

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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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.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

MATERIAL HANDLING & LOGISTICS MAGAZINE



6 Issues in the period
50,351 average circulation

MATERIAL HANDLING & LOGISTICS WEBSITE



49,041 average unique browsers

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
MATERIAL HANDLING & LOGISTICS MAGAZINE (6 issues in the period)	50,350	1	50,351
a. Print	39,992	1	39,993
b. Digital	10,358	-	10,358
1. Requested	7,835	-	7,835
2. Non-Requested	2,523	-	2,523
MATERIAL HANDLING & LOGISTICS WEBSITE (Monthly Unique Browsers with 151,463 average Page Impressions)	49,041	-	49,041

FIELD SERVED

MATERIAL HANDLING & LOGISTICS serves the field of management and supervision of material handling and packaging including manufacturing industries, construction, wholesale & retail trade, 3rd party logistics providers, transportation/warehousing services and other industries allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate & executive management; operations, production & plant management; engineering, R&D, design and technical management, purchasing & sourcing management; distribution, warehousing & logistics management and sales & business development management as shown in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	92
Advertiser and Agency	645
Allocated for Trade Shows and Conventions	15
All Other	294
TOTAL	1,046

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	50,351	100.0	50,350	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,351	100.0	50,350	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January	40,000	10,219	50,219
February	40,000	10,617	50,617
March	39,909	10,670	50,579
April	40,001	10,696	50,697
May	40,012	9,946	49,958
June	40,032	10,002	50,034

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
This issue is 0.9% or 471 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL COPIES	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE		
					CORPORATE & EXECUTIVE MANAGEMENT (Note 1)	PLANT MANAGEMENT (Note 2)	OTHER MANAGEMENT (Note3)
Food Mfg, Beverage & Tobacco Product Mfg	3,281	6.6	2,736	545	1,358	1,548	375
Textile Mills & Apparel Mfg	647	1.3	529	118	250	305	92
Furniture & Related Product Mfg	728	1.4	589	139	314	321	93
Paper Mfg, Printing & Related Support Services	2,016	4.0	1,691	325	697	1,114	205
Chemical Mfg, Pharmaceutical Mfg, Petroleum & Refining Mfg	2,513	5.0	2,004	509	674	1,591	248
Plastics & Rubber Products Mfg & Nonmetallic Mineral Product Mfg	2,076	4.2	1,672	404	705	1,171	200
Primary Metal Mfg	3,289	6.6	2,684	605	1,257	1,803	229
Fabricated Metal Product Mfg	5,085	10.2	4,106	979	1,971	2,708	406
Machinery Mfg	5,865	11.7	4,669	1,196	2,101	3,270	494
Computer & Electronic Product Mfg	1,213	2.4	936	277	405	679	129
Electrical Equip, Appliance & Component Mfg	2,673	5.4	2,102	571	753	1,661	259
Transportation Equipment Mfg (including Automotive Mfg and Aerospace Mfg)	3,382	6.8	2,653	729	894	2,037	451
Other Manufacturing (including Measuring Instruments Mfg and Medical Equipment Mfg)	3,406	6.8	2,688	718	1,107	1,741	558
SUBTOTAL MANUFACTURING	36,174	72.4	29,059	7,115	12,486	19,949	3,739
Construction	2,225	4.5	1,849	376	1,176	783	266
Wholesale & Retail Trade	4,063	8.1	3,234	829	1,940	1,190	933
3rd Party Logistics	835	1.7	605	230	359	279	197
Transportation/Warehousing Services	2,171	4.3	1,762	409	948	712	511
Other industries allied to the field (including Engineering Services, Agriculture, Forestry, Mining, Utilities, Admin & Support Svcs, Educational Svcs and Public Administration)	4,490	9.0	3,503	987	1,608	2,324	558
TOTAL QUALIFIED CIRCULATION	49,958	100.0	40,012	9,946	18,517	25,237	6,204
PERCENT	100.0		80.1	19.9	37.1	50.5	12.4

Note 1: Corporate & Executive Management includes CEO, COO, CFO, CIO, Executive VP & GM.

Note 2: Plant Management includes Operations, Production & Plant Management along with Engineering, R&D, Design & Technical management including VP's and Directors of these areas.

Note 3: Other Management includes Distribution, Warehousing, Logistics, Purchasing, Sourcing, Sales & Business Development Management including VP's, Directors of these areas as well as Traffic, Supply Chain, Marketing and Corporate Global Accounts, and other job titled individuals.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	*Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	28,990	11,021	-	32,285	7,726	40,011	80.1
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	9,946	-	-	7,726	2,220	9,946	19.9
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. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,936	11,021	-	40,011	9,946	49,957	100.0
PERCENT	77.9	22.1	-	80.1	19.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	40,012	9,946	49,958	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,012	9,946	49,958	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	49,863	50,310	50,420	50,434	50,136	50,351
Qualified Non-Paid:	49,863	50,310	50,420	50,434	50,134	50,350
Print:	40,569	39,975	40,115	38,976	39,997	39,992
Digital:	9,294	10,335	10,305	11,458	10,137	10,358
Qualified Paid:	-	-	-	-	2	1
Print:	-	-	-	-	1	1
Digital:	-	-	-	-	1	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

WEBSITE CHANNEL

WWW.MHLNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	161,950	60,689	46,305	1.31	00:41	01:51
February	153,059	61,327	47,269	1.30	00:43	01:59
March	144,166	67,400	53,166	1.27	00:51	01:50
April	147,907	65,851	52,368	1.26	00:47	01:47
May	138,818	63,587	50,689	1.25	00:45	01:39
June	162,878	57,211	44,454	1.29	00:37	01:46
AVERAGE:	151,463	62,677	49,041	1.28	00:44	01:48

January – June 2016 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's 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 from Recipient or Recipient's Company (Other than Request) includes 9,946 copies or 19.9%, including requests from New Equipment Digest. Paragraph 3b includes 49,957 qualified non-paid circulation. Qualified paid circulation of 1 combined with the qualified non-paid circulation equal 49,958 total qualified circulation for the analyzed issue.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Desiree Torres, Senior Director, User Marketing

Lauren Mena, Contractor, User Marketing

(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.

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.