

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.

FIELD SERVED

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

DEFINITION OF RECIPIENT QUALIFICATION

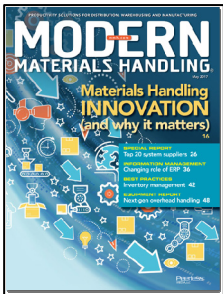
Qualified recipients are personnel whose functions include Corporate/General Management (C-Level, President, VP), Plant/Operations Management, Engineering/Plant Maintenance, Purchasing Management (Director, Manager, Agent, Buyer), Distribution/Warehouse/Logistics Management and Sales/Marketing/Other 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	57,551	-	57,551
b. Digital	22,487	-	22,487
1. Requested	22,487	-	22,487
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	49
Advertiser and Agency	961
Allocated for Trade Shows and Conventions	167
All Other	672
TOTAL	1,849

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

2017 Issue	Print	Digital	Total Qualified
January	58,738	21,312	80,050
February	58,932	21,101	80,033
March	57,946	22,125	80,071
April	56,297	23,739	80,036
May	56,611	23,420	80,031
June	56,781	23,225	80,006

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is -% or 8 copies below 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 AND OTHER FUNCTIONS
Food, Beverage & Tobacco Manufacturing	6,237	7.8	6,237	2,554	1,531	805	400	737	210
Consumer Goods Manufacturing	4,360	5.4	4,360	1,602	922	898	240	583	115
Textiles/Apparel Manufacturing	950	1.2	950	328	187	145	66	191	33
Paper/Printing Manufacturing	2,602	3.2	2,602	841	654	519	186	310	92
Chemical/Pharmaceutical Manufacturing	3,969	5.0	3,969	991	1,017	1,148	217	420	176
Plastics & Rubber Manufacturing	2,298	2.9	2,298	720	500	617	146	192	123
Primary Metals Manufacturing	2,329	2.9	2,329	849	554	579	150	134	63
Fabricated Metals Manufacturing	4,498	5.6	4,498	1,794	911	986	338	274	195
Industrial Machinery Manufacturing	4,292	5.4	4,292	1,385	583	1,277	238	283	526
Computers & Electronics Manufacturing	2,019	2.5	2,019	568	291	701	104	234	121
Electrical Equipment Manufacturing	1,516	1.9	1,516	376	239	508	91	158	144
Aerospace Manufacturing	1,423	1.8	1,423	278	242	612	93	141	57
Automotive & Transportation Equipment Manufacturing	3,161	3.9	3,161	825	591	915	244	412	174
Furniture Manufacturing	773	1.0	773	357	154	131	57	56	18
Other Manufacturing	5,168	6.5	5,168	1,697	965	939	492	642	433
SUB-TOTAL MANUFACTURING	45,595	57.0	45,595	15,165	9,341	10,780	3,062	4,767	2,480
Wholesale Trade	5,998	7.5	5,998	3,417	848	189	349	839	356
Retail Trade	4,835	6.0	4,835	2,427	653	303	291	883	278
3rd Party Logistics Provider	3,357	4.2	3,357	1,482	440	238	93	863	241
Transportation/Warehousing Services	5,911	7.4	5,911	2,764	895	448	228	1,202	374
Business/Consulting Services	6,588	8.2	6,588	3,309	595	1,509	220	367	588
Other Non-Manufacturing	7,747	9.7	7,747	2,375	1,250	1,540	666	888	1,028
SUB-TOTAL NON-MANUFACTURING	34,436	43.0	34,436	15,774	4,681	4,227	1,847	5,042	2,865
TOTAL QUALIFIED CIRCULATION	80,031	100.0	80,031	30,939	14,022	15,007	4,909	9,809	5,345
PERCENT	100.0		100.0	38.7	17.5	18.7	6.1	12.3	6.7

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2017

This is an analysis of the 63,152 or 78.9% 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	45,595	45,595	38,997	21,812	33,881
Wholesale/Retail Trade	10,833	10,833	8,459	7,838	3,288
Third Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services, Other Non-Manufacturing	23,603	23,603	15,696	13,309	7,650
TOTAL QUALIFIED CIRCULATION	80,031	80,031	63,152	42,959	44,819

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2017

This is an analysis of the 80,031 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	50,582	63.2
Conveying Equipment and AGVs	34,629	43.3
Software Systems for Manufacturing, Warehousing or Logistics	39,307	49.1
Automatic Data Capture Equipment, RFID, Information Systems and Controls	34,561	43.2
Storage & Staging Equipment, Picking Systems, Automated Storage Systems, Racks/Shelves	51,910	64.9
Packaging, Labeling, Shipping and Weighing Equipment	43,378	54.2
Work Positioners, Manipulators, and Overhead Handling Equipment	30,838	38.5
Robotics	21,308	26.6
Dock Equipment	33,742	42.2
Systems Integrators/Consulting	23,285	29.1
Third Party Warehousing/Transportation Services	30,045	37.5
Safety/Ergonomic Products	33,123	41.4
Maintenance/Repair/Operations	35,496	44.4
TOTAL QUALIFIED CIRCULATION	80,031	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	55,233	20,804	-	52,617	23,420	76,037	95.0
a. Written	2,492	581	-	3,066	7	3,073	3.8
b. Telecommunication	27,026	14,107	-	29,871	11,262	41,133	51.4
c. Electronic	25,715	6,116	-	19,680	12,151	31,831	39.8
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):	3,994	-	-	3,994	-	3,994	5.0
a. Written	49	-	-	49	-	49	0.1
b. Telecommunication	3,023	-	-	3,023	-	3,023	3.7
c. Electronic	922	-	-	922	-	922	1.2
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	59,227	20,804	-	56,611	23,420	80,031	100.0
PERCENT	74.0	26.0	-	70.7	29.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	287	84	371		Kentucky	914	290	1,204	
New Hampshire	323	113	436		Tennessee	1,219	398	1,617	
Vermont	134	39	173		Alabama	710	222	932	
Massachusetts	1,234	457	1,691		Mississippi	363	100	463	
Rhode Island	207	67	274		EAST SO. CENTRAL	3,206	1,010	4,216	5.3
Connecticut	746	258	1,004		Arkansas	486	154	640	
NEW ENGLAND	2,931	1,018	3,949	4.9	Louisiana	485	150	635	
New York	2,814	900	3,714		Oklahoma	510	153	663	
New Jersey	1,837	601	2,438		Texas	3,326	1,260	4,586	
Pennsylvania	3,246	1,018	4,264		WEST SO. CENTRAL	4,807	1,717	6,524	8.2
MIDDLE ATLANTIC	7,897	2,519	10,416	13.0	Montana	172	43	215	
Ohio	3,698	1,200	4,898		Idaho	277	81	358	
Indiana	1,665	562	2,227		Wyoming	115	31	146	
Illinois	3,537	1,133	4,670		Colorado	612	234	846	
Michigan	2,471	855	3,326		New Mexico	191	54	245	
Wisconsin	2,278	731	3,009		Arizona	624	262	886	
EAST NO. CENTRAL	13,649	4,481	18,130	22.7	Utah	463	207	670	
Minnesota	1,599	512	2,111		Nevada	257	92	349	
Iowa	918	281	1,199		MOUNTAIN	2,711	1,004	3,715	4.6
Missouri	1,283	372	1,655		Alaska	118	45	163	
North Dakota	220	58	278		Washington	955	361	1,316	
South Dakota	222	64	286		Oregon	671	203	874	
Nebraska	573	167	740		California	4,608	1,772	6,380	
Kansas	696	231	927		Hawaii	213	74	287	
WEST NO. CENTRAL	5,511	1,685	7,196	9.0	PACIFIC	6,565	2,455	9,020	11.3
Delaware	147	53	200		UNITED STATES	56,423	19,127	75,550	94.5
Maryland	777	295	1,072		U.S. Territories	188	163	351	
Washington, DC	82	41	123		Canada	-	667	667	
Virginia	1,105	420	1,525		Mexico	-	146	146	
West Virginia	299	69	368		Other International	-	3,317	3,317	
North Carolina	1,903	622	2,525		APO/FPO	-	-	-	
South Carolina	893	317	1,210						
Georgia	1,822	656	2,478						
Florida	2,118	765	2,883						
SOUTH ATLANTIC	9,146	3,238	12,384	15.5					
					TOTAL QUALIFIED CIRCULATION	56,611	23,420	80,031	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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 from Recipient or Recipient's Company (Other than Request) Written, Telecommunication and Electronic includes 1 source of circulation for a quantity of 3,994 copies or 5.0%.

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) NCP0MMHP

Company Name _____

Department/Mail Stop _____

Street Address _____

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B Phone, FAX & Email:

() ()
Business Phone Business FAX

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

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.

Fax this form back to 1-877-417-8291 or apply online at www.mmh.com/subscribe

MMH0219C

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Brian Ceraolo, President	Date signed	July 11, 2017
Michelle McKeon, Senior Audience Marketing Manager	City	Framingham
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	State	Massachusetts
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.	Received by BPA Worldwide	July 11, 2017
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