

For Period of July - December 2020

Food Logistics

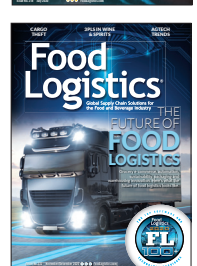
Global Supply Chain Solutions for the Food and Beverage Industry

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 10 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: July - December 2020	Frequency	Qualified / Delivered Distribution
Food Logistics		
Print Version - November/December 2020 Issue	10	24,005
Digital Version - November/December 2020 Issue	10	2,370
E-Newsletters		
	2x Weekly	19,087
Email Marketing		
Email Marketing		14,845

WEBSITE METRICS

FoodLogistics.com	Sessions	Users	Pageviews	Average Session Duration
July 2020	49,397	38,848	98,782	0:03:20
August 2020	47,624	37,690	88,601	0:02:55
September 2020	59,080	48,401	88,595	0:02:19
October 2020	61,150	50,198	96,112	0:02:45
November 2020	58,383	46,507	93,147	0:02:43
December 2020	53,639	41,167	93,547	0:02:53
Average	54,879	43,802	93,131	0:02:49

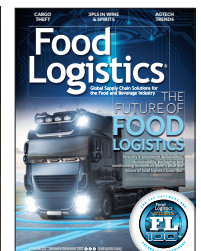
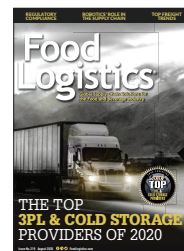
Source: Google Analytics

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 November/ December 2020 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	4,397	16.7%	3,864	533	2,918	1,178	188	113
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,346	5.1%	1,211	135	1,048	239	28	31
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	569	2.2%	515	54	208	301	29	31
Grocery/Convenience Store Wholesalers/Retailers	4,509	17.1%	4,123	386	2,067	2,169	99	174
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	9,109	34.5%	8,791	318	7,597	1,287	111	114
Third Party Warehouse/Transportation/ Logistics Provider	2,725	10.3%	2,246	479	1,446	919	318	42
Consulting Firms	297	2.7%	178	119	199	78	12	8
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	3,423	13.0%	3,077	346	1,526	1,688	60	149
TOTAL QUALIFIED CIRCULATION	26,375	100%	24,005	2,370	17,009	7,859	845	662
PERCENT	100%		91.0%	9.0%	64.5%	29.8%	3.2%	2.5%

Source: Publishers Own Data

E-NEWSLETTER DISTRIBUTION



	CLASSIFICATION BY TITLE						
	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	3,700	19.4%	2,194	946	256	112	192
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,071	5.6%	694	217	70	59	31
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	613	3.2%	252	212	92	51	6
Full-line Grocery/Convenience Store Wholesalers	3,175	16.6%	1,746	1,135	82	119	93
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	3,003	15.7%	1,592	763	204	171	273
Third Party Warehouse/Transportation/ Logistics Provider	3,822	20.0%	2,079	955	469	54	265
Consulting Firms	1,252	6.6%	736	199	71	29	217
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	2,451	12.8%	1,194	931	74	141	111
TOTAL CIRCULATION	19,087	100%	10,487	5,358	1,318	736	1,188
PERCENT	100%		54.9%	28.1%	6.9%	3.9%	6.2%

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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	3,044	20.5%	1,944	714	173	81	132
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	816	5.5%	558	137	52	37	32
Supermarket Chain/Mass Merchandiser/Drug Store Distribution Centers	402	2.7%	179	116	56	40	11
Grocery/Convenience Store Wholesalers	2,422	16.3%	1,467	787	53	69	46
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	2,384	16.1%	1,379	601	146	119	139
Third Party Warehouse/Transportation/Logistics Provider	3,192	21.5%	1,800	732	327	35	298
Consulting Firms	1,004	6.8%	597	149	54	24	180
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	1,581	10.7%	855	551	42	84	49
TOTAL CIRCULATION	14,845	100%	8,779	3,787	903	489	887
PERCENT	100%		59.1%	25.5%	6.1%	3.3%	6.0%

SOCIAL MEDIA

Year-to-Date	
Facebook Followers	2,497
LinkedIn Followers	3,953
Twitter Followers	12,591
YouTube Subscribers	159
Instagram Followers	288



Sources: Facebook, LinkedIn, Twitter YouTube and Instagram.

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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