

About This Report

This report summarizes the collective information about the audience served by Modern Materials Handling. 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 Modern Materials Handling

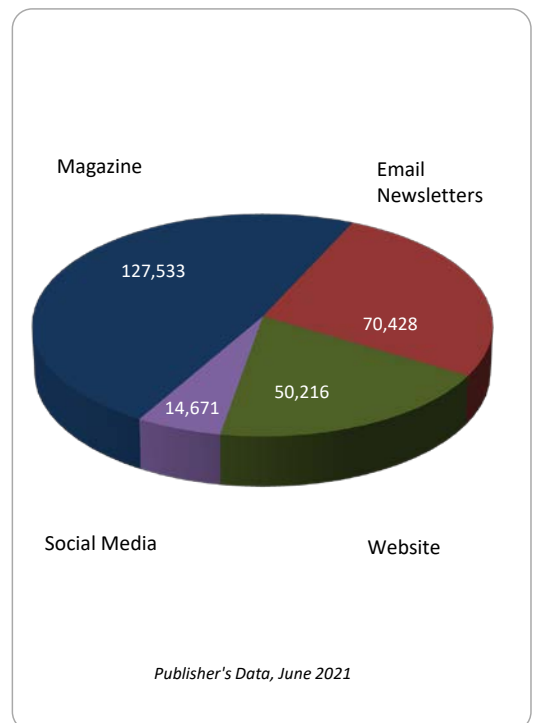
Modern Materials Handling reaches the largest and most highly qualified audience of executives, warehousing/distribution center professionals and engineers involved in buying/specifying materials handling equipment and services.

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, 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		127,533
Magazine: June 2020 BPA		Publisher's Data
BPA Audited Distribution (print or digital format)		80,029
BONUS: unaudited, digital magazine distribution		47,504
Total Extended Magazine Circulation		127,533
Email Newsletters: June 2021		Publisher's Data
<i>This Week in Modern</i>		52,433
<i>Product Showcase</i>		26,880
<i>The Friday Videos</i>		39,486
Total Email Newsletter Circulation		70,428
Website: 6-month averages, June 2021		Publisher's Data
Google Analytics	Average Monthly Unique Users	50,216
	Average Monthly Page Views	85,380
Social Media: June 2021		Publisher's Data
 	Twitter Followers	11,590
	Facebook Likes	3,081
Total Social Media		14,671

Total Audience by Channel



Total Extended Magazine Subscribers 127,533

EXTENDED MAGAZINE	SUBSCRIBERS
BPA Distribution (print or digital format)	80,029
BONUS: Digital magazine distribution	47,504
Total	127,533

GEOGRAPHIC	SUBSCRIBERS
USA	111,451
Canada	1,737
Other Countries	14,345
Total	127,533

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	32,803
Vice-Presidents	7,724
Directors	10,178
Managers	39,615
Supervisory	4,360
Engineering/ Staff /Other	30,306
Awaiting Classification	2,547
Total	127,533

BUYING INFLUENCE (multi-response)	SUBSCRIBERS
Total Buying Influences	119,650
Powered Lift Trucks, Floor Trucks, Accessories	72,876
Conveying Equipment and AGVs	48,963
Software Systems for Mfg, Warehouse or Logistics	55,425
Automatic Data Capture, RFID, Info Systems	53,755
Storage/Staging Equip, Picking Systems, Racks/Shelves	71,332
Packaging, Labeling, Shipping and Weighing Equip.	61,266
Work Positioners, Manipulators and Overhead Handling	43,701
Robotics	34,978
Dock Equipment	48,278
Systems Integrators/Consulting	42,872
Third Party Warehousing/Transportation Services	69,096
Safety/Ergonomic Products	47,935
Maintenance/Repair/Operations	51,740

Extended Magazine Subscribers

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	9,134
Consumer Goods Mfg.	6,080
Textiles/Apparel Mfg.	1,530
Paper/Printing Mfg.	2,951
Chemicals/Pharmaceuticals Mfg.	4,910
Plastics/Rubber Mfg.	2,778
Primary Metals Mfg.	2,366
Fabricated Metals Mfg.	5,625
Industrial Machinery Mfg.	6,709
Computers/Electronics Mfg.	2,835
Electrical Equipment Mfg.	2,303
Aerospace Mfg.	1,858
Automotive/Transportation Equip. Mfg.	4,810
Furniture Mfg.	951
Other Manufacturing	7,813
Sub-Total Manufacturing	62,653
Wholesale Trade	8,965
Retail Trade	8,016
3rd Party Logistics Provider	7,633
Transportation/Warehousing Services	13,055
Business/Consulting Services	11,271
Other Non-Manufacturing	11,708
Sub-Total Manufacturing	60,648
Other	4,232
Total	127,533

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	30,091
500-999	7,333
250-499	8,736
100-249	13,642
Under 100	63,293
Awaiting Classification	4,438
Total	127,533

BUYING BY LOCATION TYPE (multi-response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	66,391
Manufacturing Facilities	63,378

Total Magazine Subscribers 80,029

Magazine Subscribers

EDITION RECEIVED	SUBSCRIBERS
Print	48,029
Digital	32,000
Total	80,029

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	6,342
Consumer Goods Mfg.	4,071
Textiles/Apparel Mfg.	1,000
Paper/Printing Mfg.	2,058
Chemicals/Pharmaceuticals Mfg.	3,159
Plastics/Rubber Mfg.	1,968
Primary Metals Mfg.	1,703
Fabricated Metals Mfg.	4,291
Industrial Machinery Mfg.	4,741
Computers/Electronics Mfg.	1,659
Electrical Equipment Mfg.	1,422
Aerospace Mfg.	1,227
Automotive/Transportation Equip. Mfg.	3,022
Furniture Mfg.	695
Other Manufacturing	4,990
Sub-Total Manufacturing	42,348
Wholesale Trade	6,534
Retail Trade	5,924
3rd Party Logistics Provider	3,845
Transportation/Warehousing Services	7,966
Business/Consulting Services	6,379
Other Non-Manufacturing	5,183
Sub-Total Manufacturing	35,831
Other	1,850
Total	80,029

GEOGRAPHIC	SUBSCRIBERS
USA	75,368
Canada	636
Other Countries	4,025
Total	80,029

JOB FUNCTION	SUBSCRIBERS
Corporate/General Management	37,468
Plant/Operations Management	14,153
Engineering/Plant Maintenance	9,490
Purchasing Management	4,331
Distribution/Warehouse/Logistics Mgmt	9,431
Sales/Marketing	3,823
Other	1,333
Total	80,029

BUYING INFLUENCE (multi-response)	SUBSCRIBERS
Total Buying Influences	80,029
Powered Lift Trucks, Floor Trucks, Accessories	45,182
Conveying Equipment and AGVs	32,703
Software Systems for Mfg, Warehouse or Logistics	39,180
Automatic Data Capture, RFID, Info Systems	33,155
Storage/Staging Equip, Picking Systems, Racks/Shelves	49,705
Packaging, Labeling, Shipping and Weighing Equip.	42,056
Work Positioners, Manipulators and Overhead Handling	29,169
Robotics	24,825
Dock Equipment	32,757
Systems Integrators/Consulting	24,308
Third Party Warehousing/Transportation Services	32,625
Safety/Ergonomic Products	35,884
Maintenance/Repair/Operations	39,457

BUYING BY LOCATION TYPE (multi-response)	SUBSCRIBERS
Retail Distribution/Distribution Centers/Warehouse	44,683
Manufacturing Facilities	42,428

Total Newsletter Subscribers 70,428

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Modern	52,433
Product Showcase	26,880
The Friday Videos	39,486

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	14,009
Vice-Presidents	4,189
Directors	6,679
Managers	20,663
Supervisory	2,294
Engineering/ Staff /Other	18,691
Awaiting Classification	3,903
Total	70,428

GEOGRAPHIC	SUBSCRIBERS
USA	53,380
Canada	1,726
Other Countries	11,895
Awaiting Classification	3,427
Total	70,428

BUYING INFLUENCE (multi-response)	SUBSCRIBERS
Total Buying Influences	61,207
Powered Lift Trucks, Floor Trucks, Accessories	36,910
Conveying Equipment and AGVs	26,392
Software Systems for Mfg, Warehouse or Logistics	33,964
Automatic Data Capture, RFID, Info Systems	28,404
Storage/Staging Equip, Picking Systems, Racks/Shelves	37,143
Packaging, Labeling, Shipping and Weighing Equip.	31,859
Work Positioners, Manipulators and Overhead Handling	22,632
Robotics	18,886
Dock Equipment	25,619
Systems Integrators/Consulting	23,716
Third Party Warehousing/Transportation Services	38,595
Safety/Ergonomic Products	22,388
Maintenance/Repair/Operations	23,112

Email Newsletter Subscribers

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	4,141
Consumer Goods Mfg.	2,909
Textiles/Apparel Mfg.	786
Paper/Printing Mfg.	1,384
Chemicals/Pharmaceuticals Mfg.	2,535
Plastics/Rubber Mfg.	1,382
Primary Metals Mfg.	962
Fabricated Metals Mfg.	2,427
Industrial Machinery Mfg.	3,477
Computers/Electronics Mfg.	1,730
Electrical Equipment Mfg.	1,359
Aerospace Mfg.	942
Automotive/Transportation Equip. Mfg.	2,643
Furniture Mfg.	464
Other Manufacturing	4,393
Sub-Total Manufacturing	31,534
Wholesale Trade	4,134
Retail Trade	3,468
3rd Party Logistics Provider	5,072
Transportation/Warehousing Services	6,958
Business/Consulting Services	6,516
Other	6,802
Sub-Total Non-Manufacturing	32,950
Awaiting Classification	5,944
Total	70,428

EMPLOYEE SIZE	SUBSCRIBERS
1,000+	19,349
500-999	4,300
250-499	5,048
100-249	7,301
Under 100	28,368
Awaiting Classification	6,062
Total	70,428

BUYING BY LOCATION TYPE (multi-response)	SUBSCRIBERS
Retail Distribution/DCs/Warehouses	36,784
Manufacturing Facilities	32,028

Average Unique Users

WEBSITE SESSIONS, USERS, PAGE VIEWS SUMMARY					
6-month Totals and Averages					
Month	Sessions	Users	Page Views	Views per Unique Visitor	Page Views per Visit
January 2021	62,738	49,971	88,289	1.8	1.4
February 2021	59,114	48,100	80,151	1.7	1.4
March 2021	66,652	54,394	90,006	1.7	1.4
April 2021	59,265	47,414	83,174	1.8	1.4
May 2021	65,169	52,345	89,542	1.7	1.4
June 2021	59,595	49,071	81,117	1.7	1.4
Averages	62,089	50,216	85,380	1.7	1.4

Web Traffic

GEOGRAPHIC ANALYSIS OF USERS		
June 2021		
Region	Users	%
Americas	30,870	62.9%
Asia	9,162	18.7%
Europe	6,846	14.0%
Africa	1,007	2.1%
Oceania	764	1.6%
Other	422	0.9%
Total	49,071	100.0%