

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.

Contact Information

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Executive Audience Summary

Magazine: December 2024

Publisher's Data

Print/Digital Magazine Distribution	110,482
Total Magazine Distribution	110,482


Email Newsletters: December 2024

Publisher's Data

This Week in Materials Handling	48,381
Product Showcase	41,170
The Friday Videos	42,438
Total Email Newsletter Distribution	64,261

Website: 12-month averages ending December 2024

Publisher's Data

 Average Monthly Users	36,382
Average Monthly Page Views	60,485

Marketing Databases: December 2024

Publisher's Data

3rd Party Emails	65,858
Webinars	78,457
White Papers	81,631
Special Focus Issues	89,742

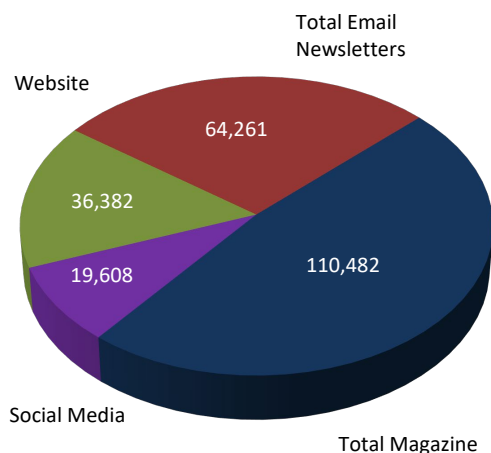
Social Media: December 2024

Publisher's Data

X Followers	11,394
LinkedIn Followers	5,085
Facebook Followers	3,129
Total Social Media	19,608

Total Audience by Channel

Total Channel Reach = 230,733*



Publisher's Data, December 2024

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

Source: Publisher's Own Data, December 2024

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	26,732
Vice-Presidents	6,760
Directors	9,883
Managers	35,611
Supervisory	4,042
Engineering/Staff/Other	27,454
Awaiting Classification	-
Total	110,482

GEOGRAPHIC	SUBSCRIBERS
USA	94,343
Canada	1,685
Mexico	562
Europe	3,563
Asia/Pacific	6,279
Rest of World	4,050
Awaiting Classification	-
Total	110,482

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	8,364
Consumer Goods Mfg.	4,717
Textiles/Apparel Mfg.	1,379
Paper/Printing Mfg.	2,563
Chemicals/Pharmaceuticals Mfg.	4,367
Plastics/Rubber Mfg.	2,565
Primary Metals Mfg.	2,324
Fabricated Metals Mfg.	5,778
Industrial Machinery Mfg.	5,862
Computers/Electronics Mfg.	2,560
Electrical Equipment Mfg.	2,061
Aerospace Mfg.	1,663
Automotive/Transportation Equip. Mfg.	4,064
Furniture Mfg.	827
Other Manufacturing	7,064
Sub-Total Manufacturing	56,158
Wholesale Trade	6,903
Retail Trade/E-Commerce	7,174
3rd Party Logistics Provider	6,519
Transportation/Warehousing Services	11,163
Business/Consulting Services	10,183
Other	10,403
Sub-Total Non-Manufacturing	52,345
Awaiting Classification	1,979
Total	110,482

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	103,619
Powered Lift Trucks, Floor Trucks, Accessories	62,703
Conveying Equipment and AGVs	44,195
Software Systems for Mfg, Warehouse or Logistics	55,169
Automatic Data Capture, RFID, Info Systems	54,628
Storage/Staging Equip, Picking Systems, Racks/Shelves	61,961
Packaging, Labeling, Shipping and Weighing Equip.	53,297
Work Positioners, Manipulators and Overhead Handling	37,783
Robotics	37,116
Dock Equipment	41,602
Systems Integrators/Consulting	39,102
Third Party Warehousing/Transportation Services	62,016
Safety/Ergonomic Products	41,759
Maintenance/Repair/Operations	45,532

BUYING BY LOCATION TYPE* (multiple response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	60,019
Manufacturing Facilities	54,894

* Subscribers may be classified in more than one category.

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Materials Handling	48,381
Product Showcase	41,170
The Friday Videos	42,438

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	12,615
Vice-Presidents	3,961
Directors	6,731
Managers	19,764
Supervisory	2,311
Engineering/Staff/Other	18,483
Awaiting Classification	396
Total	64,261

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	4,566
Consumer Goods Mfg.	2,568
Textiles/Apparel Mfg.	850
Paper/Printing Mfg.	1,320
Chemicals/Pharmaceuticals Mfg.	2,527
Plastics/Rubber Mfg.	1,416
Primary Metals Mfg.	1,150
Fabricated Metals Mfg.	2,833
Industrial Machinery Mfg.	3,292
Computers/Electronics Mfg.	1,723
Electrical Equipment Mfg.	1,233
Aerospace Mfg.	956
Automotive/Transportation Equip. Mfg.	2,357
Furniture Mfg.	392
Other Manufacturing	4,298
Sub-Total Manufacturing	31,481
Wholesale Trade	3,555
Retail Trade/E-Commerce	3,643
3rd Party Logistics Provider	4,321
Transportation/Warehousing Services	6,417
Business/Consulting Services	6,174
Other	6,668
Sub-Total Non-Manufacturing	30,778
Awaiting Classification	2,002
Total	64,261

GEOGRAPHIC	SUBSCRIBERS
USA	49,854
Canada	1,549
Mexico	544
Europe	3,086
Asia/Pacific	5,515
Rest of World	3,563
Awaiting Classification	150
Total	64,261

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
Total Buying Influences	57,805
Powered Lift Trucks, Floor Trucks, Accessories	34,965
Conveying Equipment and AGVs	25,739
Software Systems for Mfg, Warehouse or Logistics	31,877
Automatic Data Capture, RFID, Info Systems	32,290
Storage/Staging Equip, Picking Systems, Racks/Shelves	35,909
Packaging, Labeling, Shipping and Weighing Equip.	30,393
Work Positioners, Manipulators and Overhead Handling	21,491
Robotics	22,337
Dock Equipment	24,194
Systems Integrators/Consulting	23,479
Third Party Warehousing/Transportation Services	36,506
Safety/Ergonomic Products	22,596
Maintenance/Repair/Operations	23,830

BUYING BY LOCATION TYPE* (multiple response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	36,584
Manufacturing Facilities	31,203

* Subscribers may be classified in more than one category.