MH&L
Material Handling & Logistics

AUDIENCE ENGAGEMENT REPORT
JULY-DECEMBER 2023

ENDEAVOR BUSINESS MEDIA

Material Handling & Logistics — Audience Engagement Report

MH&L Material Handling & Logistics

JULY-DECEMBER 2023

Material Handling & Logistics targets managers who oversee supply chain, logistics and material handling across America's manufacturing, distribution and retail sectors. MH&L covers warehousing, material handling equipment, transportation strategies, sustainability, logistics, global commerce, distribution, regulatory compliance, workforce management, new technology and automation.

AVERAGE MONTHLY REACH

57,334

REACH DECISION MAKERS

97%

of audience are managers and above

Catagories Purchased (Multiple Responses Allowed)	%
Packaging Equipment	49.58%
Facilities/Maintenance/Plant Operations	49.32%
Lift Trucks, Powered Vehicles & Accessories	46.85%
Automatic Identification & Data Collection Systems	45.78%
Software/Systems/Computers	41.19%
Fluid Power	40.43%
Conveyors & Sorters, AGVs	39.30%
Lifting/Positioning/Overhead Handling Equipment	37.42%
Green Technology/Alternative Energy	37.00%
Transportation Services & Third-Party, Logistics	36.03%
Non-Powered Material Handling Equipment	35.97%
Storage Products & Automated Storage/Picking Syste	35.48%
Equipment Management/Maintenance Products & Servic	35.44%
Freight Services	25.74%

95% of respondents indicate they are responsible for recommending, selecting, or buying material handling equipment or services

Top Industries Served	%
Fabricated Metal/Primary Metal Mfg	13.55%
Wholesaler/Distributor/Transportation/Warehousing	12.49%
Machinery/Medical Equip/Measuring Equip Mfg	12.37%
Professional, Scientific & Technical Services	8.54%
Electrical Equipment/Computers & Electronics Mfg	8.24%
Automotive/Aerospace/Tranportation Equipment	7.17%
Food, Beverage, Tobacco Product Mfg.	5.41%

Buying Team Reach	%
Corporate & Executive Management	36.79%
Logistics, Purchasing, & Engineering Management	33.38%
Plant Management	23.07%
Sales Management and Other Titles	6.76%

COMPANIES THAT ENGAGE

Apple · Coca-Cola · DOW · GM · Honeywell

John Deere · Lockheed Martin · Siemens · Tyson · UPS

The Audience Engagement Report provides an integrated view of the *Material Handling & Logistics* community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

Material Handling & Logistics — Digital Engagement & Insights

MH&L Material Handling & Logistics.

AVERAGE MONTHLY SESSIONS

18,940

AVERAGE UNIQUE MONTHLY VISITORS

14,818

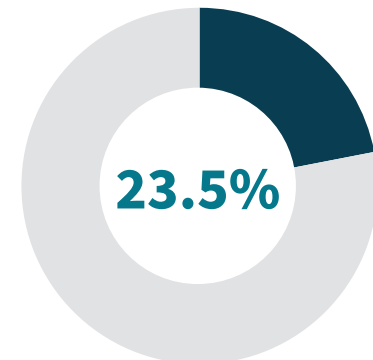## AVERAGE MONTHLY PAGE VIEWS

37,159

COMBINED SOCIAL REACH

17,768

DESKTOP VISITORS AVERAGE MONTHLY

76.5%
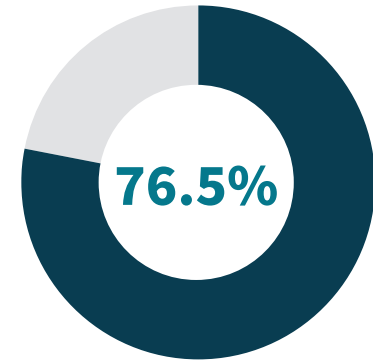
MOBILE VISITORS AVERAGE MONTHLY

23.5%

Material Handling & Logistics — eNewsletter Engagement & Insights

JULY-DECEMBER 2023

ENEWSLETTER REACH	AVERAGE TOTAL OPEN RATE	AVERAGE TOTAL CTR
20,626	**42.51%**	**1.03%**
		▲ 5.1% vs Monthly Average for Previous 6 Months

	Monthly Average	Avg Total Open Rate	Average Total CTR
MHL Newsmakers	13,268	43.58%	1.26%
Products of the Week	7,358	41.44%	0.79%

We hereby make oath and say that all data set forth in this statement are true. | *January 2024* | John DiPaola, Vice President, Manufacturing | Frank Chloupek, Director, User Marketing

JULY-DECEMBER 2023

TOP TOPICS

Forklift Trends

Supply Chain Technology

Transportation & Distribution

Warehouse Automation

Workforce Management

TOP VIEWED ARTICLES

- Top 10 Forklift Manufacturers of 2023
- After 99 Years in Business, Yellow Heading Toward Bankruptcy
- Will the Supply Chain Suffer Due to the Panama Canal Traffic Jam?
- Sodium-ion Batteries on the Horizon: Where Do They Challenge Lithium-ion?
- Top 25 Supply Chains of 2023
- Generative AI Is Becoming a Risk
- White House Announces Plan to Strengthen Supply Chains
- The State of US Logistics 2023: Is It Time for Logistics to Hit the Reset Button?
- Edge Learning Boosts Operational Efficiency for Warehouse Automation
- Digital Twins Are the New Cutting Edge in Supply Chain Visibility

TOP WEBINARS OF 2023

- Solving Today's and Future Intralogistics Challenges with AMRs
- Propane – Clean Power for Today's Supply Chain and Tomorrow's Challenges

WEBINAR - ENGAGEMENT

	Average
Registrants from typical webinar	150+
Median Registrant Conversion Rate	41%