

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.

2018 Editorial Calendar

JANUARY / FEBRUARY - Ad Close: 1/17/18	MARCH/APRIL - Ad Close: 3/19/18
<p>Cover: MODEX 2018 Show Preview Make: Robots & Autonomous Vehicles Store: Controlling Warehouse Costs Move: Motor Carriers/Trucking Compete: Infrastructure</p> <p>Online: MODEX 2018 New Products Showcase</p> <p>BONUS DISTRIBUTION: MODEX, Atlanta, April 9-12</p>	<p>Cover: MH&L's 2018 Salary Survey/Workforce Review Make: Conveyors/Sortation Store: Omni-Channel Distribution Move: Controlling Freight Costs Compete: Internet of Things</p> <p>Online: Salary Survey Slideshow: By the Numbers</p> <p>BONUS DISTRIBUTION: IW Manufacturing & Technology Conference & Expo, Raleigh, May 8-10</p>
MAY/JUNE - Ad Close: 5/16/18	JULY/AUGUST - Ad Close: 7/17/18
<p>Cover: The Lift Truck Issue Make: Top 10 Forklift Manufacturers Store: Kiosks and Self-Service Logistics Move: How to Choose and Manage a 3PL Compete: Forklift Safety</p> <p>Online: Top 25 Supply Chains; Forklift Safety Day Coverage</p>	<p>Cover: State of U.S. Logistics Make: Automation Store: Batteries & Alternative Energy Move: Track & Trace/Supply Chain Visibility Compete: Corporate Social Responsibility/Sustainability</p> <p>Online: Top 10 Supply Chain Schools of 2018</p>
SEPTEMBER/OCTOBER - Ad Close: 9/12/18	NOVEMBER/ DECEMBER - Ad Close: 11/14/18
<p>Cover: Editorial Advisory Board Roundtable: Forecast 2019 Make: Packaging/Containers & Pallets Store: Warehousing Technologies Move: Telematics/Electronic Logging Devices Compete: The Changing Face of the Workforce/Talent Development</p> <p>Online: Pack Expo 2018 Product Showcase</p> <p>BONUS DISTRIBUTION: CSCMP 2018, Nashville, September 30-October 3</p>	<p>Cover: MH&L's Annual Innovation Awards Make: Racks & Shelving Store: Inventory Management Move: Dock Equipment & Systems Compete: Cold Chain Logistics</p> <p>Online: Top 10 Supply Chain Innovations 2018</p>