

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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MODERN MATERIALS HANDLING is a B2B brand intended for individuals with broad-based interests in wholesale, retail, and transportation & warehousing industries. The brand content and editorial scope of the publication includes news and latest technology trends from lift truck and conveying equipment to RFID and WMS. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

MODERN MATERIALS HANDLING is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

FIELD SERVED

MODERN MATERIALS HANDLING serves manufacturing companies and non-manufacturing companies including wholesale, retail, transportation & warehousing, other non-manufacturing industries and others as defined in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel whose functions include Corporate/General Management (C-Level, President, VP), Plant/Operations Management, Engineering/Plant Maintenance, Purchasing Management (Director, Manager, Agent, Buyer), Distribution/Warehouse/Logistics Management and Sales/Marketing/Other functions as shown in Paragraph 3a herein. All qualified recipients buy, specify, recommend or approve materials handling equipment or services as described in Paragraph 3a.

PURPOSE

This brand report includes an analysis of qualified recipients who buy, specify, recommend or approve materials handling equipment or services as described in Paragraph 3a herein. Also included is an analysis of the types of manufacturing or distribution center/warehouse facilities for which qualified recipients buy, recommend or approve materials handling equipment or services.

CHANNELS

MODERN MATERIALS HANDLING PRINT AND DIGITAL MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MODERN MATERIALS HANDLING PRINT AND DIGITAL MAGAZINE (6 issues in the period)	80,029	-	80,029
a. Print	48,029	-	48,029
b. Digital	32,000	-	32,000

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	27
Advertiser and Agency	1,002
Allocated for Trade Shows and Conventions	-
All Other	282
TOTAL	1,311

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	80,029	100.0	80,029	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	80,029	100.0	80,029	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Total Qualified
January	48,031	32,000	80,031
February	48,028	32,000	80,028
March	48,028	32,000	80,028
April	48,033	32,000	80,033
May	48,029	32,000	80,029
June	48,025	32,000	80,025

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Classification by Function						
				Corporate/General Management (C-Level, Presidents, VP)	Plant/Operations Management	Engineering/Plant Maintenance	Purchasing Management (Director, Manager, Agent, Buyer)	Distribution/Warehouse/Logistics Management	Sales/Marketing	Other
Food, Beverage & Tobacco Manufacturing	6,342	7.9	6,342	3,223	1,392	474	339	697	131	86
Consumer Goods Manufacturing	4,071	5.1	4,071	1,785	880	514	257	524	77	34
Textiles/Apparel Manufacturing	1,000	1.2	1,000	459	182	92	53	179	24	11
Paper/Printing Manufacturing	2,058	2.6	2,058	871	515	240	134	214	63	21
Chemical/Pharmaceutical Manufacturing	3,159	3.9	3,159	1,147	712	579	176	399	66	80
Plastics & Rubber Manufacturing	1,968	2.5	1,968	764	440	342	121	192	86	23
Primary Metals Manufacturing	1,703	2.1	1,703	728	406	301	92	130	35	11
Fabricated Metals Manufacturing	4,291	5.4	4,291	2,049	843	654	297	260	152	36
Industrial Machinery Manufacturing	4,741	5.9	4,741	1,859	774	1,019	237	279	515	58
Computers & Electronics Manufacturing	1,659	2.1	1,659	624	248	428	89	164	91	15
Electrical Equipment Manufacturing	1,422	1.8	1,422	482	220	367	72	122	141	18
Aerospace Manufacturing	1,227	1.5	1,227	328	210	439	85	124	22	19
Automotive & Transportation Equipment Manufacturing	3,022	3.8	3,022	1,085	553	582	206	412	131	53
Furniture Manufacturing	695	0.9	695	362	138	59	51	67	15	3
Other Manufacturing	4,990	6.2	4,990	2,023	958	589	399	638	301	82
SUB-TOTAL MANUFACTURING	42,348	52.9	42,348	17,789	8,471	6,679	2,608	4,401	1,850	550
Wholesale Trade	6,534	8.2	6,534	3,896	994	188	338	744	346	28
Retail/E-Commerce	5,924	7.4	5,924	3,322	922	196	328	828	262	66
3rd Party Logistics Provider	3,845	4.8	3,845	1,815	516	244	95	983	151	41
Transportation/Warehousing Services	7,966	9.9	7,966	4,207	1,305	402	241	1,410	290	111
Business/Consulting Services	6,379	8.0	6,379	3,461	757	946	183	471	368	193
Other Non-Manufacturing	5,183	6.5	5,183	2,403	954	660	385	343	266	172
SUB-TOTAL NON-MANUFACTURING	35,831	44.8	35,831	19,104	5,448	2,636	1,570	4,779	1,683	611
Other	1,850	2.3	1,850	575	234	175	153	251	290	172
TOTAL QUALIFIED CIRCULATION	80,029	100.0	80,029	37,468	14,153	9,490	4,331	9,431	3,823	1,333
PERCENT	100.0		100.0	46.8	17.7	11.8	5.4	11.8	4.8	1.7

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2021

This is an analysis of the 60,387 or 75.4% of the recipients who have indicated the types of facilities for which they buy, recommend or approve materials handling equipment or services. 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 Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Total Respondents	Retail Distribution Centers/ Distribution Centers/ Warehouses	Manufacturing Facilities
Manufacturing	42,348	42,348	34,814	22,001	29,544
Wholesale/Retail Trade	12,458	12,458	9,428	8,566	4,383
Third Party Logistics Provider, Transportation/Warehousing Services, Business/ Consulting Services, Other Non-Manufacturing	23,373	23,373	14,874	12,978	7,809
Other	1,850	1,850	1,271	1,138	692
TOTAL QUALIFIED CIRCULATION	80,029	80,029	60,387	44,683	42,428

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2021

This is an analysis of the 80,029 or 100.0% of the recipients who buy, specify, recommend or approve materials handling equipment or services. 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.

Materials Handling Equipment or Services	Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Percent
Powered Lift Trucks, Floor Trucks & Accessories	45,182	56.5
Conveying Equipment and AGVs	32,703	40.9
Software Systems for Manufacturing, Warehousing or Logistics	39,180	49.0
Automatic Data Capture Equipment, RFID, Information Systems and Controls	33,155	41.4
Storage & Staging Equipment, Picking Systems, Automated Storage Systems, Racks/Shelves	49,705	62.1
Packaging, Labeling, Shipping and Weighing Equipment	42,056	52.6
Work Positioners, Manipulators, and Overhead Handling Equipment	29,169	36.4
Robotics	24,825	31.0
Dock Equipment	32,757	40.9
Systems Integrators/Consulting	24,308	30.4
Third Party Warehousing/Transportation Services	32,625	40.8
Safety/Ergonomic Products	35,884	44.8
Maintenance/Repair/Operations	39,457	49.3
TOTAL QUALIFIED CIRCULATION	80,029	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Qualification Source	Print	Digital	Total Qualified	Percent
I. TOTAL – Direct Request:	42,009	32,000	74,009	92.5
a. Written	2,327	17	2,344	2.9
b. Telecommunication	29,600	16,495	46,095	57.6
c. Electronic	10,082	15,488	25,570	32.0
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):	6,020	-	6,020	7.5
a. Written	157	-	157	0.2
b. Telecommunication	3,826	-	3,826	4.8
c. Electronic	2,037	-	2,037	2.5
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	48,029	32,000	80,029	100.0
PERCENT	60.0	40.0	100.0	

*See Additional Data

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	283	124	407		Kentucky	722	450	1,172	
New Hampshire	256	154	410		Tennessee	1,041	599	1,640	
Vermont	146	70	216		Alabama	624	364	988	
Massachusetts	966	602	1,568		Mississippi	355	141	496	
Rhode Island	148	96	244		EAST SO. CENTRAL	2,742	1,554	4,296	5.4
Connecticut	604	340	944		Arkansas	429	180	609	
NEW ENGLAND	2,403	1,386	3,789	4.7	Louisiana	339	137	476	
New York	2,284	1,438	3,722		Oklahoma	563	240	803	
New Jersey	1,441	964	2,405		Texas	3,180	1,532	4,712	
Pennsylvania	2,648	1,466	4,114		WEST SO. CENTRAL	4,511	2,089	6,600	8.3
MIDDLE ATLANTIC	6,373	3,868	10,241	12.8	Montana	180	86	266	
Ohio	2,857	1,732	4,589		Idaho	316	111	427	
Indiana	1,363	763	2,126		Wyoming	97	45	142	
Illinois	2,979	1,695	4,674		Colorado	606	293	899	
Michigan	1,910	1,166	3,076		New Mexico	179	90	269	
Wisconsin	1,928	1,076	3,004		Arizona	587	350	937	
EAST NO. CENTRAL	11,037	6,432	17,469	21.8	Utah	444	259	703	
Minnesota	1,303	709	2,012		Nevada	260	128	388	
Iowa	801	426	1,227		MOUNTAIN	2,669	1,362	4,031	5.0
Missouri	1,256	508	1,764		Alaska	42	47	89	
North Dakota	200	90	290		Washington	733	519	1,252	
South Dakota	200	99	299		Oregon	561	337	898	
Nebraska	555	213	768		California	4,008	2,369	6,377	
Kansas	739	318	1,057		Hawaii	92	81	173	
WEST NO. CENTRAL	5,054	2,363	7,417	9.3	PACIFIC	5,436	3,353	8,789	11.0
Delaware	119	83	202		UNITED STATES	47,976	27,242	75,218	94.0
Maryland	727	410	1,137		U.S. Territories	53	97	150	
Washington, DC	55	59	114		Canada	-	636	636	
Virginia	959	600	1,559		Mexico	-	177	177	
West Virginia	242	107	349		Other International	-	3,848	3,848	
North Carolina	1,541	900	2,441		APO/FPO	-	-	-	
South Carolina	661	448	1,109						
Georgia	1,537	1,000	2,537						
Florida	1,910	1,228	3,138						
SOUTH ATLANTIC	7,751	4,835	12,586	15.7					
					TOTAL QUALIFIED CIRCULATION	48,029	32,000	80,029	100.0

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.

PARAGRAPH 3b:

Communication (other than request) includes 2 sources of circulation for quantities of 350 copies or 0.4% to 5,670 copies or 7.1%.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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To start your FREE SUBSCRIPTION to Modern Materials Handling magazine complete this form now!

A I wish to receive/continue to receive a FREE subscription to MODERN MATERIALS HANDLING magazine. YES NO

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B Phone, FAX & Email:

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Business Phone _____ Business FAX _____

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* IMPORTANT - please provide for internal messages and FREE email newsletters. 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 ONE only)

1 Corporate/General Management (C-Level, President, VP)

2 Plant/Operations Management

3 Distribution/Warehouse/Logistics Management

4 Engineering/Plant Maintenance

5 Purchasing Management (Director, Manager, Agent, Buyer)

6 Sales/Marketing

99 Other Job Title

D Which of the following products or services do you buy, specify, recommend or approve? (Check ALL that apply)

40 Powered Lift Trucks, Floor Trucks & Accessories

41 Conveying Equipment and AGVs

42 Racks/Shelves

43 Storage & Staging Equipment, Picking Systems and Automated Storage Systems

53 Robotics

44 Work Positioners, Manipulators and Overhead Handling Equipment

45 Automatic Data Capture Equipment, RFID, Information Systems and Controls

46 Packaging, Labeling, Shipping and Weighing Equipment

47 Dock Equipment

48 Software Systems for Manufacturing

50 Software Systems for Warehousing or Logistics

51 Systems Integrators/Consulting

52 Third Party Warehousing/Transportation Services

54 Safety/Ergonomic Products

55 Maintenance/Repair/Operations

99 None of the above

E For which of the following types of facilities do you buy, recommend or approve materials handling equipment or services? (Check ALL that apply)

1 Manufacturing

3 Warehouse

2 Distribution Center

5 Retail Distribution Center

4 Other

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

<p>Manufacturing</p> <p>1 <input type="checkbox"/> Food/Beverage/Tobacco</p> <p>15 <input type="checkbox"/> Consumer Goods</p> <p>2 <input type="checkbox"/> Textiles/Apparel</p> <p>3 <input type="checkbox"/> Paper/Printing</p> <p>4 <input type="checkbox"/> Chemicals/Pharmaceuticals</p> <p>5 <input type="checkbox"/> Plastics/Rubber</p> <p>6 <input type="checkbox"/> Primary Metals</p> <p>7 <input type="checkbox"/> Fabricated Metals</p> <p>8 <input type="checkbox"/> Industrial Machinery</p> <p>9 <input type="checkbox"/> Computers/Electronics</p> <p>10 <input type="checkbox"/> Electrical Equipment</p> <p>11 <input type="checkbox"/> Aerospace</p> <p>12 <input type="checkbox"/> Automotive/Transportation Equipment</p> <p>13 <input type="checkbox"/> Furniture</p> <p>14 <input type="checkbox"/> Other Manufacturing</p>	<p>Non-Manufacturing</p> <p>30 <input type="checkbox"/> Wholesale Trade</p> <p>31 <input type="checkbox"/> Retail/E-Commerce</p> <p>32 <input type="checkbox"/> 3rd Party Logistics Provider</p> <p>33 <input type="checkbox"/> Transportation/Warehousing Services</p> <p>34 <input type="checkbox"/> Business/Consulting Services</p> <p>35 <input type="checkbox"/> Other Non-Manufacturing</p> <p>99 <input type="checkbox"/> Other Business Not Identified Above</p>
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G How many people work for your entire company? (Check ONE only)

1 1,000 or more

2 500-999

3 250-499

4 100-249

5 50-99

6 20-49

7 1-19

H Which publications do you receive? (Check ALL that apply)

1 Material Handling & Logistics

2 DC Velocity

3 None of the above

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Free subscriptions to Modern Materials Handling are limited to those who meet our qualification criteria.

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

July 13, 2021

City

Framingham

State

Massachusetts

Received by BPA Worldwide

July 13, 2021

Type

BSJ

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.

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