

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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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 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
70,055 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)	70,055	-	70,055
a. Print	47,387	-	47,387
b. Digital	22,668	-	22,668
1. Requested	22,668	-	22,668
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	92
Advertiser and Agency	1,106
Allocated for Trade Shows and Conventions	442
All Other	568
TOTAL	2,208

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	70,055	100.0	70,055	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,055	100.0	70,055	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January	46,220	23,860	70,080
February	46,443	23,604	70,047
March	47,782	22,253	70,035
April	48,025	22,011	70,036
May	47,842	22,244	70,086
June	48,009	22,037	70,046

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 0.1% or 37 copies above 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 equipment and technology	CLASSIFICATION BY FUNCTION		
				Executive & Senior Supply Chain Management (C-level, Presidents, VPs) (A)	Logistics, Transportation, Supply Chain, Distribution, Warehouse, Operations and Purchasing Management (B)	Logistics/Transportation/ Distribution Specialist or Analyst and Other Job Functions (C)
Food/Beverage & Tobacco Manufacturing	5,131	7.3	5,131	1,709	3,177	245
Consumer Goods Manufacturing	4,059	5.8	4,059	1,386	2,480	193
Textiles/Apparel Manufacturing	962	1.4	962	330	586	46
Paper/Printing Manufacturing	2,319	3.3	2,319	679	1,513	127
Chemicals/Pharmaceuticals Manufacturing	3,109	4.4	3,109	714	2,163	232
Plastics & Rubber Manufacturing	1,618	2.3	1,618	495	1,038	85
Primary Metals Manufacturing	1,782	2.5	1,782	587	1,106	89
Fabricated Metals Manufacturing	3,049	4.3	3,049	1,186	1,715	148
Industrial Machinery Manufacturing	2,278	3.3	2,278	701	1,390	187
Computers & Electronics Manufacturing	1,678	2.4	1,678	551	1,002	125
Electrical Equipment Manufacturing	1,034	1.5	1,034	249	709	76
Aerospace Manufacturing	898	1.3	898	180	640	78
Automotive & Transportation Equipment Manufacturing	2,378	3.4	2,378	578	1,573	227
Furniture Manufacturing	530	0.8	530	196	313	21
Other Manufacturing	5,002	7.1	5,002	1,370	3,264	368
SUB-TOTAL MANUFACTURING	35,827	51.1	35,827	10,911	22,669	2,247
Wholesale Trade	6,029	8.6	6,029	3,086	2,782	161
Retail Trade	4,811	6.9	4,811	2,091	2,548	172
3rd Party Logistics Provider, Transportation/Warehousing Services	12,185	17.4	12,185	4,939	6,231	1,015
Business/Consulting Services	4,139	5.9	4,139	2,311	1,377	451
Other Non-Manufacturing	7,095	10.1	7,095	2,460	4,064	571
SUB-TOTAL NON-MANUFACTURING	34,259	48.9	34,259	14,887	17,002	2,370
TOTAL QUALIFIED CIRCULATION	70,086	100.0	70,086	25,798	39,671	4,617

This is an analysis of the 65,729 or 93.8% 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	5,131	4,886	4,212	2,300	1,774	1,626	3,032	3,191
Consumer Goods Manufacturing	4,059	3,886	3,423	2,381	1,253	1,385	2,361	2,601
Textiles/Apparel Manufacturing	962	924	784	600	228	269	583	595
Paper/Printing Manufacturing	2,319	2,128	1,772	1,052	633	569	1,261	1,417
Chemicals/Pharmaceuticals Manufacturing	3,109	2,912	2,495	1,889	793	951	1,651	1,833
Plastics & Rubber Manufacturing	1,618	1,500	1,252	937	367	415	827	1,030
Primary Metals Manufacturing	1,782	1,649	1,380	831	527	476	833	1,104
Fabricated Metals Manufacturing	3,049	2,840	2,315	1,554	803	811	1,397	1,916
Industrial Machinery Manufacturing	2,278	2,125	1,740	1,284	489	500	1,052	1,279
Computers & Electronics Manufacturing	1,678	1,606	1,393	1,070	348	496	895	1,056
Electrical Equipment Manufacturing	1,034	987	823	645	201	266	555	649
Aerospace Manufacturing	898	827	670	491	196	202	380	575
Automotive & Transportation Equipment Manufacturing	2,378	2,232	1,923	1,307	659	596	1,157	1,362
Furniture Manufacturing	530	497	420	254	160	137	266	333
Other Manufacturing	5,002	4,690	4,008	2,685	1,259	1,185	2,409	2,973
SUB-TOTAL MANUFACTURING	35,827	33,689	28,610	19,280	9,690	9,884	18,659	21,914
Wholesale Trade	6,029	5,705	5,030	2,973	2,281	2,079	3,690	3,883
Retail Trade	4,811	4,431	3,864	1,871	1,611	1,406	2,739	2,670
3rd Party Logistics Provider, Transportation/Warehousing Services	12,185	11,880	10,946	5,517	4,841	3,368	5,953	4,947
Business/Consulting Services	4,139	3,798	3,208	1,686	1,193	1,362	2,033	2,143
Other Non-Manufacturing	7,095	6,226	5,173	2,495	2,053	1,488	2,986	3,562
SUB-TOTAL NON-MANUFACTURING	34,259	32,040	28,221	14,542	11,979	9,703	17,401	17,205
TOTAL QUALIFIED CIRCULATION	70,086	65,729	56,831	33,822	21,669	19,587	36,060	39,119

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016

This is an analysis of the 70,086 or 100.0% 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	64,061	91.4
Truckload Motor Freight or LTL Motor Freight	47,209	67.4
Truckload Motor Freight	41,039	58.6
LTL Motor Freight	39,849	56.9
Air Freight	31,185	44.5
Small Package Delivery Services	44,696	63.8
Freight Forwarding Services	26,422	37.7
3rd Party/Contract Logistics Services	37,838	54.0
Expedited Freight Services	29,677	42.3
Intermodal Services	23,019	32.8
Rail Carriers	17,481	24.9
Ocean Freight	23,247	33.2
Port Selection	15,817	22.6
Van Lines	15,473	22.1
Public/Contract Warehousing	21,465	30.6
Dedicated/Leased Fleet Operations	17,220	24.6
Logistics/Transportation Equipment	49,787	71.0
Trucks/Tractors	30,717	43.8
Trailers	23,157	33.0
Lift Trucks	30,284	43.2
Warehouse Equipment	38,965	55.6
Logistics/Transportation Technology	44,807	63.9
Auto ID Systems/Bar Coding/RFID	24,964	35.6
Supply Chain Software/Warehousing Management Systems/Transportation Management Software	40,369	57.6
Supply Chain Software	26,597	37.9
Warehousing Management Systems	30,924	44.1
Transportation Management Software	24,725	35.3
TOTAL QUALIFIED CIRCULATION	70,086	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	53,715	16,371	-	47,842	22,244	70,086	100.0
a. Written	1,985	497	-	2,433	49	2,482	3.5
b. Telecommunication	26,444	8,947	-	27,186	8,205	35,391	50.5
c. Electronic	25,286	6,927	-	18,223	13,990	32,213	46.0
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	53,715	16,371	-	47,842	22,244	70,086	100.0
PERCENT	76.6	23.4	-	68.3	31.7	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.

MAGAZINE:

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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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
1-877-417-8291 or apply online at
www.logisticsmgmt.com/subscribe**

LM15Q

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 21 <input type="checkbox"/> LTL Motor Freight 22 <input type="checkbox"/> Air Freight 23 <input type="checkbox"/> Small Package Delivery Services 24 <input type="checkbox"/> 3rd Party/Contract Logistics Services 25 <input type="checkbox"/> Intermodal Services 26 <input type="checkbox"/> Ocean Freight 27 <input type="checkbox"/> Port Selection 28 <input type="checkbox"/> Freight Forwarding Services 29 <input type="checkbox"/> Expedited Freight Services 30 <input type="checkbox"/> Rail Carriers 31 <input type="checkbox"/> Van Lines 32 <input type="checkbox"/> Public/Contract Warehousing 33 <input type="checkbox"/> Dedicated/Leased Fleet Operations 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 35 <input type="checkbox"/> Tractors 36 <input type="checkbox"/> Trailers 37 <input type="checkbox"/> Lift Trucks 38 <input type="checkbox"/> Warehouse Equipment Logistics/Transportation Technology 39 <input type="checkbox"/> Auto ID Systems/Bar Coding/RFID 40 <input type="checkbox"/> Supply Chain Software 41 <input type="checkbox"/> Warehousing Management Systems 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 2 <input type="checkbox"/> Transportation/Distribution/Traffic 3 <input type="checkbox"/> International Shipping 4 <input type="checkbox"/> Import 5 <input type="checkbox"/> Export 99 <input type="checkbox"/> None of the above</p>	<p>6 <input type="checkbox"/> Fleet Operations 7 <input type="checkbox"/> Site Selection 8 <input type="checkbox"/> Warehousing/DC Management 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 15 <input type="checkbox"/> Consumer Goods 2 <input type="checkbox"/> Textiles/Apparel 3 <input type="checkbox"/> Paper/Printing 4 <input type="checkbox"/> Chemicals/Pharmaceuticals 5 <input type="checkbox"/> Plastics & Rubber 6 <input type="checkbox"/> Primary Metals 7 <input type="checkbox"/> Fabricated Metals</p>	<p>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</p>
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Non-Manufacturing

30 Wholesale Trade
 31 Retail Trade
 32 3rd Party Logistics Provider
 33 Transportation/Warehousing Services
 34 Business/Consulting Services
 35 Other Non-Manufacturing
 99 Other business not identified above

G How many people work for your entire company?

<p>1 <input type="checkbox"/> 1,000 or more 2 <input type="checkbox"/> 500 to 999 3 <input type="checkbox"/> 250 to 499 4 <input type="checkbox"/> 100 to 249</p>	<p>5 <input type="checkbox"/> 50 to 99 6 <input type="checkbox"/> 20 to 49 7 <input type="checkbox"/> 1 to 19 4 <input type="checkbox"/> None of the above</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

PUBLISHER'S AFFIDAVIT

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

<p>Brian Ceraolo, President Michelle McKeon, Senior Audience Development Manager (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)</p>	<p>Date signed City State Received by BPA Worldwide Type ID Number</p>	<p>July 15, 2016 Framingham Massachusetts July 15, 2016 BSD L072B0J6</p>
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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.

About BPA Worldwide:
 A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.