

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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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.

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 MAGAZINE



6 issues in the period
80,038 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MODERN MATERIALS HANDLING MAGAZINE (6 issues in the period)	80,038	-	80,038
a. Print	52,038	-	52,038
b. Digital	28,000	-	28,000
1. Requested	28,000	-	28,000
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	43
Advertiser and Agency	982
Allocated for Trade Shows and Conventions	83
All Other	437
TOTAL	1,545

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	80,038	100.0	80,038	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	80,038	100.0	80,038	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July	52,034	28,000	80,034
August	52,035	28,000	80,035
September	52,060	28,000	80,060
October	52,032	28,000	80,032
November	52,043	28,000	80,043
December	52,025	28,000	80,025

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019
This issue is -% or 6 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent	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	6,278	7.9	6,278	2,595	1,611	630	440	757	159	86
Consumer Goods Manufacturing	5,644	7.1	5,644	2,241	1,294	830	474	647	109	49
Textiles/Apparel Manufacturing	1,036	1.3	1,036	422	209	119	63	188	23	12
Paper/Printing Manufacturing	2,225	2.8	2,225	725	610	348	172	267	66	37
Chemical/Pharmaceutical Manufacturing	3,542	4.4	3,542	1,013	892	787	237	482	58	73
Plastics & Rubber Manufacturing	2,056	2.6	2,056	713	471	435	144	196	77	20
Primary Metals Manufacturing	1,857	2.3	1,857	695	472	373	111	144	40	22
Fabricated Metals Manufacturing	3,879	4.8	3,879	1,566	854	740	274	253	150	42
Industrial Machinery Manufacturing	5,125	6.4	5,125	1,813	929	1,203	301	306	497	76
Computers & Electronics Manufacturing	1,857	2.3	1,857	606	296	506	113	221	89	26
Electrical Equipment Manufacturing	1,633	2.0	1,633	498	298	439	104	170	109	15
Aerospace Manufacturing	1,217	1.5	1,217	274	245	421	92	146	19	20
Automotive & Transportation Equipment Manufacturing	3,223	4.0	3,223	1,051	607	677	245	466	123	54
Furniture Manufacturing	784	1.0	784	354	170	97	59	77	21	6
Other Manufacturing	4,210	5.3	4,210	1,400	812	567	373	655	285	118
SUB-TOTAL MANUFACTURING	44,566	55.7	44,566	15,966	9,770	8,172	3,202	4,975	1,825	656
Wholesale Trade	6,406	8.0	6,406	3,524	1,029	283	423	774	342	31
Retail/E-Commerce	4,605	5.7	4,605	2,156	716	260	308	898	222	45
3rd Party Logistics Provider	4,244	5.3	4,244	1,796	654	328	133	1,120	160	53
Transportation/Warehousing Services	6,959	8.7	6,959	3,353	1,084	425	238	1,516	255	88
Business/Consulting Services	7,168	9.0	7,168	3,462	1,113	1,262	262	470	395	204
Other Non-Manufacturing	3,648	4.6	3,648	1,256	760	650	298	358	208	118
SUB-TOTAL NON-MANUFACTURING	33,030	41.3	33,030	15,547	5,356	3,208	1,662	5,136	1,582	539
Other	2,447	3.0	2,447	724	367	256	201	390	329	180
TOTAL QUALIFIED CIRCULATION	80,043	100.0	80,043	32,237	15,493	11,636	5,065	10,501	3,736	1,375
PERCENT	100.0		100.0	40.3	19.4	14.5	6.3	13.1	4.7	1.7

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2019

This is an analysis of the 66,968 or 83.6% 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	44,566	44,566	39,958	24,693	34,543
Wholesale/Retail Trade	11,011	11,011	9,510	8,429	4,715
Third Party Logistics Provider, Transportation/Warehousing Services, Business/ Consulting Services, Other Non-Manufacturing	22,019	22,019	15,808	13,216	8,912
Other	2,447	2,447	1,692	1,477	914
TOTAL QUALIFIED CIRCULATION	80,043	80,043	66,968	47,815	49,084

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2019

This is an analysis of the 80,043 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	53,873	67.3
Conveying Equipment and AGVs	39,707	49.6
Software Systems for Manufacturing, Warehousing or Logistics	39,027	48.8
Automatic Data Capture Equipment, RFID, Information Systems and Controls	34,733	43.4
Storage & Staging Equipment, Picking Systems, Automated Storage Systems, Racks/Shelves	51,982	64.9
Packaging, Labeling, Shipping and Weighing Equipment	41,265	51.6
Work Positioners, Manipulators, and Overhead Handling Equipment	30,654	38.3
Robotics	26,756	33.4
Dock Equipment	34,592	43.2
Systems Integrators/Consulting	24,302	30.4
Third Party Warehousing/Transportation Services	32,624	40.8
Safety/Ergonomic Products	33,031	41.3
Maintenance/Repair/Operations	35,151	43.9
TOTAL QUALIFIED CIRCULATION	80,043	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 years	3 years				
I. TOTAL - Direct Request:	50,821	23,340	-	46,161	28,000	74,161	92.6
a. Written	2,248	581	-	2,757	72	2,829	3.5
b. Telecommunication	28,741	14,346	-	30,825	12,262	43,087	53.8
c. Electronic	19,832	8,413	-	12,579	15,666	28,245	35.3
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):	5,882	-	-	5,882	-	5,882	7.4
a. Written	126	-	-	126	-	126	0.2
b. Telecommunication	2,902	-	-	2,902	-	2,902	3.6
c. Electronic	2,854	-	-	2,854	-	2,854	3.6
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	56,703	23,340	-	52,043	28,000	80,043	100.0
PERCENT	70.8	29.2	-	65.0	35.0	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	281	106	387		Kentucky	774	382	1,156	
New Hampshire	285	143	428		Tennessee	1,070	526	1,596	
Vermont	124	62	186		Alabama	741	311	1,052	
Massachusetts	907	475	1,382		Mississippi	300	125	425	
Rhode Island	188	94	282		EAST SO. CENTRAL	2,885	1,344	4,229	5.3
Connecticut	666	288	954		Arkansas	479	174	653	
NEW ENGLAND	2,451	1,168	3,619	4.5	Louisiana	439	160	599	
New York	2,455	1,123	3,578		Oklahoma	483	178	661	
New Jersey	1,581	778	2,359		Texas	3,040	1,440	4,480	
Pennsylvania	2,746	1,162	3,908		WEST SO. CENTRAL	4,441	1,952	6,393	8.0
MIDDLE ATLANTIC	6,782	3,063	9,845	12.3	Montana	204	67	271	
Ohio	3,176	1,471	4,647		Idaho	309	120	429	
Indiana	1,456	588	2,044		Wyoming	108	39	147	
Illinois	3,325	1,280	4,605		Colorado	578	299	877	
Michigan	2,189	953	3,142		New Mexico	205	73	278	
Wisconsin	2,279	828	3,107		Arizona	622	346	968	
EAST NO. CENTRAL	12,425	5,120	17,545	21.9	Utah	468	255	723	
Minnesota	1,481	591	2,072		Nevada	251	126	377	
Iowa	981	321	1,302		MOUNTAIN	2,745	1,325	4,070	5.1
Missouri	1,184	456	1,640		Alaska	123	48	171	
North Dakota	211	52	263		Washington	1,052	345	1,397	
South Dakota	209	75	284		Oregon	641	262	903	
Nebraska	530	179	709		California	4,462	2,137	6,599	
Kansas	747	237	984		Hawaii	184	77	261	
WEST NO. CENTRAL	5,343	1,911	7,254	9.1	PACIFIC	6,462	2,869	9,331	11.6
Delaware	136	81	217		UNITED STATES	51,901	22,934	74,835	93.5
Maryland	764	368	1,132		U.S. Territories	142	143	285	
Washington, DC	73	48	121		Canada	-	628	628	
Virginia	1,031	567	1,598		Mexico	-	183	183	
West Virginia	273	95	368		Other International	-	4,112	4,112	
North Carolina	1,660	796	2,456		APO/FPO	-	-	-	
South Carolina	769	383	1,152						
Georgia	1,689	807	2,496						
Florida	1,972	1,037	3,009						
SOUTH ATLANTIC	8,367	4,182	12,549	15.7					
					TOTAL QUALIFIED CIRCULATION	52,043	28,000	80,043	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 Modern Materials Handling publication was transferred to Peerless Media, LLC.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) Written, Telecommunication and Electronic includes 2 sources of circulation for quantities of 5,565 copies or 7.0% and 317 copies or 0.4%.

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) NCPOMMH

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
 49 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)

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

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.

MMH11Q

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.	Date signed	January 15, 2020
Brian Ceraolo, President	City	Framingham
Michelle McKeon, Senior Audience Marketing Manager	State	Massachusetts
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 15, 2020
IMPORTANT NOTE:	Type	BSJ
This unaudited brand report has been checked against the previous audit report.	ID Number	M103B0D9
It will be included in the annual audit made by BPA Worldwide.		

About BPA Worldwide
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