



# Total Audience Profile: December 2022

## About This Report

This report summarizes the collective information about the audience served by Logistics Management. Reported herein is both aggregate and unduplicated data regarding magazine circulation, email newsletter circulation, social media followers and website activity. The contents of this report are derived from publisher's own data for the periods shown unless otherwise noted.

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## About Logistics Management

Logistics Management delivers the largest and most highly qualified audience of executives, managers and other professionals in the field of logistics and supply chain management. Editorial coverage includes comprehensive information about the role of logistics in today's business practices covering all modes of transportation services and the ever-growing impact of new technologies through the supply chain.

Logistics Management's audience includes highly qualified buyers of logistics & transportation services, equipment and technology including Truckload Motor Freight, LTL Motor Freight, Air Freight, Ocean Freight/Ports, 3PL, Supply Chain Software and Lift Trucks.

## Executive Audience Summary

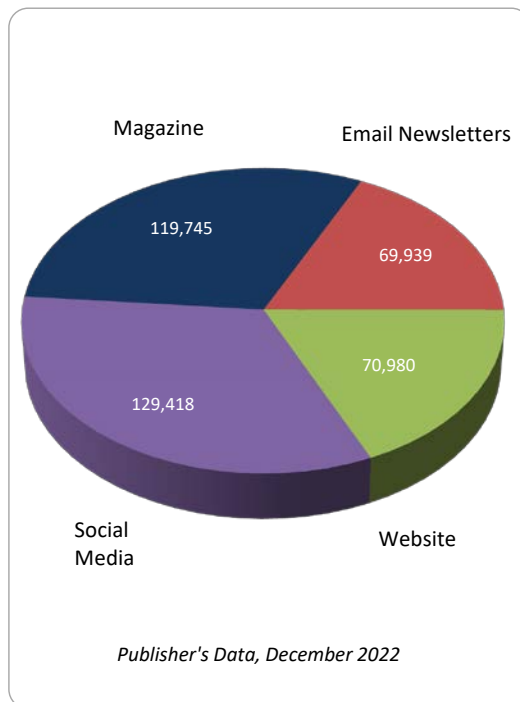
Magazine: December 2022		<i>Publisher's Data</i>
Print/Digital Magazine Distribution		119,745
<b>Total Magazine Distribution</b>		<b>119,745</b>

Email Newsletters: December 2022		<i>Publisher's Data</i>
This Week in Logistics		69,939
<b>Total Email Newsletter Distribution</b>		<b>69,939</b>

Website: 6-month averages, November 2022		<i>Publisher's Data</i>
	Average Monthly Users	70,980
	Average Monthly Page Views	128,715

Social Media: December 2022		<i>Publisher's Data</i>
Twitter Followers		51,670
LinkedIn Followers		35,672
Facebook Followers		42,076
<b>Total Social Media</b>		<b>129,418</b>

## Total Audience by Channel





# Total Audience Profile: December 2022

Magazine Distribution

119,745

Source: Publisher's Own Data, Dec 2022

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	30,585
Vice-Presidents	7,461
Directors	10,613
Managers	37,165
Supervisory	3,571
Analysts/ Coordinators/ Admin./ Staff	26,863
Awaiting Classification	3,487
<b>Total</b>	<b>119,745</b>

GEOGRAPHIC	SUBSCRIBERS
USA	96,031
Canada	1,922
Mexico	735
Europe	4,540
Asia/Pacific	8,311
Rest of World	5,343
Awaiting Classification	2,863
<b>Total</b>	<b>119,745</b>

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	7,970
Consumer Goods Mfg.	5,042
Textiles/Apparel Mfg.	1,390
Paper/Printing Mfg.	2,477
Chemicals/Pharmaceuticals Mfg.	4,174
Plastics/Rubber Mfg.	2,047
Primary Metals Mfg.	1,672
Fabricated Metals Mfg.	3,865
Industrial Machinery Mfg.	4,830
Computers/Electronics Mfg.	2,487
Electrical Equipment Mfg.	1,878
Aerospace Mfg.	1,348
Automotive/Transportation Equip. Mfg.	4,140
Furniture Mfg.	816
Other Manufacturing	7,098
<b>Sub-Total Manufacturing</b>	<b>51,234</b>
Wholesale Trade	7,720
Retail Trade/E-Commerce	7,530
3rd Party Logistics Provider	9,528
Transportation/Warehousing Services	15,293
Business/Consulting Services	11,076
Other	11,164
<b>Sub-Total Non-Manufacturing</b>	<b>62,311</b>
Awaiting Classification	6,200
<b>Total</b>	<b>119,745</b>

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
<b>Logistics/Transportation Services (all)</b>	<b>95,088</b>
Truckload Motor Freight	57,809
LTL Motor Freight	54,293
Air Freight	47,117
Small Package Delivery Services	61,458
Freight Forwarding Services	38,266
3rd Party/Contract Logistics Services	72,287
Expedited Freight Services	35,941
Intermodal Services	35,889
Rail Carriers	28,024
Ocean Freight	37,062
Port Selection	27,910
Van Lines	24,842
Public/Contract Warehousing	32,634
Dedicated/Leased Fleet Operations	27,676
<b>Logistics/Transportation Equipment (all)</b>	<b>78,731</b>
Trucks/Tractors/Trailers	48,226
Lift Trucks	62,263
Warehouse Equipment	51,729
<b>Logistics/Transportation Technology (all)</b>	<b>81,019</b>
Auto ID Systems/Bar Coding/RFID	54,545
Supply Chain Software	49,108
Warehousing Management Systems	46,188
Transportation Management Software	42,345

\* Subscribers may be classified in more than one category.



# Total Audience Profile: December 2022

Email Newsletters

69,939

Source: Publisher's Own Data, Dec 2022

NEWSLETTER RECEIVED	SUBSCRIBERS
This Week in Logistics	69,939

MANAGEMENT LEVEL	SUBSCRIBERS
C-Level/Presidents/Owners	15,130
Vice-Presidents	4,355
Directors	7,355
Managers	20,690
Supervisory	2,049
Analysts/ Coordinators/ Admin./ Staff	18,552
Awaiting Classification	1,808
<b>Total</b>	<b>69,939</b>

INDUSTRY	SUBSCRIBERS
Food/Beverage/Tobacco Mfg.	3,849
Consumer Goods Mfg.	2,904
Textiles/Apparel Mfg.	843
Paper/Printing Mfg.	1,145
Chemicals/Pharmaceuticals Mfg.	2,348
Plastics/Rubber Mfg.	1,017
Primary Metals Mfg.	722
Fabricated Metals Mfg.	1,626
Industrial Machinery Mfg.	2,464
Computers/Electronics Mfg.	1,679
Electrical Equipment Mfg.	1,176
Aerospace Mfg.	764
Automotive/Transportation Equip. Mfg.	2,442
Furniture Mfg.	387
Other Manufacturing	4,073
<b>Sub-Total Manufacturing</b>	<b>27,439</b>
Wholesale Trade	3,748
Retail Trade/E-Commerce	3,552
3rd Party Logistics Provider	6,810
Transportation/Warehousing Services	9,322
Business/Consulting Services	6,913
Other	7,146
<b>Sub-Total Non-Manufacturing</b>	<b>37,491</b>
Awaiting Classification	5,009
<b>Total</b>	<b>69,939</b>

GEOGRAPHIC	SUBSCRIBERS
USA	51,624
Canada	1,756
Mexico	680
Europe	3,603
Asia/Pacific	6,713
Rest of World	4,339
Awaiting Classification	1,224
<b>Total</b>	<b>69,939</b>

BUYING INFLUENCE* (multiple response)	SUBSCRIBERS
<b>Logistics/Transportation Services (all)</b>	<b>54,017</b>
Truckload Motor Freight	31,006
LTL Motor Freight	28,572
Air Freight	25,650
Small Package Delivery Services	30,306
Freight Forwarding Services	22,367
3rd Party/Contract Logistics Services	41,790
Expedited Freight Services	19,808
Intermodal Services	20,256
Rail Carriers	15,131
Ocean Freight	21,965
Port Selection	15,215
Van Lines	12,538
Public/Contract Warehousing	18,241
Dedicated/Leased Fleet Operations	14,413
<b>Logistics/Transportation Equipment (all)</b>	<b>42,741</b>
Trucks/Tractors/Trailers	24,882
Lift Trucks	32,072
Warehouse Equipment	27,717
<b>Logistics/Transportation Technology (all)</b>	<b>47,101</b>
Auto ID Systems/Bar Coding/RFID	29,984
Supply Chain Software	29,918
Warehousing Management Systems	27,190
Transportation Management Software	24,657

\* Subscribers may be classified in more than one category.



# Total Audience Profile: December 2022



Source: Publisher's Own Data via Google Analytics, Jun - Nov 2022

Website Traffic: logisticsmgmt.com

Website Traffic by Month					
Month	Sessions	Users	Page Views	Pages/Session	Avg. Time on Page
June 2022	115,713	85,352	156,324	1.35	3:30
July 2022	98,768	71,044	130,510	1.32	3:30
August 2022	117,046	89,396	152,911	1.31	2:51
September 2022	81,540	61,129	109,811	1.35	3:25
October 2022	83,171	59,197	109,390	1.32	2:57
November 2022	82,314	59,763	113,342	1.38	2:35
<b>Averages</b>	<b>96,425</b>	<b>70,980</b>	<b>128,715</b>	<b>1.34</b>	<b>3:08</b>

Geographic Analysis of Users: November 2022		
Region	Users	%
Americas	35,792	59.9%
Asia	9,815	16.4%
Europe	11,760	19.7%
Africa	1,888	3.2%
Oceania	383	0.6%
Other	125	0.2%
<b>Total</b>	<b>59,763</b>	<b>100.0%</b>