

About This Report

This report summarizes the collective information about the audience served by Material Handling Product News. Reported herein is both aggregate and unduplicated data regarding magazine and eNewsletter circulation. The contents of this report are derived from publisher's own data for the periods shown.

Contact Information

Material Handling Product News
111 Speen Street, Suite 200
Framingham MA 01701
www.mhpn.com
(800) 315-1578

About Material Handling Product News

Material Handling Product News reaches executives, managers and engineers involved in materials handling in manufacturing, distribution and warehousing. Content includes information about new product technology, applications and solutions -- from the loading dock, to the manufacturing process, to storage and distribution.

Audience Summary

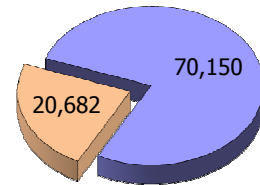
Magazine - December 2010 issue

Print Edition	54,079
Digital Edition	16,071
Total Magazine Circulation	70,150

eNewsletters - January 2011

MHPN Product Alert	20,682
Total eNewsletter Circulation (unduplicated)¹	20,682
Total Magazine & eNewsletter Circulation (unduplicated)¹	79,917

Aggregate Audience



¹ Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals.

Magazine Circulation

The data shown below is a brief summary of the information available from the magazine subscriber database for the December 2010 issue. All information is publisher's own data for this date.

PRIMARY BUSINESS	Subscribers	%
Manufacturing, 100+ employees	30,069	42.9%
Manufacturing, Under 100 employees	15,452	22.0%
Non-Manufacturing	24,629	35.1%
Total	70,150	100%

BUYING/SPECIFYING AUTHORITY	Subscribers	%
Powered Lift Trucks, Floor Trucks & Accessories	31,900	45.5%
Conveying Equipment and AGVs	25,419	36.2%
Software Systems for Manufacturing, Warehousing or Logistics	25,459	36.3%
Automatic Data Capture Equip., RFID, Information Sys. and Controls	21,765	31.0%
Storage/Staging Equip, Picking Systems, Automated Storage, Racks	37,934	54.1%
Packaging, Labeling, Shipping and Weighing Equipment	30,936	44.1%
Work Positioners, Manipulators and Overhead Handling Equipment	19,257	27.5%
Dock Equipment	25,513	36.4%
Power Transmission Equipment	18,984	27.1%
Systems Integrators/Consulting	11,109	15.8%
Third Party Warehousing/Transportation Services	14,510	20.7%
Total with buying/specifying authority	62,618	89.3%

TYPES OF FACILITIES FOR WHICH SUBSCRIBERS BUY/SPECIFY MATERIALS HANDLING EQUIPMENT	Subscribers	%
Manufacturing	34,251	48.8%
Distribution Center or Warehouse	32,300	46.0%

JOB TITLES	Subscribers	%
Company Management	18,313	26.1%
Plant Management	14,705	21.0%
Engineering	16,011	22.8%
Purchasing	5,842	8.3%
Warehousing/Distribution/Logistics	9,091	13.0%
Sales/Marketing/Other	6,188	8.8%
Total	70,150	100%

GEOGRAPHIC	Subscribers	%
United States	65,308	93.1%
Canada	727	1.0%
Other International	4,115	5.9%
Total	70,150	100%

eNewsletter Circulation

The data shown below is publisher's own data and is projected data based on demographics collected via survey to all eNewsletter recipients.

PRIMARY BUSINESS	Subscribers	%
Manufacturing, 100+ employees	8,562	41.4%
Manufacturing, Under 100 employees	2,689	13.0%
Non-Manufacturing	9,431	45.6%
Total	20,682	100.0%

BUYING/SPECIFYING AUTHORITY	Subscribers	%
Powered Lift Trucks, Floor Trucks & Accessories	11,975	57.9%
Conveying Equipment and AGVs	8,852	42.8%
Software Systems for Manufacturing, Warehousing or Logistics	6,018	29.1%
Automatic Data Capture Equip., RFID, Information Sys. and Controls	5,874	28.4%
Storage/Staging Equip, Picking Systems, Automated Storage, Racks	13,878	67.1%
Packaging, Labeling, Shipping and Weighing Equipment	10,403	50.3%
Work Positioners, Manipulators and Overhead Handling Equipment	7,011	33.9%
Dock Equipment	9,141	44.2%
Power Transmission Equipment	4,116	19.9%
Systems Integrators/Consulting	2,544	12.3%
Third Party Warehousing/Transportation Services	4,033	19.5%
Total with buying/specifying authority	17,704	85.6%

JOB TITLES	Subscribers	%
Company Mgmt (Pres/Owner/CEO/VP/GM)	4,467	21.6%
Plant Mgmt (Plant/Operations/Production)	2,048	9.9%
Engineering (Plant/Mfg/Material Handling)	4,881	23.6%
Purchasing (Dir/Mgr/Agents/Buyers)	1,551	7.5%
Warehousing/Distribution/Logistics	3,619	17.5%
Sales/Marketing/Other	4,116	19.9%
Total	20,682	100.0%

GEOGRAPHIC	Subscribers	%
United States	15,801	76.4%
Canada	1,200	5.8%
Other International	3,681	17.8%
Total	20,682	100.0%

Magazine/eNewsletter - Total Circulation

The data presented below represents the total reach of both the magazine and eNewsletter circulations as of January 2011. Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.

Total Magazine & eNewsletter Circulation (unduplicated) = 79,917

