

# Outsourced LOGISTICS

**Field Served:**

Outsourced Logistics connects the decision-makers of buyers and providers of third-party (3PL) logistics services to foster dialogue on the issues, trends, technologies and business practices in supply chain management.

**Definition of Recipient Qualification:**

Qualified recipients include individuals: Corporate and Senior Executive Management (CEO, President, COO, Sr. VP, Owner, Partner, Principal, CIO/CTO); Sales/Business Development (Sr. VP/VP Sales, VP Business Development, VP Corporate Accts., VP Global Accts., VP Marketing); Operations Management (Sr. VP/VP Operations, VP Distribution, VP Information Technology); Sr. Logistics & Supply Chain Management (Sr. VP/VP Logistics, VP Supply Chain Management).



**David Colby**, Publisher  
**Tyler Motsinger**, Sr. Audience Marketing Manager

[www.outsourced-logistics.com](http://www.outsourced-logistics.com)  
Issues per year: 12  
Established: 2008



Penton Media, Inc.  
1300 East 9th Street  
Cleveland, Ohio 44114-1503  
216.696.7000, 216.696.7670 (fax)

**CLASSIFICATION BY FUNCTION\***

\*Publisher's own data (all statistics are projected numbers for 11/08)

Business Description	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Corporate/ Sr. Exec. (A)	Sales/ Business Develop. (B)	Operations Mgmt. (C)	Sr. Logistics & Supply Chain Mgmt. (D)
<b>3PL</b>	4,000	10.0%	3,400	600	3,300	160	330	210
<b>TRANSPORTATION PROVIDER/CARRIER</b>	8,000	20.0%	6,800	1,200	6,600	320	660	420
<b>MANUFACTURER / NON MANUFACTURER / WHOLESALE &amp; RETAIL</b>	28,000	70.0%	23,800	4,200	23,100	1,120	2,310	1,470
<b>TOTAL QUALIFIED CIRCULATION</b>	40,000	100.0%	34,000	6,000	33,000	1,600	3,300	2,100

(A) CEO, President, COO, Sr. VP, Owner, Partner, Principal, CIO/CTO, (B) SR. VP/VP Sales, VP Business Development, VP Corporate Accts, VP Global Accts, VP Marketing), (C) Sr. VP/VP Operations, VP Distribution, VP Information Technology, (D) Sr. VP/VP Logistics, VP Supply Chain Management

## PRIMARY END PRODUCT OR SERVICE PERFORMED AT LOCATION\*

\* Publisher's own data (all statistics are projected numbers for 11/08)

Business Description	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Corporate/ Sr. Exec. (A)	Sales/ Business Develop. (B)	Operations Mgmt. (C)	Sr. Logistics & Supply Chain Mgmt. (D)
Food	3,050	7.6%	2,593	458	2,516	122	252	160
Consumer Goods	3,700	9.3%	3,145	555	3,053	148	305	194
Paper/Printing	1,400	3.5%	1,190	210	1,155	56	116	74
Chemicals	800	2.0%	680	120	660	32	66	42
Industrial Products/ Machinery/Metals	6,100	15.2%	5,185	915	5,033	244	503	320
Computer Equipment & Peripherals	1,180	3.0%	1,003	177	974	47	97	62
Electronics/Electronic Equipment/Telecom Equipment	1,390	3.5%	1,182	209	1,147	56	115	73
Automotive	1,650	4.1%	1,403	248	1,361	66	136	87
Aerospace	420	1.0%	357	63	347	17	35	22
Pharmaceuticals/ Healthcare/Medical	710	1.8%	604	107	586	28	59	37
Wholesale Distribution	5,000	12.5%	4,250	750	4,125	200	413	263
Retail	2,600	6.5%	2,210	390	2,145	104	215	137
<b>Subtotal Manufacturers, Wholesale &amp; Retail</b>	<b>28,000</b>	<b>70.0%</b>	<b>23,800</b>	<b>4,200</b>	<b>23,100</b>	<b>1,120</b>	<b>2,310</b>	<b>1,470</b>
<b>Third-Party Logistics Provider (3PL)</b>	<b>4,000</b>	<b>10.0%</b>	<b>3,400</b>	<b>600</b>	<b>10,890</b>	<b>160</b>	<b>330</b>	<b>210</b>
<b>Transportation Services</b>	<b>8,000</b>	<b>20.0%</b>	<b>6,800</b>	<b>1,200</b>	<b>10,890</b>	<b>320</b>	<b>660</b>	<b>420</b>
<b>Total Qualified Circulation</b>	<b>40,000</b>	<b>100.0%</b>	<b>34,000</b>	<b>6,000</b>	<b>33,000</b>	<b>1,600</b>	<b>3,300</b>	<b>2,100</b>

(A) CEO, President, COO, Sr. VP, Owner, Partner, Principal, CIO/CTO, (B) SR. VP/VP Sales, VP Business Development, VP Corporate Accts, VP Global Accts, VP Marketing), (C) Sr. VP/VP Operations, VP Distribution, VP Information Technology, (D) Sr. VP/VP Logistics, VP Supply Chain Management





The combined total of controlled circulation and paid circulation for Outsourced Logistics is 40,000 subscribers. The source for the information on this sworn statement has been provided by the Penton Media Audience Marketing Department and is represented as publishers own date.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

A handwritten signature in black ink that reads "David H. Colby". The signature is written in a cursive style and is positioned above a horizontal line.

David Colby, Publisher

A handwritten signature in black ink that reads "Tyler Motsinger". The signature is written in a cursive style and is positioned above a horizontal line.

Tyler Motsinger, Sr. Audience Marketing Manager