

### About This Report

This report summarizes the collective information about the audience served by Material Handling Product News. 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 Material Handling Product News

Material Handling Product News reaches a highly qualified audience of executives, warehousing/distribution center professionals and engineers involved in buying/specifying materials handling equipment and services.

The audience includes buyers/specifiers of equipment for distribution centers, warehouses and manufacturing plants including lift trucks, conveyors, AGVs, software systems for manufacturing/warehousing/logistics, automatic data capture equipment, RFID, information systems/controls, storage/staging equipment, picking systems, automated storage, robotics, racks/shelves, packaging, labeling, shipping and weighing equipment, work positioners, manipulators, overhead handling equipment, dock equipment, power transmission equipment, systems integrators/consulting, and third party warehousing/transportation services.

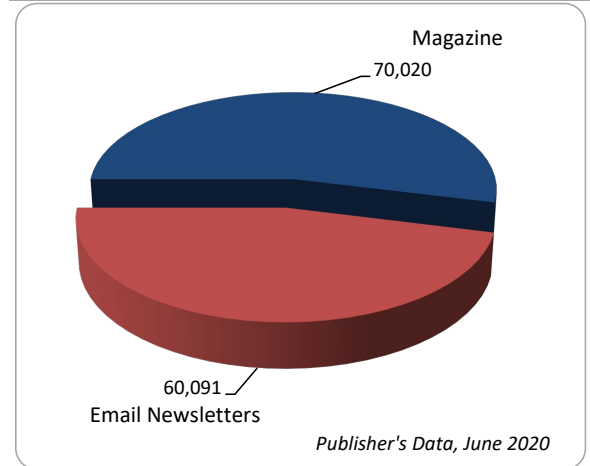
### Executive Audience Summary

Magazine: December 2019 issue		Publisher's Data
MATERIAL HANDLING PRODUCT NEWS	Print Edition	45,520
	Digital Edition	24,500
<b>Total Magazine Circulation</b>		<b>70,020</b>

Email Newsletters: December 2019		Publisher's Data
MATERIAL HANDLING PRODUCT NEWS	Material Handling 24/7	34,657
	Product Showcase	28,952
	The Friday Videos	45,439
<b>Total Email Newsletter Circulation <sup>(1)</sup></b>		<b>60,091</b>

Total Magazine and Newsletter Audience		Publisher's Data
<b>Magazine and Email Newsletter Circulation <sup>(1)</sup></b>		<b>99,747</b>

### Total Audience by Channel



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

**Total Magazine Subscribers 70,020**

EDITION RECEIVED	SUBSCRIBERS
Print	45,520
Digital	24,500
<b>Total</b>	<b>70,020</b>

JOB FUNCTION CLASSIFICATION	SUBSCRIBERS
Corporate/General Management	25,233
Plant/Operations Management	14,322
Engineering/Plant Maintenance	9,346
Purchasing Management	3,230
Distribution/Warehouse/Logistics Mgmt	12,389
Sales/Marketing/Other Titles	5,500
<b>Total</b>	<b>70,020</b>

GEOGRAPHIC	SUBSCRIBERS
USA	61,679
Canada	940
Other Countries	7,401
<b>Total</b>	<b>70,020</b>

BUYING BY LOCATION TYPE <i>(multi response)</i>	SUBSCRIBERS
Retail Distribution/Distribution Centers/Warehouses	36,445
Manufacturing Facilities	31,953

**Magazine Subscribers**

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	5,593
Consumer Goods Mfg.	4,188
Textiles/Apparel Mfg.	928
Paper/Printing Mfg.	2,292
Chemicals/Pharmaceuticals Mfg.	3,751
Plastics/Rubber Mfg.	2,179
Primary Metals Mfg.	1,489
Fabricated Metals Mfg.	3,652
Industrial Machinery Mfg.	4,972
Computers/Electronics Mfg.	1,617
Electrical Equipment Mfg.	2,210
Aerospace Mfg.	1,242
Automotive/Transportation Equip. Mfg.	3,064
Furniture Mfg.	622
Other Manufacturing	4,141
<b>Sub-Total Manufacturing</b>	<b>41,940</b>
Wholesale Trade	4,623
Retail Trade	3,542
3rd Party Logistics Provider	3,870
Transportation/Warehousing Services	6,633
Business/Consulting Services	4,249
Other	5,163
<b>Sub-Total Non-Manufacturing</b>	<b>28,080</b>
<b>Total</b>	<b>70,020</b>

BUYING INFLUENCE <i>(multiple response)</i>	SUBSCRIBERS
<b>Total Buying Influences</b>	<b>61,085</b>
Powered Lift Trucks, Floor Trucks, Accesories	38,284
Conveying Equipment and AGVs	26,688
Software Systems for Mfg, Warehouse or Logistics	32,479
Automatic Data Capture, RFID, Info Systems	28,428
Storage/Staging Equip, Picking Systems, Racks/Shelves	37,211
Packaging, Labeling, Shipping and Weighing Equip.	30,717
Work Positioners, Manipulators and Overhead Handling	21,691
Robotics	18,545
Dock Equipment	25,229
Systems Integrators/Consulting	17,366
Third Party Warehousing/Transportation Services	27,566
Safety/Ergonomic Products	22,703

**Total Newsletter Subscribers 60,091**

NEWSLETTER RECEIVED	SUBSCRIBERS
Material Handling 24/7	34,657
Product Showcase	28,952
The Friday 4	45,439

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	11,819
Vice-Presidents	4,054
Directors	5,928
Managers	18,871
Supervisory	2,260
Engineering/ Staff /Other	16,202
Awaiting Classification	957
<b>Total</b>	<b>60,091</b>

FUNCTIONAL AREA* (multiple response)	SUBSCRIBERS
Supply Chain/Logistics/Distribution	8,424
Corporate	15,610
Operations	19,458
Engineering	10,253
Procurement/Purchasing	2,548
Sales/Marketing, Other	6,197
Awaiting Classification	957

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	18,232
500-999	4,086
250-499	4,836
100-249	6,939
Under 100	23,690
Awaiting Classification	2,308
<b>Total</b>	<b>60,091</b>

GEOGRAPHIC	SUBSCRIBERS
USA	51,892
Canada	1,537
Other Countries	6,151
Awaiting Classification	511
<b>Total</b>	<b>60,091</b>

BUYING BY LOCATION TYPE* (multi response)	SUBSCRIBERS
Distribution Centers/Warehouses/Retail	35,835
Manufacturing Facilities	32,272
Awaiting Classification	23,340

**Email Newsletter Subscribers**

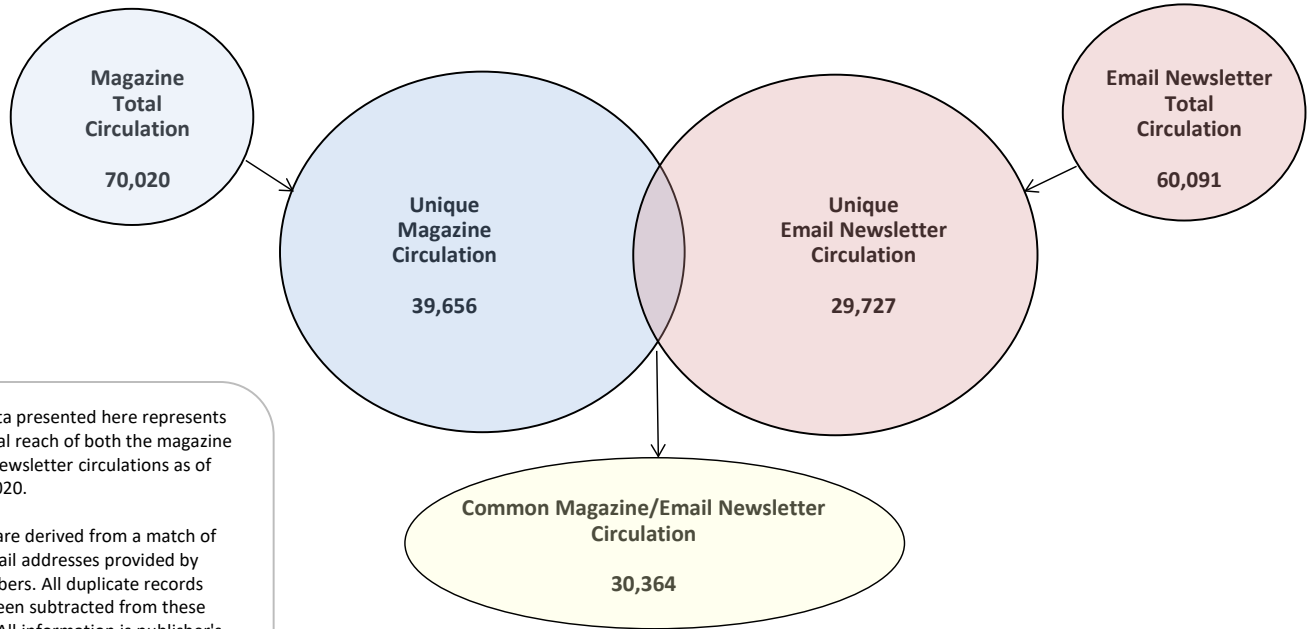
INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	3,761
Consumer Goods Mfg.	2,827
Textiles/Apparel Mfg.	719
Paper/Printing Mfg.	1,511
Chemicals/Pharmaceuticals Mfg.	2,485
Plastics/Rubber Mfg.	1,404
Primary Metals Mfg.	1,041
Fabricated Metals Mfg.	2,441
Industrial Machinery Mfg.	3,426
Computers/Electronics Mfg.	1,608
Electrical Equipment Mfg.	1,287
Aerospace Mfg.	953
Automotive/Transportation Equip. Mfg.	2,453
Furniture Mfg.	458
Other Manufacturing	4,020
<b>Sub-Total Manufacturing</b>	<b>30,394</b>
Wholesale Trade	4,011
Retail Trade	3,038
3rd Party Logistics Provider	3,963
Transportation/Warehousing Services	5,359
Business/Consulting Services	5,588
Other	5,560
<b>Sub-Total Non-Manufacturing</b>	<b>27,519</b>
Awaiting Classification	2,178
<b>Total</b>	<b>60,091</b>

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
<b>Total Buying Influences</b>	<b>41,564</b>
Powered Lift Trucks, Floor Trucks, Accessories	36,321
Conveying Equipment and AGVs	26,682
Software Systems for Mfg, Warehouse or Logistics	32,638
Automatic Data Capture, RFID, Info Systems	27,718
Storage/Staging Equip, Picking Systems, Racks/Shelves	36,991
Packaging, Labeling, Shipping and Weighing Equip.	31,604
Work Positioners, Manipulators and Overhead Handling	22,757
Robotics	17,328
Dock Equipment	25,860
Systems Integrators/Consulting	22,390
Third Party Warehousing/Transportation Services	34,190
Safety/Ergonomic Products	20,825
Maintenance/Repair/Operations	21,350
Awaiting Classification	18,527

\* Subscribers may be classified in more than one category.

Total Unduplicated = 99,747

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.