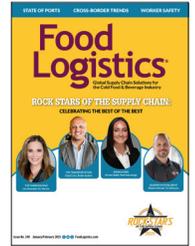


# Food Logistics®

## 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.



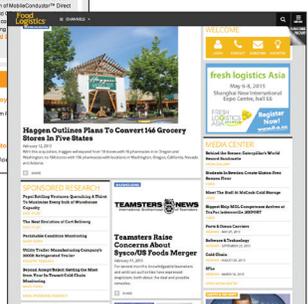
Food Logistics, published 5 times each year, is the only magazine exclusively dedicated to covering the food and beverage supply chain, from the largest food manufacturers to retailers, distributors and food service providers.

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: 2025	Frequency	Qualified / Delivered Distribution
<b>Food Logistics Newsletters</b>		
Cold Chain Insights	2x Weekly	16,103
<b>DIRECT ENTENT</b>		
Email Marketing		19,153

## WEBSITE METRICS

FoodLogistics.com			
	Active Users	Pageviews	Avg. Engagement Time
July 2024	28,913	57,575	0:00:28
August 2024	26,766	61,502	0:00:30
September 2024	38,193	79,146	0:00:34
October 2024	33,177	74,203	0:00:37
November 2024	25,273	55,848	0:00:24
December 2024	22,388	62,792	0:00:28
January 2025	26,969	64,105	0:00:25
February 2025	26,249	61,575	0:00:25
March 2025	28,261	74,075	0:00:23
April 2025	44,092	104,933	0:00:30
May 2025	20,575	57,810	0:00:21
June 2025	47,447	77,063	0:00:21
<b>Average</b>	<b>30,692</b>	<b>69,219</b>	<b>0:00:27</b>



**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.

**Users:** An identified and unduplicated cooked 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.

## 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
Food Processors/Manufacturers, Beverage Manufacturers	4,196	26.1%	1,522	901	728	367	298	380
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	738	4.6%	246	126	105	70	54	137
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	556	3.5%	200	104	58	39	27	128
Grocery/Convenience Store Wholesalers	2,461	15.3%	1,002	656	264	202	151	186
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	3,378	21.0%	1,257	808	506	290	298	219
3PL/Transportation/Logistics Provider	2,925	18.2%	1,207	713	415	196	166	228
Consulting Firms	388	2.4%	186	71	31	20	20	60
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	1,461	9.1%	603	449	115	94	85	115
<b>TOTAL CIRCULATION</b>	<b>16,103</b>	<b>100.0%</b>	<b>6,223</b>	<b>3,828</b>	<b>2,222</b>	<b>1,278</b>	<b>1,099</b>	<b>1,453</b>
<b>PERCENT</b>	<b>100%</b>		<b>38.6%</b>	<b>23.8%</b>	<b>13.8%</b>	<b>7.9%</b>	<b>6.8%</b>	<b>9.0%</b>

## 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
Food Processors/Manufacturers, Beverage Manufacturers	3,595	18.8%	1,722	810	355	143	62	503
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,308	6.8%	499	200	80	49	12	468
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	1,196	6.2%	443	196	45	42	3	467
Grocery/Convenience Store Wholesalers	2,652	13.8%	1,261	705	97	95	11	483
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	3,326	17.4%	1,589	780	256	124	84	493
3PL/Transportation/Logistics Provider	3,502	18.3%	1,721	914	282	61	8	516
Consulting Firms	951	5.0%	367	53	31	25	2	473
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	2,623	13.7%	954	523	52	48	7	1,039
<b>TOTAL CIRCULATION</b>	<b>19,153</b>	<b>100%</b>	<b>8,556</b>	<b>4,181</b>	<b>1,198</b>	<b>587</b>	<b>189</b>	<b>4,442</b>
<b>PERCENT</b>	<b>100%</b>		<b>44.7%</b>	<b>21.8%</b>	<b>6.3%</b>	<b>3.1%</b>	<b>1.0%</b>	<b>23.2%</b>

## SOCIAL MEDIA

Year-to-Date	
Facebook*	5,340
LinkedIn	8,744
Twitter/X	15,101



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.

Sean Dunphy, Brand Director

Total Audience Profile report provided by

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