

# MODERN MATERIALS HANDLING & MATERIAL HANDLING PRODUCT NEWS<sup>®</sup>

**MODERN IS THE ONLY**  
PUBLICATION EXCLUSIVELY  
DEDICATED TO  
MATERIALS HANDLING



## 2011 MEDIA INFORMATION





## Staying on the pulse...

When I'm asked to define the editorial mission of *Modern Materials Handling (Modern)* I often begin by reciting a list of company names: Office Depot, Kroger, Crate & Barrel, Patagonia, Bon-Ton Stores, The Apparel Group, Canadian Tire, IKEA....

This list represents just a few of the materials handling innovators *Modern* editors have profiled on the cover during the past 18 months. These companies continue to open their manufacturing, warehousing and DC doors to our editorial staff and photographers so we can tell the stories of how true innovation mavericks are linking their materials handling achievements with the success of their overall organization.

And our editorial mission is clear again in 2011: By putting our staff members on the ground, we plan to showcase the best of the best in materials handling operations and continue to inspire the late adapters—a goal of any forward-thinking, staff-written publication.

The one thing materials handling innovation leaders have in common is that they read *Modern* and keep up with industry news daily on mmh.com. And this year, we've set out to keep that ambitious group on the fast track—and, of course, keep pushing those professionals who are on the brink of new innovation and equipment investment plans.

We intend to build on the success *Modern* had with a feature series that we call *Big Picture: Where business meets materials handling*. These strategic features, written by Executive Editor Bob Trebilcock, offer a closer look at how true leaders have created equipment, systems and automation plans that are weaved into their organization's long-term supply chain strategy. Consider them a rallying cry for those managers currently making the case for materials handling investment.

On top of the Big Picture, I'm pleased to announce that marketers will also see five Print/Web events tied to *Modern's* exclusive research projects along with a Virtual Conference slated for September. These Webcasts and virtual events connect marketers and materials handling professionals in real time from the comfort of their own facilities.

And while our Virtual Conference and Print/Web events put marketers in front of those innovation leaders online, *Modern* will once again be producing the most respected editorial in the market in its stalwart print publication. You'll find the specific focus of our completely staff-reported System Reports, Best Practices, Information Management and Lift Truck features and columns listed on our 2011 Editorial Calendar.

The pressure on materials handling professionals to innovate and invest has never been greater; and the value of the relevant management guidance offered by *Modern Materials Handling* has never been higher. In this media kit, you'll find all of the information you need to put your marketing message into the most dynamic advertising environment in the materials handling industry. I look forward to working with you over the course of 2011.

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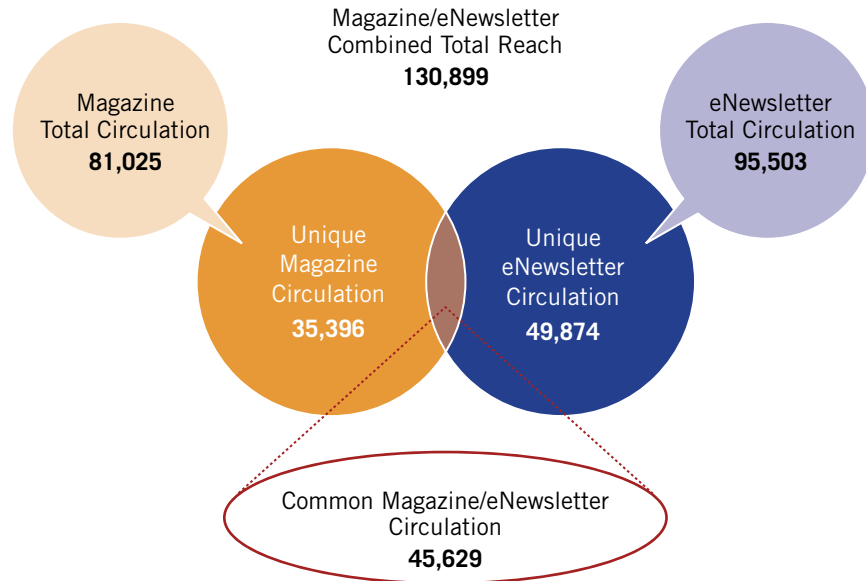


## MODERN AUDIENCE PROFILE

Modern Materials Handling, *the materials handling authority since 1946.*

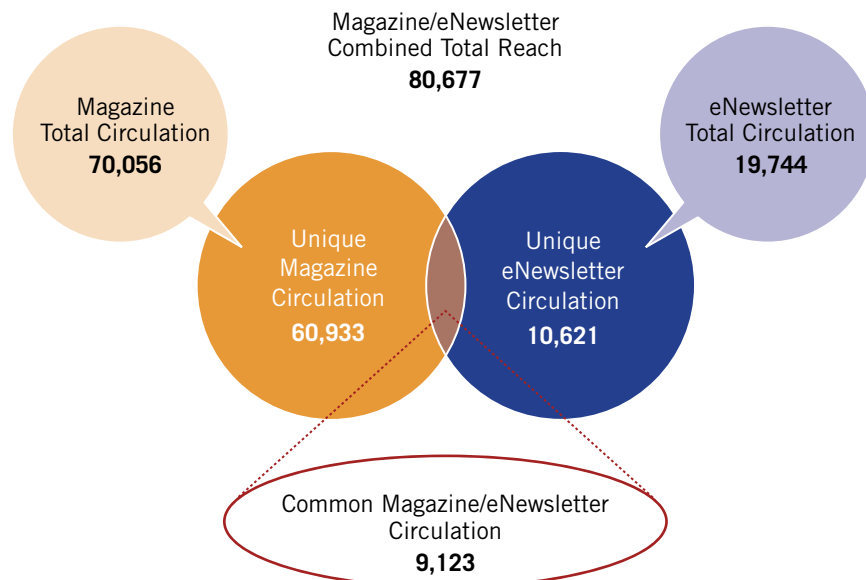
### Delivering the Broad Materials Handling Market

As the number of subscribers to *Modern Materials Handling* online products has grown significantly over the past few years, so has our total market reach. We can now deliver your message to 130,899 materials handling professionals!



## MHPN AUDIENCE PROFILE

*Material Handling Product News*, the only product-focused magazine in the industry, delivers an average of 1,600 leads per issue. *MHPN* reaches more than 80,677 materials handling professionals combined between the magazine and eNewsletter circulation looking to purchase products in small, medium and large facilities including manufacturing, warehousing and DC locations.

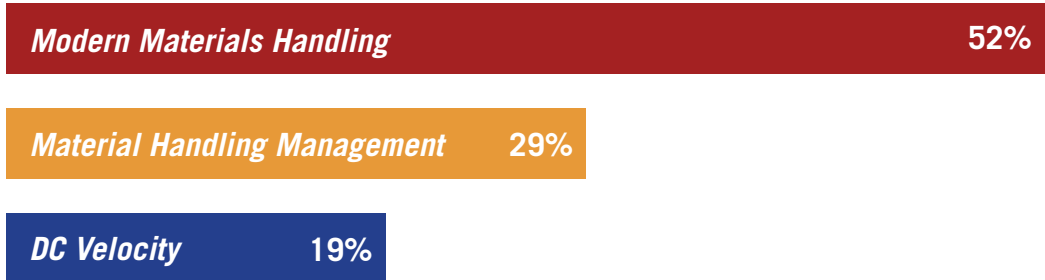


## READER PROFILE

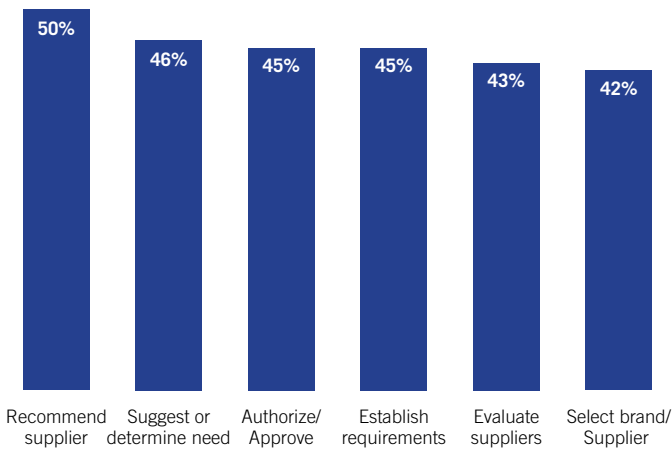
### The Most-Read, Most-Preferred Materials Handling Brand

**Modern Materials Handling** is the preferential materials handling publication as reported in a **blind-letterhead, independent study of the 2009 ProMat attendees.\***

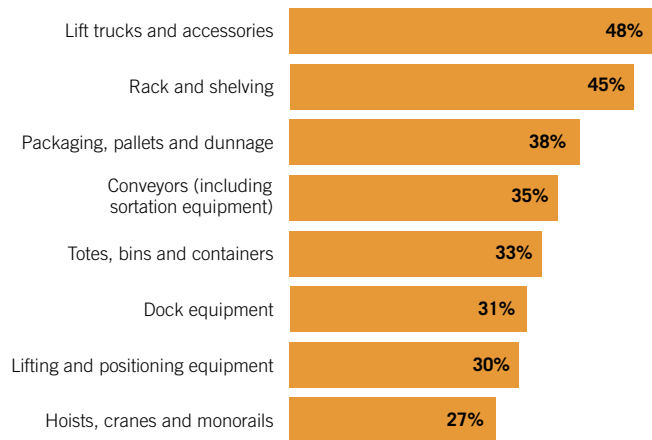
If you could read only ONE, which would it be?\*



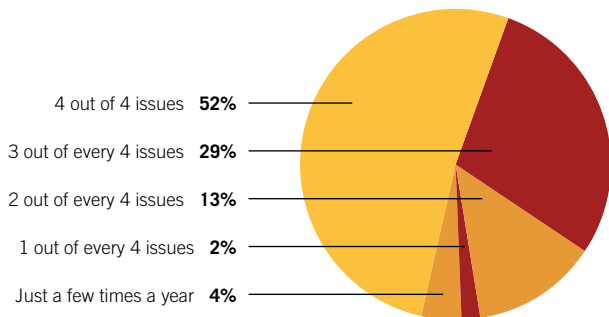
How are you personally involved in the recommendation and/or purchase of materials handling equipment/products, technologies, and services within your company, or for companies with whom you consult?



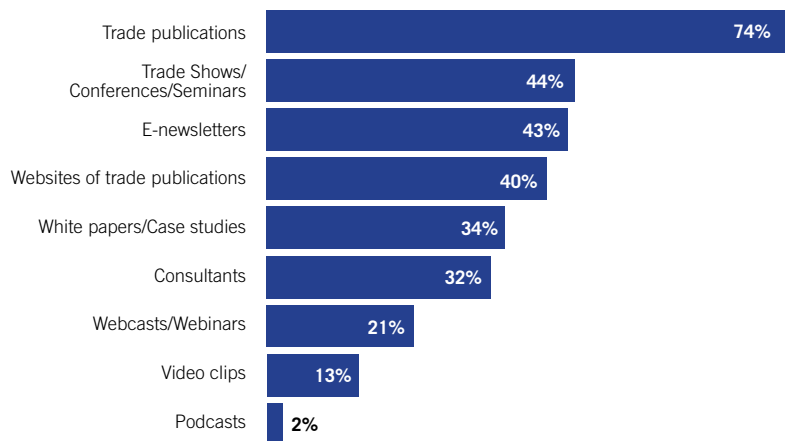
Which of the following materials handling products and services are you likely to evaluate or consider purchasing over the next 12 months?



On average, about how many issues of **Modern Materials Handling** do you typically read or look into?



Which sources do you use for information on materials handling products, equipment, technologies and services?



Source: 2010 MMH Reader Profile Study



## MODERN AUDIENCE PROFILE

### Circulation Comparison

*Modern Materials Handling* reaches the largest number of materials handling professionals in the industry. Additionally, *Modern* is the **only** industry publication to audit for specific buying influences of materials handling equipment and services.

	<i>Modern Materials Handling</i>	<i>Material Handling &amp; Logistics</i>	<i>DC Velocity</i>
<b>Total Circulation</b>	<b>81,025</b>	55,297	50,149
<b>Buying/Specifying Authority</b>	<b>100%</b>	unaudited	94.9%
Powered Lift Trucks, Floor Trucks & Accessories	<b>52,904</b>	unaudited	unaudited
Conveying Equipment and AGVs	<b>39,468</b>	unaudited	unaudited
Software Systems for Manufacturing, Warehousing or Logistics	<b>38,572</b>	unaudited	unaudited
ADC, RFID, Information Systems, and Controls	<b>34,444</b>	unaudited	unaudited
Storage & Staging Equipment, Picking Systems and Automated Storage Systems, Racks & Shelves	<b>61,340</b>	unaudited	unaudited
Packaging, Labeling, Shipping and Weighing Equipment	<b>50,791</b>	unaudited	unaudited
Work Positioners, Manipulators and Overhead Handling Equipment	<b>34,897</b>	unaudited	unaudited
Dock Equipment	<b>42,481</b>	unaudited	unaudited
Power Transmission Equipment	<b>26,243</b>	unaudited	unaudited
Systems Integrators/Consulting	<b>21,122</b>	unaudited	unaudited
Third Party Warehousing/Transportation Services	<b>30,244</b>	unaudited	unaudited
<b>Identified Buying/Specifying Authority for Warehouse/DCs</b>	<b>50,491</b>	unaudited	47,630

Sources: June 2010 BPA statements for *Modern Materials Handling*, *Material Handling & Logistics* and *DC Velocity* except for MHL and DCV duplication data with *Modern*, which are Publisher's Own Data, March 2010.

**Exclusive Readership:** Over 54% of *Modern Materials Handling's* subscribers do not receive *Material Handling Management* (now *Material Handling & Logistics*) or *DC Velocity*.

## Modern Materials Handling Delivers What Counts

### DELIVERING MORE...

**TOTAL SUBSCRIBERS** *Modern's* 81,000 total subscribers is significantly more than any competitor.

**QUALIFIED BUYERS** 100% BPA-audited materials handling equipment/services buyers.  
More audited buyers of all materials handling equipment categories than any competitor.

**BUYERS FOR BOTH MANUFACTURING & DCs/WAREHOUSE FACILITIES** 50,491 audited buyers of materials handling equipment for DCs/warehouse facilities.  
51,380 audited buyers of materials handling equipment for manufacturing facilities.

**BUYERS AT LARGE MANUFACTURING** 84% of manufacturing subscribers are at companies with 100+ employees.  
Reaching the larger companies means reaching the locations with the greatest buying power.

# 2011 Editorial Calendar

Issue Date	Cover Story	Feature	Equipment	Best Practices	Information Management	Productivity Solutions	Lift Truck Tips	Product Focus	Web Events	Special Reports	Show Distribution/ Value-Add Programs
<b>JANUARY</b> Ad Close: Dec. 10, 2010*	• System Report**	• <b>Data Capture Research Report</b>	• Totes/ Containers	• Safety/ Ergonomics		• Cubing/ Weighing/ Dimensioning	• Electric Trucks	• AGVs	• Data capture research report	• Warehouses/ Distribution Centers	• Readex Ad Readership Study
<b>FEBRUARY</b> Ad Close: Jan. 19, 2011*	• <b>ProMat 2011 Show Issue</b>	• Productivity Awards	• Racks	• <b>Conveyor Report: Original Research</b>	• System Report	• Packaging	• Attachments	• Lift Trucks		• Warehouses/ Distribution Centers	• <b>ProMat 2011</b>
<b>MARCH</b> Ad Close: Feb. 18, 2011*	• System Report	• <b>Industry Outlook</b>	• Automated Storage	• <b>Big Picture: Where Business Meets MH</b>		• Robotics	• Fast Charging	• Picking Technologies	• Industry Outlook Webcast	• Warehouses/ Distribution Centers	• <b>ProMat 2011</b> • Line Conveyors Study • <b>CEMA</b>
<b>APRIL</b> Ad Close: Mar. 18, 2011*	• System Report	• <b>Top 20 Systems Suppliers</b>	• Conveyors		• MES	• AGVs	• Batteries	• Racks		• Warehouses/ Distribution Centers	• Lift Truck Usage Study • <b>WERC</b>
<b>MAY</b> Ad Close: Apr. 22, 2011*	• System Report		• Sortation	• Food and Beverage	• Slotting	• Safety/ Ergonomics	• Battery Management	• Data Collection/ Mobile Computing		• Warehouses/ Distribution Centers	• MHEDA
<b>JUNE</b> Ad Close: May 19, 2011*	• System Report		• Palletizing	• <b>Big Picture: Where Business Meets MH</b>	• <b>Software Usage Survey</b>	• Lift Trucks	• Fleet Management	• Overhead Handling	• Software Usage Webcast	• Warehouses/ Distribution Centers	
<b>JULY</b> Ad Close: June 14, 2011*	• System Report	• <b>Top 20 Software Suppliers</b>	• Pallets/ stretchwrap/ Unitizing	• <b>Salary Survey: Original Research</b>		• Overhead Handling	• Leasing	• Dock Equipment		• Warehouses/ Distribution Centers	• Corporate Profiles***
<b>AUGUST</b> Ad Close: July 22, 2011*	• System Report	• <b>Top 20 Lift Truck Suppliers</b>	• Lift Trucks		• Lift Truck Software/ Fleet Management	• Slotting	• Alternative Power	• Packaging		• Warehouses/ Distribution Centers	• Readex Ad Readership Study
<b>SEPTEMBER</b> Ad Close: Aug. 17, 2011*	• System Report		• AGVs	• <b>Big Picture: Where Business Meets MH</b>	• Supply Chain Execution Software	• Voice	• Narrow Aisle	• Ergonomics	• <b>Virtual Conference</b>	• Warehouses/ Distribution Centers	• Warehouse/ Distribution Study • <b>CSCMP</b>
<b>OCTOBER</b> Ad Close: Sept. 14, 2011*	• System Report	• <b>Top 20 ADC Suppliers</b>	• Data Capture	• <b>Pallet Report: Original Research</b>		• Picking	• Operator Training	• Automated Storage	• Pallet Report	• Warehouses/ Distribution Centers	• <b>Pack Expo</b>
<b>CASEBOOK</b> Ad Close: Sept. 14, 2011*	Casebook Directory of Manufacturers/Integrators, Equipment & Software, Systems Integration Suppliers and Distributors Year-round Market Coverage of Lift Trucks, Fixed Path, Storage/Staging, Information Systems, Packaging and Dock Equipment										
<b>NOVEMBER</b> Ad Close: Oct. 21, 2011*	• System Report	• 2011 Warehouse DC Operations Survey	• Software	• Retail		• Palletizing	• Cold Storage	• Conveyor/ Sortation	• Warehouse DC Operations Webcast	• Warehouses/ Distribution Centers	• Annual Trending Study
<b>DECEMBER</b> Ad Close: Nov. 14, 2011*	• System Report	• <b>Top 20 Warehouses</b>	• Overhead Handling	• Big Picture: Where Business Meets MH		• Automated Storage	• Safety/ Ergonomics	• Casters/ Tuggers/ Carts		• Warehouses/ Distribution Centers	• Warehouse Management Software Study

\*Ad materials due five business days after ad close date

\*\*A look inside a Warehouse/DC

\*\*\*Advertisers of a full page receive a full page at no charge to highlight their Corporate Profile



## 2011 Editorial Calendar

Issue Date	Spotlight	Lift Truck News	Special Focus	Mini Case History	Environmental Design, Safety and Ergonomics	Show Distribution/ Value-Add Programs	Brand Awareness Study
<b>FEBRUARY</b> Ad Close: 1/20/2011*	Lift Trucks	Cold Storage	AGVs	Dock Equipment	Environmental Design	<b>ProMat 2011 Show Issue:</b> Bonus Distribution, ProMat Profile	Storage/Racking, AS/RS & Picking Systems
<b>APRIL</b> Ad Close: 3/17/2011*	Picking Technologies	Scales	Rack	Automation	Safety/ Ergonomics	Literature Review	Lift Trucks & Accessories
<b>JUNE</b> Ad Close: 5/18/2011*	Overhead Handling	Electric Trucks	Data Collection	Safety/ Ergonomics	Environmental Design	Website Exposure	Conveying/Sortation Equipment
<b>AUGUST</b> Ad Close: 7/21/2011*	Packaging	Batteries and Accessories	Dock Equipment	Conveying/ Sortation	Safety/ Ergonomics	<b>Annual Corporate Profiles Issue**</b>	Work Positioners/ Overhead Handling Equipment
<b>OCTOBER</b> Ad Close: 9/15/2011*	Safety/ Ergonomics	Order Pickers	Automated Storage	Software	Environmental Design	Literature Review	Packaging, Labeling & Weighing Equipment
<b>DECEMBER</b> Ad Close: 11/14/2011*	Conveyors/ Sortation	Pallet Trucks	Casters/ Tuggers/Carts	Storage	Safety/ Ergonomics	Website Exposure	Dock Equipment

\*Ad materials due five business days after ad close date.

\*\*Please contact your sales representative for complete details.

## INTEGRATED MARKETING OPPORTUNITIES

*Use the power of the only Show Daily allowed on the floor.*

ProMat 2011 is the one event this year that will bring the entire materials handling and logistics industry under one roof.

*Modern Materials Handling*, the industry leader and official publisher of the ProMat 2011 Show Daily, is your best resource to reach the tens of thousands of industry professionals from over 60 countries on the ProMat 2011 show floor and receive more than 327,000 page impressions. *Modern's* integrated marketing programs are a high-impact, cost-effective way to promote your supply chain solutions.



	Print	eNewsletter for Show Daily	Web Presence
Platinum \$15,000 net	Tab Page 10 1/8 in x 14 in	Premier Position 1 Banner/Link & Company Text Link	Banner/Link on MMH.com's ProMat 2011 Live! Section
Gold \$10,000 net	Standard Page 7 in x 10 in	Premier Position 2 Banner/Link & Company Text Link	Banner/Link on MMH.com's ProMat 2011 Live! Section
Silver \$5,000 net	Half Page 4 1/2 in x 7 1/2 in island 7 in x 4 3/8 in horizontal 3 3/8 in x 4 5/8 in vertical	Company Text Link	Banner/Link on MMH.com's ProMat 2011 Live! Section
Bronze \$2,000 net	Quarter Page 3 3/8 in x 4 3/8 in	Company Text Link	N/A

## Increase your Visibility in One of the Industry's Most-Read Issues

- **Reach the largest audience of qualified buyers:** More than 130,000 *Modern* readers
- **Year-long exposure to your prospective buyers:** The Casebook Directory is the first place industry professionals turn when looking for a supply source. If they don't see you here, they will see your competition!
- **Casebook Section:** Promote yourself as part of the solution! This special editorial section in the Casebook uses case studies to provide solutions to common industry challenges. This is an exceptional opportunity to reach the *Modern* readers as they are evaluating solutions.
- **Industry-specific directory sections:** Place your advertising where your prospects are looking for business solutions.



## Advertising Packages

Regular issue rates apply.

### Display Ads in the Casebook Section

Full page, 1/2 page horizontal or vertical, 1/4 page, column ads.

### Casebook eNewsletter— Driving online views to your listing!

Advertiser's logos and links will be included in a Jan. 2012 and June 2012 Casebook eNewsletter, designed to keep your company in front of the industry professionals looking for business solutions.

### Directory Section Ads Equipment Selection & Software Sourcebook

	1X	2X	3X	4X	5+
1 column x 1 in	\$420	\$385	\$375	\$365	\$360
1 column x 2 in	775	710	700	690	670

### Systems Integration Services Section

	1X
1 column x 2 in	\$930
1 column x 3 in	\$1655

### Distributor Locations Section

1/4 Page	\$540
Full Page	\$1470
1/2 Page	\$895
Copy Change	\$80 (each)

*Don't be left out of the buying process!*



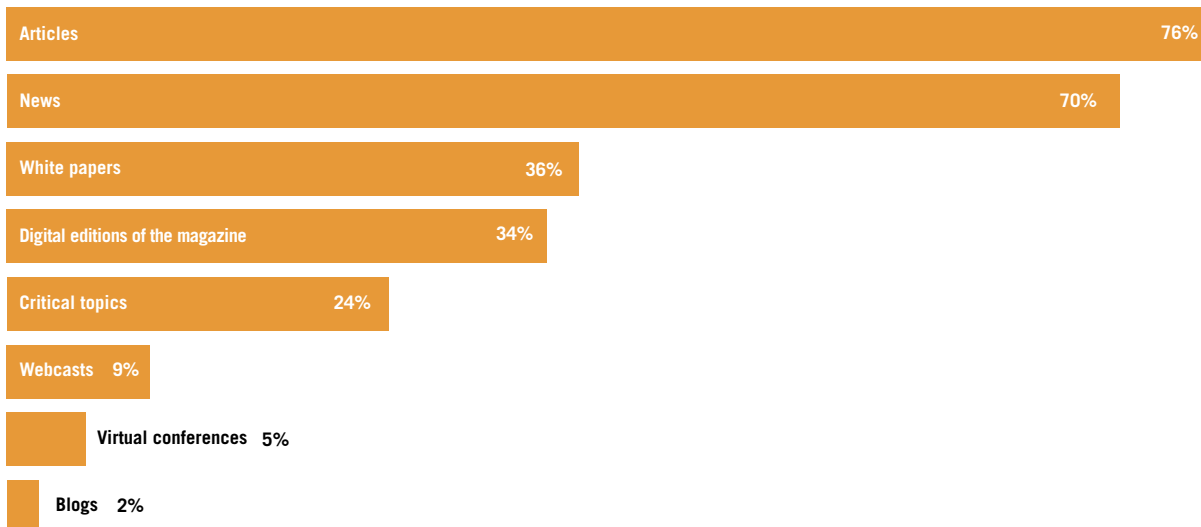
## MODERN ONLINE

MMH.com offers the best and most unique opportunities to brand your company online, drive traffic to your Web site, and most of all, deliver highly qualified sales leads! Materials handling professionals visit mmh.com regularly as it is a true industry resource. Some of its features include:

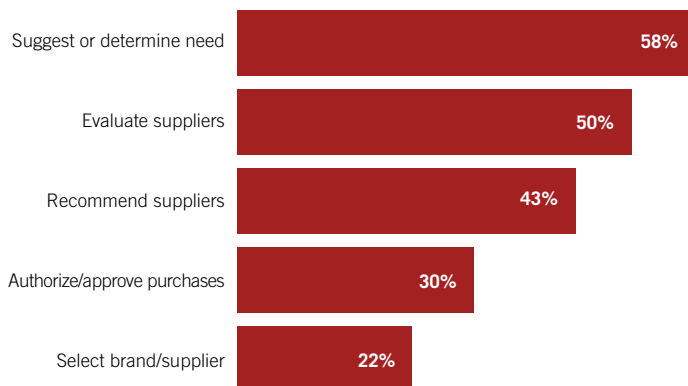
- Webcasts
- Virtual Trade Shows
- Resource Center
- Buyers Guide
- Newsletters
- Blogs
- Critical Topics
- Latest Industry News
- Current and Archived Issues



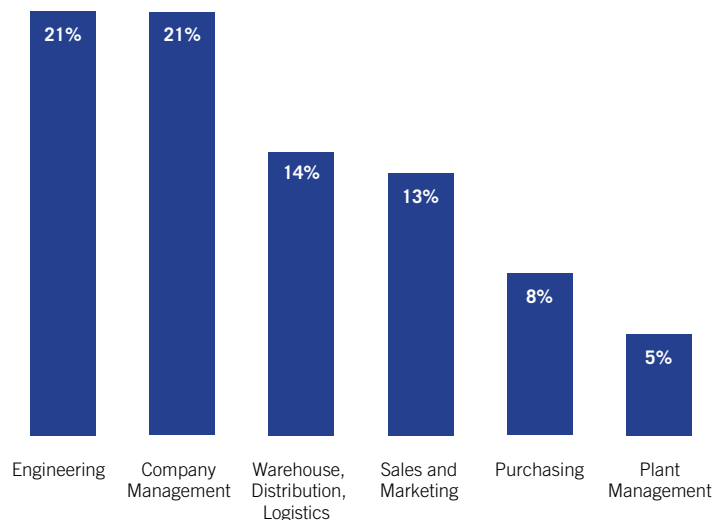
### What are the main reasons you visit MMH.com?



### How are you personally involved in the recommendation, purchase or leasing of materials handling, services and equipment and technology within your company, or for companies with whom you consult?



### Which of the following best describes your job title or function?



Source: 2010 MMH Reader Profile Study

## LEAD GENERATION

### Modern Online / Lead Generation Virtual Event

In September 2011, *Modern* will host the Best Practices in Manufacturing, Warehousing and DC Operations Virtual Event. You can sponsor this virtual event, which will feature Webcasts and content delivery to attendees. Sponsors will receive leads from Webcasts and attendees.

#### Features and Benefits

- **Limit of six sponsors**
- **Minimum Lead Guarantee.** All sponsors will receive all leads from the virtual event.
- **Lead Reporting:** Once the show starts, the real-time reporting engine provides details of show performance and attendee activity. Reports include full demographic information on all attendees.
- **Prominent Branding:** Sponsors' logos appear on all web and print promotions. The Main Lobby features sponsors logos and a direct link to their Resource Center, which houses their materials, demos, documents and presentations.
- **Resource Center:** A central repository of all show content—Webcasts, demos, documents and presentations with search and bookmark tools.
- **Communication Center (Who's Here?):** See everyone currently taking part in the show at any given time! Networking tools with the ability to send/receive messages to all attendees.

**NET INVESTMENT: \$10,000**



### Forever-Linked Program

#### Traffic Driving

Tie your brand to specific content that highlights your company as a viable solution. Nothing is more powerful than having your brand in front of potential customers when they are engaged in evaluating business practices, learning about new technologies, or keeping up to date on the industry. Our Forever-Linked Program gives you the opportunity to brand your company and drive traffic from our special Feature Reports.

- You pick a specific Feature Report on MMH.com, and we will brand it with your logo complete with a link directly to your site.
- Custom ad—the Feature Report will end with an ad about your company with contact information and links.
- All Feature Reports are hosted on MMH.com and available to our extensive audience.

**Net Investment: \$4,000 for 1 article**  
**\$3,500 each for 2 to 5 articles**  
**\$3,000 each for 6 or more articles**





## Webcasts

*Be branded as an industry leader while generating qualified leads*

Modern Materials Handling offers single and multi-sponsored Webcast opportunities. Both opportunities provide a full marketing campaign to promote the event and maximize registration.

### SINGLE-SPONSORED CUSTOM WEBCASTS

*Guaranteed 200 leads*

- You select the topic for the event and have the option to speak on the panel, and/or bring a customer to speak
- We create a customized registration page to further qualify the leads

**NET INVESTMENT: \$15,000**

### MULTI-SPONSORED EVENTS

*Special Web events delivering hundreds of quality leads*

Just looking to receive leads from a Webcast without having to develop a topic or find speakers? No problem! *Modern's* Multi-Sponsored Events program offers five Webcasts on significant topics in materials handling. Each event is presented by industry experts in their respective field. All we require from you is your logo. We will distribute the leads from the registrants to the sponsors (up to five). We also ask a couple buying-intent questions to further qualify the leads for you.

*Guaranteed 200 leads*

**NET INVESTMENT: \$7,000 (One Event)**  
**\$6,000 each (Two Events)**  
**\$5,000 each (Three Events)**

### 2011 Webinar Schedule:

January	Data Capture Research Report
March	Industry Outlook Webcast
June	Software Usage Webcast
September	Pallet Report
November	Warehouse/DC Operations Webcast

Single-Sponsored Webcast

Multi-Sponsored Webcast

Customized Registration Page

## LEAD GENERATION

### White Paper Program

*Prominent Exposure to Qualified Prospects*

The White Paper section of MMH.com offers vendors and service providers a vehicle for directing customers to your whitepapers, video, or educational product information resulting in generating qualified leads.

**3-month posting with a 200-lead guarantee:**

- A dedicated email promotion featuring the sponsor's white paper or case study is sent to MMH's audience of more than 75,000 decision makers.
- Custom registration with up to five buying questions.
- Weekly lead reports.

**NET INVESTMENT: \$7,000**

### Critical Topics

*Take contextual advertising to the next level*

Own your market segment on MMH.com! All of our content on specific topics are aggregated on a single landing page that is surrounded by the sponsor's banners and logos. Just your company is branded—not your competitor's—in the place where your potential customers come to keep up to date on the industry news that matters to them.

**Subjects for Critical Topic pages are:**

- Automation
- Containers & Totes
- Conveyors & Sorters
- Energy & Sustainability
- Inventory & Picking
- Lift Truck & Fork Lift
- Loading Dock Equipment
- Handling & Warehouse Ergonomics
- Mobile & Wireless
- Packaging
- Shipping Pallets
- Storage
- Software

**Standard Package:**

- Banner Positions: Leaderboard and Boombox.
- Content Box highlighting your White Papers, Webinars, Videos and Educational Information.

**NET INVESTMENT: \$7,000 for 6 months (\$1,166 per month)**

**\$12,000 for 12 months (\$1,000 per month)**

**Premium Package:**

- Banner Positions: Leaderboard and Boombox.
- Content Box highlighting your white papers, Webinars, videos and educational information.
- Weekly "Jumbostitial" welcome ad.
- Quarterly Critical Topic newsletter with your banner ad sent to 75,000 materials handling executives.

**NET INVESTMENT: \$10,000 for 6 months (\$1,666 per month)**

**\$15,000 for 12 months (\$1,250 per month)**



**Banner Positions**



**Quarterly Critical Topic eNewsletter**



## Custom Lead Generation Research Briefs

### Using Market Intelligence to Generate Leads

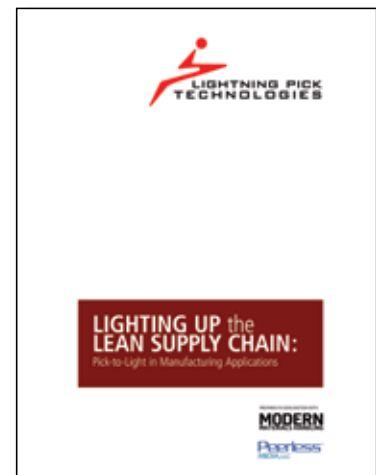
MMH's Custom Market Research Briefs are a turn-key solution that offers a unique opportunity to provide market intelligence and qualified leads. Research Briefs are a custom marketing solution that is based on a market research program developed by you and Peerless Media's Research Group.

These briefs serve as a valuable information asset that is promoted to your target audience and leveraged as a credible co-branded resource and lead generation mechanism.

Turning your brief into qualified leads:

- Your 5-10 page executive brief is posted on our Resource Center as a white paper.
- Customized registration page captures qualified leads.
- Dedicated email promotion to our 75,000 subscribers will generate numerous qualified leads.

**NET INVESTMENT: \$12,000**



## Brand Awareness Pre-Post Market Snapshot Studies

### Make Better Business Decisions

These studies offer information on awareness of your brand, measurement of your ad campaign's effectiveness, or a snapshot of a specific aspect of your industry.

- Up to 10 survey questions.
- Obtain valuable information from *Modern's* leading audience.
- Quick turnaround.

**NET INVESTMENT \$2,500**



## Custom White Paper Creation

### Provide Critical Business Information to the Industry

Peerless Media produces authoritative reports that address a business issue, product, or competitive situation.

- Share technical knowledge and business information.
- Generate publicity and attract prospects.
- Written by industry experts.

**NET INVESTMENT: per project scope**

Please note that these white papers are created without industry research. Please see our Custom Lead-Gen Research Briefs for research-based market intelligence.

## Peerless<sup>®</sup> MEDIA, LLC Research Group

Peerless Research is a rich source of business information for the supply chain, materials handling, and logistics industries. By leveraging our market leadership through our publications, *Supply Chain Management Review*, *Logistics Management*, and *Modern Materials Handling*, we provide independent, accurate, comprehensive, and up to date business intelligence. We can give you statistics, analysis, forecasts, and get you directly connected to the companies that are looking for your products and services. In today's demanding business climate, there are distinct benefits in being equipped with information about your customers, prospects, competition, and environment.

## ONLINE BRANDING AND PRODUCT PROMOTION

### MMH.com

Opportunities to engage prospects include contextual links, eNewsletter sponsorships and banners.

	CPM	Dimensions
<b>Leaderboard</b>	\$115	728 x 90
<b>Skyscraper</b>	\$115	160 x 600
<b>Boombox</b>	\$120	336 x 280

### Newsletters

Engage MMH's & MHPN's premium online community with your products.



#### Pallet & Packaging eNewsletter

This monthly newsletter focuses on pallet and packaging products, industry news, and analysis on these core materials handling products.

**Frequency: Monthly**  
**Subscribers: 45,000 opt-in subscribers**  
**NET INVESTMENT: Position 1: \$2,500**  
**Position 2: \$2,000**  
**Position 3: \$1,500**

#### MMH/MHPN Product Showcase

The Product Showcase newsletter features the latest materials handling products. Eight advertising spots available featuring 100 x 100 color photo and 75 word product description.

**Frequency: Monthly**  
**Subscribers: 30,000 opt-in subscribers**  
**NET INVESTMENT: \$1,500**

#### Modern Alert

This is an exclusive sponsorship of our industry news alert sent to 70K subscribers in the materials handling industry. One 468 x 60 banner spot available.

**Frequency: As necessary**  
**Subscribers: 70,000 opt-in subscribers**  
**NET INVESTMENT: \$3,000**

#### This Week in Modern

This Week in Modern recaps the top news stories of the week including Modern's blogs and current issue postings. Three 468 x 60 banner spots available.

**Frequency: Weekly**  
**Subscribers: 71,000 opt-in subscribers**  
**NET INVESTMENT: Position 1: \$3,000**  
**Position 2: \$2,500**  
**Position 3: \$2,000**

#### Best Practices

The Best Practices newsletter provides leading techniques for effectively managing operations and inventory. Three 468 x 60 banner spots available.

**Frequency: Monthly**  
**Subscribers: 50,000 opt-in subscribers**  
**NET INVESTMENT: Position 1: \$2,500**  
**Position 2: \$2,000**  
**Position 3: \$1,500**

#### Tech Trends

The Tech Trends newsletter offers insights on the status and direction of materials handling technologies by industry experts. Three 468 x 60 banner spots available.

**Frequency: Monthly**  
**Subscribers: 45,000 opt-in subscribers**  
**NET INVESTMENT: Position 1: \$2,500**  
**Position 2: \$2,000**  
**Position 3: \$1,500**

#### White Paper Showcase eNewsletter

This newsletter highlights up to five whitepapers. Whitepapers are housed on MMH.com's white paper section where readers can register to receive a copy of your white paper.

**Frequency: Monthly**  
**Subscribers: 75,000 opt-in subscribers**  
**NET INVESTMENT: \$2,500**

#### Material Handling Product News

##### MHPN Product Alert

The Product Alert newsletter features news of innovative products that have entered the materials handling market. Four spots per newsletter, 100 x 100 plus 75 words.

**Frequency: Monthly**  
**Subscribers: 18,000 opt-in subscribers**  
**NET INVESTMENT: \$1,500**

### Leaderboard





## PRINT RATES & SPECIFICATIONS

### Modern 2011 Rates

Black and White	1x	3x	6x	9x	13x
Spread	\$19,680	\$18,990	\$18,780	\$18,460	\$18,250
1 Page	13,150	12,730	12,520	12,300	12,200
2/3 Page	10,870	10,500	10,360	10,190	10,080
1/2 Page Island	9,940	9,440	9,330	9,180	9,070
1/2 Page	8,110	7,770	7,690	7,560	7,430
1/3 Page	5,520	5,300	5,200	5,150	5,090
1/4 Page	4,260	4,120	3,070	4,000	3,960

Color Charges	
Standard 2C Process	\$1,325
Color Match	2,270
3 or 4 Color Process (fractionals)	1,540
3 or 4 Color Process (full page and spread)	3,080

Cover Positions	
2nd, 3rd, and 4th Cover	
6x	\$14,145
12x	13,520

### Mechanical Requirements

Publication Trim Size: 7 7/8 inches x 10 1/2 inches  
Essential material must be kept at least 1/4 inches from trim

Ad Size	Non-Bleed	Bleed
2 Page Spread	15 in x 10 in	16 in x 10 3/4 in
Full Page	7 in x 10 in	8 1/8 in x 10 3/4 in
2/3 Page Vertical	4 1/2 in x 10 in	5 1/8 in x 10 3/4 in
1/2 Page Vertical Vertical Horizontal Island	3 3/8 in x 10 in 7 in x 4 5/8 in 4 1/2 in x 7 1/2 in	4 in x 10 3/4 in 8 1/8 in x 5 1/4 in —
1/3 Page Vertical Vertical Square	2 1/4 in x 10 in 4 1/2 in x 4 5/8 in	2 7/8 in x 10 3/4 in
1/4 Page	3 3/8 in x 4 5/8 in	—

### MHPN 2011 Rates

Black and White	1x	3x	6x
Full Page	\$17,335	\$14,945	\$14,560
2 Page Spread	24,490	21,475	20,675
2/3 Page Vertical	13,290	11,785	11,255
1/2 Page Spread	12,270	10,815	10,270
1/2 Page	7,330	6,135	5,720
1/3 Page	5,250	4,470	4,055
1/4 Page Vertical or Square	3,665	3,015	2,600

Color Charges	
Standard 2C Process	\$950
3 or 4 Color Process (fractionals)	1,400
Full and Junior Page	No charge

### MMH and MHPN Classified Ad Rates

Size	1x	3x	6x
1 Column x 1 inch	\$229	\$209	\$189
1 Column x 1.5 inch	289	269	249
1 Column x 2 inch	349	329	309
1 Column x 3 inch	459	439	419
2 Column x 1 inch	359	339	309
2 Column x 2 inch	589	569	549
2 Column x 3 inch	819	799	779

Color Charges	
Add \$100 for 4 Color Process	
Sizes: 1 Column Ads = 2 1/8 inches x # inches	
2 Column Ads = 4 inches x # inches	

### Mechanical Requirements

Publication Trim Size: 9 1/8 inches x 10 7/8 inches  
Essential material must be kept at least 1/4 inches from trim

MHPN Ad Specs	Ad Size	Bleed Size
Full Page	9 1/8 in x 10 7/8 in	9 3/8 in x 11 1/8 in
Full Page Spread	17 5/8 in x 10 1/2 in	18 1/2 in x 11 1/8 in
2/3 Page Vertical	5 1/2 in x 10 1/4 in	6 in x 11 1/8 in
1/2 Page Vertical	4 1/8 in x 10 1/4 in	4 5/8 in x 11 1/8 in
1/2 Page Horizontal	8 1/2 in x 5 in	9 3/8 in x 5 1/2 in
1/3 Page Vertical	2 3/4 in x 10 1/4 in	3 1/4 x 11 1/8 in
1/3 Page Square	5 1/2 in x 5 1/4 in	—
1/4 Page Square	4 1/8 in x 5 in	—
Classified	2 5/8 in x 1 in	—

Preferred file format: PDFx1a version 1.3

Preferred method submission:

All images must be hi-res 300dpi, CMYK or Grayscale and meet SWOP standards.

Save in TIFF or EPS format Without Embedded ICC profiles.

Embed all fonts. Use only Adobe fonts.

Files should be 100% of print size.

Standard trim, bleed and crop marks should appear 1/4 inches outside trim.

PDFs should be created from Acrobat distiller.

For more information and uploading instructions please contact:

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