

About This Report

This report summarizes the collective information about the audience served by Logistics Management. 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 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.

Executive Audience Summary

Total Brand Reach: December 2021 <small>Publisher's Data</small>	
Total Brand Reach (Magazine + Newsletters)	122,161

Magazine: December 2021 <small>Publisher's Data</small>	
BPA Audited Distribution (print or digital format)	70,020
Total Digital Magazine Distribution	94,141
Total Extended Magazine Distribution (deduplicated)	118,898

Email Newsletters: December 2021 <small>Publisher's Data</small>	
<i>This Week in Logistics</i>	64,696
Total Email Newsletter Circulation	64,696

Website: 6-month averages, December 2021 <small>Publisher's Data</small>	
Average Monthly Users	94,935
Average Monthly Page Views	161,388

Social Media: December 2021 <small>Publisher's Data</small>	
Twitter Followers	50,200
Facebook Followers	41,420
Total Social Media	91,620



Extended Magazine Distribution 118,898

Source: Publisher's Own Data, December 2021

EXTENDED MAGAZINE	SUBSCRIBERS
BPA Audited Distribution (print or digital format)	70,020
Total Digital Magazine Distribution	94,141
Total Extended Magazine Distribution (deduplicated)	118,898

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	30,724
Vice-Presidents	7,358
Directors	10,433
Managers	36,897
Supervisory	3,671
Analysts/ Coordinators/ Admin./ Staff	29,815
Awaiting Classification	-
Total	118,898

BUYING INFLUENCE (multiple response)	SUBSCRIBERS
Logistics/Transportation Services (all)	98,237
Truckload Motor Freight or LTL Motor Freight	66,152
Truckload Motor Freight	58,995
LTL Motor Freight	54,206
Air Freight	46,778
Small Package Delivery Services	59,785
Freight Forwarding Services	37,894
3rd Party/Contract Logistics Services	71,116
Expedited Freight Services	36,125
Intermodal Services	35,417
Rail Carriers	27,305
Ocean Freight	36,283
Port Selection	26,962
Van Lines	24,275
Public/Contract Warehousing	32,061
Dedicated/Leased Fleet Operations	27,205
Logistics/Transportation Equipment (all)	77,953
Trucks/Tractors/Trailers	47,602
Lift Trucks	60,773
Warehouse Equipment	51,008
Logistics/Transportation Technology (all)	73,187
Auto ID Systems/Bar Coding/RFID	35,801
Supply Chain Software	48,574
Warehousing Management Systems	45,513
Transportation Management Software	41,510

GEOGRAPHIC	SUBSCRIBERS
USA	95,328
Canada	1,899
Other Countries	21,671
Total	118,898

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	8,181
Consumer Goods Mfg.	5,360
Textiles/Apparel Mfg.	1,437
Paper/Printing Mfg.	2,446
Chemicals/Pharmaceuticals Mfg.	4,120
Plastics/Rubber Mfg.	1,966
Primary Metals Mfg.	1,612
Fabricated Metals Mfg.	3,605
Industrial Machinery Mfg.	4,743
Computers/Electronics Mfg.	2,451
Electrical Equipment Mfg.	1,844
Aerospace Mfg.	1,302
Automotive/Transportation Equip. Mfg.	4,198
Furniture Mfg.	790
Other Manufacturing	6,894
Sub-Total Manufacturing	50,949
Wholesale Trade	7,700
Retail Trade	7,522
3rd Party Logistics Provider	9,520
Transportation/Warehousing Services	15,201
Business/Consulting Services	10,953
Other	11,210
Sub-Total Non-Manufacturing	62,106
Awaiting Classification	5,843
Total	118,898

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	29,377
500-999	6,656
250-499	7,565
100-249	11,595
1-99	57,326
Awaiting Classification	6,379
Total	118,898

Total Magazine Subscribers 70,020

EDITION RECEIVED	SUBSCRIBERS
Print	42,020
Digital	28,000
Total	70,020

JOB FUNCTION	SUBSCRIBERS
Executive & Senior Supply Chain Mgmt	28,600
Logistics, Transportation, Supply Chain, Distribution, Warehouse, Operations and Purchasing Management	36,118
Logistics/Transportation/Distribution Specialist or Analyst	3,280
Other	2,022
Total	70,020

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	5,589
Consumer Goods Mfg.	3,673
Textiles/Apparel Mfg.	865
Paper/Printing Mfg.	1,634
Chemicals/Pharmaceuticals Mfg.	2,498
Plastics/Rubber Mfg.	1,234
Primary Metals Mfg.	1,062
Fabricated Metals Mfg.	2,425
Industrial Machinery Mfg.	3,004
Computers/Electronics Mfg.	1,452
Electrical Equipment Mfg.	1,098
Aerospace Mfg.	776
Automotive/Transportation Equip. Mfg.	2,587
Furniture Mfg.	526
Other Manufacturing	4,111
Sub-Total Manufacturing	32,534
Wholesale Trade	5,036
Retail Trade	5,177
3rd Party Logistics Provider/Transport/Whse	15,508
Business/Consulting Services	6,544
Other Non-Manufacturing	3,474
Sub-Total Non-Manufacturing	35,739
Other	1,747
Total	70,020

GEOGRAPHIC	SUBSCRIBERS
USA	62,371
Canada	891
Other Countries	6,758
Total	70,020

Magazine Subscribers

BUYING INFLUENCE (multiple response)	SUBSCRIBERS
Logistics/Transportation Services, Equipment, Technology (all)	70,020
Logistics/Transportation Services (all)	63,221
Truckload Motor Freight or LTL Motor Freight	44,997
Truckload Motor Freight	39,655
LTL Motor Freight	36,735
Air Freight	30,624
Small Package Delivery Services	40,662
Freight Forwarding Services	23,617
3rd Party/Contract Logistics Services	33,572
Expedited Freight Services	22,438
Intermodal Services	22,766
Rail Carriers	17,851
Ocean Freight	23,036
Port Selection	17,455
Van Lines	15,920
Public/Contract Warehousing	20,469
Dedicated/Leased Fleet Operations	17,728
Logistics/Transportation Equipment (all)	43,612
Trucks/Tractors	30,406
Trailers	25,378
Lift Trucks	27,106
Warehouse Equipment	32,718
Logistics/Transportation Technology (all)	39,238
Auto ID Systems/Bar Coding/RFID	23,128
Supply Chain Software/WMS/TMS	36,286
Supply Chain Software	26,360
Warehousing Management Systems	28,354
Transportation Management Software	27,006

JOB FUNCTIONS (multiple response)	SUBSCRIBERS
Logistics Management/Trans./Dist./Traffic	49,942
Import/Export/International Shipping	30,541
Fleet Operations	21,762
Site Selection	19,582
Warehousing/DC Management	31,993
Inventory/Materials Control	34,495

Total Newsletter Subscribers 64,696

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Logistics	64,696

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	12,551
Vice-Presidents	3,715
Directors	6,621
Managers	18,755
Supervisory	1,880
Analysts/ Coordinators/ Admin./ Staff	16,861
Awaiting Classification	4,313
Total	64,696

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	3,388
Consumer Goods Mfg.	2,539
Textiles/Apparel Mfg.	765
Paper/Printing Mfg.	963
Chemicals/Pharmaceuticals Mfg.	2,053
Plastics/Rubber Mfg.	851
Primary Metals Mfg.	580
Fabricated Metals Mfg.	1,290
Industrial Machinery Mfg.	2,197
Computers/Electronics Mfg.	1,470
Electrical Equipment Mfg.	1,043
Aerospace Mfg.	636
Automotive/Transportation Equip. Mfg.	2,247
Furniture Mfg.	346
Other Manufacturing	3,516
Sub-Total Manufacturing	23,884
Wholesale Trade	3,186
Retail Trade	3,155
3rd Party Logistics Provider	6,315
Transportation/Warehousing Services	8,467
Business/Consulting Services	6,128
Other	6,634
Sub-Total Non-Manufacturing	33,885
Awaiting Classification	6,927
Total	64,696

Email Newsletter Subscribers

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	18,204
500-999	3,895
250-499	4,284
100-249	6,043
1-99	25,181
Awaiting Classification	7,089
Total	64,696

GEOGRAPHIC	SUBSCRIBERS
USA	44,566
Canada	1,642
Other Countries	14,831
Awaiting Classification	3,657
Total	64,696

BUYING INFLUENCE (multiple response)	SUBSCRIBERS
ALL Buying Influences	57,468
Logistics/Transportation Services (all)	44,951
Truckload Motor Freight or LTL Motor Freight	29,540
Truckload Motor Freight	27,195
LTL Motor Freight	24,975
Air Freight	22,345
Small Package Delivery Services	25,694
Freight Forwarding Services	19,830
3rd Party/Contract Logistics Services	37,157
Expedited Freight Services	17,519
Intermodal Services	17,902
Rail Carriers	13,196
Ocean Freight	19,440
Port Selection	13,138
Van Lines	10,851
Public/Contract Warehousing	16,230
Dedicated/Leased Fleet Operations	12,751
Logistics/Transportation Equipment (all)	30,413
Trucks/Tractors/Trailers	21,498
Lift Trucks	28,081
Warehouse Equipment	24,317
Logistics/Transportation Technology (all)	41,408
Auto ID Systems/Bar Coding/RFID	17,004
Supply Chain Software	27,049
Warehousing Management Systems	24,166
Transportation Management Software	22,027

* Subscribers may be classified in more than one category.

Average Unique Users

WEBSITE SESSIONS, USERS, PAGE VIEWS, SUMMARY					
6-month Totals and Averages					
Month	Sessions	Users	Page Views	Page Views per User	Pages/ Session
July 2021	115,059	87,104	150,915	1.73	1.31
August 2021	124,024	97,921	164,093	1.68	1.32
September 2021	134,614	107,011	172,854	1.62	1.28
October 2021	133,909	103,840	176,509	1.70	1.32
November 2021	129,185	104,048	176,782	1.70	1.37
December 2021	89,073	69,686	127,177	1.83	1.43
Averages	120,977	94,935	161,388	1.71	1.34

Web Traffic

GEOGRAPHIC ANALYSIS OF USERS		
December 2021		
Region	Users	%
Americas	46,007	66.0%
Asia	13,442	19.3%
Europe	7,538	10.8%
Africa	1,944	2.8%
Oceania	689	1.0%
Other	66	0.1%
Total	69,686	100.0%