

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.

Brian Ceraolo, President
Michelle Loureiro, Senior Audience Marketing Mgr

Contact Information

Logistics Management
Peerless Media, LLC
50 Speen St, Ste 302
Framingham MA 01701 USA
www.logisticsmgmt.com
www.peerlessmedia.com
Ph: 508-663-1590

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

Total Brand Reach <small>Publisher's Data</small>	
Total Brand Reach	116,330

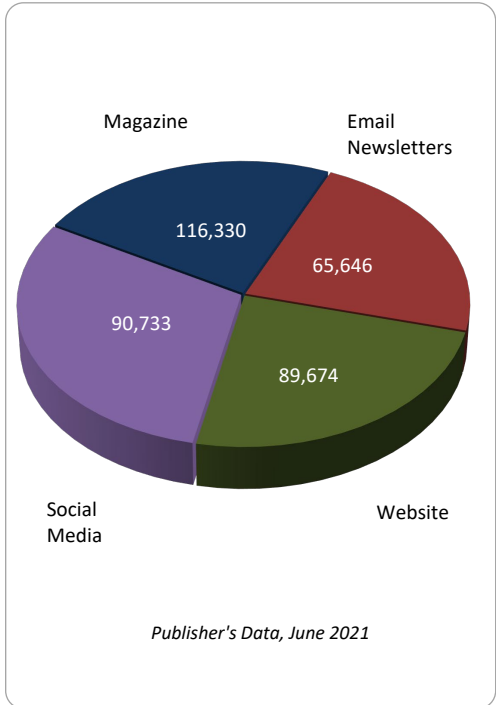
Magazine: June 2021 <small>Publisher's Data</small>	
BPA Audited Distribution (print or digital format)	70,025
BONUS: unaudited, digital magazine distribution	46,305
Total Extended Magazine Circulation	116,330

Email Newsletters: June 2021 <small>Publisher's Data</small>	
<i>This Week in Logistics</i>	65,646
Total Email Newsletter Circulation	65,646

Website: 6-month averages, June 2021 <small>Publisher's Data</small>	
Average Monthly Users	89,674
Average Monthly Page Views	151,031

Social Media: June 2021 <small>Publisher's Data</small>	
Twitter Followers	49,181
Facebook Likes	41,552
Total Social Media	90,733

Total Audience by Channel





Total Audience Profile: Summer 2021

Extended Magazine Distribution **116,330**

Source: Publisher's Own Data, June 2021

EXTENDED MAGAZINE	SUBSCRIBERS
BPA Distribution (print or digital format)	70,025
Bonus: Digital magazine distribution	46,305
Total	116,330

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	30,605
Vice-Presidents	7,386
Directors	10,222
Managers	36,320
Supervisory	3,550
Analysts/ Coordinators/ Admin./ Staff	24,593
Awaiting Classification	3,654
Total	116,330

BUYING INFLUENCE <i>(multiple response)</i>	SUBSCRIBERS
Logistics/Transportation Services <i>(all)</i>	92,334
Truckload Motor Freight or LTL Motor Freight	66,976
Truckload Motor Freight	60,252
LTL Motor Freight	53,996
Air Freight	46,667
Small Package Delivery Services	57,310
Freight Forwarding Services	37,117
3rd Party/Contract Logistics Services	69,272
Expedited Freight Services	35,965
Intermodal Services	35,011
Rail Carriers	26,929
Ocean Freight	35,287
Port Selection	36,426
Van Lines	24,059
Public/Contract Warehousing	31,507
Dedicated/Leased Fleet Operations	27,043
Logistics/Transportation Equipment <i>(all)</i>	84,534
Trucks/Tractors/Trailers	46,415
Lift Trucks	59,476
Warehouse Equipment	48,943
Logistics/Transportation Technology <i>(all)</i>	76,737
Auto ID Systems/Bar Coding/RFID	34,771
Supply Chain Software	46,850
Warehousing Management Systems	43,698
Transportation Management Software	40,064

GEOGRAPHIC	SUBSCRIBERS
USA	97,368
Canada	1,692
Other Countries	17,270
Total	116,330

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	7,984
Consumer Goods Mfg.	5,638
Textiles/Apparel Mfg.	1,411
Paper/Printing Mfg.	2,470
Chemicals/Pharmaceuticals Mfg.	4,219
Plastics/Rubber Mfg.	1,980
Primary Metals Mfg.	1,627
Fabricated Metals Mfg.	3,503
Industrial Machinery Mfg.	4,580
Computers/Electronics Mfg.	2,429
Electrical Equipment Mfg.	1,740
Aerospace Mfg.	1,260
Automotive/Transportation Equip. Mfg.	4,090
Furniture Mfg.	781
Other Manufacturing	6,241
Sub-Total Manufacturing	49,953
Wholesale Trade	7,571
Retail Trade	7,107
3rd Party Logistics Provider	9,399
Transportation/Warehousing Services	15,541
Business/Consulting Services	10,810
Other	9,772
Sub-Total Non-Manufacturing	60,200
Awaiting Classification	6,177
Total	116,330

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	28,796
500-999	6,533
250-499	7,377
100-249	11,463
1-99	55,212
Awaiting Classification	6,949
Total	116,330



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Total Audience Profile: Summer 2021



Source: June 2021 BPA statement

Total Magazine Subscribers 70,025

EDITION RECEIVED	SUBSCRIBERS
Print	42,025
Digital	28,000
Total	70,025

JOB FUNCTION	SUBSCRIBERS
Executive & Senior Supply Chain Mgmt	28,856
Logistics, Transportation, Supply Chain, Distribution, Warehouse, Operations and Purchasing Management	36,135
Logistics/Transportation/Distribution Specialist or Analyst	3,717
Other	1,317
Total	70,025

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	5,723
Consumer Goods Mfg.	4,094
Textiles/Apparel Mfg.	891
Paper/Printing Mfg.	1,714
Chemicals/Pharmaceuticals Mfg.	2,709
Plastics/Rubber Mfg.	1,269
Primary Metals Mfg.	1,114
Fabricated Metals Mfg.	2,407
Industrial Machinery Mfg.	3,025
Computers/Electronics Mfg.	1,491
Electrical Equipment Mfg.	1,085
Aerospace Mfg.	739
Automotive/Transportation Equip. Mfg.	2,521
Furniture Mfg.	509
Other Manufacturing	3,534
Sub-Total Manufacturing	32,825
Wholesale Trade	4,821
Retail Trade	4,738
3rd Party Logistics Provider/Transport/Whse	16,530
Business/Consulting Services	6,777
Other Non-Manufacturing	2,829
Sub-Total Non-Manufacturing	35,695
Other	1,505
Total	70,025

GEOGRAPHIC	SUBSCRIBERS
USA	62,614
Canada	665
Other Countries	6,746
Total	70,025

Magazine Subscribers

BUYING INFLUENCE (multiple response)	SUBSCRIBERS
Logistics/Transportation Services, Equipment, Technology (all)	70,025
Logistics/Transportation Services (all)	63,843
Truckload Motor Freight or LTL Motor Freight	47,307
Truckload Motor Freight	42,463
LTL Motor Freight	37,279
Air Freight	31,747
Small Package Delivery Services	28,806
Freight Forwarding Services	23,659
3rd Party/Contract Logistics Services	33,118
Expedited Freight Services	22,457
Intermodal Services	23,001
Rail Carriers	17,683
Ocean Freight	23,021
Port Selection	17,402
Van Lines	15,680
Public/Contract Warehousing	20,309
Dedicated/Leased Fleet Operations	17,808
Logistics/Transportation Equipment (all)	42,759
Trucks/Tractors	29,908
Trailers	24,875
Lift Trucks	26,376
Warehouse Equipment	31,580
Logistics/Transportation Technology (all)	38,482
Auto ID Systems/Bar Coding/RFID	22,553
Supply Chain Software/WMS/TMS	35,849
Supply Chain Software	26,003
Warehousing Management Systems	27,967
Transportation Management Software	26,630

JOB FUNCTIONS (multiple response)	SUBSCRIBERS
Logistics Management/Trans./Dist./Traffic	53,279
Import/Export/International Shipping	32,056
Fleet Operations	21,310
Site Selection	19,506
Warehousing/DC Management	31,885
Inventory/Materials Control	33,983

Total Newsletter Subscribers 65,646

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Logistics	65,646

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	12,938
Vice-Presidents	3,819
Directors	6,677
Managers	19,189
Supervisory	1,936
Analysts/ Coordinators/ Admin./ Staff	16,806
Awaiting Classification	4,281
Total	65,646

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	3,487
Consumer Goods Mfg.	2,650
Textiles/Apparel Mfg.	792
Paper/Printing Mfg.	1,030
Chemicals/Pharmaceuticals Mfg.	2,094
Plastics/Rubber Mfg.	908
Primary Metals Mfg.	596
Fabricated Metals Mfg.	1,332
Industrial Machinery Mfg.	2,192
Computers/Electronics Mfg.	1,458
Electrical Equipment Mfg.	1,024
Aerospace Mfg.	648
Automotive/Transportation Equip. Mfg.	2,226
Furniture Mfg.	368
Other Manufacturing	3,579
Sub-Total Manufacturing	24,384
Wholesale Trade	3,295
Retail Trade	3,158
3rd Party Logistics Provider	6,342
Transportation/Warehousing Services	8,646
Business/Consulting Services	6,144
Other	6,555
Sub-Total Non-Manufacturing	34,140
Awaiting Classification	7,122
Total	65,646

Email Newsletter Subscribers

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	18,241
500-999	3,913
250-499	4,285
100-249	6,110
1-99	25,758
Awaiting Classification	7,339
Total	65,646

GEOGRAPHIC	SUBSCRIBERS
USA	45,755
Canada	1,651
Other Countries	14,676
Awaiting Classification	3,564
Total	65,646

BUYING INFLUENCE (multiple response)	SUBSCRIBERS
ALL Buying Influences	57,468
Logistics/Transportation Services (all)	45,630
Truckload Motor Freight or LTL Motor Freight	31,091
Truckload Motor Freight	27,918
LTL Motor Freight	25,508
Air Freight	22,682
Small Package Delivery Services	26,107
Freight Forwarding Services	19,907
3rd Party/Contract Logistics Services	37,520
Expedited Freight Services	17,835
Intermodal Services	18,083
Rail Carriers	13,318
Ocean Freight	19,346
Port Selection	13,196
Van Lines	11,051
Public/Contract Warehousing	16,433
Dedicated/Leased Fleet Operations	12,961
Logistics/Transportation Equipment (all)	38,072
Trucks/Tractors/Trailers	21,878
Lift Trucks	28,580
Warehouse Equipment	24,513
Logistics/Transportation Technology (all)	41,845
Auto ID Systems/Bar Coding/RFID	21,747
Supply Chain Software	27,183
Warehousing Management Systems	24,297
Transportation Management Software	22,208

* Subscribers may be classified in more than one category.

Average Unique Users

WEBSITE SESSIONS, USERS, PAGE VIEWS, SUMMARY					
6-month Totals and Averages					
Month	Sessions	Users	Page Views	Page Views per Unique Visitor	Page Views per Visit
January 2021	120,227	99,344	160,479	1.6	1.3
February 2021	105,925	86,645	142,881	1.6	1.3
March 2021	123,609	99,711	167,582	1.7	1.4
April 2021	110,939	84,147	150,347	1.8	1.4
May 2021	112,101	87,499	146,683	1.7	1.3
June 2021	105,320	80,698	138,215	1.7	1.3
Averages	113,020	89,674	151,031	1.7	1.3

Web Traffic

GEOGRAPHIC ANALYSIS OF USERS		
June 2021		
Region	Users	%
Americas	53,675	66.5%
Asia	15,917	19.7%
Europe	7,290	9.0%
Africa	2,928	3.6%
Oceania	866	1.1%
Other	22	0.0%
Total	80,698	100.0%