

About This Report

This report summarizes the collective information about the audience served by Material Handling Product News. 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 Material Handling Product News

Material Handling Product News reaches a 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, robotics, 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

Total Brand Reach: December 2021

Publisher's Data

Total Brand Reach (Magazine + Newsletters) 108,732

Magazine: December 2021 issue

Publisher's Data

Print Edition Distribution 42,000

Digital Edition Distribution 77,349

Total Magazine Distribution (deduplicated) 99,104

Email Newsletters: December 2021

Publisher's Data

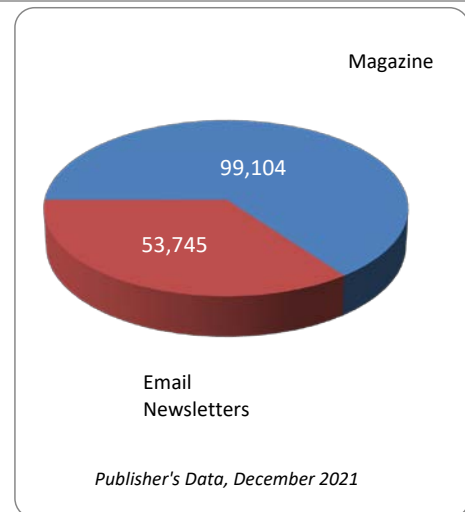
Material Handling 24/7 31,255

Product Showcase 28,147

The Friday Videos 38,305

Total Email Newsletter Circulation 53,745

Total Audience by Channel



Total Extended Magazine Subscribers 99,104

EXTENDED MAGAZINE	SUBSCRIBERS
Print Edition Distribution	42,000
Digital Edition Distribution	77,349
Total Magazine Distribution (Unique)	99,104

GEOGRAPHIC	SUBSCRIBERS
USA	85,118
Canada	1,476
Other Countries	12,510
Total	99,104

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	23,658
Vice-Presidents	6,482
Directors	8,410
Managers	34,941
Supervisory	2,986
Engineering/ Staff /Other	22,627
Awaiting Classification	-
Total	99,104

BUYING INFLUENCE (multi-response)	SUBSCRIBERS
Total Buying Influences	93,133
Powered Lift Trucks, Floor Trucks, Accessories	55,794
Conveying Equipment and AGVs	37,996
Software Systems for Mfg, Warehouse or Logistics	50,214
Automatic Data Capture, RFID, Info Systems	42,480
Storage/Staging Equip, Picking Systems, Racks/Shelves	53,857
Packaging, Labeling, Shipping and Weighing Equip.	46,256
Work Positioners, Manipulators and Overhead Handling	33,086
Robotics	27,022
Dock Equipment	37,240
Systems Integrators/Consulting	33,945
Third Party Warehousing/Transportation Services	55,292
Safety/Ergonomic Products	34,139
Maintenance/Repair/Operations	35,851

Extended Magazine Subscribers

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	7,357
Consumer Goods Mfg.	5,056
Textiles/Apparel Mfg.	1,188
Paper/Printing Mfg.	2,817
Chemicals/Pharmaceuticals Mfg.	4,757
Plastics/Rubber Mfg.	2,560
Primary Metals Mfg.	1,859
Fabricated Metals Mfg.	4,619
Industrial Machinery Mfg.	6,109
Computers/Electronics Mfg.	2,299
Electrical Equipment Mfg.	2,694
Aerospace Mfg.	1,546
Automotive/Transportation Equip. Mfg.	4,109
Furniture Mfg.	765
Other Manufacturing	5,784
Sub-Total Manufacturing	53,519
Wholesale Trade	6,355
Retail Trade	5,204
3rd Party Logistics Provider	6,014
Transportation/Warehousing Services	9,645
Business/Consulting Services	8,489
Other Non-Manufacturing	8,074
Sub-Total Manufacturing	43,781
Other	1,804
Total	99,104

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	23,174
500-999	5,527
250-499	6,530
100-249	10,021
Under 100	43,370
Awaiting Classification	10,482
Total	99,104

BUYING BY LOCATION TYPE (multi-response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	67,523
Manufacturing Facilities	71,548

Total Newsletter Subscribers 53,745

NEWSLETTER RECEIVED	SUBSCRIBERS
Material Handling 24/7	31,255
Product Showcase	28,147
The Friday Videos	38,305

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	11,531
Vice-Presidents	3,595
Directors	5,361
Managers	16,405
Supervisory	1,894
Engineering/ Staff /Other	14,339
Awaiting Classification	620
Total	53,745

GEOGRAPHIC	SUBSCRIBERS
USA	45,741
Canada	1,451
Other Countries	6,192
Awaiting Classification	361
Total	53,745

BUYING INFLUENCE (multi-response)	SUBSCRIBERS
Total Buying Influences	50,019
Powered Lift Trucks, Floor Trucks, Accessories	32,836
Conveying Equipment and AGVs	24,527
Software Systems for Mfg, Warehouse or Logistics	26,901
Automatic Data Capture, RFID, Info Systems	25,578
Storage/Staging Equip, Picking Systems, Racks/Shelves	34,104
Packaging, Labeling, Shipping and Weighing Equip.	29,281
Work Positioners, Manipulators and Overhead Handling	20,858
Robotics	17,338
Dock Equipment	23,775
Systems Integrators/Consulting	21,611
Third Party Warehousing/Transportation Services	31,721
Safety/Ergonomic Products	20,058
Maintenance/Repair/Operations	20,734

Email Newsletter Subscribers

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	3,293
Consumer Goods Mfg.	2,351
Textiles/Apparel Mfg.	624
Paper/Printing Mfg.	1,251
Chemicals/Pharmaceuticals Mfg.	2,158
Plastics/Rubber Mfg.	1,211
Primary Metals Mfg.	887
Fabricated Metals Mfg.	2,175
Industrial Machinery Mfg.	3,130
Computers/Electronics Mfg.	1,420
Electrical Equipment Mfg.	1,168
Aerospace Mfg.	809
Automotive/Transportation Equip. Mfg.	2,209
Furniture Mfg.	405
Other Manufacturing	3,778
Sub-Total Manufacturing	26,869
Wholesale Trade	3,600
Retail Trade	2,798
3rd Party Logistics Provider	3,510
Transportation/Warehousing Services	4,922
Business/Consulting Services	5,164
Other	5,208
Sub-Total Non-Manufacturing	25,202
Awaiting Classification	1,674
Total	53,745

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	15,488
500-999	3,482
250-499	4,228
100-249	6,191
Under 100	22,614
Awaiting Classification	1,742
Total	53,745

BUYING BY LOCATION TYPE (multi-response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	33,755
Manufacturing Facilities	29,536