

For Period of January - June 2022

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 Period: January - June 2022	Frequency	Qualified / Delivered Distribution
Food Logistics		
Print Version - May/June 2022 Issue	6	22,743
Digital Version - May/June 2022 Issue	6	3,260
Newsletters		
Cold Chain Insights	2x Weekly	22,953
DIRECT ENTENT		
Email Marketing		33,954

WEBSITE METRICS

FoodLogistics.com	Sessions	Users	Pageviews	Average Session Duration
January 2022	40,442	33,681	57,995	0:01:49
February 2022	38,176	30,534	56,135	0:02:15
March 2022	41,818	33,728	59,781	0:02:07
April 2022	37,134	29,864	53,843	0:02:14
May 2022	37,085	29,459	53,606	0:02:12
June 2022	31,943	24,828	47,574	0:02:06
Average	37,766	30,349	54,822	0:02:07

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 & DIGITAL AUDIENCE BY TITLE

May/June 2022 Issue	CLASSIFICATION BY TITLE								
	TOTAL	% OF TOTAL	Print	Digital	Corporate Management	Operating Management	Traffic, Logistics, Distribution, Warehousing Management	Purchasing Management	Food Safety Management
Food Processors/Manufacturers, Beverage Manufacturers	2,821	10.8%	2,284	537	1,720	864	152	78	7
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,565	6.0%	1,413	152	1,174	300	40	46	5
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	641	2.5%	584	57	375	205	35	26	0
Grocery/Convenience Store Wholesalers/Retailers	3,768	14.5%	3,277	491	1,918	1,596	89	151	14
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	6,967	26.8%	6,146	821	4,272	2,323	126	149	97
3PL/Transportation/Logistics Provider	7,329	28.2%	6,559	770	5,330	1,626	336	32	5
Consulting Firms	344	1.3%	228	116	245	78	11	10	0
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	2,568	9.9%	2,252	316	1,294	1,104	51	115	4
TOTAL QUALIFIED CIRCULATION	26,003	100%	22,743	3,260	16,328	8,096	840	607	132
PERCENT	100%		87.5%	12.5%	62.8%	31.1%	3.2%	2.3%	0.5%

Source: Publishers Own Data

NEWSLETTER DISTRIBUTION

Cold Chain Insights	CLASSIFICATION BY TITLE							
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Corporate Management	Operating Management	Traffic, Logistics, Distribution, Warehousing Management	Purchasing Management	Food Safety Management	Other Titled and Non-Titled Copies
Food Processors/Manufacturers, Beverage Manufacturers	4,032	17.6%	2,010	996	364	231	160	269
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	984	4.3%	541	181	91	67	44	62
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	501	2.2%	218	116	65	52	21	28
Grocery/Convenience Store Wholesalers	5,180	22.6%	2,092	2,085	252	260	199	291
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	4,230	18.4%	2,146	1,074	308	276	170	257
3PL/Transportation/Logistics Provider	4,582	20.0%	2,280	1,140	484	202	176	298
Consulting Firms	286	1.2%	133	91	17	19	11	15
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	3,158	13.8%	1,408	1,031	180	172	122	246
TOTAL CIRCULATION	22,953	100%	10,828	6,714	1,761	1,279	903	1,466
PERCENT	100%		47.2%	29.3%	7.7%	5.6%	3.9%	6.4%

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DIRECT ENTENT

Food Logistics Email Marketing		CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	TOTAL	% OF TOTAL	Corporate Management	Operating Management	Traffic, Logistics, Distribution, Warehousing Management	Purchasing Management	Food Safety Management	Other Titled and Non-Titled Copies
Food Processors/Manufacturers, Beverage Manufacturers	6,285	18.5%	2,993	1,476	574	414	324	503
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,492	4.4%	781	267	147	113	82	100
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	795	2.3%	325	173	101	84	41	70
Grocery/Convenience Store Wholesalers	7,047	20.8%	2,820	2,559	430	436	356	448
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	6,424	18.9%	3,028	1,608	508	473	340	466
3PL/Transportation/Logistics Provider	6,981	20.6%	3,175	1,599	749	391	354	711
Consulting Firms	1,390	4.1%	687	251	109	90	71	181
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	3,540	10.4%	1,396	1,230	230	252	180	254
TOTAL CIRCULATION	33,954	100%	15,206	9,164	2,849	2,254	1,749	2,734
PERCENT	100%		44.8%	27.0%	8.4%	6.6%	5.2%	8.1%

SOCIAL MEDIA

Year-to-Date	
Facebook*	4,748
LinkedIn	5,798
Twitter	13,700



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, Brand Director

Total Audience Profile report provided by

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