

Reach MH&L Decision Makers With Your Brand

Print Advertising

Material Handling & Logistics helps companies build and manage world-class supply chains – to make, store, move and compete more effectively. It is written exclusively for managers who oversee supply chain, logistics and material handling across America’s manufacturing, distribution and retail sectors.

Our Audience*

52.1% - VPs, Directors of Operations, Production, Plant Management, along with VPs, Directors of Engineering, R&D, Design & Technical Management

33.8% - CEO, COO, CFO, CIO, Executive VP, and GM

14.1% - VPs, Directors of Distribution, Warehousing, Logistics, Purchasing, Sourcing, Sales & Business Development

Industries Served

Food, Beverage & Tobacco | Primary Metal | Fabricated Metal Products | Aerospace | Computer & Electronic Products | Transportation Equipment | Furniture & Related Products | Medical | Textile Mills and Apparel | Wholesale & Retail Trade | Chemical, Pharmaceutical, Petroleum & Refining | Plastics & Rubber, and Nonmetallic Mineral Products | Construction | Third Party Logistics | Transportation/Warehousing Services | Paper, Printing & Related Support Services | Machinery | Medical Equipment | Fabricated Metal Products | Electrical Equip, Appliance & Component | And More...

Display Rates & Specifications

Rates: Gross rates based on number of insertions within a 12-month period whether units are the same or varying sizes. No additional charge for color.

Short Rate Policy: If an advertising program is cancelled short of the minimum number of insertions required to earn the frequency rate it has been billed at, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the program.

Premium Cover Display Advertising Rates:

Covers are sold for a 6x or 12x use on a non-cancelable basis
 Outside Back Cover: additional 15% on space
 Inside Front Cover: additional 15% on space
 Inside Back Cover: additional 10% on space

Magazine Trim Size: 7.5" x 10.5"

Printing process: Web offset

Keep live matter 3/16" from the trim edge. For bleed ads, keep live matter 5/16" from the bleed edge. Penton reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads, to fit the ad dimensions listed.

Electronic File Transfer: You may submit electronic at penton.sendmyad.com.

Contact:

MH&L
 1100 Superior Avenue
 Cleveland, Ohio 44114
 216.696.7000

Print advertising submission: penton.sendmyad.com

General advertising inquiry: manufacturing.penton.com/mhl

Online specifications: mhlnews.com/specs

RATES	1X	3X	6X	12X
Full Page	\$10,710	\$10,330	\$9,950	\$9,180
1/2 Page	5,820	5,620	5,410	4,500
1/3 Page	3,540	3,410	3,270	2,990
1/4 Page	2,920	2,810	2,690	2,480
Spread	17,690	17,000	16,320	14,940

DIMENSIONS	NON-BLEED	BLEED
Page	7 x 10	7.5 x 10.5
Spread	14.5 x 10	15 x 10.5
2/3 Spread	14.5 x 6	15 x 6.5
1/2 Spread	14.5 x 4.625	15 x 5.125
1/3 Spread	14.5 x 3.125	15 x 3.625
2/3 Page	4.5 x 9.75	4.75 x 10.5
1/2 Page Island	4.5 x 7.25	4.75 x 7.75
1/2 Page Vertical	3.375 x 9.75	3.625 x 10.5
1/2 Page Horizontal	7 x 4.625	7.5 x 5.125
1/3 Page Vertical	2.3125 x 9.75	2.5625 x 10.5
1/3 Page Square	4.5 x 4.625	4.75 x 5.125
1/4 Page Vertical	3.375 x 4.625	3.625 x 5.125
1/4 Page Horizontal	7 x 2.25	7.5 x 2.75
1/6 Page Vertical	2.3125 x 4.625	2.5625 x 5.125
1/6 Page Horizontal	4.5 x 2.25	

*Our Audience figures provided by the BPA Worldwide Brand Report for the 6 month period ended December 2014.

2017 Editorial Calendar

JANUARY / FEBRUARY - Ad Close: 1/23/17		MARCH - Ad Close: 2/17/17			
<p>Cover: MH&L's 2017 Salary Survey Make: Conveyors / Sortation Store: Racks & Shelving Move: Motor Carriers / Trucking Compete: Industry Report: Retail Online: Salary Survey Slideshow</p>		<p>Cover: ProMat 2017 Show Preview Make: Industry Report: Automotive Store: Omni-Channel Distribution Move: Track & Trace Compete: Infrastructure Online: ProMat 2017 New Products Gallery</p> <p>MARKETING BONUS READERSHIP STUDY BONUS DISTRIBUTION: ProMat 2017, Chicago, April 3-6</p>			
APRIL - Ad Close: 3/17/17		MAY - Ad Close: 4/18/17		JUNE - Ad Close: 5/16/17	
<p>Cover: Internet of Things in the Supply Chain Make: Robotics Store: Controlling Warehouse Costs Move: Hazmat Shipping Compete: Supply Chain Visibility Online: ProMat 2017 Coverage & Slideshow</p> <p>BONUS DISTRIBUTION: IndustryWeek Manufacturing & Technology Conference & Expo, Cleveland, May 8-10</p>		<p>Cover: Energy / Alternative Fuels Make: Ergonomics Store: Reverse Logistics Move: Autonomous Vehicles / Drones Compete: Globalization Online: Top Supply Chain Schools in the U.S.</p>		<p>Cover: The Lift Truck Issue Make: Industry Report: Food & Beverage Store: Dock Equipment & Systems Move: Transportation Management Solutions Compete: Forklift Safety Online: Top 25 Supply Chains; Forklift Safety Day Coverage</p>	
JULY / AUGUST - Ad Close: 7/18/17			SEPTEMBER - Ad Close: 8/17/17		
<p>Cover: State of U.S. Logistics Make: 3-D Printing Store: Warehouse Management Solutions Move: Controlling Freight Costs Compete: Global Hot Spots for Logistics Online: Top 10 Forklift Manufacturers</p>			<p>Cover: Editorial Advisory Board Roundtable: Forecast 2018 Make: Packaging & Labeling Store: Cubing & Weighing Move: Intermodal / Rail Compete: Corporate Social Responsibility / Sustainability Online: CSCMP 2017 Coverage</p> <p>BONUS DISTRIBUTION: CSCMP 2017, Atlanta, September 24-27</p>		
OCTOBER - Ad Close: 9/14/17			NOVEMBER / DECEMBER - Ad Close: 11/14/17		
<p>Cover: Automation Make: Lean Supply Chains Store: Wearables / Handhelds Move: Last Mile Delivery Compete: Cloud Computing Online: Best & Worst Warehouse Locations in the U.S.</p>			<p>Cover: Innovation Awards Make: Site Selection: Best Places to Make Your Products Store: Containers & Pallets Move: 3PLs Compete: MRO Strategies & Solutions Online: Top Supply Chain Innovations of 2017</p>		