

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

Total Brand Reach

Publisher's Data

Total Brand Reach 97,074

Magazine: June 2021 issue

Publisher's Data

Magazine Distribution (print or digital format) 70,022

BONUS: digital magazine distribution 27,052

Total Magazine Circulation 97,074

Email Newsletters: June 2021

Publisher's Data

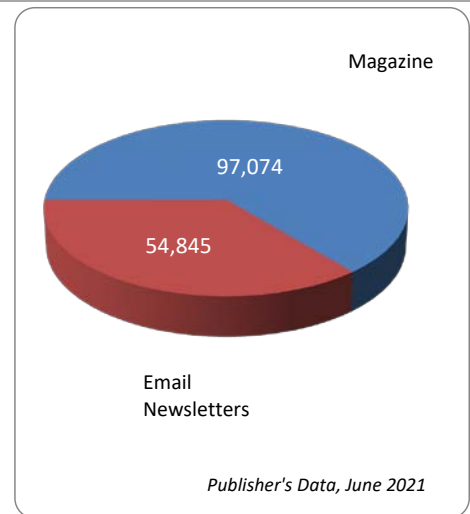
Material Handling 24/7 31,619

Product Showcase 26,880

The Friday Videos 39,486

Total Email Newsletter Circulation 54,845

Total Audience by Channel



Total Extended Magazine Subscribers 97,074

| EXTENDED MAGAZINE | SUBSCRIBERS |
|--|---------------|
| Qualified Distribution (print or digital format) | 70,022 |
| BONUS: Digital magazine distribution | 27,052 |
| Total | 97,074 |

| GEOGRAPHIC | SUBSCRIBERS |
|-----------------|---------------|
| USA | 84,634 |
| Canada | 1,454 |
| Other Countries | 10,986 |
| Total | 97,074 |

| MANAGEMENT LEVEL | SUBSCRIBERS |
|---------------------------|---------------|
| C-Level/Presidents/Owners | 21,950 |
| Vice-Presidents | 6,285 |
| Directors | 7,951 |
| Managers | 35,364 |
| Supervisory | 3,150 |
| Engineering/ Staff /Other | 21,713 |
| Awaiting Classification | 661 |
| Total | 97,074 |

| BUYING INFLUENCE (multi-response) | SUBSCRIBERS |
|---|---------------|
| Total Buying Influences | 83,971 |
| Powered Lift Trucks, Floor Trucks, Accessories | 58,362 |
| Conveying Equipment and AGVs | 42,113 |
| Software Systems for Mfg, Warehouse or Logistics | 50,595 |
| Automatic Data Capture, RFID, Info Systems | 43,661 |
| Storage/Staging Equip, Picking Systems, Racks/Shelves | 58,477 |
| Packaging, Labeling, Shipping and Weighing Equip. | 50,476 |
| Work Positioners, Manipulators and Overhead Handling | 36,622 |
| Robotics | 29,398 |
| Dock Equipment | 41,243 |
| Systems Integrators/Consulting | 35,354 |
| Third Party Warehousing/Transportation Services | 52,916 |
| Safety/Ergonomic Products | 37,519 |
| Maintenance/Repair/Operations | 39,215 |

Extended Magazine Subscribers

| INDUSTRY | SUBSCRIBERS |
|---------------------------------------|---------------|
| Food/Beverage/Tobacco Mfg. | 7,727 |
| Consumer Goods Mfg. | 5,374 |
| Textiles/Apparel Mfg. | 1,212 |
| Paper/Printing Mfg. | 3,007 |
| Chemicals/Pharmaceuticals Mfg. | 4,982 |
| Plastics/Rubber Mfg. | 2,777 |
| Primary Metals Mfg. | 2,027 |
| Fabricated Metals Mfg. | 4,925 |
| Industrial Machinery Mfg. | 6,444 |
| Computers/Electronics Mfg. | 2,282 |
| Electrical Equipment Mfg. | 2,798 |
| Aerospace Mfg. | 1,623 |
| Automotive/Transportation Equip. Mfg. | 4,310 |
| Furniture Mfg. | 810 |
| Other Manufacturing | 5,941 |
| Sub-Total Manufacturing | 56,239 |
| Wholesale Trade | 6,528 |
| Retail Trade | 5,030 |
| 3rd Party Logistics Provider | 5,180 |
| Transportation/Warehousing Services | 8,551 |
| Business/Consulting Services | 7,101 |
| Other Non-Manufacturing | 6,988 |
| Sub-Total Manufacturing | 39,378 |
| Other | 1,457 |
| Total | 97,074 |

| EMPLOYEE SIZE | SUBSCRIBERS |
|-------------------------|---------------|
| 1,000+ | 23,118 |
| 500-999 | 5,654 |
| 250-499 | 6,739 |
| 100-249 | 10,163 |
| Under 100 | 41,100 |
| Awaiting Classification | 10,300 |
| Total | 97,074 |

| BUYING BY LOCATION TYPE (multi-response) | SUBSCRIBERS |
|--|-------------|
| Retail Distribution/DCs/Warehouses | 56,576 |
| Manufacturing Facilities | 52,209 |

Total Magazine Subscribers 70,022

| EDITION RECEIVED | SUBSCRIBERS |
|------------------|---------------|
| Print | 42,022 |
| Digital | 28,000 |
| Total | 70,022 |

| GEOGRAPHIC | SUBSCRIBERS |
|-----------------|---------------|
| USA | 61,407 |
| Canada | 980 |
| Other Countries | 7,635 |
| Total | 70,022 |

| JOB FUNCTION CLASSIFICATION | SUBSCRIBERS |
|---------------------------------------|---------------|
| Corporate/General Management | 25,527 |
| Plant/Operations Management | 14,922 |
| Engineering/Plant Maintenance | 8,655 |
| Purchasing Management | 3,618 |
| Distribution/Warehouse/Logistics Mgmt | 11,815 |
| Sales/Marketing/Other Titles | 5,485 |
| Total | 70,022 |

| BUYING INFLUENCE <i>(multi-response)</i> | SUBSCRIBERS |
|---|---------------|
| Total Buying Influences | 60,874 |
| Powered Lift Trucks, Floor Trucks, Accessories | 38,159 |
| Conveying Equipment and AGVs | 27,994 |
| Software Systems for Mfg, Warehouse or Logistics | 32,639 |
| Automatic Data Capture, RFID, Info Systems | 28,291 |
| Storage/Staging Equip, Picking Systems, Racks/Shelves | 40,012 |
| Packaging, Labeling, Shipping and Weighing Equip. | 33,501 |
| Work Positioners, Manipulators and Overhead Handling | 23,508 |
| Robotics | 20,573 |
| Dock Equipment | 27,209 |
| Systems Integrators/Consulting | 19,270 |
| Third Party Warehousing/Transportation Services | 26,887 |
| Safety/Ergonomic Products | 26,248 |
| Maintenance/Repair/Operations | 27,741 |

Magazine Subscribers

| INDUSTRY | SUBSCRIBERS |
|---------------------------------------|---------------|
| Food/Beverage/Tobacco Mfg. | 5,858 |
| Consumer Goods Mfg. | 4,087 |
| Textiles/Apparel Mfg. | 880 |
| Paper/Printing Mfg. | 2,350 |
| Chemicals/Pharmaceuticals Mfg. | 3,758 |
| Plastics/Rubber Mfg. | 2,110 |
| Primary Metals Mfg. | 1,518 |
| Fabricated Metals Mfg. | 3,840 |
| Industrial Machinery Mfg. | 5,043 |
| Computers/Electronics Mfg. | 1,600 |
| Electrical Equipment Mfg. | 2,195 |
| Aerospace Mfg. | 1,232 |
| Automotive/Transportation Equip. Mfg. | 3,162 |
| Furniture Mfg. | 621 |
| Other Manufacturing | 4,281 |
| Sub-Total Manufacturing | 42,535 |
| Wholesale Trade | 4,640 |
| Retail Trade | 3,775 |
| 3rd Party Logistics Provider | 3,545 |
| Transportation/Warehousing Services | 6,037 |
| Business/Consulting Services | 4,355 |
| Other Non-Manufacturing | 5,135 |
| Sub-Total Manufacturing | 27,487 |
| Other | - |
| Total | 70,022 |

| BUYING BY LOCATION TYPE <i>(multi-response)</i> | SUBSCRIBERS |
|---|-------------|
| Retail Distribution/DCs/Warehouses | 39,624 |
| Manufacturing Facilities | 35,206 |

Total Newsletter Subscribers 54,845

| NEWSLETTER RECEIVED | SUBSCRIBERS |
|------------------------|-------------|
| Material Handling 24/7 | 31,619 |
| Product Showcase | 26,880 |
| The Friday Videos | 39,486 |

| MANAGEMENT LEVEL | SUBSCRIBERS |
|---------------------------|---------------|
| C-Level/Presidents/Owners | 11,608 |
| Vice-Presidents | 3,694 |
| Directors | 5,480 |
| Managers | 16,911 |
| Supervisory | 1,974 |
| Engineering/ Staff /Other | 14,456 |
| Awaiting Classification | 722 |
| Total | 54,845 |

| GEOGRAPHIC | SUBSCRIBERS |
|-------------------------|---------------|
| USA | 46,870 |
| Canada | 1,521 |
| Other Countries | 6,037 |
| Awaiting Classification | 417 |
| Total | 54,845 |

| BUYING INFLUENCE (multi-response) | SUBSCRIBERS |
|---|---------------|
| Total Buying Influences | 50,779 |
| Powered Lift Trucks, Floor Trucks, Accessories | 33,135 |
| Conveying Equipment and AGVs | 24,716 |
| Software Systems for Mfg, Warehouse or Logistics | 30,661 |
| Automatic Data Capture, RFID, Info Systems | 25,888 |
| Storage/Staging Equip, Picking Systems, Racks/Shelves | 34,276 |
| Packaging, Labeling, Shipping and Weighing Equip. | 29,464 |
| Work Positioners, Manipulators and Overhead Handling | 21,079 |
| Robotics | 17,126 |
| Dock Equipment | 24,003 |
| Systems Integrators/Consulting | 21,639 |
| Third Party Warehousing/Transportation Services | 32,047 |
| Safety/Ergonomic Products | 20,081 |
| Maintenance/Repair/Operations | 20,686 |

Email Newsletter Subscribers

| INDUSTRY | SUBSCRIBERS |
|---------------------------------------|---------------|
| Food/Beverage/Tobacco Mfg. | 3,369 |
| Consumer Goods Mfg. | 2,412 |
| Textiles/Apparel Mfg. | 646 |
| Paper/Printing Mfg. | 1,275 |
| Chemicals/Pharmaceuticals Mfg. | 2,186 |
| Plastics/Rubber Mfg. | 1,241 |
| Primary Metals Mfg. | 881 |
| Fabricated Metals Mfg. | 2,251 |
| Industrial Machinery Mfg. | 3,128 |
| Computers/Electronics Mfg. | 1,453 |
| Electrical Equipment Mfg. | 1,197 |
| Aerospace Mfg. | 821 |
| Automotive/Transportation Equip. Mfg. | 2,221 |
| Furniture Mfg. | 412 |
| Other Manufacturing | 3,817 |
| Sub-Total Manufacturing | 27,310 |
| Wholesale Trade | 3,647 |
| Retail Trade | 2,818 |
| 3rd Party Logistics Provider | 3,588 |
| Transportation/Warehousing Services | 5,127 |
| Business/Consulting Services | 5,227 |
| Other | 5,217 |
| Sub-Total Non-Manufacturing | 25,624 |
| Awaiting Classification | 1,911 |
| Total | 54,845 |

| EMPLOYEE SIZE | SUBSCRIBERS |
|-------------------------|---------------|
| 1,000+ | 15,855 |
| 500-999 | 3,595 |
| 250-499 | 4,294 |
| 100-249 | 6,253 |
| Under 100 | 22,854 |
| Awaiting Classification | 1,994 |
| Total | 54,845 |

| BUYING BY LOCATION TYPE (multi-response) | SUBSCRIBERS |
|--|-------------|
| Retail Distribution/DCs/Warehouses | 33,761 |
| Manufacturing Facilities | 29,623 |