	2,174
Chemicals/Pharmaceuticals Mfg.	4,033
Plastics/Rubber Mfg.	2,078
Primary Metals Mfg.	1,752
Fabricated Metals Mfg.	4,112
Industrial Machinery Mfg.	4,425
Computers/Electronics Mfg.	2,341
Electrical Equipment Mfg.	1,758
Aerospace Mfg.	1,290
Automotive/Transportation Equip. Mfg.	3,536
Furniture Mfg.	729
Other Manufacturing	6,643
Sub-Total Manufacturing	47,726
Wholesale Trade	6,487
Retail Trade/E-Commerce	6,983
3rd Party Logistics Provider	8,531
Transportation/Warehousing Services	14,276
Business/Consulting Services	9,903
Other	10,812
Sub-Total Non-Manufacturing	56,992
Awaiting Classification	2,972
Total	107,690

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Logistics/Transportation Services (all)	84,758
Truckload Motor Freight	50,892
LTL Motor Freight	47,574
Air Freight	41,418
Small Package Delivery Services	53,898
Freight Forwarding Services	34,390
3rd Party/Contract Logistics Services	64,236
Expedited Freight Services	31,441
Intermodal Services	31,590
Rail Services	25,290
Ocean Freight/Ports	35,903
E-Commerce Services	7,094
Public/Contract Warehousing	28,905
Dedicated/Leased Fleet Operations	24,298
Logistics/Transportation Equipment (all)	70,345
Trucks/Tractors/Trailers	28,880
Lift Trucks	53,279
Warehouse Equipment	44,375
Robotics	28,673
Logistics/Transportation Technology (all)	71,675
Auto ID Systems/Bar Coding/RFID	47,685
Supply Chain Software	56,936
Warehousing Management Systems	40,973
Transportation Management Software	37,660

* Subscribers may be classified in more than one category.

JOB FUNCTIONS* (multiple response)	SUBSCRIBERS
Supply Chain-Logistics	62,425
Transportation-Distribution	52,362
Import-Export-International Shipping	43,140
Warehouse-DC-Inventory Management	55,377



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Email Newsletters

72,441

Source: Publisher's Own Data, December 2024

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Logistics	72,441

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	15,202
Vice-Presidents	4,507
Directors	7,798
Managers	22,684
Supervisory	2,271
Analysts/ Coordinators/ Admin./ Staff	19,389
Awaiting Classification	590
Total	72,441

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	4,466
Consumer Goods Mfg.	2,754
Textiles/Apparel Mfg.	954
Paper/Printing Mfg.	1,260
Chemicals/Pharmaceuticals Mfg.	2,711
Plastics/Rubber Mfg.	1,191
Primary Metals Mfg.	982
Fabricated Metals Mfg.	2,195
Industrial Machinery Mfg.	2,683
Computers/Electronics Mfg.	1,668
Electrical Equipment Mfg.	1,168
Aerospace Mfg.	819
Automotive/Transportation Equip. Mfg.	2,365
Furniture Mfg.	377
Other Manufacturing	4,462
Sub-Total Manufacturing	30,055
Wholesale Trade	3,639
Retail Trade/E-Commerce	4,152
3rd Party Logistics Provider	6,497
Transportation/Warehousing Services	9,556
Business/Consulting Services	6,858
Other	8,234
Sub-Total Non-Manufacturing	38,936
Awaiting Classification	3,450
Total	72,441

GEOGRAPHIC	SUBSCRIBERS
USA	54,913
Canada	1,830
Mexico	665
Europe	3,707
Asia/Pacific	6,711
Rest of World	4,462
Awaiting Classification	153
Total	72,441

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Logistics/Transportation Services (all)	52,516
Truckload Motor Freight	31,004
LTL Motor Freight	28,615
Air Freight	25,692
Small Package Delivery Services	30,980
Freight Forwarding Services	22,658
3rd Party/Contract Logistics Services	42,216
Expedited Freight Services	19,822
Intermodal Services	20,431
Rail Services	15,736
Ocean Freight/Ports	23,675
Public/Contract Warehousing	18,352
E-Commerce Services	4,420
Dedicated/Leased Fleet Operations	14,757
Logistics/Transportation Equipment (all)	44,478
Trucks/Tractors/Trailers	17,203
Lift Trucks	32,142
Warehouse Equipment	27,845
Robotics	18,730
Logistics/Transportation Technology (all)	46,969
Auto ID Systems/Bar Coding/Rfid	30,207
Supply Chain Software	37,474
Warehousing Management Systems	27,243
Transportation Management Software	24,957

* Subscribers may be classified in more than one category.

JOB FUNCTIONS* (multiple response)	SUBSCRIBERS
Supply Chain-Logistics	42,564
Transportation-Distribution	34,661
Import-Export-International Shipping	28,647
Warehouse-DC-Inventory Management	35,943