

For Period of JANUARY - JUNE 2021

Food Logistics®

Global Supply Chain Solutions for the Cold Food & Beverage Industry

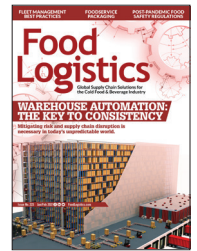
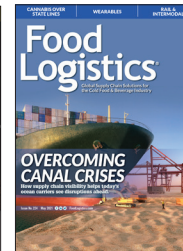
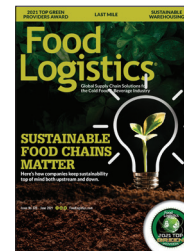
PROFILE OF MARKET SERVED

Food Logistics reaches more than 26,000 supply chain executives in the global food and beverage industries. The audience includes executives in the food sector (growers, producers, manufacturers, wholesalers and grocers) and the logistics section (transportation, warehousing, distribution, software and technology) who share a mutual interest in the operations and business aspects of the global food supply chain.

Food Logistics, published 6 times each year, is the only magazine exclusively dedicated to covering the food and beverage supply chain, from the largest food manufacturers to retailers, distributors and food service providers.

Food Logistics is an excellent source of buyers in food and beverage manufacturing, producing, processing, retailing, distributing, restaurant and food service, warehousing, transportation, and storage.

Audience Profile for Quarterly Period: January - June 2021	Frequency	Qualified / Delivered Distribution
Food Logistics		
Print Version - May 2021 Issue	6	24,005
Digital Version - May 2021 Issue	6	2,008
Newsletters		
Today's News	2x Weekly	23,022
Email Marketing		
Email Marketing		29,647



WEBSITE METRICS

FoodLogistics.com				
	Sessions	Users	Pageviews	Average Session Duration
January 2021	53,129	41,802	85,841	0:02:33
February 2021	65,477	55,035	78,340	0:02:05
March 2021	59,949	48,253	84,301	0:02:22
April 2021	53,391	42,490	75,234	0:02:13
May 2021	45,151	36,349	63,315	0:02:19
June 2021	52,045	43,266	83,849	0:01:57
Average	54,857	44,533	78,480	0:02:15

Source: Google Analytics

Sessions: Total number of visits to the site.

Users: The total number of unique people who visited the site, based on browser and/or device combinations.

Pageviews: The total number of pages view on the site.

Average Session Duration: The average time a person spends on the website each visit, otherwise known as Average Visit Duration.



Unless otherwise noted, all data reported is publisher's own data.

PRINT AUDIENCE BY TITLE

Food Logistics May 2021 Print/Digital Issue	CLASSIFICATION BY TITLE							
	TOTAL	% OF TOTAL	Print	Digital	Corporate Management	Operating Management	Traffic, Logistics, Distribution, Warehousing Management	Purchasing Management
Food Processors/Manufacturers, Beverage Manufacturers	2,928	11.3%	2,522	406	1,964	749	141	74
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,504	5.8%	1,401	103	1,137	283	40	44
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	485	1.9%	434	51	216	217	27	25
Grocery/Convenience Store Wholesalers/Retailers	4,689	18.0%	4,380	309	2,147	2,266	105	171
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	6,153	23.7%	5,835	318	3,496	2,417	119	121
Third Party Warehouse/Transportation/ Logistics Provider	7,055	27.1%	6,626	429	4,103	2,581	330	41
Consulting Firms	352	2.7%	230	122	247	81	16	8
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	2,847	10.9%	2,577	270	1,541	1,155	44	107
TOTAL QUALIFIED CIRCULATION	26,013	100%	24,005	2,008	14,851	9,749	822	591
PERCENT	100%		92.3%	7.7%	57.1%	37.5%	3.2%	2.3%

Source: Publishers Own Data

NEWSLETTER DISTRIBUTION



	CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Corporate Management	Operating Management	Traffic, Logistics, Distribution, Warehousing Management	Purchasing Management	Other Titled and Non-Titled Copies
Food Processors/Manufacturers, Beverage Manufacturers	4,379	19.0%	2,057	1,049	481	386	404
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,160	5.0%	567	225	137	122	110
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	523	2.3%	198	131	84	67	44
Grocery/Convenience Store Wholesalers	3,872	16.8%	1,776	1,050	345	363	339
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	4,348	18.9%	1,935	1,111	442	424	435
Third Party Warehouse/Transportation/ Logistics Provider	4,744	20.6%	2,078	1,160	627	380	500
Consulting Firms	1,543	6.7%	715	261	162	129	274
Supermarket Chains, Convenience Store,Drug Store, Mass Merchandiser	2,454	10.7%	976	769	226	251	230
TOTAL CIRCULATION	23,022	100%	10,302	5,757	2,504	2,122	2,336
PERCENT	100%		44.7%	25.0%	10.9%	9.2%	10.1%

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EMAIL MARKETING

Food Logistics Email Marketing		CLASSIFICATION BY TITLE					
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Corporate Management	Operating Management	Traffic, Logistics, Distribution, Warehousing Management	Purchasing Management	Other Titled and Non-Titled Copies
Food Processors/Manufacturers, Beverage Manufacturers	5,681	19.2%	2,419	1,348	685	593	636
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,497	5.1%	692	282	188	171	166
Supermarket Chain/Mass Merchandiser/Drug Store Distribution Centers	643	2.2%	226	159	98	89	69
Grocery/Convenience Store Wholesalers	5,164	17.4%	2,213	1,404	510	530	507
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	5,777	19.5%	2,408	1,438	645	631	654
Third Party Warehouse/Transportation/Logistics Provider	6,057	20.4%	2,481	1,407	825	571	774
Consulting Firms	1,736	5.9%	742	293	203	177	321
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	3,091	10.4%	1,222	894	308	342	325
TOTAL CIRCULATION	29,647	100%	12,403	7,225	3,462	3,104	3,452
PERCENT	100%		41.8%	24.4%	11.7%	10.5%	11.6%

SOCIAL MEDIA

Year-to-Date	
Facebook*	4,623
LinkedIn	4,775
Twitter	12,904



Sources: Facebook, LinkedIn, and Twitter

*Facebook Page Like & Followers are combined to make up a Facebook Community

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Food Logistics*.

Jason DeSarle, Group Publisher

Total Audience Profile report provided by

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