

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.

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**LOGISTICS MANAGEMENT** is a B2B brand intended for individuals with broad-based interests in the field of logistics including manufacturing and non-manufacturing industries. The brand content and editorial scope of the publication includes news and trends in transportation services, equipment and technologies. The content of every issue is also available to subscribers globally via the online digital version.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**LOGISTICS MANAGEMENT** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

**FIELD SERVED**

**LOGISTICS MANAGEMENT** serves the field of logistics including manufacturing and non-manufacturing industries and others allied to the field as shown in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Executive & Senior Supply Chain Management (C-level, President, VPs); Logistics/Transportation/Supply Chain Management, Distribution/Warehouse Management, Operations Management, Purchasing Management; Logistics/Transportation/Distribution Specialist or Analyst and Other Job Functions as described in Paragraph 3a herein.

**PURPOSE**

Included herein is an analysis of multiple job functions performed by qualified recipients. Also included is an analysis of the logistics/transportation services, equipment and technology which qualified recipients buy, specify, recommend or approve.

**CHANNELS**

**LOGISTICS  
MANAGEMENT  
PRINT AND DIGITAL  
MAGAZINE**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>LOGISTICS MANAGEMENT PRINT AND DIGITAL MAGAZINE</b> (6 issues in the period)	70,023	-	70,023
a. Print	42,023	-	42,023
b. Digital	28,000	-	28,000

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	34
Advertiser and Agency	1,392
Allocated for Trade Shows and Conventions	-
All Other	299
<b>TOTAL</b>	<b>1,725</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	70,023	100.0	70,023	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,023</b>	<b>100.0</b>	<b>70,023</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2021 Issue	Print	Digital	Total Qualified
January	42,013	28,000	70,013
February	42,029	28,000	70,029
March	42,025	28,000	70,025
April	42,025	28,000	70,025
May	42,025	28,000	70,025
June	42,019	28,000	70,019

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021**  
 This issue is -% or 3 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Total respondents who buy, specify, recommend or approve logistics/transportation services, equipment and technology	Classification by Function			
				Executive & Senior Supply Chain Management (C-level, Presidents, VPs)	Logistics, Transportation, Supply Chain, Distribution, Warehouse, Operations and Purchasing Management	Logistics/Transportation/Distribution Specialist or Analyst	Other
Food/Beverage & Tobacco Manufacturing	5,723	8.2	5,723	2,562	2,929	183	49
Consumer Goods Manufacturing	4,094	5.8	4,094	1,542	2,321	189	42
Textiles/Apparel Manufacturing	891	1.3	891	328	521	31	11
Paper/Printing Manufacturing	1,714	2.5	1,714	672	962	56	24
Chemicals/Pharmaceuticals Manufacturing	2,709	3.9	2,709	825	1,688	150	46
Plastics & Rubber Manufacturing	1,269	1.8	1,269	451	744	63	11
Primary Metals Manufacturing	1,114	1.6	1,114	445	621	39	9
Fabricated Metals Manufacturing	2,407	3.4	2,407	1,105	1,193	82	27
Industrial Machinery Manufacturing	3,025	4.3	3,025	1,186	1,622	159	58
Computers & Electronics Manufacturing	1,491	2.1	1,491	564	789	96	42
Electrical Equipment Manufacturing	1,085	1.6	1,085	317	696	42	30
Aerospace Manufacturing	739	1.1	739	191	463	52	33
Automotive & Transportation Equipment Manufacturing	2,521	3.6	2,521	862	1,434	176	49
Furniture Manufacturing	509	0.7	509	214	266	22	7
Other Manufacturing	3,534	5.0	3,534	1,105	2,116	214	99
<b>SUB-TOTAL MANUFACTURING</b>	<b>32,825</b>	<b>46.9</b>	<b>32,825</b>	<b>12,369</b>	<b>18,365</b>	<b>1,554</b>	<b>537</b>
Wholesale Trade	4,821	6.9	4,821	2,377	2,285	124	35
Retail Trade	4,738	6.8	4,738	2,290	2,265	136	47
3rd Party Logistics Provider, Transportation/Warehousing Services	16,530	23.6	16,530	7,109	7,994	1,206	221
Business/Consulting Services	6,777	9.7	6,777	3,262	2,883	436	196
Other Non-Manufacturing	2,829	4.0	2,829	1,067	1,505	131	126
<b>SUB-TOTAL NON-MANUFACTURING</b>	<b>35,695</b>	<b>51.0</b>	<b>35,695</b>	<b>16,105</b>	<b>16,932</b>	<b>2,033</b>	<b>625</b>
Other	1,505	2.1	1,505	382	838	130	155
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,025</b>	<b>100.0</b>	<b>70,025</b>	<b>28,856</b>	<b>36,135</b>	<b>3,717</b>	<b>1,317</b>

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2021**

This is an analysis of the 62,282 or 88.9% of the recipients' multiple job functions. 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 number of respondents who indicate that they perform one or more job functions	Analysis of Multiple Job Functions					
			Logistics Management, Transportation/Distribution/Traffic	Import/Export/International Shipping	Fleet Operations	Site Selection	Warehousing/DC Management	Inventory/Materials Control
Food/Beverage & Tobacco Manufacturing	5,723	5,107	4,386	2,496	1,751	1,757	2,835	3,025
Consumer Goods Manufacturing	4,094	3,798	3,316	2,017	1,180	1,221	1,998	2,090
Textiles/Apparel Manufacturing	891	842	697	554	225	257	475	495
Paper/Printing Manufacturing	1,714	1,453	1,201	802	449	474	770	897
Chemicals/Pharmaceuticals Manufacturing	2,709	2,523	2,144	1,661	799	889	1,401	1,530
Plastics & Rubber Manufacturing	1,269	1,150	939	738	358	396	641	731
Primary Metals Manufacturing	1,114	964	773	500	336	310	479	591
Fabricated Metals Manufacturing	2,407	2,064	1,665	1,157	695	696	1,015	1,310
Industrial Machinery Manufacturing	3,025	2,659	2,188	1,608	863	823	1,382	1,519
Computers & Electronics Manufacturing	1,491	1,398	1,178	846	357	412	737	848
Electrical Equipment Manufacturing	1,085	989	825	600	260	296	527	578
Aerospace Manufacturing	739	667	562	401	203	196	313	418
Automotive & Transportation Equipment Manufacturing	2,521	2,268	1,958	1,225	770	668	1,083	1,236
Furniture Manufacturing	509	462	382	244	146	157	256	295
Other Manufacturing	3,534	3,143	2,650	1,793	959	890	1,632	1,951
<b>SUB-TOTAL MANUFACTURING</b>	<b>32,825</b>	<b>29,487</b>	<b>24,864</b>	<b>16,642</b>	<b>9,351</b>	<b>9,442</b>	<b>15,544</b>	<b>17,514</b>
Wholesale Trade	4,821	4,240	3,502	2,197	1,552	1,540	2,488	2,751
Retail Trade	4,738	3,841	2,985	1,613	1,306	1,302	2,138	2,475
3rd Party Logistics Provider, Transportation/Warehousing Services	16,530	15,285	14,013	7,256	6,127	4,285	7,014	6,112
Business/Consulting Services	6,777	5,881	5,075	2,878	1,863	2,030	2,975	3,112
Other Non-Manufacturing	2,829	2,207	1,681	843	704	598	1,047	1,309
<b>SUB-TOTAL NON-MANUFACTURING</b>	<b>35,695</b>	<b>31,454</b>	<b>27,256</b>	<b>14,787</b>	<b>11,552</b>	<b>9,755</b>	<b>15,662</b>	<b>15,759</b>
Other	1,505	1,341	1,159	627	407	309	679	710
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,025</b>	<b>62,282</b>	<b>53,279</b>	<b>32,056</b>	<b>21,310</b>	<b>19,506</b>	<b>31,885</b>	<b>33,983</b>

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2021**

This is an analysis of the 70,025 or 100% of the recipients who buy, specify, recommend or approve the following logistics/transportation services, equipment and technology. 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.

Logistics/Transportation Services, Equipment and Technology	Total Respondents who Buy, Specify, Recommend or Approve Logistics/Transportation Services, Equipment and Technology	Percent
<b>Logistics/Transportation Services</b>	63,843	91.2
Truckload Motor Freight or LTL Motor Freight	47,307	67.6
Truckload Motor Freight	42,463	60.6
LTL Motor Freight	37,279	53.2
Air Freight	31,747	45.3
Small Package Delivery Services	38,806	55.4
Freight Forwarding Services	23,659	33.8
3rd Party/Contract Logistics Services	33,118	47.3
Expedited Freight Services	22,457	32.1
Intermodal Services	23,001	32.8
Rail Carriers	17,683	25.3
Ocean Freight	23,021	32.9
Port Selection	17,402	24.9
Van Lines	15,680	22.4
Public/Contract Warehousing	20,309	29.0
Dedicated/Leased Fleet Operations	17,808	25.4
<b>Logistics/Transportation Equipment</b>	42,759	61.1
Trucks/Tractors	29,908	42.7
Trailers	24,875	35.5
Lift Trucks	26,376	37.7
Warehouse Equipment	31,580	45.1
<b>Logistics/Transportation Technology</b>	38,482	55.0
Auto ID Systems/Bar Coding/RFID	22,553	32.2
Supply Chain Software/Warehousing Management Systems/Transportation Management Software	35,849	51.2
Supply Chain Software	26,003	37.1
Warehousing Management Systems	27,967	39.9
Transportation Management Software	26,630	38.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,025</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021**

Qualification Source	Print	Digital	Total Qualified	Percent
I. <b>TOTAL</b> – Direct Request:	<b>42,025</b>	<b>28,000</b>	<b>70,025</b>	<b>100.0</b>
a. Written	1,532	10	1,542	2.2
b. Telecommunication	27,069	8,742	35,811	51.1
c. Electronic	13,424	19,248	32,672	46.7
II. <b>TOTAL</b> – Request from recipient's company:	-	-	-	-
a. Written	-	-	-	-
b. Telecommunication	-	-	-	-
c. Electronic	-	-	-	-
III. <b>TOTAL</b> – Membership Benefit:	-	-	-	-
a. Individual	-	-	-	-
b. Organizational	-	-	-	-
IV. <b>TOTAL</b> – Communication (other than request):	-	-	-	-
a. Written	-	-	-	-
b. Telecommunication	-	-	-	-
c. Electronic	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,025</b>	<b>28,000</b>	<b>70,025</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.0</b>	<b>40.0</b>	<b>100.0</b>	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.



