

# 2018 Audience Report

**MH&L** Material Handling & Logistics

## Report Summary

The 2018 Audience Report provides summarized audience data for the *MH&L* brand. This report is a deeper dive into the online and print habits of the engaged audience including topics consumed, webinars they are attending and their eNewsletter subscriptions.

## When it Comes to the Supply Chain, *MH&L* Has it Covered

*Material Handling & Logistics* is now part of a very visible and top-of-mind process in today's world. With e-commerce coming on strong, consumers are active participants in the supply chain. When it comes to the supply chain, *MH&L* has it covered: warehousing, material handling equipment, transportation strategies, sustainability, logistics, global commerce, distribution, regulatory compliance, workforce management, new technology and automation. With our media combination, *MH&L* offers the most comprehensive coverage of the supply chain.

## Brand Reach Summary

Page Views (Monthly Average)	171,764
Website Visitors (Monthly Average)	66,222
Desktop Visitors (Monthly Average)	50,348
Mobile Visitors (Monthly Average)	15,874
eNewsletter Subscribers	32,915
Social Media Followers (Facebook, Twitter, LinkedIn)	12,389
Magazine Subscribers	54,246

## Source Statement

The Audience Report provides an integrated view of the *Material Handling & Logistics* community. The data provided within is obtained via internal and third party sources, including: Chartbeat, Google Analytics, Omniture, Eloqua and Omeda (Hallmark/Marketing Database) and postal print verification.

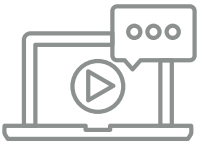
## Top Companies Engaged with *Material Handling & Logistics*





## Top Read Articles

- If You Could Change One Thing About Your Job, What Would It Be?
- Top 10 Forklift Manufacturers of 2017
- Top 10 Most Corrupt Countries of 2017
- The Toyota Material Handling Way
- Top 10 Safety Violations of 2017
- Who's Driving that Forklift?
- Supply Chain Impact of Hurricane Harvey Could Be Worse than Expected
- Top 10 Supply Chain Innovations of 2017
- Rise of the Warehouse Robots
- Top 15 Biggest 3PLs in the US - 2017
- Blockchain: A Single, Immutable, Serialized Source of Truth
- The ABCs of Activity-Based Costing for Logistics
- A Reusable Way to Tackle a Top Supply Chain Initiative
- A New Warehouse Robot Arrives to Speed Up Picking
- Logistics in the Time of E-Commerce



## Top Attended Webinars

- Identifying the Tools You Need to Gain Certainty and Value With IoT
- Improve Supply Chain Visibility by Embracing Innovative Technology
- Optimizing Automated E-commerce and Omnichannel Fulfillment Centers to Overcome Labor Shortages
- Tackling the 5 W's of Enterprise Label Management

## Material Handling & Logistics Sworn Publisher's Statement

*Material Handling & Logistics* is a B2B brand written exclusively for managers who oversee supply chain, logistics and material handling across America's manufacturing, distribution and retail sectors. *MH&L* covers warehousing, material handling equipment, transportation strategies, sustainability, logistics, global commerce, distribution, regulatory compliance, workforce management, new technology and automation.

## Qualified Circulation By Issue

IN THE LAST 6 MONTHS

2017 issues	Print	Digital	Total Qualified
July/August	35,061	20,001	55,062
September	34,040	20,570	54,610
October	34,074	20,373	54,447
November/December	32,257	20,589	52,846
<b>Total Qualified Circulation</b>	<b>33,858</b>	<b>20,383</b>	<b>54,241</b>

	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Paid	Total Subscribers
Qualified Circulation	33,858	20,383	54,241	5	54,246

## Primary Business & Industry

### BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE SUBSCRIBERS

Primary Business	Job Title				
	Corporate & Executive Management	Plant Management	Other Management	Total	%
Food, Beverage, Tobacco Product Mfg.	1,727	1,654	529	3,910	7.40%
Textile Mills & Apparel Mfg.	395	339	121	855	1.62%
Furniture & Fixtures Mfg.	562	449	96	1,107	2.09%
Paper Mfg, Printing & Related Support Services	1,510	1,355	432	3,297	6.24%
Chemical Mfg, Pharmaceutical Mfg, Petroleum & Refining Mfg	681	1,460	308	2,571	4.87%
Plastics & Rubber Products Mfg & Nonmetallic Mineral Product Mfg	895	1,159	339	2,393	4.52%
Primary Metal Mfg.	1,278	1,613	243	3,134	5.93%
Fabricated Metal Product Mfg.	2,368	2,448	568	5,384	10.19%
Machinery Mfg.	2,374	2,942	452	5,768	10.91%
Electrical Equipment, Appliance & Component Mfg.	966	1,496	270	2,732	5.17%
Computer & Electronic Product Mfg.	376	551	144	1,071	2.03%
Transportation Equipment Mfg (including Automotive Mfg and Aerospace Mfg)	1,044	1,781	413	3,238	6.13%
Other Manufacturing (including Measuring Instruments Mfg and Medical Equipment Mfg)	1,562	1,718	335	3,615	6.84%
<b>Subtotal Manufacturing</b>	<b>15,860</b>	<b>18,965</b>	<b>4,250</b>	<b>39,075</b>	<b>73.94%</b>
Construction	1,303	898	481	2,682	5.08%
Transportation & Warehousing	931	704	579	2,214	4.19%
Wholesale & Retail Trade	1,771	1,016	881	3,668	6.94%
3rd Party Logistics Provider	342	277	218	837	1.58%
Other industries allied to the field (including Engineering Services, Agriculture, Forestry, Mining, Utilities, Admin & Support Svcs, Educational Svcs and Public Administration)	1,684	2,147	539	4,370	8.27%
	<b>6,031</b>	<b>5,042</b>	<b>2,698</b>	<b>13,771</b>	<b>26.06%</b>
<b>Grand Total</b>	<b>21,891</b>	<b>24,007</b>	<b>6,948</b>	<b>52,846</b>	<b>100.00%</b>
<b>% Total</b>	<b>41.42%</b>	<b>45.43%</b>	<b>13.15%</b>		

## Subscribers by State

### STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Subscribers
Alabama	734
Arizona	572
Arkansas	496
California	4,238
Colorado	704
Connecticut	750
D. C.	65
Delaware	118
Florida	1,952
Georgia	1,480
Idaho	262
Illinois	3,097
Indiana	1,693
Iowa	989
Kansas	698
Kentucky	812
Louisiana	430
Maine	254
Maryland	703
Massachusetts	1,137
Michigan	2,200
Minnesota	1,579
Mississippi	378
Missouri	1,228
Montana	176
Nebraska	515
Nevada	230
New Hampshire	300
New Jersey	1,526
New Mexico	161
New York	2,553

State	Subscribers
North Carolina	1,783
North Dakota	192
Ohio	3,601
Oklahoma	498
Oregon	624
Pennsylvania	3,047
Rhode Island	201
South Carolina	874
South Dakota	236
Tennessee	1,177
Texas	3,000
Utah	447
Vermont	132
Virginia	1,018
Washington	920
West Virginia	258
Wisconsin	2,361
Wyoming	89
<b>Total 48 U.S. Contiguous States</b>	<b>52,492</b>

State	Subscribers
Alaska	39
Hawaii	62
<b>Total Alaska &amp; Hawaii</b>	<b>101</b>

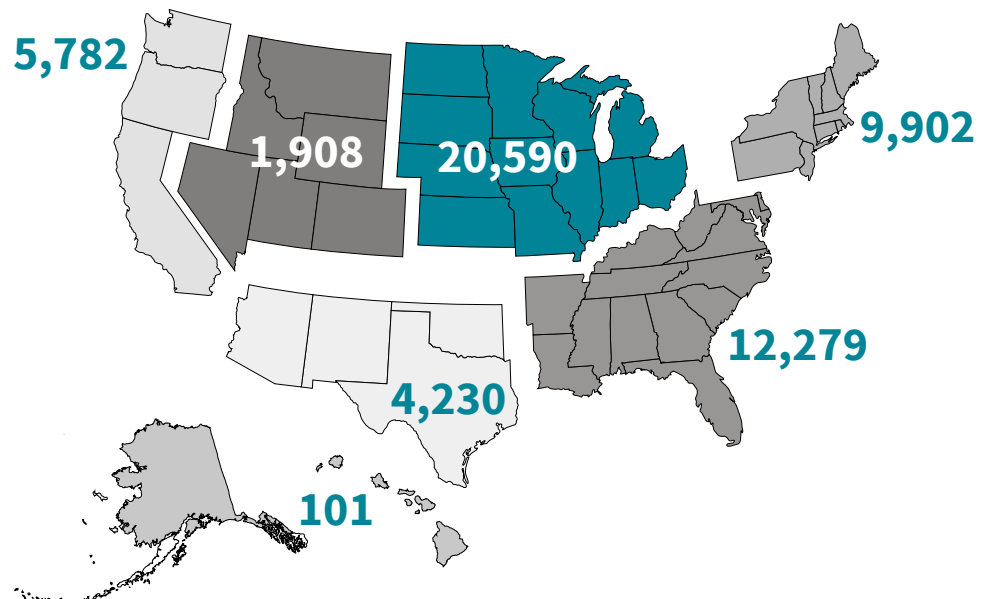
Possessions & Other Areas	114
<b>Total U.S. Possessions</b>	<b>114</b>

Circulation Outside the U.S.	
Canada	86
International	49
Military/Civilian Overseas, APO/FPO	3
<b>Total International</b>	<b>138</b>

Unknown	1
<b>Total Unknown</b>	<b>1</b>
<b>Grand Total</b>	<b>52,846</b>

## Subscribers by Region

### U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



# U.S. Postal Statement of Ownership, Management, and Circulation

United States Postal Service		
Statement of Ownership, Management, and Circulation		(Requester Publications Only)
1. Publication Title: MH&L Material Handling & Logistics		
2. Publication Number: 333-800		
3. Filing Date: 10/1/17		
4. Issue of Frequency: Monthly with a combined issue in Jan/Feb, Jul/Aug and Nov/Dec		
5. Number of Issues Published Annually: 9		
6. Annual Subscription Price: Free to Qualified		
7. Complete Mailing Address of Known Office of Publication (Not Printer): Penton, Media, Inc., 9800 Metcalf Ave., Overland Park, Johnson County, KS 66212-2216		Contact Person: Desiree Torres Telephone: 646-374-3928
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Penton Media, Inc., 1166 Avenue of Americas 10th Floor New York, NY 10036		
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Jacquie Niemec, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518 ; Editor: David Blanchard, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518 ; Managing Editor: Karen Field, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518		
10. Owner - Full name and complete mailing address: Penton Media, Inc., 1166 Avenue of the Americas, New York, NY 10036; Penton Operating Holdings, Inc. (owns 100% of the stock of Penton Media, Inc.), 1166 Avenue of the Americas, New York, NY 10036		
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None		
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A		
13. Publication Title: MH&L Material Handling & Logistics		
14. Issue Date for Circulation Data:	Average No. Copies	No. Copies of Single Issue Published
July/August 2017	Each Issue During	Nearest to Filing Date
15. Extent and Nature of Circulation	Preceding 12 Months	
a. Total Number of Copies (Net press run)	35,278	36,025
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)		
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	30,350	29,115
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	0	0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	84	67
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)	0	0
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))	30,435	29,182
d. Nonrequested Distribution (By Mail and Outside the Mail)		
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	4,460	6,548
(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	0	0
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates)	0	0
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)	14	25
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))	4,474	6,573
f. Total Distribution (Sum of 15c and 15e)	34,909	35,755
g. Copies not Distributed	369	270
h. Total (Sum of 15f and g)	35,278	36,025
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)	87.18%	81.62%
16 Electronic Copy Circulation		
a. Requested and Paid Electronic Copies	-	-
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)	30,435	29,182
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)	34,909	35,755
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)	87.18%	81.62%
17. I certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies:		
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the:		Date
issue of this publication.		Nov-17
18		Date
Desiree Torres		10/1/17
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).		

PS Form 3526-R, July 2014

We hereby make oath and say that all data set forth in this statement are true.

Signed: January 31, 2018

David Blaza, Sales Director

Frank Chloupek, Director, User Marketing