

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 is a B2B brand intended for individuals with broad-based interests in wholesale, retail, and transportation & warehousing industries. The brand content and editorial scope of the publication includes news and latest technology trends from lift truck and conveying equipment to RFID and WMS. The content of every issue is also available to subscribers globally via the online digital version.

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 (C-Level, President, VP), Plant/Operations Management, Engineering/Plant Maintenance, Purchasing Management (Director, Manager, Agent, Buyer), Distribution/Warehouse/Logistics Management and Sales/Marketing/Other functions 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 brand report 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.

CHANNELS

MODERN MATERIALS HANDLING MAGAZINE



6 Issues in the period
80,038 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| MODERN MATERIALS HANDLING (6 issues in the period) | 80,038 | - | 80,038 |
| a. Print | 57,991 | - | 57,991 |
| b. Digital | 22,047 | - | 22,047 |
| 1. Requested | 22,047 | - | 22,047 |
| 2. Non-Requested | - | - | - |

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 59 |
| Advertiser and Agency | 932 |
| Allocated for Trade Shows and Conventions | 133 |
| All Other | 762 |
| TOTAL | 1,886 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|-------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 80,038 | 100.0 | 80,038 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 80,038 | 100.0 | 80,038 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2016 Issue | Print | Digital | Total Qualified |
|------------|--------|---------|--------------------|
| January | 57,761 | 22,273 | 80,034 |
| February | 57,762 | 22,272 | 80,034 |
| March | 58,622 | 21,430 | 80,052 |
| April | 59,050 | 20,991 | 80,041 |
| May | 57,239 | 22,803 | 80,042 |
| June | 57,513 | 22,513 | 80,026 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is -% or 5 copies above the average of the other 5 issues reported in Paragraph 2.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services | CLASSIFICATION BY FUNCTION | | | | | |
|---|-----------------|------------------|--|---|------------------------------|--------------------------------|---|---|--------------------------------------|
| | | | | 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 FUNCTIONS |
| Food, Beverage & Tobacco Manufacturing | 6,423 | 8.1 | 6,423 | 2,682 | 1,507 | 893 | 351 | 746 | 244 |
| Consumer Goods Manufacturing | 4,642 | 5.8 | 4,642 | 1,788 | 974 | 910 | 229 | 618 | 123 |
| Textiles/Apparel Manufacturing | 973 | 1.2 | 973 | 341 | 181 | 154 | 57 | 206 | 34 |
| Paper/Printing Manufacturing | 2,751 | 3.4 | 2,751 | 884 | 670 | 535 | 198 | 346 | 118 |
| Chemical/Pharmaceutical Manufacturing | 4,049 | 5.1 | 4,049 | 1,059 | 1,017 | 1,102 | 226 | 456 | 189 |
| Plastics & Rubber Manufacturing | 2,488 | 3.1 | 2,488 | 803 | 536 | 621 | 141 | 231 | 156 |
| Primary Metals Manufacturing | 2,598 | 3.2 | 2,598 | 993 | 611 | 621 | 148 | 153 | 72 |
| Fabricated Metals Manufacturing | 4,686 | 5.9 | 4,686 | 1,889 | 956 | 973 | 363 | 274 | 231 |
| Industrial Machinery Manufacturing | 4,020 | 5.0 | 4,020 | 1,309 | 535 | 1,172 | 212 | 251 | 541 |
| Computers & Electronics Manufacturing | 2,098 | 2.6 | 2,098 | 648 | 301 | 657 | 112 | 237 | 143 |
| Electrical Equipment Manufacturing | 1,396 | 1.7 | 1,396 | 370 | 219 | 440 | 98 | 149 | 120 |
| Aerospace Manufacturing | 1,429 | 1.8 | 1,429 | 295 | 241 | 591 | 89 | 141 | 72 |
| Automotive & Transportation Equipment Manufacturing | 3,040 | 3.8 | 3,040 | 760 | 556 | 894 | 240 | 412 | 178 |
| Furniture Manufacturing | 749 | 0.9 | 749 | 339 | 138 | 133 | 54 | 63 | 22 |
| Other Manufacturing | 5,928 | 7.5 | 5,928 | 1,908 | 1,161 | 1,085 | 566 | 707 | 501 |
| SUB-TOTAL MANUFACTURING | 47,270 | 59.1 | 47,270 | 16,068 | 9,603 | 10,781 | 3,084 | 4,990 | 2,744 |
| Wholesale Trade | 5,643 | 7.1 | 5,643 | 3,217 | 770 | 160 | 340 | 811 | 345 |
| Retail Trade | 4,219 | 5.3 | 4,219 | 2,043 | 543 | 285 | 267 | 829 | 252 |
| 3rd Party Logistics Provider | 3,279 | 4.1 | 3,279 | 1,489 | 408 | 247 | 82 | 812 | 241 |
| Transportation/Warehousing Services | 5,041 | 6.3 | 5,041 | 2,271 | 775 | 403 | 206 | 1,033 | 353 |
| Business/Consulting Services | 5,956 | 7.4 | 5,956 | 2,996 | 473 | 1,361 | 176 | 329 | 621 |
| Other Non-Manufacturing | 8,634 | 10.7 | 8,634 | 2,721 | 1,453 | 1,613 | 714 | 985 | 1,148 |
| SUB-TOTAL NON-MANUFACTURING | 32,772 | 40.9 | 32,772 | 14,737 | 4,422 | 4,069 | 1,785 | 4,799 | 2,960 |
| TOTAL QUALIFIED CIRCULATION | 80,042 | 100.0 | 80,042 | 30,805 | 14,025 | 14,850 | 4,869 | 9,789 | 5,704 |
| PERCENT | 100.0 | | 100.0 | 38.5 | 17.5 | 18.6 | 6.1 | 12.2 | 7.1 |

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2016

This is an analysis of the 66,072 or 82.5% 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 | TOTAL RESPONDENTS | Retail Distribution Centers/ Distribution Centers/ Warehouses | Manufacturing Facilities |
|--|-----------------|--|-------------------|---|--------------------------|
| Manufacturing | 47,270 | 47,270 | 40,195 | 17,614 | 34,583 |
| Wholesale/Retail Trade | 9,862 | 9,862 | 7,981 | 6,475 | 3,456 |
| Third Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services, Other Non-Manufacturing | 22,910 | 22,910 | 17,896 | 11,027 | 8,516 |
| TOTAL QUALIFIED CIRCULATION | 80,042 | 80,042 | 66,072 | 35,116 | 46,555 |

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2016

This is an analysis of the 80,042 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.

| Materials Handling Equipment or Services | Total Recipients Who Buy, Specify, Recommend or Approve Materials Handling Equipment or Services | Percent |
|--|--|--------------|
| Powered Lift Trucks, Floor Trucks & Accessories | 48,638 | 60.8 |
| Conveying Equipment and AGVs | 35,243 | 44.0 |
| Software Systems for Manufacturing, Warehousing or Logistics | 40,763 | 50.9 |
| Automatic Data Capture Equipment, RFID, Information Systems and Controls | 34,971 | 43.7 |
| Storage & Staging Equipment, Picking Systems, Automated Storage Systems, Racks/Shelves | 53,706 | 67.1 |
| Packaging, Labeling, Shipping and Weighing Equipment | 45,376 | 56.7 |
| Work Positioners, Manipulators, and Overhead Handling Equipment | 32,564 | 40.7 |
| Robotics | 19,435 | 24.3 |
| Dock Equipment | 35,367 | 44.2 |
| Systems Integrators/Consulting | 24,081 | 30.1 |
| Third Party Warehousing/Transportation Services | 31,295 | 39.1 |
| Safety/Ergonomic Products | 31,997 | 40.0 |
| Maintenance/Repair/Operations, Environment/Maintenance Products | 32,292 | 40.3 |
| TOTAL QUALIFIED CIRCULATION | 80,042 | 100.0 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

| QUALIFICATION SOURCE | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|--|------------------|---------------|--------|---------------|---------------|-----------------|--------------|
| | 1 year | 2 year | 3 year | | | | |
| I. TOTAL - Direct Request: | 54,367 | 21,817 | - | 53,381 | 22,803 | 76,184 | 95.2 |
| a. Written | 2,771 | 964 | - | 3,693 | 42 | 3,735 | 4.7 |
| b. Telecommunication | 26,888 | 15,016 | - | 30,429 | 11,475 | 41,904 | 52.3 |
| c. Electronic | 24,708 | 5,837 | - | 19,259 | 11,286 | 30,545 | 38.2 |
| 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): | 3,858 | - | - | 3,858 | - | 3,858 | 4.8 |
| a. Written | 81 | - | - | 81 | - | 81 | 0.1 |
| b. Telecommunication | 2,634 | - | - | 2,634 | - | 2,634 | 3.3 |
| c. Electronic | 1,143 | - | - | 1,143 | - | 1,143 | 1.4 |
| 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 | 58,225 | 21,817 | - | 57,239 | 22,803 | 80,042 | 100.0 |
| PERCENT | 72.7 | 27.3 | - | 71.5 | 28.5 | 100.0 | |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|-------------------------|---------------|--------------|-----------------|-------------|------------------------------------|---------------|---------------|-----------------|--------------|
| Maine | 264 | 89 | 353 | | Kentucky | 905 | 289 | 1,194 | |
| New Hampshire | 296 | 110 | 406 | | Tennessee | 1,303 | 403 | 1,706 | |
| Vermont | 125 | 45 | 170 | | Alabama | 688 | 211 | 899 | |
| Massachusetts | 1,283 | 472 | 1,755 | | Mississippi | 362 | 127 | 489 | |
| Rhode Island | 212 | 78 | 290 | | EAST SO. CENTRAL | 3,258 | 1,030 | 4,288 | 5.4 |
| Connecticut | 753 | 232 | 985 | | Arkansas | 492 | 163 | 655 | |
| NEW ENGLAND | 2,933 | 1,026 | 3,959 | 4.9 | Louisiana | 497 | 158 | 655 | |
| New York | 2,802 | 917 | 3,719 | | Oklahoma | 515 | 177 | 692 | |
| New Jersey | 1,859 | 593 | 2,452 | | Texas | 3,546 | 1,358 | 4,904 | |
| Pennsylvania | 3,292 | 1,041 | 4,333 | | WEST SO. CENTRAL | 5,050 | 1,856 | 6,906 | 8.6 |
| MIDDLE ATLANTIC | 7,953 | 2,551 | 10,504 | 13.1 | Montana | 144 | 33 | 177 | |
| Ohio | 3,690 | 1,173 | 4,863 | | Idaho | 193 | 57 | 250 | |
| Indiana | 1,703 | 560 | 2,263 | | Wyoming | 79 | 13 | 92 | |
| Illinois | 3,691 | 1,084 | 4,775 | | Colorado | 535 | 209 | 744 | |
| Michigan | 2,507 | 832 | 3,339 | | New Mexico | 160 | 51 | 211 | |
| Wisconsin | 2,441 | 713 | 3,154 | | Arizona | 545 | 245 | 790 | |
| EAST NO. CENTRAL | 14,032 | 4,362 | 18,394 | 23.1 | Utah | 366 | 160 | 526 | |
| Minnesota | 1,662 | 509 | 2,171 | | Nevada | 251 | 91 | 342 | |
| Iowa | 907 | 306 | 1,213 | | MOUNTAIN | 2,273 | 859 | 3,132 | 3.9 |
| Missouri | 1,304 | 376 | 1,680 | | Alaska | 96 | 34 | 130 | |
| North Dakota | 206 | 55 | 261 | | Washington | 965 | 353 | 1,318 | |
| South Dakota | 246 | 74 | 320 | | Oregon | 629 | 211 | 840 | |
| Nebraska | 595 | 163 | 758 | | California | 4,823 | 1,878 | 6,701 | |
| Kansas | 701 | 209 | 910 | | Hawaii | 187 | 66 | 253 | |
| WEST NO. CENTRAL | 5,621 | 1,692 | 7,313 | 9.1 | PACIFIC | 6,700 | 2,542 | 9,242 | 11.5 |
| Delaware | 143 | 56 | 199 | | UNITED STATES | 57,065 | 19,139 | 76,204 | 95.2 |
| Maryland | 796 | 277 | 1,073 | | U.S. Territories | 174 | 145 | 319 | |
| Washington, DC | 81 | 47 | 128 | | Canada | - | 633 | 633 | |
| Virginia | 1,156 | 425 | 1,581 | | Mexico | - | 130 | 130 | |
| West Virginia | 287 | 70 | 357 | | Other International | - | 2,756 | 2,756 | |
| North Carolina | 1,897 | 624 | 2,521 | | APO/FPO | - | - | - | |
| South Carolina | 907 | 329 | 1,236 | | | | | | |
| Georgia | 1,791 | 639 | 2,430 | | | | | | |
| Florida | 2,187 | 754 | 2,941 | | | | | | |
| SOUTH ATLANTIC | 9,245 | 3,221 | 12,466 | 15.6 | | | | | |
| | | | | | TOTAL QUALIFIED CIRCULATION | 57,239 | 22,803 | 80,042 | 100.0 |

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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C Which of the following best describes your job function? (Check ONE only)

1 Corporate/General Management (C-Level, President, VP)

2 Plant/Operations Management

3 Distribution/Warehouse/Logistics Management

4 Engineering/Plant Maintenance

5 Purchasing Management (Director, Manager, Agent, Buyer)

6 Sales/Marketing

99 Other Job Title

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

53 Robotics

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

49 Software Systems for Manufacturing

50 Software Systems for Warehousing or Logistics

51 Systems Integrators/Consulting

52 Third Party Warehousing/Transportation Services

54 Safety/Ergonomic Products

55 Maintenance/Repair/Operations

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

3 Warehouse

2 Distribution Center

5 Retail Distribution Center

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 |
| 15 <input type="checkbox"/> Consumer Goods | 31 <input type="checkbox"/> Retail/E-Commerce |
| 2 <input type="checkbox"/> Textiles/Apparel | 32 <input type="checkbox"/> 3rd Party Logistics Provider |
| 3 <input type="checkbox"/> Paper/Printing | 33 <input type="checkbox"/> Transportation/Warehousing Services |
| 4 <input type="checkbox"/> Chemicals/Pharmaceuticals | 34 <input type="checkbox"/> Business/Consulting Services |
| 5 <input type="checkbox"/> Plastics/Rubber | 35 <input type="checkbox"/> Other Non-Manufacturing |
| 6 <input type="checkbox"/> Primary Metals | 99 <input type="checkbox"/> Other Business Not Identified Above |
| 7 <input type="checkbox"/> Fabricated Metals | |
| 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 <input type="checkbox"/> 1,000 or more | 5 <input type="checkbox"/> 50-99 |
| 2 <input type="checkbox"/> 500-999 | 6 <input type="checkbox"/> 20-49 |
| 3 <input type="checkbox"/> 250-499 | 7 <input type="checkbox"/> 1-19 |
| 4 <input type="checkbox"/> 100-249 | |

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

1 Material Handling & Logistics

2 DC Velocity

3 None of the above

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PUBLISHER'S AFFIDAVIT

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

Brian Ceraolo, President

Michelle McKeon, Senior Audience Marketing Manager

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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