

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.

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
MAGAZINE**



6 issues in the period
70,021 average circulation

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| LOGISTICS MANAGEMENT MAGAZINE (6 issues in the period) | 70,021 | - | 70,021 |

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 37 |
| Advertiser and Agency | 1,337 |
| Allocated for Trade Shows and Conventions | - |
| All Other | 287 |
| TOTAL | 1,661 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 70,021 | 100.0 | 70,021 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 70,021 | 100.0 | 70,021 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2020 Issue | Print | Digital | Total Qualified |
|------------|--------|---------|-----------------|
| July | 45,545 | 24,500 | 70,045 |
| August | 45,511 | 24,500 | 70,011 |
| September | 45,522 | 24,500 | 70,022 |
| October | 45,525 | 24,500 | 70,025 |
| November | 45,520 | 24,500 | 70,020 |
| December | 45,505 | 24,500 | 70,005 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
 This issue is % or 2 copies below 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 | 5,649 | 8.1 | 5,649 | 2,542 | 2,864 | 186 | 57 |
| Consumer Goods Manufacturing | 4,032 | 5.7 | 4,032 | 1,539 | 2,264 | 182 | 47 |
| Textiles/Apparel Manufacturing | 913 | 1.3 | 913 | 345 | 529 | 29 | 10 |
| Paper/Printing Manufacturing | 1,732 | 2.5 | 1,732 | 675 | 976 | 54 | 27 |
| Chemicals/Pharmaceuticals Manufacturing | 2,665 | 3.8 | 2,665 | 830 | 1,653 | 141 | 41 |
| Plastics & Rubber Manufacturing | 1,250 | 1.8 | 1,250 | 443 | 737 | 61 | 9 |
| Primary Metals Manufacturing | 1,121 | 1.6 | 1,121 | 445 | 630 | 36 | 10 |
| Fabricated Metals Manufacturing | 2,398 | 3.4 | 2,398 | 1,098 | 1,189 | 77 | 34 |
| Industrial Machinery Manufacturing | 3,007 | 4.3 | 3,007 | 1,190 | 1,605 | 153 | 59 |
| Computers & Electronics Manufacturing | 1,567 | 2.2 | 1,567 | 614 | 813 | 95 | 45 |
| Electrical Equipment Manufacturing | 1,116 | 1.6 | 1,116 | 332 | 710 | 43 | 31 |
| Aerospace Manufacturing | 857 | 1.2 | 857 | 216 | 543 | 64 | 34 |
| Automotive & Transportation Equipment Manufacturing | 2,782 | 4.0 | 2,782 | 1,025 | 1,536 | 166 | 55 |
| Furniture Manufacturing | 585 | 0.8 | 585 | 266 | 289 | 22 | 8 |
| Other Manufacturing | 3,406 | 4.9 | 3,406 | 1,087 | 2,012 | 198 | 109 |
| SUB-TOTAL MANUFACTURING | 33,080 | 47.2 | 33,080 | 12,647 | 18,350 | 1,507 | 576 |
| Wholesale Trade | 4,815 | 6.9 | 4,815 | 2,366 | 2,285 | 124 | 40 |
| Retail Trade | 4,760 | 6.8 | 4,760 | 2,306 | 2,260 | 142 | 52 |
| 3rd Party Logistics Provider, Transportation/Warehousing Services | 16,167 | 23.1 | 16,167 | 7,051 | 7,734 | 1,147 | 235 |
| Business/Consulting Services | 6,840 | 9.8 | 6,840 | 3,265 | 2,948 | 434 | 193 |
| Other Non-Manufacturing | 2,815 | 4.0 | 2,815 | 1,068 | 1,487 | 128 | 132 |
| SUB-TOTAL NON-MANUFACTURING | 35,397 | 50.6 | 35,397 | 16,056 | 16,714 | 1,975 | 652 |
| Other | 1,543 | 2.2 | 1,543 | 378 | 865 | 136 | 164 |
| TOTAL QUALIFIED CIRCULATION | 70,020 | 100.0 | 70,020 | 29,081 | 35,929 | 3,618 | 1,392 |

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2020

This is an analysis of the 62,148 or 88.7% 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 | 5,649 | 5,031 | 4,312 | 2,465 | 1,717 | 1,761 | 2,788 | 2,984 |
| Consumer Goods Manufacturing | 4,032 | 3,728 | 3,269 | 1,990 | 1,172 | 1,218 | 1,960 | 2,064 |
| Textiles/Apparel Manufacturing | 913 | 860 | 711 | 557 | 231 | 265 | 480 | 501 |
| Paper/Printing Manufacturing | 1,732 | 1,472 | 1,215 | 806 | 463 | 477 | 776 | 911 |
| Chemicals/Pharmaceuticals Manufacturing | 2,665 | 2,474 | 2,111 | 1,631 | 793 | 877 | 1,372 | 1,499 |
| Plastics & Rubber Manufacturing | 1,250 | 1,128 | 922 | 721 | 348 | 385 | 627 | 707 |
| Primary Metals Manufacturing | 1,121 | 969 | 779 | 501 | 344 | 316 | 482 | 589 |
| Fabricated Metals Manufacturing | 2,398 | 2,053 | 1,659 | 1,146 | 696 | 699 | 1,005 | 1,308 |
| Industrial Machinery Manufacturing | 3,007 | 2,641 | 2,180 | 1,608 | 860 | 841 | 1,375 | 1,510 |
| Computers & Electronics Manufacturing | 1,567 | 1,467 | 1,230 | 878 | 384 | 436 | 768 | 884 |
| Electrical Equipment Manufacturing | 1,116 | 1,010 | 837 | 626 | 278 | 309 | 540 | 600 |
| Aerospace Manufacturing | 857 | 771 | 647 | 460 | 234 | 226 | 368 | 467 |
| Automotive & Transportation Equipment Manufacturing | 2,782 | 2,499 | 2,172 | 1,362 | 850 | 762 | 1,192 | 1,343 |
| Furniture Manufacturing | 585 | 529 | 447 | 284 | 184 | 195 | 296 | 344 |
| Other Manufacturing | 3,406 | 3,015 | 2,528 | 1,719 | 938 | 874 | 1,577 | 1,866 |
| SUB-TOTAL MANUFACTURING | 33,080 | 29,647 | 25,019 | 16,754 | 9,492 | 9,641 | 15,606 | 17,577 |
| Wholesale Trade | 4,815 | 4,230 | 3,495 | 2,199 | 1,548 | 1,552 | 2,475 | 2,733 |
| Retail Trade | 4,760 | 3,845 | 2,986 | 1,622 | 1,300 | 1,302 | 2,137 | 2,494 |
| 3rd Party Logistics Provider, Transportation/Warehousing Services | 16,167 | 14,920 | 13,668 | 7,101 | 5,960 | 4,221 | 6,829 | 5,976 |
| Business/Consulting Services | 6,840 | 5,937 | 5,125 | 2,905 | 1,868 | 2,058 | 2,986 | 3,142 |
| Other Non-Manufacturing | 2,815 | 2,184 | 1,667 | 840 | 698 | 607 | 1,039 | 1,301 |
| SUB-TOTAL NON-MANUFACTURING | 35,397 | 31,116 | 26,941 | 14,667 | 11,374 | 9,740 | 15,466 | 15,646 |
| Other | 1,543 | 1,385 | 1,196 | 646 | 415 | 308 | 695 | 722 |
| TOTAL QUALIFIED CIRCULATION | 70,020 | 62,148 | 53,156 | 32,067 | 21,281 | 19,689 | 31,767 | 33,945 |

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2020

This is an analysis of the 70,020 or 100.0% 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 |
|---|--|--------------|
| Logistics/Transportation Services | 63,838 | 91.2 |
| Truckload Motor Freight or LTL Motor Freight | 47,386 | 67.7 |
| Truckload Motor Freight | 42,628 | 60.9 |
| LTL Motor Freight | 37,278 | 53.2 |
| Air Freight | 31,896 | 45.6 |
| Small Package Delivery Services | 38,950 | 55.6 |
| Freight Forwarding Services | 23,632 | 33.8 |
| 3rd Party/Contract Logistics Services | 32,949 | 47.1 |
| Expedited Freight Services | 22,510 | 32.1 |
| Intermodal Services | 23,099 | 33.0 |
| Rail Carriers | 17,780 | 25.4 |
| Ocean Freight | 22,908 | 32.7 |
| Port Selection | 17,575 | 25.1 |
| Van Lines | 15,891 | 22.7 |
| Public/Contract Warehousing | 20,300 | 29.0 |
| Dedicated/Leased Fleet Operations | 17,927 | 25.6 |
| Logistics/Transportation Equipment | 42,570 | 60.8 |
| Trucks/Tractors | 29,922 | 42.7 |
| Trailers | 24,947 | 35.6 |
| Lift Trucks | 26,405 | 37.7 |
| Warehouse Equipment | 31,450 | 44.9 |
| Logistics/Transportation Technology | 38,224 | 54.6 |
| Auto ID Systems/Bar Coding/RFID | 22,713 | 32.4 |
| Supply Chain Software/Warehousing Management Systems/Transportation Management Software | 35,550 | 50.8 |
| Supply Chain Software | 25,954 | 37.1 |
| Warehousing Management Systems | 27,866 | 39.8 |
| Transportation Management Software | 26,452 | 37.8 |
| TOTAL QUALIFIED CIRCULATION | 70,020 | 100.0 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

| Qualification Source | Print | Digital | Total Qualified | Percent |
|---|---------------|---------------|-----------------|--------------|
| I. TOTAL – Direct Request: | 45,520 | 24,500 | 70,020 | 100.0 |
| a. Written | 1,541 | 1 | 1,542 | 2.2 |
| b. Telecommunication | 27,973 | 7,835 | 35,808 | 51.1 |
| c. Electronic | 16,006 | 16,664 | 32,670 | 46.7 |
| II. TOTAL – Request from recipient's company: | - | - | - | - |
| a. Written | - | - | - | - |
| b. Telecommunication | - | - | - | - |
| c. Electronic | - | - | - | - |
| III. TOTAL – Membership Benefit: | - | - | - | - |
| a. Individual | - | - | - | - |
| b. Organizational | - | - | - | - |
| IV. TOTAL – Communication (other than request): | - | - | - | - |
| a. Written | - | - | - | - |
| b. Telecommunication | - | - | - | - |
| c. Electronic | - | - | - | - |
| V. TOTAL – Sources other than above (listed alphabetically): | - | - | - | - |
| Association rosters and directories | - | - | - | - |
| Business directories | - | - | - | - |
| Manufacturer's, distributor's and wholesaler's lists | - | - | - | - |
| Other sources | - | - | - | - |
| VI. TOTAL – Single Copy Sales: | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 45,520 | 24,500 | 70,020 | 100.0 |
| PERCENT | 65.0 | 35.0 | 100.0 | |

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

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.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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To start your FREE SUBSCRIPTION to *Logistics Management* magazine complete this form now!

A I wish to receive/continue to receive a FREE subscription to *Logistics Management* magazine. YES NO

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E-MAIL ADDRESS

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 only one)

1 Executive & Senior Supply Chain Management (C-level, President, VPs)
 2 Logistics/Transportation/Supply Chain Management
 3 Distribution/Warehouse Management
 4 Operations Management
 5 Purchasing Management
 6 Logistics/Transportation/Distribution Specialist or Analyst
 99 Other Job Function

D Which of the following products and services do you buy, specify, recommend or approve? (Please check all that apply)

| Logistics/Transportation Services | Logistics/Transportation Equipment |
|---|---|
| 20 <input type="checkbox"/> Truckload Motor Freight | 34 <input type="checkbox"/> Trucks |
| 21 <input type="checkbox"/> LTL Motor Freight | 35 <input type="checkbox"/> Tractors |
| 22 <input type="checkbox"/> Air Freight | 36 <input type="checkbox"/> Trailers |
| 23 <input type="checkbox"/> Small Package Delivery Services | 37 <input type="checkbox"/> Lift Trucks |
| 24 <input type="checkbox"/> 3rd Party/Contract Logistics Services | 38 <input type="checkbox"/> Warehouse Equipment |
| 25 <input type="checkbox"/> Intermodal Services | |
| 26 <input type="checkbox"/> Ocean Freight | |
| 27 <input type="checkbox"/> Port Selection | |
| 28 <input type="checkbox"/> Freight Forwarding Services | |
| 29 <input type="checkbox"/> Expedited Freight Services | |
| 30 <input type="checkbox"/> Rail Carriers | |
| 31 <input type="checkbox"/> Van Lines | |
| 32 <input type="checkbox"/> Public/Contract Warehousing | |
| 33 <input type="checkbox"/> Dedicated/Leased Fleet Operations | |
| 99 <input type="checkbox"/> None of the above Services, Equipment or Technology (20-42) | |

E In which of the following functions are you involved? (Check all that apply)

| | |
|--|--|
| 1 <input type="checkbox"/> Logistics Management | 6 <input type="checkbox"/> Fleet Operations |
| 2 <input type="checkbox"/> Transportation/Distribution/Traffic | 7 <input type="checkbox"/> Site Selection |
| 3 <input type="checkbox"/> International Shipping | 8 <input type="checkbox"/> Warehousing/DC Management |
| 4 <input type="checkbox"/> Import | 9 <input type="checkbox"/> Inventory/Materials Control |
| 5 <input type="checkbox"/> Export | 99 <input type="checkbox"/> None of the above |

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

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

G How many people work for your entire company?

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

H Which of the following publications do you receive personally addressed to you? (Check all that apply)

1 SupplyChainBrain
 2 Inbound Logistics
 3 B2C Velocity
 4 None of the above

I Which of the following eNewsletters would you like to receive? (Check all that apply)

2 The Week in Logistics
 5 This Week in Supply Chain
 7 This Week in Modern

Fax this form back to 1-847-291-4816 or apply online at www.logisticsmgmt.com/subscribe

LM20Q

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Brian Ceraolo, President

Michelle Loureiro, Senior Audience Marketing Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 13, 2021

City

Framingham

State

Massachusetts

Received by BPA Worldwide

January 13, 2021

Type

BSD

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.