

PowerUP your branding and lead generation

among supply chain, logistics
and material handling managers

Material Handling & Logistics
2012 content guide/rates/mechanicals

Penton Power



MAKE • STORE • MOVE • COMPETE A Penton Publication June 2011 www.mhlnews.com

MH&L

MATERIAL HANDLING & LOGISTICS

LIFT TRUCKS FOR REAL

Today's technical advances are more rooted in the user's reality **p. 15**

Automation Strategies for Global Expansion **p. 21**

Purge Politics from Supply Chains **p. 25**

Make Your 3PL Relationships Work **p. 28**

Be the Calm Amidst Business Storms **p. 32**

Automated Picking for Internet Retail **p. 35**

AS/RS: Carton Warehouse Streamlines Flows **p. 39**

Designed For Performance

JUNGHEINRICH



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2012 Content Guide



Month	Cover Stories	Make	Store	Move	Compete	Marketing Opportunities
January ad close: 12/16/11	MODEX 2012 Preview	Industry Focus: Metals & Metal Products	Public Warehousing	Intermodal	Contingency Planning	Distributor Focus Bonus Distribution: ● MODEX 2012, Feb.6-9, Atlanta
February ad close: 1/17/12	The Green Issue	Recycling	Green Packaging	Alternative Power	Building a Green Supply Chain	Distributor Focus Bonus Distribution: ● Pacific Design & Manufacturing, February 14-16, Anaheim
March ad close: 2/17/12	Salary Survey	Conveyors in Manufacturing	E-commerce Logistics	Ports Report	Training Tomorrow's Workforce	Distributor Focus Bonus Distribution: ● Design & Manufacturing Texas, March 14-15, Fort Worth
April ad close: 3/16/12	At Your Service: The Service Issue	Offshoring/Contract Manufacturing	Conveyors in Distribution	3PLs: What They Can (and Can't) Do for You	Customer Service: The Equipment Distributor Equation	Distributor Focus Bonus Distribution: ● Best Plants Conference/Solutions Hall, April 23-25, Indianapolis ● Design & Manufacturing South, May 2-3, Charlotte ● WERC, May 6-9, Atlanta
May ad close: 4/17/12	Transportation Strategies	AGVs in Manufacturing	Vertical Lift Modules	Regulatory Update	Understanding Total Landed Costs	Distributor Focus Bonus Distribution: ● Atlantic Design & Manufacturing, May 22-24, Philadelphia
June ad close: 5/18/12	The Lift Truck Issue	Standards Update: Setting Expectations for Labor and Equipment	High-Density Storage	Efficiency at the Dock	Site Selection: Finding the Best Site for Your Facility	Distributor Focus Bonus Distribution: ● Design & Manufacturing Midwest, June 19-21, Chicago
July ad close: 6/18/12	Distribution Strategies	Robotics in Material Handling	Item-Level RFID	Direct-to-Retail	Managing a Lean Supply Chain	Distributor Focus
August ad close: 7/20/12	MH&L Buyers Guide — A comprehensive print and online guide to supply chain, logistics and material handling product and services.	Raw Materials Pricing	Pick/Put-to-Light	Anatomy of a Freight Budget	State of Logistics in the U.S.	Distributor Focus
September ad close: 8/17/12	Election Preview: The Politics of the Supply Chain	Industry Focus: Consumer Packaged Goods	Carousels	Lift Truck Services & Accessories	The Thought Leaders: Editorial Advisory Board Roundtable	Distributor Focus Bonus Distribution: ● Material Handling & Logistics Conference, Sept., Park City
October ad close: 9/21/12	Packaging Update: Pack Expo 2012 Preview	Lean Manufacturing	Pallets and Containers	HazMat Challenges	Material Handling & Merchandising	Distributor Focus
November ad close: 10/19/12	The Safety Issue	Plant Safety	Fireproof Your Warehouse	Cargo Security	Safety's ROI	Distributor Focus
December ad close: 11/19/12	MH&L Innovation Awards	Industry Focus: Retail	AGVs in Distribution	Supply Chain Software and Solutions	Being Both a Good Customer and a Service Provider	Distributor Focus

Material Handling & Logistics is the premier media brand dedicated to helping its readers build and manage world-class supply chains. It is written exclusively for managers who oversee supply chain, logistics and material handling across America's manufacturing, distribution and retail sectors – the new marketplace of intralogistics.

MH&L: A magazine by supply chain experts for supply chain experts.

When it comes to warehousing, material handling equipment, transportation strategies, sustainability, logistics, global commerce, distribution, regulatory compliance, workforce management, new technology and automation – we've got you covered. In print, in person and online, no other publication brand can boast of such comprehensive coverage of the supply chain.

In-House Expertise:

Dave Blanchard, editorial director/associate publisher, has led the editorial management of all of Penton's supply chain brands, including *Supply Chain Technology News*, *Logistics Today* and the company's flagship title, *IndustryWeek*. He's also the author of one of the industry's best-selling books, *Supply Chain Management Best Practices* (John Wiley & Sons).

Tom Andel, editor-in-chief, has worked on various Penton M&SC titles, including *Transportation & Distribution*, *Material Handling Engineering* and *Material Handling Management*. He is a two-time finalist for the Neal Award, the B2B trade publishing industry's highest honor. Outside of Penton, he served as editorial director for *Paperboard Packaging* and chief editor of *Modern Materials Handling*.

Editorial Advisory Board:

Our resident experts from industry, academia and the strategy room serve as active and vocal participants in MH&L's industry-leading coverage of all things supply chain.

- **Joel Anderson**, president and CEO of the International Warehouse Logistics Association (IWLA)
- **Joseph C. Andraski**, president and CEO of the Voluntary Commerce Solutions Association (VICS)
- **Thomas MacLean**, vice president of operations, Osborn International, part of Jason Inc.
- **Russell Meller**, the Hefley Professor of Logistics and Entrepreneurship at the University of Arkansas
- **Tan Miller**, director of the Global Supply Chain Management program at Rider University, College of Business Administration
- **Bert Moore**, founder of IDAT Consulting & Education
- **Jim Shephard**, president of Shephard's Industrial Training Systems
- **James A. Tompkins**, Ph.D., CEO of Tompkins Associates
- **Alan Will**, retired Marine Colonel and logistics specialist

In Every Issue

NEW! Back to Basics A review of warehousing and transportation fundamentals to help readers make best use of technology's advances.

Powered Vehicles A comprehensive look at lift trucks and other industrial vehicles, such as AGVs and burden carriers. We explore such topics as power sources, emissions control, maintenance management and more.

Transport Packaging Our regular coverage includes pallets, containers, pooling systems, printers and labeling equipment, automatic identification, and RFID.

Automation Whether leveraged with conveyors and sortation systems, AS/RS, voice technologies, robotics or other high-tech equipment, automation transforms tactical material handling into a strategic science.

Facilities We explore strategies like energy management, site selection, loading dock management, MRO (maintenance, repair and operations) activities and more.

Technology Vendors of warehouse management systems, computerized maintenance, sensors, supply chain technology and more enable the collection and analysis of information that leads to smart decisions.

Workforce We delve into ergonomics, recruiting, retention, labor management systems, incentive programs, corporate social responsibility and other personnel concepts.

New Products MH&L offers a comprehensive New Products section that showcases the latest material handling and logistics equipment and services.

Continuous Improvement These case studies, based on the *IndustryWeek* Best Plants program, focus on specific companies' productivity gains, supply chain proficiency, labor management practices and lean initiatives.

Corporate Citizen This column focuses on the best practices and key strategies driving corporate social responsibility efforts throughout the supply chain. Senior managers from major manufacturing and distribution operations are invited to explain their company's role in making the world a better place.

News Beat The industry's best news coverage offers compelling and practical updates and analysis of news that directly affects material handling and logistics managers.

Andel and Handling Editor-in-Chief Tom Andel's observations about material handling's link to the world of logistics and how this link is making a big difference in all business sectors.

Logistically Speaking Editorial Director Dave Blanchard's pointed commentary on leadership strategies, trade policy, supply chain management and best practices.

Product Express Put the material handling market leader to work by advertising products, services or job opportunities. Ads are customized by the inch to fit marketing needs and budget.

Distributor Focus *Distributor Focus* puts companies in front of 10,000 distributors and manufacturers' reps who drive sales throughout the industrial, safety, and material handling and logistics channels. This magazine-within-a-magazine highlights best practices, success stories in distribution, community news, distribution Q&As, upcoming events, movers and shakers, corporate announcements, and more.

Note: Content subject to change without notice.

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Total Monthly Average Qualified Circulation **53,301***

Reach MH&L's manufacturing audience:

● **Corporate & Executive Management**
CEO, COO, CFO, CIO, Executive VP, & General Managers **38.9%**

● **Plant Management**
Operations, Production & Plant Management, along with Engineering, R&D, Design & Technical management such as VPs and Directors of these areas **46.4%**

● **Other Management**
Distribution, Warehousing, Logistics, Purchasing, Sourcing, Sales & Business Development Management such as VPs and Directors of these areas as well as Traffic, Supply Chain, Marketing and Corporate Global Accounts and other job titled individuals **14.7%**

Across the full spectrum of growing manufacturing and distribution industries ...

Food, Beverage & Tobacco ● Primary Metal ● Fabricated Metal Products ● Aerospace ● Computer & Electronic Products ● Transportation Equipment ● Furniture & Related Products ● Medical ● Textile Mills and Apparel ● Wholesale & Retail Trade ● Chemical, Pharmaceutical, Petroleum & Refining ● Plastics & Rubber, and Nonmetallic Mineral Products ● Construction ● Third Party Logistics ● Transportation/Warehousing Services ● Paper, Printing & Related Support Services ● Machinery ● Medical Equipment ● Fabricated Metal Products ● Electrical Equip, Appliance & Component ● And More...

Source: * BPA Worldwide, June 2011.

2012 Display Rates and Mechanicals

4/color gross rates

Size	1X	3X	6X	12x
Full Page	\$10,500	\$10,125	\$9,750	\$9,000
1/2 Page	5,710	5,510	5,300	4,900
1/3 Page	3,470	3,340	3,200	2,930
1/4 Page	2,860	2,750	2,640	2,430
Spread	17,340	16,670	16,000	14,650

Dimensions	Wide	Deep
2-Page Spread	16.5	10.25
2-Page Spread Bleed	17.25	11
Full Page	8"	10.25"
Full Page Bleed	8.75"	11"
1/2 Page, Island	4.5"	7.5"
1/2 Page, Horizontal	7"	4.875"
1/2 Page, Vertical	3.375"	10"
1/3 Page, Square	4.5"	4.875"
1/3 Page, Vertical	2.25"	10"
1/4 Page, Vertical	3.375"	4.875"

Rates: Gross rates based on number of insertions within a 12-month period whether units are the same or varying sizes. No additional charge for color.

Short Rate Policy: If an advertising program is cancelled short of the minimum number of insertions required to earn the frequency rate it has been billed at, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the program.

Premium Cover Display Advertising Rates:

Covers are sold for a 6x or 12x use on a non-cancelable basis.

Outside Back Cover: additional 15% on space

Inside Front Cover: additional 15% on space

Inside Back Cover: additional 10% on space

Magazine Trim Size: 8.5" x 10.75"

Printing process: Web offset

Keep live matter 3/16" from the trim edge. For bleed ads, keep live matter 5/16" from the bleed edge.

Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads, to fit the ad dimensions listed.

Electronic File Transfer: You may submit electronic files via the Web site at www.PentonDigitalAds.com. When submitting files via the Web site, a SWOP approved proof must be mailed to: *Material Handling & Logistics*/Penton Media, Inc., 9800 Metcalf Avenue, Overland Park, KS 66212

For technical assistance, call 1.800.321.7003.

Contact MH&L

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General advertising inquiry:
www.pentonmsc.com/MHL

Print advertising submission:
www.pentondigitalads.com