

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

Magazine: June 2020 BPA

BPA Data



Print Edition	45,528
Digital Edition	24,500

Total Magazine Circulation 70,028

Email Newsletters: June 2020

Publisher's Data

<i>This Week in Logistics</i>	68,195
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Total Email Newsletter Circulation ⁽¹⁾ 68,195

Website: 6-month averages, June 2020

Publisher's Data



Average Monthly Unique Visitors	91,879
Average Monthly Page Views	151,745

Social Media: June 2020

Publisher's Data



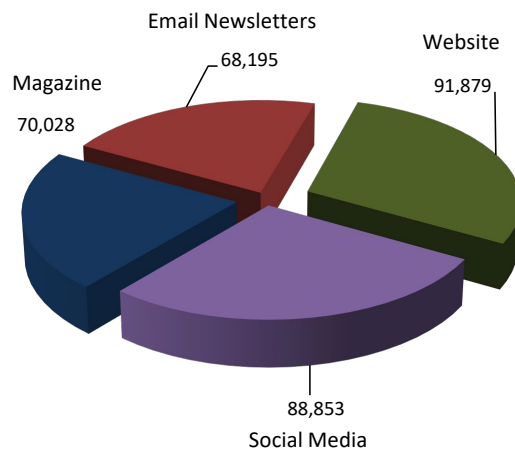
Twitter Followers	47,506
Facebook Likes	41,347
Total Social Media	88,853

Total Magazine and Newsletter Audience

Publisher's Data

Magazine and Email Newsletter Circulation ⁽¹⁾ 107,446

Total Audience by Channel



Publisher's Data, June 2020

(1) Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals.



Peerless
MEDIA, LLC

Total Audience Profile: Summer 2020



Source: June 2020 BPA statement

Total Magazine Subscribers 70,028

EDITION RECEIVED	SUBSCRIBERS
Print	45,528
Digital	24,500
Total	70,028

JOB FUNCTION	SUBSCRIBERS
Executive & Senior Supply Chain Mgmt	27,704
Logistics, Transportation, Supply Chain, Distribution, Warehouse, Operations and Purchasing Management	37,216
Logistics/Transportation/Distribution Specialist or Analyst	3,897
Other	1,211
Total	70,028

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	5,111
Consumer Goods Mfg.	3,980
Textiles/Apparel Mfg.	855
Paper/Printing Mfg.	1,600
Chemicals/Pharmaceuticals Mfg.	2,586
Plastics/Rubber Mfg.	1,176
Primary Metals Mfg.	1,124
Fabricated Metals Mfg.	2,137
Industrial Machinery Mfg.	2,888
Computers/Electronics Mfg.	1,542
Electrical Equipment Mfg.	1,134
Aerospace Mfg.	814
Automotive/Transportation Equip. Mfg.	2,809
Furniture Mfg.	576
Other Manufacturing	3,526
Sub-Total Manufacturing	31,858
Wholesale Trade	4,903
Retail Trade	4,294
3rd Party Logistics Provider/Transport/Whse	17,301
Business/Consulting Services	7,432
Other Non-Manufacturing	2,689
Sub-Total Non-Manufacturing	36,619
Other	1,551
Total	70,028

GEOGRAPHIC	SUBSCRIBERS
USA	62,702
Canada	665
Other Countries	6,661
Total	70,028

Magazine Subscribers

BUYING INFLUENCE (multiple response)	SUBSCRIBERS
Logistics/Transportation Services, Equipment, Technology (all)	70,028
Logistics/Transportation Services (all)	65,015
Truckload Motor Freight or LTL Motor Freight	51,521
Truckload Motor Freight	47,419
LTL Motor Freight	38,773
Air Freight	34,187
Small Package Delivery Services	37,016
Freight Forwarding Services	24,216
3rd Party/Contract Logistics Services	32,902
Expedited Freight Services	23,256
Intermodal Services	23,701
Rail Carriers	18,040
Ocean Freight	23,213
Port Selection	18,123
Van Lines	16,080
Public/Contract Warehousing	20,366
Dedicated/Leased Fleet Operations	17,743
Logistics/Transportation Equipment (all)	41,154
Trucks/Tractors	29,175
Trailers	24,674
Lift Trucks	25,970
Warehouse Equipment	30,878
Logistics/Transportation Technology (all)	37,208
Auto ID Systems/Bar Coding/RFID	22,206
Supply Chain Software/WMS/TMS	34,963
Supply Chain Software	25,528
Warehousing Management Systems	27,626
Transportation Management Software	25,770

JOB FUNCTIONS (multiple response)	SUBSCRIBERS
Logistics Management/Trans./Dist./Traffic	56,562
Import/Export/International Shipping	33,941
Fleet Operations	20,612
Site Selection	19,760
Warehousing/DC Management	31,910
Inventory/Materials Control	32,894

AGE OF SUBSCRIPTION REQUEST	SUBSCRIBERS
1-Year Qualified	49,071
2-Year Qualified	20,957
3-Year Qualified	-
Total	70,028

Total Newsletter Subscribers 68,195

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Logistics	68,195

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	12,567
Vice-Presidents	3,954
Directors	6,966
Managers	20,294
Supervisory	2,110
Analysts/ Coordinators/ Admin./ Staff	17,810
Awaiting Classification	4,494
Total	68,195

FUNCTIONAL AREA* (multiple response)	SUBSCRIBERS
Supply Chain/Logistics/Distribution	12,426
Corporate	16,197
Operations	27,910
Procurement/Purchasing	2,635
Sales/ Marketing/ Consulting/Other	8,434
Awaiting Classification	4,494

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	3,586
Consumer Goods Mfg.	2,858
Textiles/Apparel Mfg.	831
Paper/Printing Mfg.	1,124
Chemicals/Pharmaceuticals Mfg.	2,217
Plastics/Rubber Mfg.	943
Primary Metals Mfg.	667
Fabricated Metals Mfg.	1,384
Industrial Machinery Mfg.	2,339
Computers/Electronics Mfg.	1,557
Electrical Equipment Mfg.	1,079
Aerospace Mfg.	736
Automotive/Transportation Equip. Mfg.	2,442
Furniture Mfg.	399
Other Manufacturing	3,683
Sub-Total Manufacturing	25,845
Wholesale Trade	3,387
Retail Trade	3,144
3rd Party Logistics Provider	6,650
Transportation/Warehousing Services	8,447
Business/Consulting Services	6,227
Other	6,817
Sub-Total Non-Manufacturing	34,672
Awaiting Classification	7,678
Total	68,195

Email Newsletter Subscribers

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	19,797
500-999	4,212
250-499	4,637
100-249	6,458
1-99	25,102
Awaiting Classification	7,989
Total	68,195

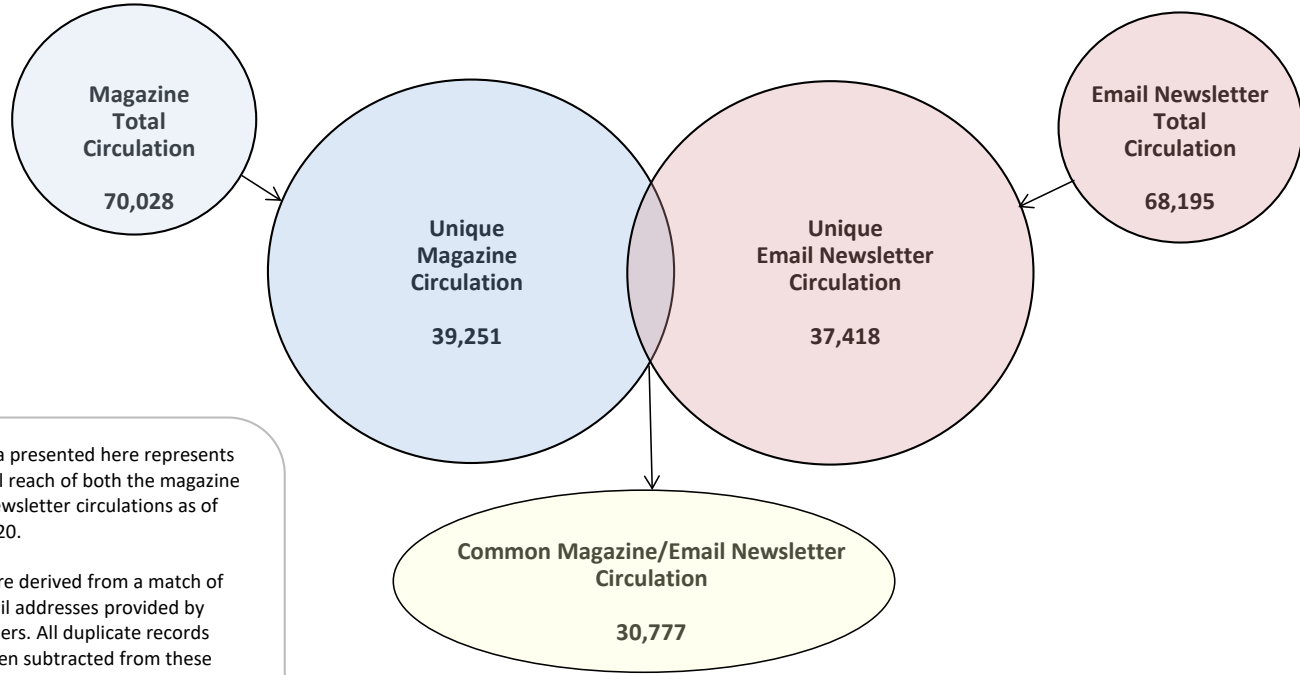
GEOGRAPHIC	SUBSCRIBERS
USA	47,785
Canada	1,687
Other Countries	15,198
Awaiting Classification	3,525
Total	68,195

BUYING INFLUENCE (multiple response)	SUBSCRIBERS
ALL Buying Influences	57,117
Logistics/Transportation Services (all)	47,232
Truckload Motor Freight or LTL Motor Freight	33,082
Truckload Motor Freight	29,964
LTL Motor Freight	26,716
Air Freight	24,021
Small Package Delivery Services	26,429
Freight Forwarding Services	20,669
3rd Party/Contract Logistics Services	37,624
Expedited Freight Services	18,661
Intermodal Services	18,625
Rail Carriers	13,691
Ocean Freight	20,026
Port Selection	13,491
Van Lines	11,334
Public/Contract Warehousing	16,714
Dedicated/Leased Fleet Operations	13,086
Logistics/Transportation Equipment (all)	44,377
Trucks/Tractors/Trailers	22,295
Lift Trucks	29,103
Warehouse Equipment	25,037
Logistics/Transportation Technology (all)	42,818
Auto ID Systems/Bar Coding/RFID	17,546
Supply Chain Software	27,653
Warehousing Management Systems	24,825
Transportation Management Software	22,259
Awaiting Classification	11,078

* Subscribers may be classified in more than one category.

Total Unduplicated = 107,446

Magazine and Email Newsletters



The data presented here represents the total reach of both the magazine and eNewsletter circulations as of June 2020.

Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.



Source: Publisher's Own Data via Google Analytics, January - June 2020

Average Unique Visitors

WEBSITE VISITS, UNIQUE VISITORS, PAGE VIEWS, VISITORS SUMMARY					
6-month Totals and Averages					
Month	Visits	Unique Visitors	Page Views	Page Views per Unique Visitor	Page Views per Visit
January 2020	111,323	89,875	151,504	1.7	1.4
February 2020	116,941	95,467	156,267	1.6	1.3
March 2020	126,061	103,455	166,328	1.6	1.3
April 2020	119,453	95,677	161,625	1.7	1.4
May 2020	102,642	83,150	137,625	1.7	1.3
June 2020	105,033	83,651	137,120	1.6	1.3
Averages	113,576	91,879	151,745	1.7	1.3

Web Traffic

GEOGRAPHIC ANALYSIS OF VISITS		
June 2020		
Region	Visits	%
Americas	71,355	67.9%
Asia	19,655	18.7%
Europe	9,044	8.6%
Africa	3,520	3.4%
Oceania	1,294	1.2%
Other	165	0.2%
Total	105,033	100.0%