



Material Handling & Logistics (formerly Logistics Today) from Penton

Material Handling & Logistics helps companies build and manage world-class supply chains — to make, store, move and compete more effectively. It is written exclusively for managers who oversee supply chain, logistics and material handling across America's manufacturing, distribution and retail sectors.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA
Canada

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/27/2015
Counts Through	07/28/2015

DATA CARD MAINTENANCE

New To System	07/27/2015
Last Update	07/27/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

SEGMENTS

106,348	Total Universe / Universe Rate	\$150.00/M
63,057	Records with Phones	+ \$60.00/M
36,455	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

Material Handling & Logistics helps companies build and manage world-class supply chains — to make, store, move and compete more effectively. It is written exclusively for managers who oversee supply chain, logistics and material handling across America's manufacturing, distribution and retail sectors.

Primary Business	Postal	Email
Food / Beverage / Tobacco	11183	2336
Textile Mills & Apparel	2725	621
Furniture & Fixtures	2608	616
Paper Mfg	7760	1692
Chemical Product Mfg	5142	1192
Petroleum & Refining	1394	334
Plastics & Rubber	4933	1155
Non-mettallic Mineral	2355	508
Primary Metal Mfg	10500	2148
Fabricated Metal Products	16635	3333
Machinery Mfg	15790	3303
Electrical Equipment	10177	2304
Computer & Electronics	5494	1307
Transportation Equipment	6124	1164
Measuring Instruments	896	207
Medical Equipment	3980	963
Other Manufacturing	8746	1947
Automotive Mfg	4821	1194
Aerospace Mfg	4125	831
Pharmaceutical Mfg	1665	412

Construction	7041	2183
Transporation / Warehouse	5422	1438
Wholesaler Distributor	10599	2833
3rd Party Logistics	2515	823
Professional Scientific	9129	2947
Retail Trade	2416	734
Consumer Goods Mfg	1095	354
Old 04 Petroleum / Coal	528	48
Old 05 Plastics / Rubber	629	76
Other Non-manufacturer	1103	247

Job Title Code	Postal	Email
Corp & Exec Mgmt	56235	12470
Engineering - Old	36118	9067
Operations Plant Mgmt	49940	10791
Purchasing Mgmt	7944	1964
Distrib Warehouse Logisiti	6430	2049
Sales/other	3586	1205
Other	774	282

Title Category	Postal	Email
Top Management	69570	15226
Middle/administrative Management	47170	10733
Financial Management	7951	1733
Sales & Marketing Management	8149	2044
Information Technology (it) Professionals	4302	1048
Production Management	22296	4717
Engineering Management	32571	7390
Professionals	7818	2066
All Other Management	503	164
Vp-level	10737	2144
Director-level	8183	1964
Manager-level	55120	12137
Assistant -level	677	183
Human Resources	726	152
Purchasing	3360	737
Retired	12	4
Senior (c-level Or Higher)	45951	9992
Students	37	13
Education	267	84
Medical	984	272
Lawyers	37	11

Year Started	Postal	Email
Prior To 1900	87	9
1901-1950	995	100
1951-1975	2905	271
1976-1990	3633	364
1991-2000	2645	260
2001-2005	1607	183
2006-2010	2362	251
2011+	425	55

Document Employee Size	Postal	Email
19-Jan	16794	6223
20-49	10523	2946
50-99	19065	5049
100-249	16223	4424
250-499	19947	5380
500-999	11957	3213
1000-2499	7776	2167
2500 & Over	6189	1639

Equipmnt Responsible	Postal	Email
Lift Trucks/vehicles/ac	68494	13625
Conveyors/sorters Agvs	55577	10975
Software/syst/computers	57101	11774
Auto Id & Data Collect	68456	16513
Storage Prod/auto Stora	51458	10488
Packaging Equipment	73993	17861
Lift/pstng/overhead Han	56268	11374
Fluid Power	62326	14723
Non-powered Mhe	55915	11189
Eqip Mgmt/maint Prod/sv	54822	11249
Facilities/maint/plant	74292	18040
Transport Svcs 3rd Part	50202	10309
Gen & Exped Freight Svc	47448	12734
Public Contract Warehse	38143	8620
None Of The Above	30097	6596

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

Their diverse portfolio of properties can help you reach your target audience.

Advertising:

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(building, managers, storage, production)

SELECTS

Bus/Industry Type	\$15.00/M
Equipment Responsible	\$15.00/M
Job Title	\$15.00/M
Max per Company/Sites	\$15.00/M
Number of Employees	\$15.00/M
Purchasing Influence	\$15.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC/NAICS Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Primary Business	\$15.00/M
Employee Size	\$15.00/M
Square Footage	\$15.00/M
Job Function	\$15.00/M

GENDER

Male	84%
Female	7%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS**Net Name is allowed**

Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES**Exchange is not allowed****REUSE****Please inquire****CANCELLATION**

Charges	\$50.00/F
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CANCELLATION INSTRUCTIONS

All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.

KEY CODING**Key Coding is available**

Charges	\$3.00/M
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ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F

SPECIAL INSTRUCTIONS