

For Period of July - December 2024

# Food Logistics®

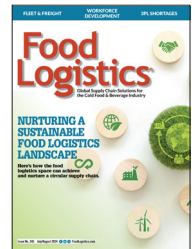
## PROFILE OF MARKET SERVED

*Food Logistics* reaches more than 23,000 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 5 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: July - December 2024	Frequency	Qualified / Delivered Distribution
<b>Food Logistics</b>		
Print Version - Nov/Dec 2024 Issue	4	15,813
Digital Version - Nov/Dec 2024 Issue	4	7,193
<b>Newsletters</b>		
Cold Chain Insights	2x Weekly	15,767
<b>DIRECT ENTENT</b>		
Email Marketing		20,522

## WEBSITE METRICS

FoodLogistics.com				
	Sessions	Users	Pageviews	Avg. Engagement Time
July 2024	34,196	28,913	57,575	0:00:28
August 2024	35,527	26,766	61,502	0:00:30
September 2024	53,380	38,193	79,146	0:00:34
October 2024	45,528	33,177	74,203	0:00:37
November 2024	38,794	25,273	55,848	0:00:24
December 2024	36,595	22,388	62,792	0:00:28
<b>Average</b>	<b>40,670</b>	<b>29,118</b>	<b>65,178</b>	<b>0:00:30</b>

July - December 2024 data was provided by Google Analytics using the GA4 platform.

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

**Average Engagement Time:** Measures when a user is engaging with the website, not just that the website is open on a tab in a browser. A really important differentiation: in GA4, session duration doesn't take into account whether or not you're engaging within a website.



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

## PRINT &amp; DIGITAL AUDIENCE BY TITLE

November/December 2024 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	4,443	19.3%	3,619	824	3,542	745	73	71	12
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	991	4.3%	617	374	636	289	31	28	7
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	1,959	8.5%	1,494	465	1,155	732	31	37	4
Grocery/Convenience Store Wholesalers/Retailers	3,478	15.1%	2,507	971	1,973	1,353	55	82	15
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	4,067	17.7%	2,827	1,240	2,135	1,686	72	134	40
3PL/Transportation/Logistics Provider	5,446	23.7%	3,098	2,348	3,329	1,765	264	73	15
Consulting Firms	65	0.3%	58	7	48	15	1	1	-
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	2,557	11.1%	1,593	964	1,149	1,280	34	86	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,006</b>	<b>100%</b>	<b>15,813</b>	<b>7,193</b>	<b>13,967</b>	<b>7,865</b>	<b>561</b>	<b>512</b>	<b>101</b>
<b>PERCENT</b>	<b>100%</b>		<b>68.7%</b>	<b>31.3%</b>	<b>60.7%</b>	<b>34.2%</b>	<b>2.4%</b>	<b>2.2%</b>	<b>0.4%</b>

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	3,592	22.8%	1,392	755	569	343	293	241
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	586	3.7%	241	112	80	66	49	38
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	367	2.3%	159	76	45	40	23	24
Grocery/Convenience Store Wholesalers	2,611	16.6%	1,067	741	249	207	176	170
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	3,227	20.5%	1,368	777	368	269	222	223
3PL/Transportation/Logistics Provider	3,219	20.4%	1,338	799	431	229	202	223
Consulting Firms	362	2.3%	179	65	32	24	23	41
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	1,803	11.4%	759	559	129	127	113	117
<b>TOTAL CIRCULATION</b>	<b>15,767</b>	<b>100.0%</b>	<b>6,502</b>	<b>3,883</b>	<b>1,902</b>	<b>1,304</b>	<b>1,100</b>	<b>1,076</b>
<b>PERCENT</b>	<b>100%</b>		<b>41.2%</b>	<b>24.6%</b>	<b>12.1%</b>	<b>8.3%</b>	<b>7.0%</b>	<b>6.8%</b>

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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	3,972	19.4%	1,708	864	496	356	293	257
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	849	4.1%	385	175	98	78	59	56
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	648	3.2%	282	157	63	64	41	40
Grocery/Convenience Store Wholesalers	3,187	15.5%	1,360	959	246	227	193	204
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	4,058	19.8%	1,841	1,017	372	312	254	265
3PL/Transportation/Logistics Provider	4,817	23.5%	2,057	1,283	556	322	285	314
Consulting Firms	431	2.1%	212	81	37	29	25	49
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	2,560	12.5%	1,091	806	172	179	152	162
<b>TOTAL CIRCULATION</b>	<b>20,522</b>	<b>100%</b>	<b>8,934</b>	<b>5,340</b>	<b>2,038</b>	<b>1,565</b>	<b>1,300</b>	<b>1,345</b>
<b>PERCENT</b>	<b>100%</b>		<b>43.5%</b>	<b>26.0%</b>	<b>9.9%</b>	<b>7.6%</b>	<b>6.3%</b>	<b>6.6%</b>

## SOCIAL MEDIA

Year-to-Date	
Facebook*	5,326
LinkedIn	8,404
Twitter/X	15,088



Sources: Facebook, LinkedIn, and Twitter/X.

\*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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