

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Peerless Media, LLC  
a subsidiary of EH Media  
111 Speen Street  
Suite 200  
Framingham, MA 01701  
Tel.: (508) 663-1500  
www.mmh.com

**MODERN MATERIALS HANDLING** is a B2B brand intended for individuals with broad-based interests in wholesale, retail, and transportation & warehousing industries. The brand content and editorial scope of the publication includes news and latest technology trends from lift truck and conveying equipment to RFID and WMS. The content of every issue is also

**FIELD SERVED**

**MODERN MATERIALS HANDLING** serves manufacturing companies and non-manufacturing companies including wholesale, retail, transportation & warehousing, other non-manufacturing industries and others as defined in Paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel whose functions include Corporate/General Management (C-Level, President, VP), Plant/Operations Management, Engineering/Plant Maintenance, Purchasing Management (Director, Manager, Agent, Buyer), Distribution/Warehouse/Logistics Management and Sales/Marketing/Other functions as shown in Paragraph 3a herein. All qualified recipients buy, specify, recommend or approve materials handling equipment or services as described in Paragraph 3a.

**PURPOSE**

This brand report includes an analysis of qualified recipients who buy, specify, recommend or approve materials handling equipment or services as described in Paragraph 3a herein. Also included is an analysis of the types of manufacturing or distribution center/warehouse facilities for which qualified recipients buy, recommend or approve materials handling

**CHANNELS**

**MODERN MATERIALS HANDLING MAGAZINE**



6 issues in the period  
80,047 average circulation

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>MODERN MATERIALS HANDLING MAGAZINE</b> (6 issues in the period)	80,047	-	80,047
a. Print	57,304	-	57,304
b. Digital	22,743	-	22,743
1. Requested	22,743	-	22,743
2. Non-Requested	-	-	-

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	47
Advertiser and Agency	965
Allocated for Trade Shows and Conventions	150
All Other	544
<b>TOTAL</b>	<b>1,706</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	80,047	100.0	80,047	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>80,047</b>	<b>100.0</b>	<b>80,047</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Print	Digital	Total Qualified
January	57,980	22,046	80,026
February	58,089	21,962	80,051
March	57,395	22,660	80,055
April	55,544	24,542	80,086
May	57,357	22,672	80,029
June	57,457	22,578	80,035

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is -% or 22 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent	Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Classification by Function						
				Corporate/General Management (C-Level, Presidents, VP)	Plant/Operations Management	Engineering/Plant Maintenance	Purchasing Management (Director, Manager, Agent, Buyer)	Distribution/Warehouse/Logistics Management	Sales/Marketing	Other
Food, Beverage & Tobacco Manufacturing	6,607	8.3	6,607	2,793	1,700	716	440	699	145	114
Consumer Goods Manufacturing	4,892	6.1	4,892	1,883	1,080	794	310	681	83	61
Textiles/Apparel Manufacturing	932	1.2	932	342	201	124	60	172	22	11
Paper/Printing Manufacturing	2,499	3.1	2,499	831	645	434	184	301	58	46
Chemical/Pharmaceutical Manufacturing	4,010	5.0	4,010	1,066	1,013	985	242	543	62	99
Plastics & Rubber Manufacturing	2,235	2.8	2,235	732	514	521	136	214	86	32
Primary Metals Manufacturing	2,091	2.6	2,091	771	529	433	133	156	46	23
Fabricated Metals Manufacturing	4,157	5.2	4,157	1,669	878	851	309	257	148	45
Industrial Machinery Manufacturing	4,501	5.6	4,501	1,480	749	1,093	246	339	523	71
Computers & Electronics Manufacturing	1,846	2.3	1,846	557	290	534	99	251	90	25
Electrical Equipment Manufacturing	1,545	1.9	1,545	419	283	424	100	180	115	24
Aerospace Manufacturing	1,284	1.6	1,284	264	245	474	84	171	17	29
Automotive & Transportation Equipment Manufacturing	3,242	4.1	3,242	921	661	764	244	469	120	63
Furniture Manufacturing	816	1.0	816	379	166	110	59	82	12	8
Other Manufacturing	4,778	6.0	4,778	1,623	923	682	436	692	298	124
<b>SUB-TOTAL MANUFACTURING</b>	<b>45,435</b>	<b>56.8</b>	<b>45,435</b>	<b>15,730</b>	<b>9,877</b>	<b>8,939</b>	<b>3,082</b>	<b>5,207</b>	<b>1,825</b>	<b>775</b>
Wholesale Trade	6,250	7.8	6,250	3,570	873	192	408	842	337	28
Retail/E-Commerce	4,833	6.0	4,833	2,411	702	271	311	866	223	49
3rd Party Logistics Provider	3,441	4.3	3,441	1,515	467	218	106	894	172	69
Transportation/Warehousing Services	6,685	8.4	6,685	3,365	987	416	245	1,265	274	133
Business/Consulting Services	7,001	8.7	7,001	3,387	929	1,392	279	393	400	221
Other Non-Manufacturing	4,063	5.1	4,063	1,348	838	763	341	383	230	160
<b>SUB-TOTAL NON-MANUFACTURING</b>	<b>32,273</b>	<b>40.3</b>	<b>32,273</b>	<b>15,596</b>	<b>4,796</b>	<b>3,252</b>	<b>1,690</b>	<b>4,643</b>	<b>1,636</b>	<b>660</b>
Other	2,321	2.9	2,321	652	344	291	224	364	240	206
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>80,029</b>	<b>100.0</b>	<b>80,029</b>	<b>31,978</b>	<b>15,017</b>	<b>12,482</b>	<b>4,996</b>	<b>10,214</b>	<b>3,701</b>	<b>1,641</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>39.9</b>	<b>18.8</b>	<b>15.6</b>	<b>6.2</b>	<b>12.8</b>	<b>4.6</b>	<b>2.1</b>

### SUPPLEMENTARY DATA FOR ISSUE OF MAY 2018

This is an analysis of the 64,918 or 81.1% of the recipients who have indicated the types of facilities for which they buy, recommend or approve materials handling equipment or services. See questionnaire used to elicit these data. Since any one respondent may have checked more than one response, the totals for each of these should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Business and Industry	Total Qualified	Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Total Respondents	Retail Distribution Centers/ Distribution Centers/ Warehouses	Manufacturing Facilities
Manufacturing	45,435	45,435	39,044	24,144	33,527
Wholesale/Retail Trade	11,083	11,083	9,129	8,509	3,844
Third Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services, Other Non-Manufacturing	21,190	21,190	15,088	13,062	7,646
Other	2,321	2,321	1,657	1,468	815
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>80,029</b>	<b>80,029</b>	<b>64,918</b>	<b>47,183</b>	<b>45,832</b>

**SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2018**

This is an analysis of the 80,029 or 100.0% of the recipients who buy, specify, recommend or approve materials handling equipment or services. See questionnaire used to elicit these data. Since any one respondent may have checked more than one response, the totals for each of these should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Materials Handling Equipment or Services	Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Percent
Powered Lift Trucks, Floor Trucks & Accessories	52,441	65.5
Conveying Equipment and AGVs	38,031	47.5
Software Systems for Manufacturing, Warehousing or Logistics	39,123	48.9
Automatic Data Capture Equipment, RFID, Information Systems and Controls	35,564	44.4
Storage & Staging Equipment, Picking Systems, Automated Storage Systems, Racks/Shelves	52,559	65.7
Packaging, Labeling, Shipping and Weighing Equipment	43,316	54.1
Work Positioners, Manipulators, and Overhead Handling Equipment	31,518	39.4
Robotics	25,325	31.6
Dock Equipment	35,399	44.2
Systems Integrators/Consulting	24,600	30.7
Third Party Warehousing/Transportation Services	33,148	41.4
Safety/Ergonomic Products	34,879	43.6
Maintenance/Repair/Operations	37,249	46.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>80,029</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 years	3 years				
<b>I. TOTAL - Direct Request:</b>	<b>50,307</b>	<b>24,021</b>	-	<b>51,656</b>	<b>22,672</b>	<b>74,328</b>	<b>92.9</b>
a. Written	2,464	584	-	3,037	11	3,048	3.8
b. Telecommunication	24,677	16,047	-	30,202	10,522	40,724	50.9
c. Electronic	23,166	7,390	-	18,417	12,139	30,556	38.2
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. *TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>5,701</b>	-	-	<b>5,701</b>	-	<b>5,701</b>	<b>7.1</b>
a. Written	215	-	-	215	-	215	0.3
b. Telecommunication	3,452	-	-	3,452	-	3,452	4.3
c. Electronic	2,034	-	-	2,034	-	2,034	2.5
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,008</b>	<b>24,021</b>	-	<b>57,357</b>	<b>22,672</b>	<b>80,029</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	-	<b>71.7</b>	<b>28.3</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	312	75	387		Kentucky	936	272	1,208	
New Hampshire	309	115	424		Tennessee	1,181	390	1,571	
Vermont	131	44	175		Alabama	800	235	1,035	
Massachusetts	1,025	362	1,387		Mississippi	349	89	438	
Rhode Island	223	60	283		<b>EAST SO. CENTRAL</b>	<b>3,266</b>	<b>986</b>	<b>4,252</b>	<b>5.3</b>
Connecticut	724	211	935		Arkansas	521	155	676	
<b>NEW ENGLAND</b>	<b>2,724</b>	<b>867</b>	<b>3,591</b>	<b>4.5</b>	Louisiana	474	127	601	
New York	2,618	815	3,433		Oklahoma	514	157	671	
New Jersey	1,783	563	2,346		Texas	3,261	1,266	4,527	
Pennsylvania	3,065	884	3,949		<b>WEST SO. CENTRAL</b>	<b>4,770</b>	<b>1,705</b>	<b>6,475</b>	<b>8.1</b>
<b>MIDDLE ATLANTIC</b>	<b>7,466</b>	<b>2,262</b>	<b>9,728</b>	<b>12.2</b>	Montana	202	44	246	
Ohio	3,733	1,090	4,823		Idaho	358	100	458	
Indiana	1,599	496	2,095		Wyoming	120	31	151	
Illinois	3,634	1,143	4,777		Colorado	633	233	866	
Michigan	2,509	814	3,323		New Mexico	219	54	273	
Wisconsin	2,415	713	3,128		Arizona	672	267	939	
<b>EAST NO. CENTRAL</b>	<b>13,890</b>	<b>4,256</b>	<b>18,146</b>	<b>22.7</b>	Utah	507	226	733	
Minnesota	1,678	520	2,198		Nevada	285	88	373	
Iowa	993	273	1,266		<b>MOUNTAIN</b>	<b>2,996</b>	<b>1,043</b>	<b>4,039</b>	<b>5.0</b>
Missouri	1,257	379	1,636		Alaska	112	40	152	
North Dakota	235	60	295		Washington	1,040	342	1,382	
South Dakota	221	66	287		Oregon	686	200	886	
Nebraska	571	156	727		California	4,827	1,730	6,557	
Kansas	763	243	1,006		Hawaii	188	53	241	
<b>WEST NO. CENTRAL</b>	<b>5,718</b>	<b>1,697</b>	<b>7,415</b>	<b>9.3</b>	<b>PACIFIC</b>	<b>6,853</b>	<b>2,365</b>	<b>9,218</b>	<b>11.5</b>
Delaware	150	67	217		<b>UNITED STATES</b>	<b>57,193</b>	<b>18,348</b>	<b>75,541</b>	<b>94.4</b>
Maryland	809	287	1,096		U.S. Territories	164	153	317	
Washington, DC	67	40	107		Canada	-	579	579	
Virginia	1,172	441	1,613		Mexico	-	156	156	
West Virginia	332	66	398		Other International	-	3,436	3,436	
North Carolina	1,984	617	2,601		APO/FPO	-	-	-	
South Carolina	911	287	1,198						
Georgia	1,904	621	2,525						
Florida	2,181	741	2,922						
<b>SOUTH ATLANTIC</b>	<b>9,510</b>	<b>3,167</b>	<b>12,677</b>	<b>15.8</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,357</b>	<b>22,672</b>	<b>80,029</b>	<b>100.0</b>

# ADDITIONAL DATA

## METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

## STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

## PARAGRAPH 3B:

Communication from Recipient or Recipient's Company (Other than Request) Written, Telecommunication and Electronic includes 2 sources of circulation for quantities of 5,040 copies or 6.3% and 661 copies or 0.8%.

## QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

FREE SUBSCRIPTION FORM

# MODERN MATERIALS HANDLING

To start your **FREE SUBSCRIPTION** to *Modern Materials Handling* magazine complete this form now!

**A** I wish to receive/continue to receive a **FREE** subscription to **MODERN MATERIALS HANDLING** magazine. YES  NO

**X** YOUR SIGNATURE (REQUIRED) \_\_\_\_\_ DATE \_\_\_\_\_

Please Print Your First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Your Title (Please Print) - (REQUIRED) \_\_\_\_\_

Mailing Address (complete below or affix business card) **NCP0MMH**

Company Name \_\_\_\_\_

Department/Mail Stop \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**B** Phone, FAX & Email:

( ) ( )

Business Phone \_\_\_\_\_ Business FAX \_\_\_\_\_

**E-MAIL ADDRESS** \_\_\_\_\_

\* IMPORTANT - please provide for renewal messages and FREE email newsletters. Peerless Media will occasionally send you subscription, editorial, marketing and research email messages. With each message you will have the opportunity to opt-out of receiving future emails from us.

**C** Which of the following best describes your job function? (Check ONE only)

1  Corporate/General Management (C-Level, President, VP)  
 2  Plant/Operations Management  
 3  Distribution/Warehouse/Logistics Management  
 4  Engineering/Plant Maintenance  
 5  Purchasing Management (Director, Manager, Agent, Buyer)  
 6  Sales/Marketing  
 99  Other Job Title

**D** Which of the following products or services do you buy, specify, recommend or approve? (Check ALL that apply)

40  Powered Lift Trucks, Floor Trucks & Accessories  
 41  Conveying Equipment and AGVs  
 42  Racks/Shelves  
 43  Storage & Staging Equipment, Picking Systems and Automated Storage Systems  
 53  Robotics  
 44  Work Positioners, Manipulators and Overhead Handling Equipment  
 45  Automatic Data Capture Equipment, RFID, Information Systems and Controls  
 46  Packaging, Labeling, Shipping and Weighing Equipment  
 47  Dock Equipment  
 49  Software Systems for Manufacturing  
 50  Software Systems for Warehousing or Logistics  
 51  Systems Integrators/Consulting  
 52  Third Party Warehousing/Transportation Services  
 54  Safety/Ergonomic Products  
 55  Maintenance/Repair/Operations  
 99  None of the above

**E** For which of the following types of facilities do you buy, recommend or approve materials handling equipment or services? (Check ALL that apply)

1  Manufacturing  
 3  Warehouse  
 2  Distribution Center  
 5  Retail Distribution Center  
 4  Other

**F** What is your company's primary business? (Check ONE only)

<b>Manufacturing</b>	<b>Non-Manufacturing</b>
1 <input type="checkbox"/> Food/Beverage/Tobacco	30 <input type="checkbox"/> Wholesale Trade
15 <input type="checkbox"/> Consumer Goods	31 <input type="checkbox"/> Retail/E-Commerce
2 <input type="checkbox"/> Textiles/Apparel	32 <input type="checkbox"/> 3rd Party Logistics Provider
3 <input type="checkbox"/> Paper/Printing	33 <input type="checkbox"/> Transportation/Warehousing Services
4 <input type="checkbox"/> Chemicals/Pharmaceuticals	34 <input type="checkbox"/> Business/Consulting Services
5 <input type="checkbox"/> Plastics/Rubber	35 <input type="checkbox"/> Other Non-Manufacturing
6 <input type="checkbox"/> Primary Metals	99 <input type="checkbox"/> Other Business Not Identified Above
7 <input type="checkbox"/> Fabricated Metals	
8 <input type="checkbox"/> Industrial Machinery	
9 <input type="checkbox"/> Computers/Electronics	
10 <input type="checkbox"/> Electrical Equipment	
11 <input type="checkbox"/> Aerospace	
12 <input type="checkbox"/> Automotive/Transportation Equipment	
13 <input type="checkbox"/> Furniture	
14 <input type="checkbox"/> Other Manufacturing	

**G** How many people work for your entire company? (Check ONE only)

1 <input type="checkbox"/> 1,000 or more	5 <input type="checkbox"/> 50-99
2 <input type="checkbox"/> 500-999	6 <input type="checkbox"/> 20-49
3 <input type="checkbox"/> 250-499	7 <input type="checkbox"/> 1-19
4 <input type="checkbox"/> 100-249	

**H** Which publications do you receive? (Check ALL that apply)

1  Material Handling & Logistics  
 2  DC Velocity  
 3  None of the above

**Free subscriptions to Modern Materials Handling are limited to those who meet our qualification criteria.**

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### PUBLISHER'S AFFIDAVIT

<p>We hereby make oath and say that all data set forth in this statement are true.</p> <p>Brian Ceraolo, President Michelle McKeon, Senior Audience Marketing Manager</p> <p>(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)</p> <p><b>IMPORTANT NOTE:</b> This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.</p> <p><b>About BPA Worldwide:</b> A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit <a href="http://www.bpaww.com">www.bpaww.com</a> for the latest audit reports, membership information and publishing and advertising industry news.</p>	<table border="0"> <tr> <td>Date signed</td> <td>July 12, 2018</td> </tr> <tr> <td>City</td> <td>Framingham</td> </tr> <tr> <td>State</td> <td>Massachusetts</td> </tr> <tr> <td>Received by BPA Worldwide</td> <td>July 12, 2018</td> </tr> <tr> <td>Type</td> <td>BSJ</td> </tr> <tr> <td>ID Number</td> <td>M103B0J8</td> </tr> </table>	Date signed	July 12, 2018	City	Framingham	State	Massachusetts	Received by BPA Worldwide	July 12, 2018	Type	BSJ	ID Number	M103B0J8
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