

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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LOGISTICS MANAGEMENT is a B2B brand intended for individuals with broad-based interests in the field of logistics including manufacturing and non-manufacturing industries. The brand content and editorial scope of the publication includes news and trends in transportation services, equipment and technologies. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

LOGISTICS MANAGEMENT is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

FIELD SERVED

LOGISTICS MANAGEMENT serves the field of logistics including manufacturing and non-manufacturing industries and others allied to the field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Executive & Senior Supply Chain Management (C-level, President, VPs); Logistics/Transportation/Supply Chain Management, Distribution/Warehouse Management, Operations Management, Purchasing Management; Logistics/Transportation/Distribution Specialist or Analyst and Other Job Functions as described in Paragraph 3a herein.

PURPOSE

Included herein is an analysis of multiple job functions performed by qualified recipients. Also included is an analysis of the logistics/transportation services, equipment and technology which qualified recipients buy, specify, recommend or approve.

CHANNELS



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
LOGISTICS MANAGEMENT PRINT AND DIGITAL MAGAZINE (6 issues in the period)	70,020	-	70,020
a. Print	38,520	-	38,520
b. Digital	31,500	-	31,500

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	30
Advertiser and Agency	1,339
Allocated for Trade Shows and Conventions	175
All Other	299
TOTAL	1,843

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	70,020	100.0	70,020	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,020	100.0	70,020	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January	38,520	31,500	70,020
February	38,522	31,500	70,022
March	38,514	31,500	70,014
April	38,518	31,500	70,018
May	38,524	31,500	70,024
June	38,521	31,500	70,021

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
 This issue is -% or 5 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Total respondents who buy, specify, recommend or approve logistics/transportation services, equipment and technology	Classification by Function			
				Executive & Senior Supply Chain Management (C-level, Presidents, VPs)	Logistics, Transportation, Supply Chain, Distribution, Warehouse, Operations and Purchasing Management	Logistics/Transportation/Distribution Specialist or Analyst	Other
Food/Beverage & Tobacco Manufacturing	5,469	7.8	5,469	2,353	2,878	166	72
Consumer Goods Manufacturing	3,521	5.0	3,521	1,291	2,027	142	61
Textiles/Apparel Manufacturing	858	1.2	858	320	486	34	18
Paper/Printing Manufacturing	1,589	2.3	1,589	615	892	42	40
Chemicals/Pharmaceuticals Manufacturing	2,471	3.5	2,471	717	1,567	121	66
Plastics & Rubber Manufacturing	1,216	1.7	1,216	423	719	46	28
Primary Metals Manufacturing	1,010	1.4	1,010	389	573	34	14
Fabricated Metals Manufacturing	2,358	3.4	2,358	1,061	1,178	79	40
Industrial Machinery Manufacturing	2,880	4.1	2,880	1,107	1,542	125	106
Computers & Electronics Manufacturing	1,437	2.1	1,437	541	742	92	62
Electrical Equipment Manufacturing	1,090	1.6	1,090	320	671	47	52
Aerospace Manufacturing	787	1.1	787	195	492	53	47
Automotive & Transportation Equipment Manufacturing	2,569	3.7	2,569	856	1,475	162	76
Furniture Manufacturing	505	0.7	505	220	257	21	7
Other Manufacturing	4,182	6.0	4,182	1,419	2,381	202	180
SUB-TOTAL MANUFACTURING	31,942	45.6	31,942	11,827	17,880	1,366	869
Wholesale Trade	5,066	7.2	5,066	2,531	2,353	124	58
Retail Trade	5,164	7.4	5,164	2,515	2,451	118	80
3rd Party Logistics Provider, Transportation/Warehousing Services	15,796	22.5	15,796	6,512	7,836	1,113	335
Business/Consulting Services	6,625	9.5	6,625	3,374	2,530	422	299
Other Non-Manufacturing	3,487	5.0	3,487	1,394	1,699	151	243
SUB-TOTAL NON-MANUFACTURING	36,138	51.6	36,138	16,326	16,869	1,928	1,015
Other	1,944	2.8	1,944	459	1,035	139	311
TOTAL QUALIFIED CIRCULATION	70,024	100.0	70,024	28,612	35,784	3,433	2,195

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2022

This is an analysis of the 60,642 or 86.6% of the recipients' multiple job functions. See questionnaire used to elicit these data. Since any one respondent may have checked more than one response, the totals for each of these should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Business and Industry	Total Qualified	Total number of respondents who indicate that they perform one or more job functions	Analysis of Multiple Job Functions					
			Logistics Management, Transportation/Distribution/Traffic	Import/Export/International Shipping	Fleet Operations	Site Selection	Warehousing/DC Management	Inventory/Materials Control
Food/Beverage & Tobacco Manufacturing	5,469	4,733	3,873	2,260	1,712	1,666	2,768	2,987
Consumer Goods Manufacturing	3,521	3,224	2,716	1,765	1,064	1,105	1,806	1,926
Textiles/Apparel Manufacturing	858	795	648	537	229	241	457	475
Paper/Printing Manufacturing	1,589	1,321	1,049	693	439	437	738	866
Chemicals/Pharmaceuticals Manufacturing	2,471	2,263	1,897	1,462	718	753	1,244	1,393
Plastics & Rubber Manufacturing	1,216	1,070	836	674	324	361	596	690
Primary Metals Manufacturing	1,010	836	650	445	327	282	425	535
Fabricated Metals Manufacturing	2,358	1,976	1,499	1,044	652	662	992	1,320
Industrial Machinery Manufacturing	2,880	2,444	1,895	1,459	813	762	1,309	1,462
Computers & Electronics Manufacturing	1,437	1,320	1,070	810	345	392	739	830
Electrical Equipment Manufacturing	1,090	979	788	585	268	292	514	605
Aerospace Manufacturing	787	699	554	415	206	188	316	426
Automotive & Transportation Equipment Manufacturing	2,569	2,267	1,928	1,205	848	706	1,137	1,296
Furniture Manufacturing	505	452	366	225	144	151	253	297
Other Manufacturing	4,182	3,609	2,969	2,045	1,165	1,108	1,952	2,276
SUB-TOTAL MANUFACTURING	31,942	27,988	22,738	15,624	9,254	9,106	15,246	17,384
Wholesale Trade	5,066	4,338	3,498	2,278	1,713	1,632	2,634	2,920
Retail Trade	5,164	4,036	3,005	1,641	1,516	1,427	2,323	2,741
3rd Party Logistics Provider, Transportation/Warehousing Services	15,796	14,477	13,106	6,797	6,053	4,126	7,001	6,035
Business/Consulting Services	6,625	5,536	4,560	2,609	1,915	2,054	3,082	3,240
Other Non-Manufacturing	3,487	2,607	1,896	958	906	762	1,283	1,609
SUB-TOTAL NON-MANUFACTURING	36,138	30,994	26,065	14,283	12,103	10,001	16,323	16,545
Other	1,944	1,660	1,425	780	526	386	868	889
TOTAL QUALIFIED CIRCULATION	70,024	60,642	50,228	30,687	21,883	19,493	32,437	34,818

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2022

This is an analysis of the 70,024 or 100% of the recipients who buy, specify, recommend or approve the following logistics/transportation services, equipment and technology. See questionnaire used to elicit these data. Since any one respondent may have checked more than one response, the totals for each of these should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Logistics/Transportation Services, Equipment and Technology	Total Respondents who Buy, Specify, Recommend or Approve Logistics/Transportation Services, Equipment and Technology	Percent
Logistics/Transportation Services	63,031	90.0
Truckload Motor Freight or LTL Motor Freight	44,648	63.8
Truckload Motor Freight	39,262	56.1
LTL Motor Freight	36,639	52.3
Air Freight	30,393	43.4
Small Package Delivery Services	40,442	57.8
Freight Forwarding Services	23,785	34.0
3rd Party/Contract Logistics Services	33,846	48.3
Expedited Freight Services	22,489	32.1
Intermodal Services	22,756	32.5
Rail Carriers	17,806	25.4
Ocean Freight	23,329	33.3
Port Selection	17,449	24.9
Van Lines	15,717	22.4
Public/Contract Warehousing	20,486	29.3
Dedicated/Leased Fleet Operations	17,603	25.1
Logistics/Transportation Equipment	44,129	63.0
Trucks/Tractors	30,556	43.6
Trailers	25,387	36.3
Lift Trucks	27,153	38.8
Warehouse Equipment	32,982	47.1
Logistics/Transportation Technology	39,836	56.9
Auto ID Systems/Bar Coding/RFID	23,112	33.0
Supply Chain Software/Warehousing Management Systems/Transportation Management Software	36,928	52.7
Supply Chain Software	26,716	38.2
Warehousing Management Systems	28,841	41.2
Transportation Management Software	27,284	39.0
TOTAL QUALIFIED CIRCULATION	70,024	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	38,524	31,500	70,024	100.0
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,524	31,500	70,024	100.0
PERCENT	55.0	45.0	100.0	

*See Additional Data

Note: 6,962 copies or 10.0% of Total Qualified circulation is >24 months.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	242	92	334		Kentucky	553	319	872	
New Hampshire	229	102	331		Tennessee	920	538	1,458	
Vermont	101	57	158		Alabama	558	276	834	
Massachusetts	748	494	1,242		Mississippi	290	126	416	
Rhode Island	122	59	181		EAST SO. CENTRAL	2,321	1,259	3,580	5.1
Connecticut	492	280	772		Arkansas	349	218	567	
NEW ENGLAND	1,934	1,084	3,018	4.3	Louisiana	327	149	476	
New York	1,852	1,156	3,008		Oklahoma	393	180	573	
New Jersey	1,266	856	2,122		Texas	2,344	1,723	4,067	
Pennsylvania	2,178	1,219	3,397		WEST SO. CENTRAL	3,413	2,270	5,683	8.1
MIDDLE ATLANTIC	5,296	3,231	8,527	12.2	Montana	163	65	228	
Ohio	2,285	1,290	3,575		Idaho	219	113	332	
Indiana	1,018	530	1,548		Wyoming	74	38	112	
Illinois	2,237	1,436	3,673		Colorado	462	274	736	
Michigan	1,493	827	2,320		New Mexico	134	81	215	
Wisconsin	1,508	744	2,252		Arizona	430	382	812	
EAST NO. CENTRAL	8,541	4,827	13,368	19.1	Utah	332	239	571	
Minnesota	975	530	1,505		Nevada	211	127	338	
Iowa	699	335	1,034		MOUNTAIN	2,025	1,319	3,344	4.8
Missouri	994	493	1,487		Alaska	74	51	125	
North Dakota	174	63	237		Washington	573	456	1,029	
South Dakota	166	80	246		Oregon	413	267	680	
Nebraska	381	186	567		California	2,849	2,366	5,215	
Kansas	523	232	755		Hawaii	97	67	164	
WEST NO. CENTRAL	3,912	1,919	5,831	8.3	PACIFIC	4,006	3,207	7,213	10.3
Delaware	106	83	189		UNITED STATES	38,466	23,713	62,179	88.8
Maryland	614	339	953		U.S. Territories	58	103	161	
Washington, DC	51	73	124		Canada	-	985	985	
Virginia	869	532	1,401		Mexico	-	286	286	
West Virginia	201	85	286		Other International	-	6,413	6,413	
North Carolina	1,310	820	2,130		APO/FPO	-	-	-	
South Carolina	601	371	972						
Georgia	1,466	1,036	2,502						
Florida	1,800	1,258	3,058						
SOUTH ATLANTIC	7,018	4,597	11,615	16.6					
					TOTAL QUALIFIED CIRCULATION	38,524	31,500	70,024	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:


All qualified circulation conforms to the field served and definition of recipient 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.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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A I wish to receive/continue to receive a FREE subscription to *Logistics Management* magazine. YES NO

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EMAIL ADDRESS

Please! Media will occasionally send you subscription, editorial, marketing and research email messages. With each message you will have the opportunity to opt-out of receiving future emails from us.

C Which of the following best describes your job function? (Check only one)

1 Executive & Senior Supply Chain Management (C-level, President, VPs)
 2 Logistics/Transportation/Supply Chain Management
 3 Distribution/Warehouse Management
 4 Operations Management
 5 Purchasing Management
 6 Logistics/Transportation/Distribution Specialist or Analyst
 99 Other Job Function

Fax this form back to 1-847-291-4816 or apply online at www.logisticsmgmt.com/subscribe

D Which of the following products and services do you buy, specify, recommend or approve? (Please check all that apply)

Logistics/Transportation Services	Logistics/Transportation Equipment
20 <input type="checkbox"/> Truckload Motor Freight	34 <input type="checkbox"/> Trucks
21 <input type="checkbox"/> LTL Motor Freight	35 <input type="checkbox"/> Tractors
22 <input type="checkbox"/> Air Freight	36 <input type="checkbox"/> Trailers
23 <input type="checkbox"/> Small Package Delivery Services	37 <input type="checkbox"/> Lift Trucks
24 <input type="checkbox"/> 3rd Party/Contract Logistics Services	38 <input type="checkbox"/> Warehouse Equipment
25 <input type="checkbox"/> Intermodal Services	
26 <input type="checkbox"/> Ocean Freight	Logistics/Transportation Technology
27 <input type="checkbox"/> Port Selection	39 <input type="checkbox"/> Auto ID Systems/Bar Coding/RFID
28 <input type="checkbox"/> Freight Forwarding Services	40 <input type="checkbox"/> Supply Chain Software
29 <input type="checkbox"/> Expedited Freight Services	41 <input type="checkbox"/> Warehousing Management Systems
30 <input type="checkbox"/> Rail Carriers	42 <input type="checkbox"/> Transportation Management Software
31 <input type="checkbox"/> Van Lines	
32 <input type="checkbox"/> Public/Contract Warehousing	
33 <input type="checkbox"/> Dedicated/Leased Fleet Operations	
99 <input type="checkbox"/> None of the above Services, Equipment or Technology (20-42)	

E In which of the following functions are you involved? (Check all that apply)

1 <input type="checkbox"/> Logistics Management	6 <input type="checkbox"/> Fleet Operations
2 <input type="checkbox"/> Transportation/Distribution/Traffic	7 <input type="checkbox"/> Site Selection
3 <input type="checkbox"/> International Shipping	8 <input type="checkbox"/> Warehouse/DC Management
4 <input type="checkbox"/> Import	9 <input type="checkbox"/> Inventory/Materials Control
5 <input type="checkbox"/> Export	99 <input type="checkbox"/> None of the above

F What is your company's primary business? (Check only one)

Manufacturing	
1 <input type="checkbox"/> Food, Beverage & Tobacco	8 <input type="checkbox"/> Industrial Machinery
15 <input type="checkbox"/> Consumer Goods	9 <input type="checkbox"/> Computers & Electronics
2 <input type="checkbox"/> Textiles/Apparel	10 <input type="checkbox"/> Electrical Equipment
3 <input type="checkbox"/> Paper/Printing	11 <input type="checkbox"/> Aerospace
4 <input type="checkbox"/> Chemicals/Pharmaceuticals	12 <input type="checkbox"/> Automotive & Transportation Equipment
5 <input type="checkbox"/> Plastics & Rubber	13 <input type="checkbox"/> Furniture
6 <input type="checkbox"/> Primary Metals	14 <input type="checkbox"/> Other Manufacturing
7 <input type="checkbox"/> Fabricated Metals	
Non-Manufacturing	
30 <input type="checkbox"/> Wholesale Trade	
31 <input type="checkbox"/> Retail Trade	
32 <input type="checkbox"/> 3rd Party Logistics Provider	
33 <input type="checkbox"/> Transportation/Warehousing Services	
34 <input type="checkbox"/> Business/Consulting Services	
35 <input type="checkbox"/> Other Non-Manufacturing	
99 <input type="checkbox"/> Other business not identified above	

G How many people work for your entire company?

1 <input type="checkbox"/> 1,000 or more	5 <input type="checkbox"/> 50 to 99
2 <input type="checkbox"/> 500 to 999	6 <input type="checkbox"/> 20 to 49
3 <input type="checkbox"/> 250 to 499	7 <input type="checkbox"/> 1 to 19
4 <input type="checkbox"/> 100 to 249	

H Which of the following publications do you receive personally addressed to you? (Check all that apply)

1 SupplyChaintrain
 2 Inbound Logistics
 5 DC Velocity
 4 None of the above

I Which of the following eNewsletters would you like to receive? (Check all that apply)

2 This Week in Logistics
 5 This Week in Supply Chain
 7 This Week in Modern

LM22Q

PUBLISHER'S AFFIDAVIT

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

Brian Ceraolo, President

Michelle Loureiro, Senior Audience Marketing Manager

(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.

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

Date signed

July 13, 2022

City

Framingham

State

Massachusetts

Received by BPA Worldwide

July 13, 2022

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