

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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MODERN MATERIALS HANDLING is a B2B brand intended for individuals with broad-based interests in wholesale, retail, and transportation & warehousing industries. The brand content and editorial scope of the publication includes news and latest technology trends from lift truck and conveying equipment to RFID and WMS. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

MODERN MATERIALS HANDLING 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

MODERN MATERIALS HANDLING serves manufacturing companies and non-manufacturing companies including wholesale, retail, transportation & warehousing, other non-manufacturing industries and others as defined in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel whose functions include Corporate/General Management (C-Level, President, VP), Plant/Operations Management, Engineering/Plant Maintenance, Purchasing Management (Director, Manager, Agent, Buyer), Distribution/Warehouse/Logistics Management and Sales/Marketing/Other functions as shown in Paragraph 3a herein. All qualified recipients buy, specify, recommend or approve materials handling equipment or services as described in Paragraph 3a.

PURPOSE

This brand report includes an analysis of qualified recipients who buy, specify, recommend or approve materials handling equipment or services as described in Paragraph 3a herein. Also included is an analysis of the types of manufacturing or distribution center/warehouse facilities for which qualified recipients buy, recommend or approve materials handling equipment or services.

CHANNELS

MODERN MATERIALS HANDLING PRINT AND DIGITAL MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MODERN MATERIALS HANDLING PRINT AND DIGITAL MAGAZINE (6 issues in the period)	80,023	-	80,023
a. Print	44,023	-	44,023
b. Digital	36,000	-	36,000

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	24
Advertiser and Agency	779
Allocated for Trade Shows and Conventions	42
All Other	493
TOTAL	1,338

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	80,023	100.0	80,023	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	80,023	100.0	80,023	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January	44,023	36,000	80,023
February	44,024	36,000	80,024
March	44,022	36,000	80,022
April	44,026	36,000	80,026
May	44,023	36,000	80,023
June	44,019	36,000	80,019

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Classification by Function						
				Corporate/General Management (C-Level, Presidents, VP)	Plant/Operations Management	Engineering/Plant Maintenance	Purchasing Management (Director, Manager, Agent, Buyer)	Distribution/Warehouse/Logistics Management	Sales/Marketing	Other
Food, Beverage & Tobacco Manufacturing	6,186	7.7	6,186	3,096	1,403	438	377	642	155	75
Consumer Goods Manufacturing	3,631	4.5	3,631	1,609	789	421	217	494	76	25
Textiles/Apparel Manufacturing	916	1.1	916	401	177	87	49	165	28	9
Paper/Printing Manufacturing	1,964	2.4	1,964	859	457	224	138	200	67	19
Chemical/Pharmaceutical Manufacturing	3,127	3.9	3,127	1,103	706	564	210	399	77	68
Plastics & Rubber Manufacturing	1,939	2.4	1,939	761	432	326	138	167	95	20
Primary Metals Manufacturing	1,749	2.2	1,749	800	379	285	106	115	51	13
Fabricated Metals Manufacturing	4,708	5.9	4,708	2,311	912	731	321	233	170	30
Industrial Machinery Manufacturing	4,698	5.9	4,698	1,828	741	1,002	242	292	522	71
Computers & Electronics Manufacturing	1,734	2.2	1,734	649	240	445	93	173	115	19
Electrical Equipment Manufacturing	1,510	1.9	1,510	485	249	369	83	146	163	15
Aerospace Manufacturing	1,278	1.6	1,278	357	211	453	93	124	24	16
Automotive & Transportation Equipment Manufacturing	3,051	3.8	3,051	1,058	545	635	231	380	150	52
Furniture Manufacturing	695	0.9	695	373	134	64	50	57	13	4
Other Manufacturing	4,766	6.0	4,766	1,901	882	545	409	594	333	102
SUB-TOTAL MANUFACTURING	41,952	52.4	41,952	17,591	8,257	6,589	2,757	4,181	2,039	538
Wholesale Trade	6,281	7.8	6,281	3,708	898	172	403	710	370	20
Retail/E-Commerce	5,891	7.4	5,891	3,300	878	201	354	805	304	49
3rd Party Logistics Provider	3,665	4.6	3,665	1,685	460	221	95	982	183	39
Transportation/Warehousing Services	7,514	9.4	7,514	3,865	1,184	381	273	1,396	315	100
Business/Consulting Services	7,376	9.2	7,376	3,966	827	1,122	273	512	434	242
Other Non-Manufacturing	5,256	6.6	5,256	2,336	975	667	405	393	280	200
SUB-TOTAL NON-MANUFACTURING	35,983	45.0	35,983	18,860	5,222	2,764	1,803	4,798	1,886	650
Other	2,088	2.6	2,088	639	260	165	153	341	323	207
TOTAL QUALIFIED CIRCULATION	80,023	100.0	80,023	37,090	13,739	9,518	4,713	9,320	4,248	1,395
PERCENT	100.0		100.0	46.4	17.2	11.9	5.9	11.6	5.3	1.7

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2022

This is an analysis of the 59,637 or 74.5% of the recipients who have indicated the types of facilities for which they buy, recommend or approve materials handling equipment or services. 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 Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Total Respondents	Retail Distribution Centers/ Distribution Centers/ Warehouses	Manufacturing Facilities
Manufacturing	41,952	41,952	33,895	21,241	28,584
Wholesale/Retail Trade	12,172	12,172	9,164	8,325	4,367
Third Party Logistics Provider, Transportation/Warehousing Services, Business/ Consulting Services, Other Non-Manufacturing	23,811	23,811	15,223	13,145	8,250
Other	2,088	2,088	1,355	1,207	721
TOTAL QUALIFIED CIRCULATION	80,023	80,023	59,637	43,918	41,922

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2022

This is an analysis of the 80,023 or 100.0% of the recipients who buy, specify, recommend or approve materials handling equipment or services. 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.

Materials Handling Equipment or Services	Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services	Percent
Powered Lift Trucks, Floor Trucks & Accessories	44,535	55.7
Conveying Equipment and AGVs	32,622	40.8
Software Systems for Manufacturing, Warehousing or Logistics	38,164	47.7
Automatic Data Capture Equipment, RFID, Information Systems and Controls	32,858	41.1
Storage & Staging Equipment, Picking Systems, Automated Storage Systems, Racks/Shelves	47,245	59.0
Packaging, Labeling, Shipping and Weighing Equipment	39,952	49.9
Work Positioners, Manipulators, and Overhead Handling Equipment	28,334	35.4
Robotics	26,319	32.9
Dock Equipment	30,974	38.7
Systems Integrators/Consulting	24,615	30.8
Third Party Warehousing/Transportation Services	32,129	40.1
Safety/Ergonomic Products	33,800	42.2
Maintenance/Repair/Operations	36,944	46.2
TOTAL QUALIFIED CIRCULATION	80,023	100.0

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

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	38,205	36,000	74,205	92.7
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	5,818	-	5,818	7.3
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	44,023	36,000	80,023	100.0
PERCENT	55.0	45.0	100.0	

*See Additional Data

Note: 7,371 copies or 9.2% 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	269	152	421		Kentucky	663	497	1,160	
New Hampshire	271	168	439		Tennessee	977	695	1,672	
Vermont	118	80	198		Alabama	617	401	1,018	
Massachusetts	921	701	1,622		Mississippi	314	206	520	
Rhode Island	144	98	242		EAST SO. CENTRAL	2,571	1,799	4,370	5.5
Connecticut	567	370	937		Arkansas	383	237	620	
NEW ENGLAND	2,290	1,569	3,859	4.8	Louisiana	275	161	436	
New York	2,145	1,570	3,715		Oklahoma	489	286	775	
New Jersey	1,355	1,076	2,431		Texas	2,928	2,129	5,057	
Pennsylvania	2,341	1,572	3,913		WEST SO. CENTRAL	4,075	2,813	6,888	8.6
MIDDLE ATLANTIC	5,841	4,218	10,059	12.6	Montana	173	95	268	
Ohio	2,601	1,895	4,496		Idaho	282	146	428	
Indiana	1,211	868	2,079		Wyoming	78	46	124	
Illinois	2,758	1,887	4,645		Colorado	530	364	894	
Michigan	1,787	1,277	3,064		New Mexico	164	106	270	
Wisconsin	1,745	1,105	2,850		Arizona	533	446	979	
EAST NO. CENTRAL	10,102	7,032	17,134	21.4	Utah	394	305	699	
Minnesota	1,162	758	1,920		Nevada	229	174	403	
Iowa	711	430	1,141		MOUNTAIN	2,383	1,682	4,065	5.1
Missouri	1,194	647	1,841		Alaska	48	29	77	
North Dakota	206	100	306		Washington	717	461	1,178	
South Dakota	181	99	280		Oregon	533	357	890	
Nebraska	450	267	717		California	3,546	2,806	6,352	
Kansas	643	394	1,037		Hawaii	66	60	126	
WEST NO. CENTRAL	4,547	2,695	7,242	9.0	PACIFIC	4,910	3,713	8,623	10.8
Delaware	134	82	216		UNITED STATES	43,970	31,094	75,064	93.8
Maryland	596	454	1,050		U.S. Territories	53	90	143	
Washington, DC	57	56	113		Canada	-	659	659	
Virginia	908	663	1,571		Mexico	-	176	176	
West Virginia	215	113	328		Other International	-	3,981	3,981	
North Carolina	1,421	1,022	2,443		APO/FPO	-	-	-	
South Carolina	639	509	1,148						
Georgia	1,426	1,192	2,618						
Florida	1,855	1,482	3,337						
SOUTH ATLANTIC	7,251	5,573	12,824	16.0					
					TOTAL QUALIFIED CIRCULATION	44,023	36,000	80,023	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.

PARAGRAPH 3b:

Communication (other than request) includes 2 sources of circulation for quantities of 390 copies or 0.5% to 5,428 copies or 6.8%.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

FREE SUBSCRIPTION FORM

MODERN MATERIALS HANDLING.

To start your FREE SUBSCRIPTION to Modern Materials Handling magazine complete this form now!

A I wish to receive/continue to receive a FREE subscription to MODERN MATERIALS HANDLING magazine. YES NO

YOUR SIGNATURE (REQUIRED) _____ DATE _____

Please Print Your First Name _____ Last Name _____

Your Title (Please Print) - (REQUIRED) _____

Mailing Address (complete below or affix business card) NCP0MMH

Company Name _____

Department/Mail Stop _____

Street Address _____

City _____ State _____ ZIP _____

B Phone, FAX & Email:

() ()

Business Phone _____ Business FAX _____

EMAIL ADDRESS _____

* IMPORTANT - please provide for renewal messages and FREE email newsletters. 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 ONE only)

1 Corporate/General Management (C-Level, President, VP)

2 Plant/Operations Management

3 Distribution/Warehouse/Logistics Management

4 Engineering/Plant Maintenance

5 Purchasing Management (Director, Manager, Agent, Buyer)

6 Sales/Marketing

99 Other Job Title

D Which of the following products or services do you buy, specify, recommend or approve? (Check ALL that apply)

40 Powered Lift Trucks, Floor Trucks & Accessories

41 Conveying Equipment and AGVs

42 Racks/Shelves

43 Storage & Staging Equipment, Picking Systems and Automated Storage Systems

53 Robotics

44 Work Positioners, Manipulators and Overhead Handling Equipment

45 Automatic Data Capture Equipment, RFID, Information Systems and Controls

46 Packaging, Labeling, Shipping and Weighing Equipment

47 Dock Equipment

48 Software Systems for Manufacturing

50 Software Systems for Warehousing or Logistics

51 Systems Integrators/Consulting

52 Third Party Warehousing/Transportation Services

54 Safety/Ergonomic Products

55 Maintenance/Repair/Operations

99 None of the above

E For which of the following types of facilities do you buy, recommend or approve materials handling equipment or services? (Check ALL that apply)

1 Manufacturing

3 Warehouse

2 Distribution Center

5 Retail Distribution Center

4 Other

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

<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>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>	<p>Non-Manufacturing</p> <p>30 <input type="checkbox"/> Wholesale Trade</p> <p>31 <input type="checkbox"/> Retail/E-Commerce</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>
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G How many people work for your entire company? (Check ONE only)

1 1,000 or more

2 500-999

3 250-499

4 100-249

5 50-99

6 20-49

7 1-19

H Which publications do you receive? (Check ALL that apply)

1 Material Handling & Logistics

2 DC Velocity

3 None of the above

Free subscriptions to Modern Materials Handling are limited to those who meet our qualification criteria.

MMH020

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

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.

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State	Massachusetts
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ID Number	M103B0J2

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.

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