

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 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: 2026	Frequency	Qualified / Delivered Distribution
Food Logistics Newsletters		
Cold Chain Insights	2x Weekly	16,800
DIRECT ENTENT		
Email Marketing		19,777

WEBSITE METRICS

FoodLogistics.com			
	Active Users	Pageviews	Avg. Engagement Time
July 2025	35,995	51,428	0:00:16
August 2025	37,544	56,479	0:00:14
September 2025	38,657	56,486	0:00:14
October 2025	43,442	57,695	0:00:13
November 2025	59,178	69,237	0:00:09
December 2025	94,554	105,961	0:00:05
January 2026	148,206	160,415	0:00:03
February 2026	140,074	153,917	0:00:04
March 2026	103,745	113,847	0:00:04
April 2026	25,022	36,966	0:00:15
May 2026	30,970	43,806	0:00:18
June 2026	99,372	113,414	0:00:04
Average	71,397	84,971	0:00:10

July 2025 - June 2026 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.

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.

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	3,716	22.1%	1,586	928	446	122	69	565
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	958	5.7%	187	122	85	32	18	514
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	811	4.8%	179	70	32	13	2	515
Grocery/Convenience Store Wholesalers	3,054	18.2%	1,276	1,054	121	64	15	524
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	3,932	23.4%	1,257	859	506	290	298	722
3PL/Transportation/Logistics Provider	2,310	13.8%	941	525	240	37	10	557
Consulting Firms	736	4.4%	140	55	14	4	4	519
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	1,283	7.6%	429	284	35	16	6	513
TOTAL CIRCULATION	16,800	100.0%	5,995	3,897	1,479	578	422	4,429
PERCENT	100%		35.7%	23.2%	8.8%	3.4%	2.5%	26.4%

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	4,114	20.8%	1,898	994	310	108	54	750
Dairy/Meat/Seafood Producers, Agribusiness/Growers/Wholesalers	1,050	5.3%	366	136	54	30	14	450
Supermarket Chain/Mass Merchandiser/ Drug Store Distribution Centers	1,039	5.3%	343	97	25	21	3	550
Grocery/Convenience Store Wholesalers	3,352	16.9%	1,361	705	97	95	11	1,083
Distributors: Food Service, Beverage, Restaurant/Food Service Chains	4,264	21.6%	1,949	1,267	199	86	80	683
3PL/Transportation/Logistics Provider	3,161	16.0%	1,440	750	238	42	9	682
Consulting Firms	956	4.8%	258	69	15	4	1	609
Supermarket Chains, Convenience Store, Drug Store, Mass Merchandiser	1,841	9.3%	711	414	27	20	7	662
TOTAL CIRCULATION	19,777	100%	8,326	4,432	965	406	179	5,469
PERCENT	100%		42.1%	22.4%	4.9%	2.1%	0.9%	27.7%

SOCIAL MEDIA

Year-to-Date	
Facebook*	5,340
LinkedIn	9,530
YouTube Subscribers	289
Twitter/X	15,022



Sources: Facebook, LinkedIn, and Twitter/X.

Sources: Facebook, LinkedIn, YouTube 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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