

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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(See Additional Data)
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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.

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

**LOGISTICS
MANAGEMENT
MAGAZINE**



6 issues in the period
70,041 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LOGISTICS MANAGEMENT MAGAZINE (6 issues in the period)	70,041	-	70,041
a. Print	45,541	-	45,541
b. Digital	24,500	-	24,500
1. Requested	24,500	-	24,500
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	52
Advertiser and Agency	1,304
Allocated for Trade Shows and Conventions	133
All Other	219
TOTAL	1,708

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	70,041	100.0	70,041	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,041	100.0	70,041	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July	45,532	24,500	70,032
August	45,554	24,500	70,054
September	45,554	24,500	70,054
October	45,528	24,500	70,028
November	45,535	24,500	70,035
December	45,541	24,500	70,041

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019
 This issue is -% or 7 copies below 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	5,085	7.3	5,085	2,059	2,795	189	42
Consumer Goods Manufacturing	3,947	5.6	3,947	1,385	2,332	192	38
Textiles/Apparel Manufacturing	827	1.2	827	284	502	31	10
Paper/Printing Manufacturing	1,619	2.3	1,619	567	958	64	30
Chemicals/Pharmaceuticals Manufacturing	2,581	3.7	2,581	719	1,676	153	33
Plastics & Rubber Manufacturing	1,164	1.7	1,164	374	712	66	12
Primary Metals Manufacturing	1,114	1.6	1,114	398	657	41	18
Fabricated Metals Manufacturing	2,162	3.1	2,162	870	1,185	82	25
Industrial Machinery Manufacturing	2,904	4.1	2,904	1,058	1,628	169	49
Computers & Electronics Manufacturing	1,516	2.2	1,516	565	823	94	34
Electrical Equipment Manufacturing	1,137	1.6	1,137	319	734	58	26
Aerospace Manufacturing	790	1.1	790	168	520	71	31
Automotive & Transportation Equipment Manufacturing	2,780	4.0	2,780	948	1,598	182	52
Furniture Manufacturing	569	0.8	569	247	292	25	5
Other Manufacturing	3,409	4.8	3,409	971	2,099	225	114
SUB-TOTAL MANUFACTURING	31,604	45.1	31,604	10,932	18,511	1,642	519
Wholesale Trade	4,896	7.0	4,896	2,352	2,394	127	23
Retail Trade	4,275	6.1	4,275	1,929	2,154	159	33
3rd Party Logistics Provider, Transportation/Warehousing Services	17,365	24.8	17,365	7,688	8,275	1,220	182
Business/Consulting Services	7,622	10.9	7,622	3,640	3,454	416	112
Other Non-Manufacturing	2,714	3.9	2,714	981	1,520	129	84
SUB-TOTAL NON-MANUFACTURING	36,872	52.7	36,872	16,590	17,797	2,051	434
Other	1,559	2.2	1,559	378	933	142	106
TOTAL QUALIFIED CIRCULATION	70,035	100.0	70,035	27,900	37,241	3,835	1,059

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2019

This is an analysis of the 63,808 or 91.1% 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	5,085	4,693	4,170	2,417	1,481	1,538	2,482	2,584
Consumer Goods Manufacturing	3,947	3,719	3,356	1,896	1,026	1,111	1,786	1,816
Textiles/Apparel Manufacturing	827	799	674	531	207	252	436	443
Paper/Printing Manufacturing	1,619	1,445	1,231	815	428	462	761	855
Chemicals/Pharmaceuticals Manufacturing	2,581	2,445	2,135	1,612	773	885	1,336	1,431
Plastics & Rubber Manufacturing	1,164	1,075	904	685	310	349	582	651
Primary Metals Manufacturing	1,114	986	833	500	313	304	467	569
Fabricated Metals Manufacturing	2,162	1,963	1,701	1,149	639	678	987	1,185
Industrial Machinery Manufacturing	2,904	2,633	2,272	1,626	775	812	1,286	1,370
Computers & Electronics Manufacturing	1,516	1,431	1,228	878	388	449	745	830
Electrical Equipment Manufacturing	1,137	1,044	894	630	272	300	526	577
Aerospace Manufacturing	790	729	624	429	223	212	354	415
Automotive & Transportation Equipment Manufacturing	2,780	2,550	2,240	1,411	821	736	1,188	1,278
Furniture Manufacturing	569	529	459	297	180	186	291	322
Other Manufacturing	3,409	3,075	2,590	1,789	870	843	1,628	1,874
SUB-TOTAL MANUFACTURING	31,604	29,116	25,311	16,665	8,706	9,117	14,855	16,200
Wholesale Trade	4,896	4,445	3,860	2,436	1,553	1,631	2,566	2,719
Retail Trade	4,275	3,715	3,104	1,728	1,176	1,253	2,091	2,174
3rd Party Logistics Provider, Transportation/Warehousing Services	17,365	16,158	15,036	7,972	6,006	4,526	7,136	6,276
Business/Consulting Services	7,622	6,808	6,109	3,416	1,973	2,303	3,158	3,242
Other Non-Manufacturing	2,714	2,168	1,721	887	673	620	1,074	1,268
SUB-TOTAL NON-MANUFACTURING	36,872	33,294	29,830	16,439	11,381	10,333	16,025	15,679
Other	1,559	1,398	1,198	659	412	317	692	734
TOTAL QUALIFIED CIRCULATION	70,035	63,808	56,339	33,763	20,499	19,767	31,572	32,613

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2019

This is an analysis of the 70,035 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	64,986	92.8
Truckload Motor Freight or LTL Motor Freight	51,752	73.9
Truckload Motor Freight	47,654	68.0
LTL Motor Freight	38,832	55.4
Air Freight	34,194	48.8
Small Package Delivery Services	36,918	52.7
Freight Forwarding Services	24,045	34.3
3rd Party/Contract Logistics Services	32,543	46.5
Expedited Freight Services	23,156	33.1
Intermodal Services	23,672	33.8
Rail Carriers	18,079	25.8
Ocean Freight	23,021	32.9
Port Selection	18,172	25.9
Van Lines	16,196	23.1
Public/Contract Warehousing	20,245	28.9
Dedicated/Leased Fleet Operations	17,794	25.4
Logistics/Transportation Equipment	40,701	58.1
Trucks/Tractors	29,008	41.4
Trailers	24,647	35.2
Lift Trucks	25,850	36.9
Warehouse Equipment	30,524	43.6
Logistics/Transportation Technology	36,741	52.5
Auto ID Systems/Bar Coding/RFID	22,065	31.5
Supply Chain Software/Warehousing Management Systems/Transportation Management Software	34,482	49.2
Supply Chain Software	25,203	36.0
Warehousing Management Systems	27,202	38.8
Transportation Management Software	25,472	36.4
TOTAL QUALIFIED CIRCULATION	70,035	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	49,076	20,959	-	45,535	24,500	70,035	100.0
a. Written	1,666	343	-	1,990	19	2,009	2.9
b. Telecommunication	24,374	12,264	-	27,914	8,724	36,638	52.3
c. Electronic	23,036	8,352	-	15,631	15,757	31,388	44.8
II. TOTAL – Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
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. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,076	20,959	-	45,535	24,500	70,035	100.0
PERCENT	70.1	29.9	-	65.0	35.0	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.

CHANGE IN OWNERSHIP:

Effective with the March 2019 issue, ownership of Logistics Management publication was transferred to Peerless Media LLC.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

FREE SUBSCRIPTION FORM



To start your FREE SUBSCRIPTION to *Logistics Management* magazine complete this form now!

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

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E-MAIL ADDRESS

Peerless 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)

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

<p>1 <input type="checkbox"/> Logistics Management</p> <p>2 <input type="checkbox"/> Transportation/Distribution/Traffic</p> <p>3 <input type="checkbox"/> International Shipping</p> <p>4 <input type="checkbox"/> Import</p> <p>5 <input type="checkbox"/> Export</p> <p>99 <input type="checkbox"/> None of the above</p>	<p>6 <input type="checkbox"/> Fleet Operations</p> <p>7 <input type="checkbox"/> Site Selection</p> <p>8 <input type="checkbox"/> Warehousing/DC Management</p> <p>9 <input type="checkbox"/> Inventory/Materials Control</p>
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F What is your company's primary business? (Check only one)

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

<p>1 <input type="checkbox"/> 1,000 or more</p> <p>2 <input type="checkbox"/> 500 to 999</p> <p>3 <input type="checkbox"/> 250 to 499</p> <p>4 <input type="checkbox"/> 100 to 249</p>	<p>5 <input type="checkbox"/> 50 to 99</p> <p>6 <input type="checkbox"/> 20 to 49</p> <p>7 <input type="checkbox"/> 1 to 19</p>
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H Which of the following publications do you receive personally addressed to you? (Check all that apply)

1 SupplyChainBrain

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

LM18Q

PUBLISHER'S AFFIDAVIT

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

Brian Ceraolo, President

Michelle McKeon, 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.

Date signed

January 15, 2020

City

Framingham

State

Massachusetts

Received by BPA Worldwide

January 15, 2020

Type

BSD

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.