

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®

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a subsidiary of EH Publishing
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Tel.: (508) 663-1500
www.mmh.com

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Issues Per Year: 12



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, Plant/Operations Management, Engineering/Plant Maintenance, Purchasing Management, Distribution/Warehouse/Logistics Management and Sales/Marketing/Other titles 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 circulation statement 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.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|--------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | 120 |
| Advertiser and Agency _____ | 586 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | 67 |
| Digital _____ | - |
| All Other _____ | 894 |
| TOTAL | 1,667 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 81,053 | 100.0 | 81,053 | 100.0 | - | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 81,053 | 100.0 | 81,053 | 100.0 | - | - |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD | | | | | |
|---|----------------|--------------|------------------------|--------------------------|-----------------|
| 2011 Issue | Number Removed | Number Added | Print Version Only (A) | Digital Version Only (B) | Total Qualified |
| July _____ | 409 | 375 | 59,547 | 21,499 | 81,046 |
| August _____ | 956 | 941 | 59,540 | 21,491 | 81,031 |
| September _____ | 732 | 744 | 59,757 | 21,286 | 81,043 |
| October _____ | 545 | 560 | 59,850 | 21,208 | 81,058 |
| November _____ | 1,043 | 1,054 | 59,513 | 21,556 | 81,069 |
| December _____ | - | - | 59,513 | 21,556 | 81,069 |
| TOTAL | 3,685 | 3,674 | | | |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

This issue is -% or 20 copies above the average of the other 5 issues reported in Paragraph two.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Print Version Only (A) | Digital Version Only (B) | Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services (See Note 1) | CLASSIFICATION BY TITLE | | | | | |
|---|-----------------|------------------|------------------------|--------------------------|---|---|------------------------------|--------------------------------|---|---|---|
| | | | | | | 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 TITLED INDIVIDUALS |
| Food, Beverage & Tobacco Manufacturing _ | 6,812 | 8.4 | 5,086 | 1,726 | 6,812 | 1,946 | 2,080 | 1,207 | 524 | 903 | 152 |
| Textiles/Apparel Manufacturing _____ | 1,562 | 1.9 | 1,179 | 383 | 1,562 | 449 | 414 | 288 | 102 | 288 | 21 |
| Paper/Printing Manufacturing _____ | 4,417 | 5.4 | 3,676 | 741 | 4,417 | 1,101 | 1,451 | 826 | 387 | 508 | 144 |
| Chemical/ Pharmaceutical Manufacturing _____ | 5,200 | 6.4 | 3,659 | 1,541 | 5,200 | 1,075 | 1,478 | 1,489 | 388 | 667 | 103 |
| Plastics & Rubber Manufacturing _____ | 3,299 | 4.1 | 2,416 | 883 | 3,299 | 802 | 928 | 900 | 264 | 336 | 69 |
| Primary Metals Manufacturing _____ | 3,448 | 4.3 | 2,646 | 802 | 3,448 | 839 | 1,086 | 925 | 284 | 242 | 72 |
| Fabricated Metals Manufacturing _____ | 5,345 | 6.6 | 4,063 | 1,282 | 5,345 | 1,508 | 1,436 | 1,301 | 592 | 369 | 139 |
| Industrial Machinery Manufacturing _____ | 3,855 | 4.8 | 2,716 | 1,139 | 3,855 | 1,037 | 686 | 1,196 | 334 | 288 | 314 |
| Computers & Electronics Manufacturing _____ | 2,613 | 3.2 | 1,689 | 924 | 2,613 | 695 | 468 | 807 | 205 | 358 | 80 |
| Electrical Equipment Manufacturing _____ | 1,922 | 2.4 | 1,348 | 574 | 1,922 | 432 | 389 | 585 | 208 | 226 | 82 |
| Aerospace Manufacturing _____ | 1,556 | 1.9 | 1,081 | 475 | 1,556 | 226 | 348 | 565 | 162 | 204 | 51 |
| Automotive & Transportation Equipment Manufacturing _____ | 3,226 | 4.0 | 2,270 | 956 | 3,226 | 609 | 764 | 936 | 384 | 420 | 113 |
| Furniture Manufacturing _____ | 840 | 1.0 | 647 | 193 | 840 | 259 | 196 | 181 | 105 | 88 | 11 |
| Other Manufacturing _____ | 6,857 | 8.5 | 5,032 | 1,825 | 6,857 | 1,629 | 1,628 | 1,343 | 956 | 983 | 318 |
| SUB-TOTAL MANUFACTURING | 50,952 | 62.9 | 37,508 | 13,444 | 50,952 | 12,607 | 13,352 | 12,549 | 4,895 | 5,880 | 1,669 |
| Wholesale Trade _____ | 6,773 | 8.3 | 5,296 | 1,477 | 6,773 | 3,554 | 1,108 | 200 | 482 | 1,106 | 323 |
| Retail Trade _____ | 4,131 | 5.1 | 3,180 | 951 | 4,131 | 1,688 | 737 | 247 | 287 | 990 | 182 |
| 3rd Party Logistics Provider _____ | 3,145 | 3.9 | 2,265 | 880 | 3,145 | 1,401 | 544 | 221 | 90 | 775 | 114 |
| Transportation/ Warehousing Services _ | 3,938 | 4.8 | 2,890 | 1,048 | 3,938 | 1,497 | 759 | 296 | 186 | 1,036 | 164 |
| Business/Consulting Services _____ | 4,379 | 5.4 | 2,796 | 1,583 | 4,379 | 2,323 | 404 | 809 | 144 | 284 | 415 |
| Other Non-Manufacturing _____ | 7,751 | 9.6 | 5,578 | 2,173 | 7,751 | 2,121 | 1,482 | 1,230 | 975 | 1,212 | 731 |
| SUB-TOTAL NON-MANUFACTURING | 30,117 | 37.1 | 22,005 | 8,112 | 30,117 | 12,584 | 5,034 | 3,003 | 2,164 | 5,403 | 1,929 |
| TOTAL QUALIFIED CIRCULATION | 81,069 | 100.0 | 59,513 | 21,556 | 81,069 | 25,191 | 18,386 | 15,552 | 7,059 | 11,283 | 3,598 |
| PERCENT | 100.0 | | 73.4 | 26.6 | 100.0 | 31.1 | 22.7 | 19.2 | 8.7 | 13.9 | 4.4 |

Note 1: This is an analysis of 81,069 or 100% of the recipients who buy, specify, recommend or approve materials handling equipment or services.

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2011

This is an analysis of the 81,069 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.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services | MATERIALS HANDLING EQUIPMENT AND SERVICES THAT RECIPIENTS BUY, SPECIFY, RECOMMEND OR APPROVE | | | | | | | | | | |
|---|-----------------|--|--|------------------------------|--|--|---|--|---|----------------|------------------------------|---------------------------------|--|
| | | | Powered Lift Trucks, Floor Trucks & Accessories | Conveying Equipment and AGVs | Software Systems for Manufacturing, Warehousing or Logistics | Automatic Data Capture Equipment, RFID, Information Systems and Controls | Storage & Staging Equipment, Picking Systems, Automated Storage Systems, Racks/ Shelves | Packaging, Labeling, Shipping and Weighing Equipment | Work Positioners, Manipulators, and Overhead Handling Equipment | Dock Equipment | Power Transmission Equipment | Systems Integrators/ Consulting | Third Party Warehousing/ Transportation Services |
| Food, Beverage & Tobacco Manufacturing _____ | 6,812 | 6,812 | 4,390 | 3,933 | 3,425 | 3,102 | 5,065 | 4,739 | 2,982 | 3,900 | 2,734 | 1,987 | 2,556 |
| Textiles/Apparel Manufacturing _____ | 1,562 | 1,562 | 1,063 | 819 | 844 | 680 | 1,206 | 1,094 | 718 | 921 | 579 | 432 | 687 |
| Paper/Printing Manufacturing _____ | 4,417 | 4,417 | 2,960 | 2,304 | 2,094 | 1,787 | 3,271 | 2,994 | 2,001 | 2,547 | 1,775 | 1,077 | 1,581 |
| Chemical/Pharmaceutical Manufacturing _____ | 5,200 | 5,200 | 2,933 | 2,515 | 2,566 | 2,313 | 3,623 | 3,494 | 2,187 | 2,440 | 1,760 | 1,400 | 1,773 |
| Plastics & Rubber Manufacturing _____ | 3,299 | 3,299 | 2,028 | 1,715 | 1,541 | 1,405 | 2,436 | 2,223 | 1,577 | 1,662 | 1,298 | 757 | 1,055 |
| Primary Metals Manufacturing _____ | 3,448 | 3,448 | 2,138 | 1,650 | 1,727 | 1,417 | 2,593 | 2,084 | 2,078 | 1,688 | 1,584 | 805 | 1,167 |
| Fabricated Metals Manufacturing _____ | 5,345 | 5,345 | 3,543 | 2,578 | 2,413 | 2,012 | 4,165 | 3,332 | 3,001 | 2,681 | 2,144 | 1,154 | 1,603 |
| Industrial Machinery Manufacturing _____ | 3,855 | 3,855 | 2,088 | 1,862 | 1,660 | 1,530 | 2,523 | 2,018 | 1,815 | 1,416 | 1,598 | 1,008 | 897 |
| Computers & Electronics Manufacturing _____ | 2,613 | 2,613 | 1,084 | 831 | 1,588 | 1,419 | 1,814 | 1,575 | 924 | 912 | 678 | 899 | 890 |
| Electrical Equipment Manufacturing _____ | 1,922 | 1,922 | 1,037 | 745 | 904 | 844 | 1,343 | 1,143 | 766 | 773 | 633 | 486 | 548 |
| Aerospace Manufacturing _____ | 1,556 | 1,556 | 790 | 489 | 758 | 711 | 1,130 | 897 | 695 | 574 | 406 | 357 | 380 |
| Automotive & Transportation Equipment Manufacturing _____ | 3,226 | 3,226 | 1,982 | 1,573 | 1,476 | 1,416 | 2,357 | 1,808 | 1,508 | 1,504 | 1,060 | 758 | 1,077 |
| Furniture Manufacturing _____ | 840 | 840 | 583 | 418 | 393 | 296 | 674 | 564 | 382 | 487 | 252 | 173 | 281 |
| Other Manufacturing _____ | 6,857 | 6,857 | 4,202 | 3,154 | 3,039 | 2,638 | 4,885 | 4,312 | 2,811 | 3,166 | 2,160 | 1,422 | 2,227 |
| SUB-TOTAL MANUFACTURING | 50,952 | 50,952 | 30,821 | 24,586 | 24,428 | 21,570 | 37,085 | 32,277 | 23,445 | 24,671 | 18,661 | 12,715 | 16,722 |
| Wholesale Trade _____ | 6,773 | 6,773 | 4,728 | 2,740 | 3,227 | 2,610 | 5,127 | 4,234 | 2,459 | 3,970 | 1,800 | 1,619 | 3,008 |
| Retail Trade _____ | 4,131 | 4,131 | 2,840 | 1,865 | 2,000 | 1,598 | 3,040 | 2,452 | 1,406 | 2,291 | 994 | 1,036 | 1,792 |
| 3rd Party Logistics Provider | 3,145 | 3,145 | 1,927 | 1,134 | 1,846 | 1,357 | 2,028 | 1,661 | 915 | 1,606 | 611 | 862 | 2,170 |
| Transportation/Warehousing Services _____ | 3,938 | 3,938 | 2,779 | 1,532 | 1,947 | 1,527 | 2,703 | 2,123 | 1,235 | 2,256 | 936 | 831 | 2,075 |
| Business/Consulting Services _____ | 4,379 | 4,379 | 1,895 | 2,023 | 2,562 | 2,148 | 2,728 | 2,068 | 1,562 | 1,570 | 1,207 | 2,390 | 1,525 |
| Other Non-Manufacturing | 7,751 | 7,751 | 4,639 | 3,097 | 3,057 | 2,757 | 5,551 | 3,939 | 2,708 | 3,569 | 2,169 | 1,804 | 2,368 |
| SUB-TOTAL NON-MANUFACTURING | 30,117 | 30,117 | 18,808 | 12,391 | 14,639 | 11,997 | 21,177 | 16,477 | 10,285 | 15,262 | 7,717 | 8,542 | 12,938 |
| TOTAL QUALIFIED CIRCULATION | 81,069 | 81,069 | 49,629 | 36,977 | 39,067 | 33,567 | 58,262 | 48,754 | 33,730 | 39,933 | 26,378 | 21,257 | 29,660 |

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2011

This is an analysis of the 68,064 or 84.0% 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 | Type of facilities for which subscribers buy, recommend or approve materials handling equipments or services | | |
|--|-----------------|--|--|---------------------------------|--------------------------|
| | | | TOTAL RESPONDENTS | Distribution Centers/Warehouses | Manufacturing Facilities |
| Manufacturing _____ | 50,952 | 50,952 | 43,844 | 24,780 | 37,849 |
| Wholesale/Retail Trade _____ | 10,904 | 10,904 | 9,163 | 8,538 | 3,725 |
| Third Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services, Other Non-Manufacturing _____ | 19,213 | 19,213 | 15,057 | 13,129 | 7,258 |
| TOTAL QUALIFIED CIRCULATION | 81,069 | 81,069 | 68,064 | 46,447 | 48,832 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

| QUALIFICATION SOURCE | Qualified Within | | | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
|--|------------------|---------------|---------|------------------------|--------------------------|-----------------|--------------|
| | 1 year | 2 years | 3 years | | | | |
| I. TOTAL - Direct Request: _____ | 56,860 | 20,206 | - | 55,510 | 21,556 | 77,066 | 95.1 |
| a. Written _____ | 5,299 | 1,543 | - | 6,487 | 355 | 6,842 | 8.5 |
| b. Telecommunication _____ | 24,856 | 9,937 | - | 26,706 | 8,087 | 34,793 | 42.9 |
| c. Electronic _____ | 26,705 | 8,726 | - | 22,317 | 13,114 | 35,431 | 43.7 |
| 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): _____ | 4,003 | - | - | 4,003 | - | 4,003 | 4.9 |
| a. Written _____ | 830 | - | - | 830 | - | 830 | 1.0 |
| b. Telecommunication _____ | 1,616 | - | - | 1,616 | - | 1,616 | 2.0 |
| c. Electronic _____ | 1,557 | - | - | 1,557 | - | 1,557 | 1.9 |
| 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 | 60,863 | 20,206 | - | 59,513 | 21,556 | 81,069 | 100.0 |
| PERCENT | 75.1 | 24.9 | - | 73.4 | 26.6 | 100.0 | |

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

| MAILING ADDRESS | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
|---|------------------------|--------------------------|-----------------|--------------|
| Individuals by name and title and/or function _____ | 59,513 | 21,556 | 81,069 | 100.0 |
| Individuals by name only _____ | - | - | - | - |
| Titles or functions only _____ | - | - | - | - |
| Company names only _____ | - | - | - | - |
| Multi-Copy Same Addressee copies _____ | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 59,513 | 21,556 | 81,069 | 100.0 |

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

| State | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
|------------------------------------|------------------------|--------------------------|-----------------|--------------|
| Maine _____ | 290 | 76 | 366 | |
| New Hampshire _____ | 317 | 82 | 399 | |
| Vermont _____ | 154 | 30 | 184 | |
| Massachusetts _____ | 1,465 | 435 | 1,900 | |
| Rhode Island _____ | 207 | 75 | 282 | |
| Connecticut _____ | 771 | 215 | 986 | |
| NEW ENGLAND | 3,204 | 913 | 4,117 | 5.1 |
| New York _____ | 2,955 | 748 | 3,703 | |
| New Jersey _____ | 2,106 | 576 | 2,682 | |
| Pennsylvania _____ | 3,671 | 1,011 | 4,682 | |
| MIDDLE ATLANTIC | 8,732 | 2,335 | 11,067 | 13.7 |
| Ohio _____ | 4,013 | 1,065 | 5,078 | |
| Indiana _____ | 1,855 | 595 | 2,450 | |
| Illinois _____ | 3,924 | 1,053 | 4,977 | |
| Michigan _____ | 2,450 | 728 | 3,178 | |
| Wisconsin _____ | 2,628 | 698 | 3,326 | |
| EAST NO. CENTRAL | 14,870 | 4,139 | 19,009 | 23.4 |
| Minnesota _____ | 1,675 | 459 | 2,134 | |
| Iowa _____ | 866 | 289 | 1,155 | |
| Missouri _____ | 1,353 | 393 | 1,746 | |
| North Dakota _____ | 176 | 50 | 226 | |
| South Dakota _____ | 166 | 43 | 209 | |
| Nebraska _____ | 564 | 123 | 687 | |
| Kansas _____ | 693 | 194 | 887 | |
| WEST NO. CENTRAL | 5,493 | 1,551 | 7,044 | 8.7 |
| Delaware _____ | 149 | 52 | 201 | |
| Maryland _____ | 869 | 229 | 1,098 | |
| Washington, DC _____ | 75 | 25 | 100 | |
| Virginia _____ | 1,264 | 402 | 1,666 | |
| West Virginia _____ | 286 | 63 | 349 | |
| North Carolina _____ | 2,027 | 598 | 2,625 | |
| South Carolina _____ | 1,039 | 298 | 1,337 | |
| Georgia _____ | 1,944 | 568 | 2,512 | |
| Florida _____ | 2,193 | 673 | 2,866 | |
| SOUTH ATLANTIC | 9,846 | 2,908 | 12,754 | 15.7 |
| Kentucky _____ | 1,075 | 299 | 1,374 | |
| Tennessee _____ | 1,449 | 425 | 1,874 | |
| Alabama _____ | 791 | 213 | 1,004 | |
| Mississippi _____ | 404 | 111 | 515 | |
| EAST SO. CENTRAL | 3,719 | 1,048 | 4,767 | 5.9 |
| Arkansas _____ | 572 | 162 | 734 | |
| Louisiana _____ | 474 | 124 | 598 | |
| Oklahoma _____ | 519 | 170 | 689 | |
| Texas _____ | 3,713 | 1,222 | 4,935 | |
| WEST SO. CENTRAL | 5,278 | 1,678 | 6,956 | 8.6 |
| Montana _____ | 105 | 19 | 124 | |
| Idaho _____ | 202 | 64 | 266 | |
| Wyoming _____ | 62 | 20 | 82 | |
| Colorado _____ | 519 | 181 | 700 | |
| New Mexico _____ | 118 | 44 | 162 | |
| Arizona _____ | 567 | 228 | 795 | |
| Utah _____ | 383 | 178 | 561 | |
| Nevada _____ | 227 | 64 | 291 | |
| MOUNTAIN | 2,183 | 798 | 2,981 | 3.7 |
| Alaska _____ | 62 | 19 | 81 | |
| Washington _____ | 814 | 291 | 1,105 | |
| Oregon _____ | 597 | 177 | 774 | |
| California _____ | 4,469 | 1,486 | 5,955 | |
| Hawaii _____ | 121 | 27 | 148 | |
| PACIFIC | 6,063 | 2,000 | 8,063 | 9.9 |
| UNITED STATES | 59,388 | 17,370 | 76,758 | 94.7 |
| U.S. Territories _____ | 115 | 98 | 213 | |
| Canada _____ | 1 | 697 | 698 | |
| Mexico _____ | 1 | 219 | 220 | |
| Other International _____ | - | 3,170 | 3,170 | |
| APO/FPO _____ | 8 | 2 | 10 | |
| TOTAL QUALIFIED CIRCULATION | 59,513 | 21,556 | 81,069 | 100.0 |

| AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS | | | | | | |
|--|-------------------|--------------------|-------------------|--------------------|-------------------|---------------------|
| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
| | January-June 2009 | July-December 2009 | January-June 2010 | July-December 2010 | January-June 2011 | July-December 2011* |
| Total Audit Average Qualified _____ | 81,051 | 81,048 | 81,052 | 81,054 | 81,059 | 81,053 |
| Qualified Non-Paid Total ____ | 81,051 | 81,048 | 81,052 | 81,054 | 81,059 | 81,053 |
| Print Version Only _____ | 64,343 | 63,016 | 61,669 | 60,500 | 59,291 | 59,620 |
| Digital Version Only _____ | 16,708 | 18,032 | 19,383 | 20,554 | 21,768 | 21,433 |
| Qualified Paid Total _____ | - | - | - | - | - | - |
| Print Version Only _____ | - | - | - | - | - | - |
| Digital Version Only _____ | - | - | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation _____ | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price _____ | **NC | **NC | **NC | **NC | **NC | **NC |

***NOTE: July - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 59,620 | 100.0 | 59,620 | 100.0 | - | - |
| Sponsored Individually Addressed ____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 59,620 | 100.0 | 59,620 | 100.0 | - | - |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 21,433 | 100.0 | 21,433 | 100.0 | - | - |
| Sponsored Individually Addressed ____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 21,433 | 100.0 | 21,433 | 100.0 | - | - |

QUALIFICATION FORM USED 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 _____

City _____ State _____ ZIP _____

B Phone, FAX & Email:

() ()
Business Phone Business FAX

EMAIL ADDRESS _____

* IMPORTANT - please provide for renewal messages and FREE email newsletters. 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 title? (Check ONE only)

- 1 Corporate/General Management (C-Level, President, VP)
- 2 Plant/Operations Management
- 3 Distribution/Warehouse/Logistics Management
- 4 Engineering
- 5 Purchasing Management (Director, Manager, Agent, Buyer)
- 6 Sales/Marketing
- 99 Other Job Title _____ (please describe)

Fax this form back to
1-720-253-0810 or apply online at
www.mmh.com/subscribe

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
- 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
- 48 Power Transmission Equipment
- 49 Software Systems for Manufacturing
- 50 Software Systems for Warehousing or Logistics
- 51 Systems Integrators/Consulting
- 52 Third Party Warehousing/Transportation Services
- 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
- 2 Distribution Center
- 3 Warehouse
- 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 |
| 2 <input type="checkbox"/> Textiles/Apparel | 31 <input type="checkbox"/> Retail Trade |
| 3 <input type="checkbox"/> Paper/Printing | 32 <input type="checkbox"/> 3rd Party Logistics Provider |
| 4 <input type="checkbox"/> Chemicals/Pharmaceuticals | 33 <input type="checkbox"/> Transportation/Warehousing Services |
| 5 <input type="checkbox"/> Plastics/Rubber | 34 <input type="checkbox"/> Business/Consulting Services |
| 6 <input type="checkbox"/> Primary Metals | 35 <input type="checkbox"/> Other Non-Manufacturing |
| 7 <input type="checkbox"/> Fabricated Metals | 99 <input type="checkbox"/> Other Business Not Identified Above |
| 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 1,000 or more
- 2 500-999
- 3 250-499
- 4 100-249
- 5 50-99
- 6 20-49
- 7 1-19

H Which publications do you receive? (Check ALL that apply)

- 1 Material Handling Management
- 2 DC Velocity
- 3 None of the above

Please answer all question, sign and date the card. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

MMH0111Q

PUBLISHER'S AFFIDAVIT

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

Brian Ceraolo, VP/Publisher

Charles Tanner, Director of Audience Marketing

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

| | |
|---------------------------|------------------|
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| City | Framingham |
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