

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



4 Issues in the period  
51,141 average circulation

### MATERIAL HANDLING & LOGISTICS WEBSITE



46,683 average unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MATERIAL HANDLING &amp; LOGISTICS MAGAZINE</b> (4 issues in the period)	51,139	2	51,141
a. Print	35,499	1	35,500
b. Digital	15,640	1	15,641
1. Requested	10,340	1	10,341
2. Non-Requested	5,300	-	5,300
<b>MATERIAL HANDLING &amp; LOGISTICS WEBSITE</b> (Monthly Unique Browsers with 146,332 average Page Impressions)	46,683	-	46,683

**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	84
Advertiser and Agency	620
Allocated for Trade Shows and Conventions	19
All Other	290
<b>TOTAL</b>	<b>1,013</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	51,141	100.0	51,139	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,141</b>	<b>100.0</b>	<b>51,139</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Total Qualified
July/August	40,000	10,139	50,139
September	34,000	16,244	50,244
October	34,000	18,314	52,314
November/December	34,000	17,866	51,866

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016**

**This issue is 1.9% or 967 copies above the average of the other 3 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	3,390	6.5	2,367	1,023	1,420	1,622	348
Textile Mills & Apparel Mfg	655	1.3	414	241	257	312	86
Furniture & Related Product Mfg	729	1.4	471	258	315	334	80
Paper Mfg, Printing & Related Support Services	2,053	4.0	1,463	590	738	1,139	176
Chemical Mfg, Pharmaceutical Mfg, Petroleum & Refining Mfg	2,531	4.9	1,601	930	693	1,638	200
Plastics & Rubber Products Mfg & Nonmetallic Mineral Product Mfg	2,111	4.1	1,351	760	726	1,227	158
Primary Metal Mfg	3,507	6.8	2,372	1,135	1,371	1,958	178
Fabricated Metal Product Mfg	5,146	9.9	3,466	1,680	2,045	2,791	310
Machinery Mfg	6,237	11.9	4,130	2,107	2,296	3,531	410
Computer & Electronic Product Mfg	1,274	2.5	808	466	438	721	115
Electrical Equip, Appliance & Component Mfg	2,785	5.4	1,723	1,062	788	1,772	225
Transportation Equipment Mfg (including Automotive Mfg and Aerospace Mfg)	3,497	6.7	2,142	1,355	952	2,140	405
Other Manufacturing (including Measuring Instruments Mfg and Medical Equipment Mfg)	3,469	6.7	2,204	1,265	1,156	1,793	520
<b>SUBTOTAL MANUFACTURING</b>	<b>37,384</b>	<b>72.1</b>	<b>24,512</b>	<b>12,872</b>	<b>13,195</b>	<b>20,978</b>	<b>3,211</b>
Construction	2,271	4.4	1,592	679	1,211	831	229
Wholesale & Retail Trade	4,208	8.1	2,838	1,370	2,037	1,265	906
3rd Party Logistics	880	1.7	537	343	374	309	197
Transportation/Warehousing Services	2,291	4.4	1,621	670	987	765	539
Other industries allied to the field (including Engineering Services, Agriculture, Forestry, Mining, Utilities, Admin & Support Svcs, Educational Svcs and Public Administration)	4,832	9.3	2,900	1,932	1,792	2,567	473
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>51,866</b>	<b>100.0</b>	<b>34,000</b>	<b>17,866</b>	<b>19,596</b>	<b>26,715</b>	<b>5,555</b>
<b>PERCENT</b>	<b>100.0</b>		<b>65.6</b>	<b>34.4</b>	<b>37.8</b>	<b>51.5</b>	<b>10.7</b>

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 NOVEMBER/DECEMBER 2016**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	*Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>30,185</b>	<b>11,432</b>	-	<b>27,282</b>	<b>14,335</b>	<b>41,617</b>	<b>80.2</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>10,249</b>	-	-	<b>6,718</b>	<b>3,531</b>	<b>10,249</b>	<b>19.8</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	10,249	-	-	6,718	3,531	10,249	19.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,434</b>	<b>11,432</b>	-	<b>34,000</b>	<b>17,866</b>	<b>51,866</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.0</b>	<b>22.0</b>	-	<b>65.6</b>	<b>34.4</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016**

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	34,000	17,866	51,866	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,000</b>	<b>17,866</b>	<b>51,866</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Total Audit Average Qualified:	50,310	50,420	50,434	50,136	50,351	51,141
Qualified Non-Paid:	50,310	50,420	50,434	50,134	50,350	51,139
Print:	39,975	40,115	38,976	39,997	39,992	35,499
Digital:	10,335	10,305	11,458	10,137	10,358	15,640
Qualified Paid:	-	-	-	2	1	2
Print:	-	-	-	1	1	1
Digital:	-	-	-	1	-	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: July – December 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
July	149,811	54,863	42,186	1.30	00:36	01:39
August	166,300	61,968	48,205	1.29	00:37	01:40
September	147,962	60,891	48,081	1.27	00:37	01:31
October	148,790	61,267	48,292	1.27	00:38	01:32
November	136,466	65,250	51,059	1.28	00:44	01:33
December	128,664	54,752	42,278	1.30	00:44	01:43
<b>AVERAGE:</b>	<b>146,332</b>	<b>59,831</b>	<b>46,683</b>	<b>1.29</b>	<b>00:39</b>	<b>01:36</b>

July – December 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](http://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.

#### 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 User Marketing Director

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.

Date signed

January 22, 2017

State

Florida

County

Hillsborough

Received by BPA Worldwide

January 22, 2017

Type

BJ

ID Number

M025B0D6

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.