

VIEW THE LATEST MEDIA GUIDE ONLINE AT
officialmediaguide.com/mhimedia



MHI[®]

MEDIA GUIDE

Plan your route into the nation's **\$200 billion**
material handling and logistics industry.

FOR MORE INFORMATION, CONTACT:

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MHI[®]

THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK[®]



The Industry That Makes Supply Chains Work®

Target more than **30,000 decision-makers** in print and capture an audience of more than **150,000** online inside MHI's media resources.

Who We Are

MHI is the nation's largest material handling, logistics and supply chain association. We work hard every day to deliver the latest knowledge, the strongest connections, powerful industry leadership and the best market access for manufacturing and supply chain professionals.

[Learn More](#)

What We Do

The movement, protection, storage and control of materials and products throughout the process of their manufacture and distribution, consumption and disposal. This process involves a broad array of equipment and systems that aid in forecasting, resource allocation, production planning, flow and process management, inventory management, customer delivery, after-sales support and service, and a host of other activities and processes basic to business.

[Learn More](#)

Our History

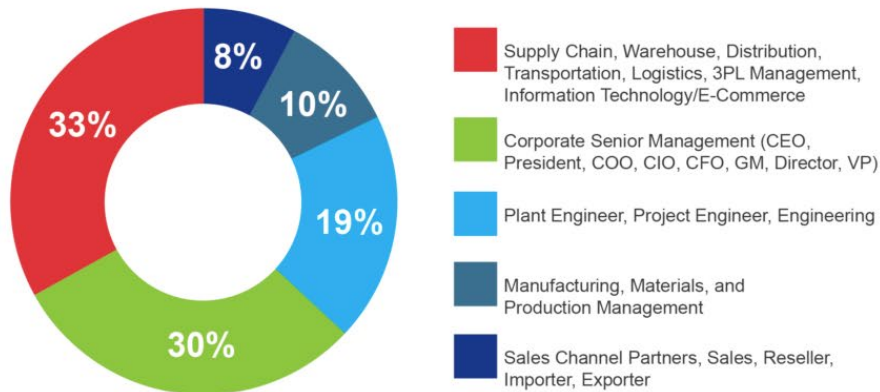
Founded in 1945, MHI is an international trade association whose members include material handling, logistics and supply chain equipment, and systems manufacturers, integrators, consultants, publishers, and third-party logistics providers.

[Learn More](#)

An audience that controls \$70 billion in purchasing power

MHI Audience Breakdown & Advertising Benefits

MHI Audience



An Exclusive Audience with Buying Power

61% End User/Purchaser of Material Handling and Logistics Equipment Systems

23% Dealer, Distributor, Manufacturer's Representative, Importer, Exporter

12% System Integrator, Consultant

4% Government Organization and Military

What can they do?



What are they planning to spend in the next 18 months?



In the spring of 2023, we surveyed our readers and advertisers about how they prefer to read the magazine, as well as their business. Here's what we found:



Over 60% of respondents said advertising in MHI communications has brought new business to their company.

Experience increased brand awareness

87.5%



Nearly 45% of respondents spent 50-99% of their advertising budget on MHI opportunities in 2022.

"Advertising with MHI directs readers to our website for information and to contact us regarding our products."

87%



indicated that it is important to them to reach MHI members with their advertising message.

100%

100% of survey respondents agree that advertising in MHI communications is an effective way to reach customers.



Reader Testimonials

"MHI has their finger on the pulse of the industry."

"MHI is 'the' authentic voice both for and of the material handling industry. When MHI speaks, both manufacturers and distributors listen. There is no question about that."

Bill Ryan
tDtONE

"MHI Solutions magazine provides highly informative content that keeps me updated on all the latest supply chain and material handling-related news. I recommend anyone in supply chain management to join the MHI community."

Corey M
Director of Purchasing
& Logistics
Definitive Technology Group

"MHI Solutions magazine is the top-tier logistics and supply chain digital publication with more than 100,000 C-level contacts across the Americas.

The magazine provides guidance, education, networking opportunities and solution sourcing for members."

Raul Paramo
Business Development Director
Terranum

"The sole purpose of good advertising is to reach the customers/prospects that use the product. That is what MHI has accomplished."

Gene Cates
Director of Sales
and Marketing
Storage Solutions Inc.

"Suppliers/service industries advertising in the MHI publication reach actual end users & integration specialists that provide new answers to material handling problems."

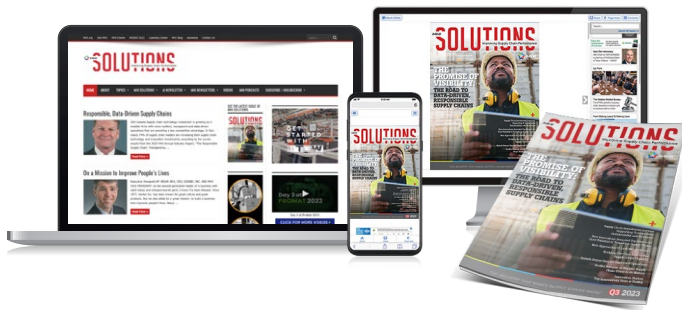
Jim Washtock
Engineer
North Coast Lift

"Simply the biggest bang for your buck. Being a good steward of our money today, we must invest it wisely for the best return."

Bob Evans
Titan Material Handling

**2023 MHI Communications Survey*

Our print and online portfolio reaches an audience of more than 150,000.



MHI Solutions Magazine & Website

PRINT EDITION and
DIGITAL EDITION including
SPONSORED EBLASTS



MHI Membership Directory & Reference Guide

DIGITAL EDITION and
SPONSORED EBLASTS



MHI Website & Programmatic

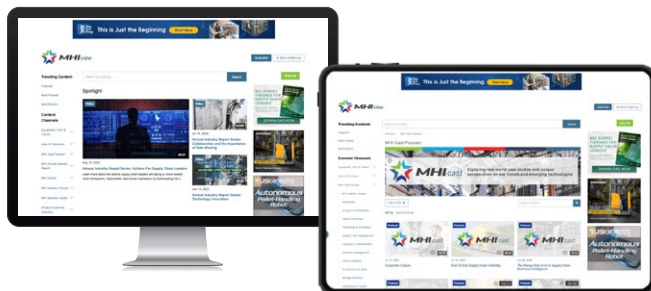
www.mhi.org



MHI Newswire



MHI Industry News



MHI view

videos.mhi.org

MHI cast



McCormick Place - Chicago
March 17-20, 2025
promatshow.com powered by **MHI**

ProMat 2025 Daily Show

WE ARE THE INDUSTRY

According to the U.S. Department of Commerce and Bureau of Labor Statistics, material handling and logistics is one of America's largest and fastest growing industries. **The consumption of material handling and logistics equipment and systems in America exceeds \$200 billion per year, and producers employ in excess of 700,000 workers.**

1st Quarter | **Ships: December 2023**

Workforce, People and Safety

Industry Focus: Consumer Goods

Solutions Spotlight: ASRS—Automated Storage Retrieval Systems

Product Spotlight: EASE—Ergonomic Assist Systems and Equipment

Safer Handling: CMAA—Crane Manufacturers Association of America, Inc.

Space Reservation Deadline: October 26, 2023

Ad Materials Deadline: October 27, 2023

2nd Quarter | **Ships: February 2024**

Transportation & Logistics: First, Middle and Last Mile

Industry Focus: Port and Intermodal

Solutions Spotlight: ECMA—Electrification and Controls Manufacturers Asso.

Product Spotlight: HMI—Hoist Manufacturers Institute

Safer Handling: LODEM—Loading Dock Equipment Manufacturers

Bonus Distribution



Space Reservation Deadline: December 29, 2023

Ad Materials Deadline: January 2, 2024

3rd Quarter | **Ships: June 2024**

Emerging Tech & Trends

Industry Focus: Food & Beverage

Solutions Spotlight: SMA—Storage Manufacturers Association

Product Spotlight: MAG—Mobile Automation Group

Safer Handling: AEC—Advanced Energy Council

Space Reservation Deadline: April 5, 2024

Ad Materials Deadline: April 8, 2024

4th Quarter | **Ships: September 2024**

Supply Chain Transparency, Sustainability and The Importance of Data

Industry Focus: Pharmaceutical

Solutions Spotlight: SLAM—Scan | Label | Apply | Manifest (SLAM)

Product Spotlight: Overhead Alliance

Safer Handling: ProGMA—Protective Guarding Manufacturers Association

Bonus Distribution

Annual Conference

Space Reservation Deadline: July 9, 2024

Ad Materials Deadline: July 10, 2024

In every issue:

- CEO Update
- Executive Viewpoint
- DEI Feature
- WERC Matters
- MHI Solutions Community
- Economic Market Analysis
- Safer Handling
- Solutions Spotlight
- Product Spotlight
- MHEFI Scholarship Recipients
- MHI News
- MHI Calendar

*Calendar is subject to change without notice.

MHI SOLUTIONS Magazine

Improving Supply Chain Performance

Showcase your company to an influential group of industry professionals. Our publication delivers powerful relationships that influence, inspire and endure. Don't miss your chance to reach key decision-makers.



Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

| Display Advertising - Full Color | 1X | 2-3X | 4X |
|----------------------------------|-------------|------------|------------|
| Double Page Spread Full Color | \$10,139.50 | \$9,629.50 | \$8,619.50 |
| Full Page Full Color | \$6,289.50 | \$5,979.50 | \$5,349.50 |
| 2/3 Page Full Color | \$5,409.50 | \$5,139.50 | \$4,599.50 |
| 1/2 Page Island Full Color | \$4,659.50 | \$4,429.50 | \$3,959.50 |
| 1/2 Page Full Color | \$3,999.50 | \$3,799.50 | \$3,399.50 |
| 1/3 Page Full Color | \$2,999.50 | \$2,849.50 | \$2,549.50 |
| 1/4 Page Full Color | \$2,409.50 | \$2,289.50 | \$2,049.50 |
| 1/6 Page Full Color | \$1,809.50 | \$1,719.50 | \$1,539.50 |
| 1/8 Page Full Color | \$1,369.50 | \$1,299.50 | \$1,159.50 |

Members receive a 10% discount on all display rates.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



The Q2 2023 issue of MHI Solutions Magazine is a 2023 MarCom Honorable Mention Award-Winner!

MarCom Awards honors excellence in marketing and communication while recognizing the creativity, hard work and generosity of industry professionals. Since its inception in 2004, MarCom has evolved into one of the largest, most-respected creative competitions in the world. Each year, about 6,500 print and digital entries are submitted from dozens of countries.

[READ NOW](#)

THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK®

MHI SOLUTIONS

Improving Supply Chain Performance

Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

MHI Solutions is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

Formats available to readers:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1- or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop Responsive HTML Reading View



Our digital edition is sent quarterly to the inbox of more than 150,000* industry professionals!

**List subject to fluctuation*



1 Leaderboard Package 1 (all views) | \$2,270

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine. Includes 3 Top TOC Mobile Banner

2 Rectangle Package 2 (all views) | \$2,490

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view. Includes 4 2nd TOC Mobile Banner

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner

4 2nd TOC Mobile Banner

Additional TOC Mobile Banner | \$1,440

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$2,050

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$2,090

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• **Large Insert | \$1,610**

• **Medium Insert | \$1,390**

• **Large Outsert | \$1,500**

• **Medium Outsert | \$1,500**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlineSpecs

MHI Membership Directory & Reference Guide - Digital Only

Showcase your company in the Membership Directory and Reference Guide and reach CEOs, material handling managers, supply chain managers/directors, logistic managers/directors, vice presidents, managers, regional directors and many more industry leaders interested in purchasing your products.

Advertising in MHI's Membership Directory & Reference Guide is exclusive to MHI members only. If you would like more information on how to become a member, please visit mhi.org/about/join today.



Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

| Display Advertising - Full Color | 1x |
|----------------------------------|------------|
| Double Page Spread Full Color | \$7,809.50 |
| Full Page Full Color (PE) | \$5,989.50 |
| Full Page Full Color | \$4,839.50 |
| 1/2 Page Island Full Color (PE) | \$4,429.50 |
| 2/3 Page Full Color | \$4,159.50 |
| 1/2 Page Full Color (PE) | \$3,799.50 |
| 1/2 Page Island Full Color | \$3,579.50 |
| 1/2 Page Full Color | \$3,069.50 |
| 1/3 Page Full Color | \$2,299.50 |
| 1/6 Page Full Color | \$1,389.50 |
| 1/8 Page Full Color | \$1,049.50 |

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Member Listing Enhancement | \$219.50



Your Company
1234 Main Street
Metropolis, NY 10101
Contact: John Smith
800-555-4321
info@yourcompany.com
www.yourcompany.com

Product/Service Categories: Automatic Identification Products, Computer Hardware and/or Software, Consulting & Professional Services, Robots - Industrial

MHI Industry Group Membership(s):
MHI Solutions Community (SOLCOM)
Your Company was founded in 1980 to create software products that help the supply chain run more efficiently. From automatic identification products, to custom robotics, to computer software and hardware, Your Company has every imaginable product you will need to run your business using our state-of-the-art equipment. Our hands-on, consultative approach, combined with our over 40 years of service, will provide you the best possible experience to custom fit our product to your organization and ensure the optimization of your processes. We have over 20,000 products and have 500 dealer locations in the U.S. and Canada. Look to us for all your product needs.

See display ad on page 123.

As a member benefit of MHI, your company listing will be displayed in the Membership Directory & Reference Guide at no charge. Your company has the option to increase brand recognition of your business by adding a 75-word profile along with a full color company logo to your listing. Don't miss your chance to stand out in front of members who are responsible for recommending, specifying and purchasing products and services on behalf of their organizations.

◀ **Upgraded listing with MLE**

Your Company
1234 Main Street
Metropolis, NY 10101
Contact: John Smith
800-555-4321
info@yourcompany.com
www.yourcompany.com

Product/Service Categories: Automatic Identification Products, Computer Hardware and/or Software, Consulting & Professional Services, Robots - Industrial
MHI Industry Group Membership(s):
MHI Solutions Community (SOLCOM)
See display ad on page 123.

◀ **Basic listing without MLE**

MHI Membership Directory & Reference Guide

Digital Edition

Extend your advertising investment with the unique benefits of digital media.

Maintain an online presence with the digital version of the MHI Membership Directory and Reference Guide! GTxcel's digital edition platform allows members to engage with their publication at home or on the go. Produced as a pure digital replica of the print edition, the page view in GTxcel allows you to engage with product and service listings or member information in the format it was intended.

With the option to view in a 1-page or 2-page format and ability to identify zoom level, GTxcel allows you to determine your best preferred reading experience. Also included is the ability to pull a PDF of the publication, or search by keyword to find specific listing details in one or across all of an association's publications.



**Mobile & Desktop
Responsive HTML
Reading View**



EXCLUSIVE Digital Edition eBlast Sponsored Banner | \$4,300

When a print edition of the membership directory is distributed, an email is sent to all members and subscribers making them aware that the digital edition is available for viewing.



1 Leaderboard (Top) | \$2,050

The Leaderboard ad appears on-screen at all times throughout the Page View.

2 Bellyband | \$1,430

The Bellyband ad is placed on the top of the digital edition's cover page and is displayed every time the digital edition is first accessed.

3 Rectangle | \$2,250

The Rectangle ad appears at the bottom of the table of contents. The ad is on screen at all times throughout Page View.

Digital Video Sponsorship | \$1,800

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

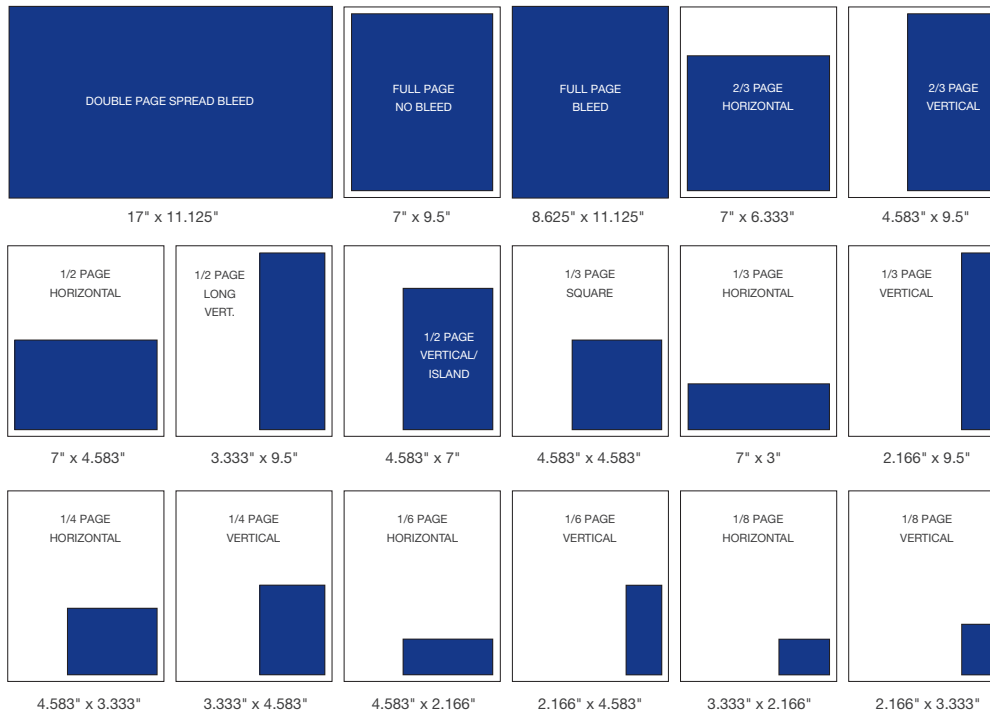
- **Large Insert | \$1,450**
- **Medium Insert | \$1,250**
- **Large Outsert | \$1,350**
- **Medium Outsert | \$1,350**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs

Print and Online Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Specs for Outsert/ Inserts

Magazine

1 Pg / 1 Surface

8.375" x 10.875"

1 Pg / 2 Surface

8.375" x 10.875"

2 Pg / 4 Surface

8.375" x 10.875"

Postcards

6" x 4.25"

Heavy Card Stock

Insert 8.25" x 10.75"

Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5" **Full-Page Live Area:** 7" x 9.5"

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Production Services, Proofs and Revisions

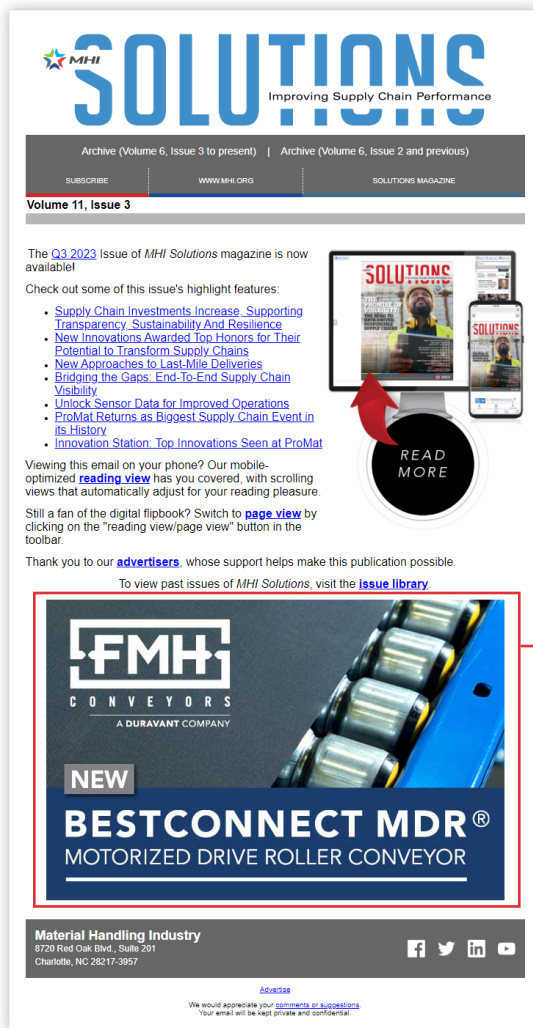
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Advertising Specifications

For more information, visit: www.naylor.com/onlinepecs

- Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

Digital Edition Email Blast Sponsorship Opportunity



In addition to the print distribution, each quarter, *MHI Solutions* is also delivered via email to more than 150,000* industry decision-makers and members, making them aware that the digital edition is available for viewing. Each new issue is posted on the *MHI Solutions* website with a full archive of past issues.

**List subject to fluctuation*

The unique benefits of a targeted email blast:

- Exclusive ad space means you enjoy maximum visibility
- Deliver your message directly to the inbox of decision-makers and members
- Frequently forwarded to others for additional exposure
- Direct visitors to the landing page of your choice to facilitate the purchasing process

MHI Solutions Digital Edition Email Blast 1 Issue: \$4,750 each

- Exclusive position — you are the only sponsor sent out for an entire quarter.
- *You design your ad and choose your content, pending approval from MHI.
- Only one spot available – NO ROTATION
- Max file size 100kb
- JPG only (no animation)

Members receive a 10% discount on all display rates.

On average, the digital edition receives:

35,000 page views each issue
2,723 clicks each issue
1,543 unique visitors each issue
More than 5 minutes spent per reader each issue

Averages calculated over the previous 3 issues.

For more information, please visit: <http://www.naylor.com/digitalmagspecs>

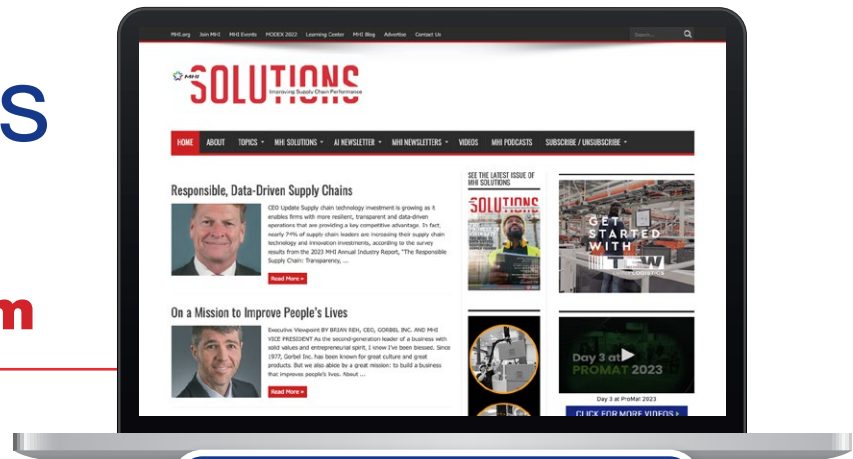
**Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

MHI Solutions Website

mhisolutionsmag.com

Advantages of advertising:

- Target leaders in the more than \$200 billion material handling and logistics industry
- Position your message in front of decision-makers that control \$70 billion in purchasing power!
- Cross-promoted in other MHI publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility



On average, mhisolutionsmag.com receives:

- 3,200+** visits per month
- 4,600+** page views per month
- 3,800+** sessions per month

*Traffic stats from October 2023 - March 2024



1 Run of Site Leaderboard

728×90 pixels. One run of site position. No rotations.

12 Months | \$1,330

2 Run of Site Upper Rectangle

300×250 pixels. Two run of site positions with three ads rotating.

12 Months | \$1,600

3 Run of Site Lower Rectangle

300×250 pixels. One run of site position with three ads rotating.

12 Months | \$1,270

4 Run of Site Skyscraper

160×600 pixels. One run of site position with two ads rotating.

12 Months | \$1,330

5 Content Banner

620×77 pixels. No rotations.

\$890/month

Sponsored Content

Two/month

\$1,660/month

Members receive a 10% discount on all display rates.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

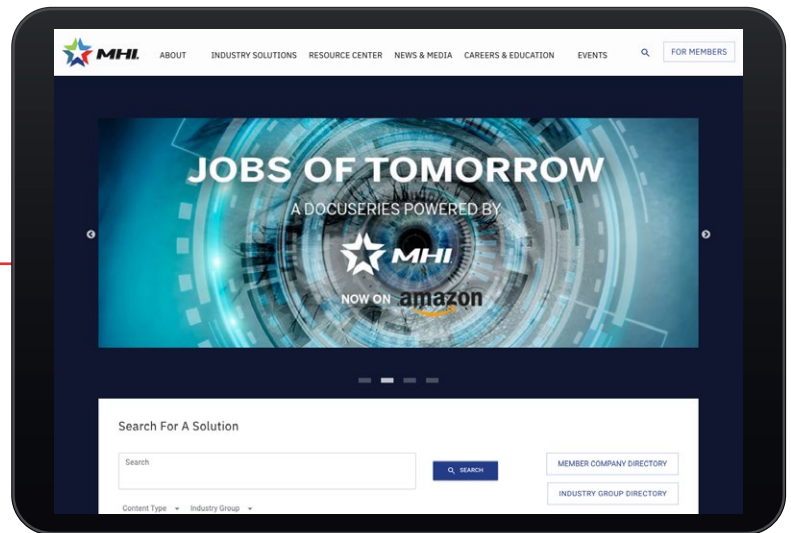
MHI Website

mhi.org

Advantages of advertising:

- Target leaders in the more than \$200 billion material handling and logistics industry
- Position your company in front of decision-makers that control \$70 billion in purchasing power.
- Cross-promoted in other MHI publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility

Reach over 31,800 users each month!



On average, mhi.org receives:

31,800+ visits per month

86,000+ page views per month

2.7+ pages viewed per visit

* Traffic from October 2023 - March 2024

Home Page



Sub Page



1 Home Page Rectangles

12 Months | \$4,840

6 Months | \$2,900

3 Months | \$1,740

300 x 250 pixels. Two positions with five ads rotating each for a total of 10 ads showing on the home page of www.mhi.org.

2 Sub Page Rectangles

12 Months | \$5,480

6 Months | \$3,290

3 Months | \$1,970

300 x 250 pixels. Three positions with four ads rotating each for a total of 12 ads showing on interior pages of mhi.org.

Members receive a 10% discount on all display rates.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

MHI Industry News

naylornetwork.com/ mhi-industryNews

Advantages of advertising:

- Deliver your message directly to the inbox of more than 150,000* decision-makers every month
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other MHI publications and communications pieces
- Direct visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

*List subject to fluctuation

1 Leaderboard

728 x 90 pixels. Exclusive position located at the top of the eNewsletter — NO ROTATION

12 Months | \$10,570

2 Rectangles

300 x 250 pixels. Six positions located between popular sections of the eNewsletter — NO ROTATION

12 Months | \$6,000

3 1st and 2nd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$7,940

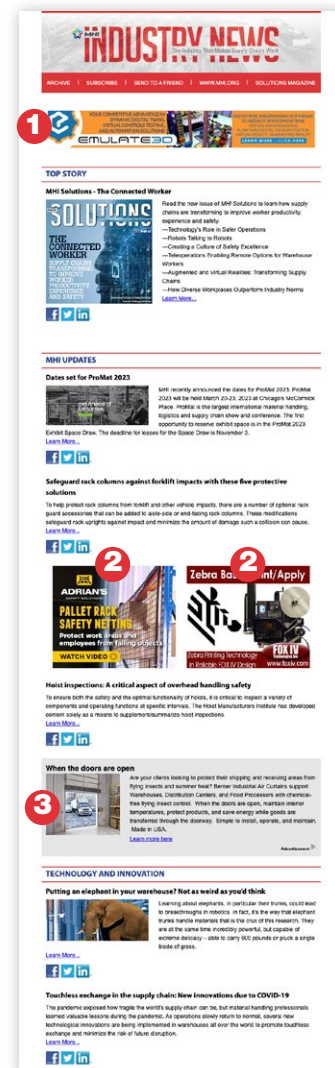
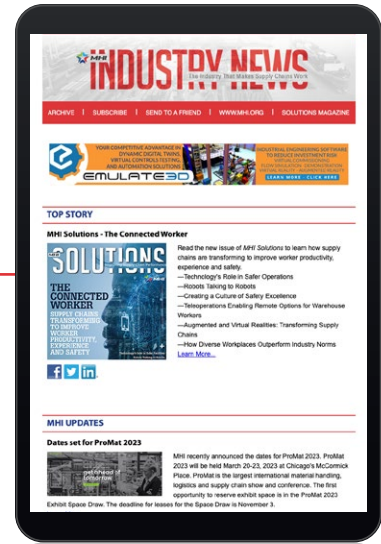
3rd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$7,160

Members receive a 10% discount on all display rates.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



MHI Newswire eNewsletter

Our *MHI Newswire* allows the industry to stay informed about timely material handling and logistics and supply chain news. Our eNewsletter adapts to readers by using machine learning to grasp what readers are interested in and provides them with curated content that becomes more relevant as the AI develops individual personas for each reader.

Advantages of advertising:

- Customized content tailored to individual recipients
- Escalated member engagement based on preferred content
- Deliver your message directly to the inbox of more than 150,000* decision-makers and all MHI members every Wednesday
- Frequently forwarded to others for additional exposure
- Direct visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

*List subject to fluctuation



**Members receive a
10% discount
on all display rates.**

1 Custom Top Leaderboard

650 x 90 pixels. Exclusive position located at the top of the eNewsletter — NO ROTATION

12 Months | \$14,050

2 Rectangles

300 x 250 pixels. Six positions located between popular sections of the eNewsletter — NO ROTATION

12 Months | \$12,710

3 Custom Lower Leaderboard

650 x 90 pixels. Exclusive position located towards the bottom of the eNewsletter — NO ROTATION

12 Months | \$11,420

4 1st and 2nd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$10,540

5 3rd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$9,040

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



MHI cast Sponsorship

videos.mhi.org/mhicast

About the podcast

- Target leaders in the more than \$200 billion material handling and logistics industry
- Position your company in front of supply chain professionals who control \$70 billion in purchasing power
- Cross-promoted in other MHI publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility
- MHI cast is also available on podcast services, including Google Podcasts, Apple Podcasts and Spotify

All Sponsorships Include:

- In podcast pre-roll sponsorship. Example: "This podcast is brought to you by (your company name here)."
- Exclusive email blast promoting the podcast to our full 120,000* mailing list
- 468 x 60 banner displayed in the email blast of podcast
- 728 x 90 banner displayed on MHI view platform
- This is sponsorship only & does not include speaker recognition

**List subject to fluctuation*

Sponsorship Only \$2,500

Sponsorship & Speaking Opportunity \$5,000

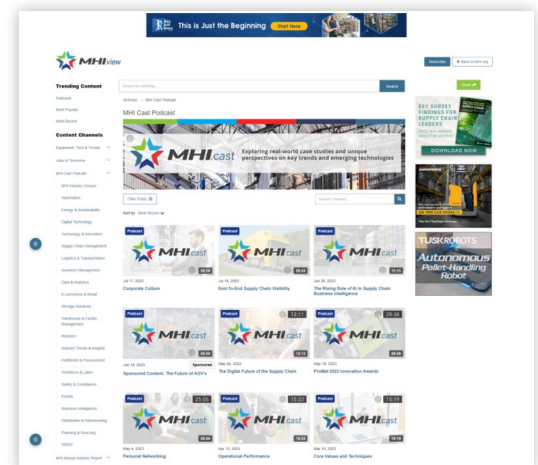
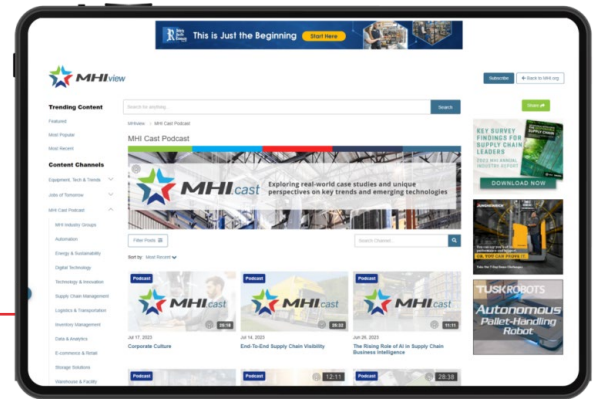
- This includes an exclusive sponsorship AND thought leadership on the topic
- 30-minute interview with a final produced piece between 3-4 minutes
- Sponsor will have the opportunity to approve the final content and suggest revisions, but the final release will be subject to MHI's editorial and educational standards

Full Podcast Sponsorship & Speaking Opportunity \$10,000

- 30-minute interview with a final produced piece between 8-20 minutes
- Sponsor will define the topic to speak on as a thought leader and add their podcast to the content calendar pending topic and date approval by MHI

**Members receive a 10% discount
on all display rates.**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.





MHI view is an innovative approach to education and informing you of the material handling and supply chain industry's latest and emerging trends.

As the **\$200 billion material handling and supply chain industry grows**, so do company's needs for education, information, products and services. MHI view allows you to target an engaged audience and be a part of the solution!

We have banners, content marketing, and conference video opportunities available:

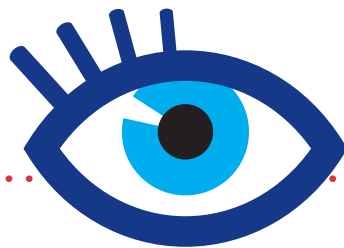
- MHI view BANNERS
- VIDEO CONTENT SPONSORSHIPS
- SPONSORED VIDEO BLASTS
- DAILY RECAP VIDEO SPONSORSHIPS (ProMat/ProMat/Annual Conference)

According to a recent survey:

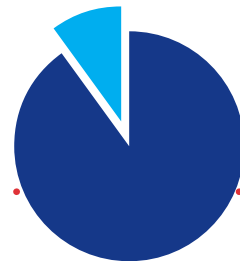
- **2 in 3** respondents think MHI view is valuable or extremely valuable and nearly half rate the quality of content as excellent or very good!

Why Video?

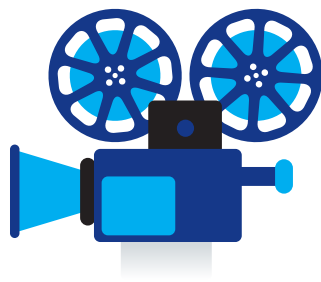
96% of B2B marketers use some form of online video with their overall strategy.



Enjoyment of video ads increases purchase intent by **97%** and brand association by **139%**.

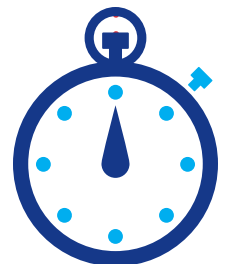


Videos in emails can increase click-through rates by as much as **90%**.



Online video can attract **2-3X** as many visitors to your site than non-video content.

The average visitor spends **88% MORE** time on a website with video than on those without.



90% of users say that seeing a video about a product is helpful in the decision process.

2024 Sponsored Video Content Calendar*

January February March April May June

MHI view Episodes

| eBlast Date | Series | Details | Title/Topic |
|-------------|----------------------|------------------|--|
| January 2 | Micro-Learning Video | Jobs of Tomorrow | Charging Forward: Electric Vehicles for the Supply Chain |
| January 8 | Micro-Learning Video | Jobs of Tomorrow | Jobs of Tomorrow: Building Intelligent Supply Chains |
| January 15 | Micro-Learning Video | Jobs of Tomorrow | Jobs of Tomorrow: Security and the Supply Chain |
| January 22 | Micro-Learning Video | Jobs of Tomorrow | Jobs of Tomorrow: Efficient Supply Chains |
| January 25 | MHI cast | Special | Company culture? |
| January 29 | Micro-Learning Video | Jobs of Tomorrow | Jobs of Tomorrow: Sustainability and Packaging |

July August September October

MHI view Episodes

| eBlast Date | Series | Details | Title/Topic |
|-------------|--------------------------------|---------|--|
| July 1 | Annual Industry Report – Video | Special | Annual Industry Report – Video |
| July 15 | Micro-Learning Video | – | How to pick the AI tools your company really needs |
| July 22 | MHI cast | Special | Things they wish they have known earlier about AI |

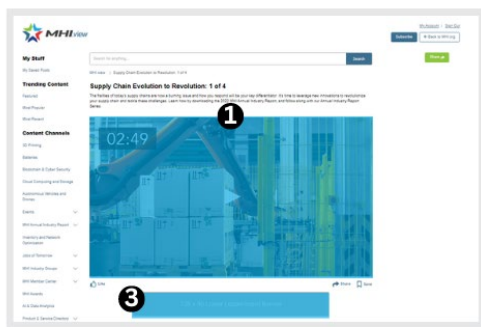
Scan QR code above or visit
www.officialmediaguide.com/mhimedia/video/video-content-calendar
for the most up-to-date MHI View content calendar.

*Calendar is subject to change without notice.
**Artwork materials are due 1 week prior to first email distribution you have on contract.



Video Content Sponsorships

MHI view produces video content that highlights various industry topics, case studies and what's on the horizon in the industry. You have a unique opportunity to sponsor the biweekly educational MHI view episodes, and MHI Next-Gen Supply Chain Quarterly Update series. Be the exclusive sponsor for the series of your choice.



All Sponsorships Include:

- 1** In video pre-roll sponsorship. Example: "This video is brought to you by (your company name here)."
- Exclusive email blast promoting the video to our full 120,000* mailing list
- Promotion of your video in *MHI Newswire*, which is distributed to 150,000* every Wednesday
- 2** 468 x 60 banner displayed in the email blast of video
- 3** 468 x 60 banner displayed on MHI view platform

**List subject to fluctuation*

MHI Educational Episodes | \$1,110/episode

Sponsorship opportunities are available on MHI view video channel dedicated to key topics including:

- Automation and Robotics
- Cyber Security
- Importance of Data/Emerging Technology
- Sustainability
- Wearable and Mobile Technology
- Workforce

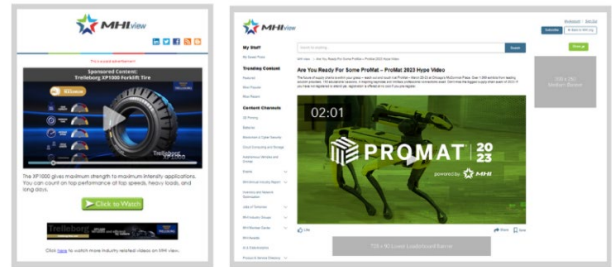
MHI Annual Industry Report | \$1,780/video

This four-part video series will take an in-depth look at the most relevant topics and case studies from the MHI Annual Industry Report. This Report is produced in partnership with Deloitte.

Jobs of Tomorrow | \$1,110/episode

- Creating a Culture of Innovation
- From Newbies to Ninjas: Gamifying Workforce for Future-proof Supply Chains
- From Data to Delivery: Optimizing Supply Chain Performance
- From Ordinary to Extraordinary: Building Intelligent Supply Chains
- The Final Stretch: Optimizing the Last Mile
- The Individuals Behind Efficient Supply Chains
- Sustain-Able: Scopes 1, 2 and 3 in the Supply Chain
- Back to the Future of Robotics and Automation
- Integrated Nexus: The Glocal Supply Chains
- Put A Lock On It: Cybersecurity and the Supply Chain
- What's in the Box?: Sustainability and Packaging
- Charging Forward: Electric Vehicles for the Supply Chain

**Ask your Naylor sales representative for details on exclusively sponsoring multiple video series.*



Sponsored Video Blast

\$4,960/blast

(customer supplied video)

Use video to demonstrate to viewers the unique benefits of using your product or service by purchasing one of our sponsored video blasts. Your video will educate viewers on your company's expertise. (only 2 allowed per month)

Includes:

- Exclusive email blast promoting your video to our full 150,000+ mailing list.
- Video posting under the channel of your choice on the MHI view website.
- Promotion of your video in *MHI Newswire*, which is distributed to 120,000* every Wednesday.
- 300x250 pixel medium banner displayed on the screen while your video plays.
- 728 x 90 lower leaderboard banner displayed on screen while your video plays.
- 468x60 pixel banner displayed in the email blast of your video.
- All videos need to be approved for distribution by MHI.

**List subject to fluctuation.*

All videos need to be approved for distribution by MHI.

INTRODUCING... Tech Talks

\$9,360

Starting in 2024, MHI will offer sponsorship of their new Tech Talk offering. Sponsorship of these live 20-minute panel discussions can position your company as a thought leader and solution provider. MHI Tech Talks address the needs for manufacturing and supply chain professionals to have access to knowledge on the leading technology and trends impacting the industry. This unique opportunity allows you to gain exposure for your tech offering and thought leadership in an engaging, interactive learning environment. Your Tech Talk will be promoted to MHI's exclusive audience, presented live on MHI view and archived for on-demand exposure.

Tech Talks Sponsorship Details:

- We will assist you with determining your topic and planning for your 20-minute tech talk (Tech Talks will be a maximum of 30-minutes, including Q&A)
- Exclusive email blast promoting your video to our full 120,000* mailing list**
- Promoted in *MHI Newswire* one-time
- Promotion on MHI view and video posting of archived Tech Talk under the topical channel of your choice on the MHI view website
- 468x60 pixel banner displayed in the email blast of your tech talk
- Interactive Q&A via during live event

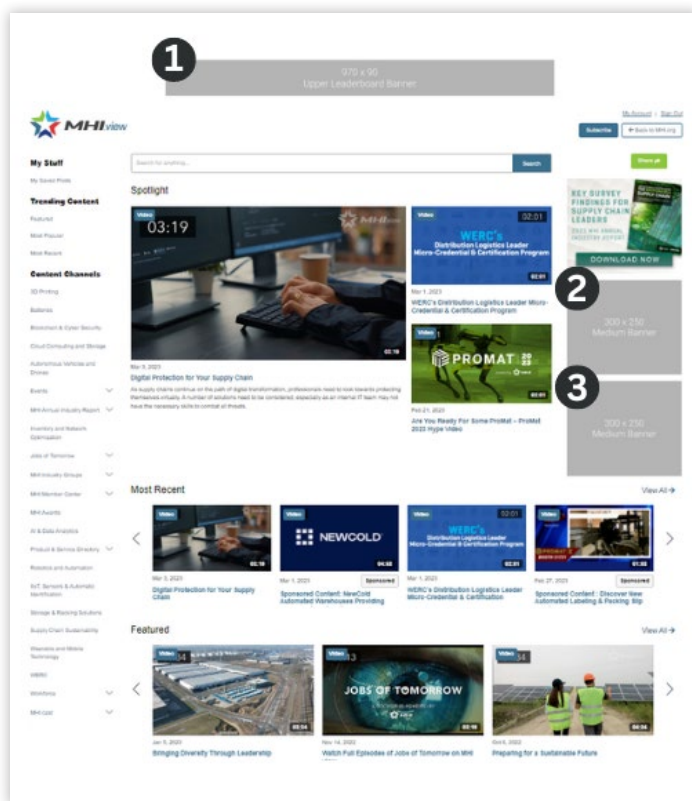
**List subject to fluctuation.*

***Date of email blast must be pre-approved by MHI.*

Association will have final approval of topic of the Tech Talks.



Sponsorship Opportunities



1 Run-of-Site Leaderboard

\$4,260 per year

One 728 x 90 leaderboard available with three rotations displayed throughout the entire MHI view website.

2 Top Run-of-Site Top Rectangle

\$3,670 per year

One 300 x 250 banner available with three rotations in each position displayed throughout the entire MHI view website, excluding the Events channel.

3 Run-of-Site Bottom Rectangle

\$3,420 per year

Three 300 X 250 banners available with two rotations in each position displayed throughout the entire MHI view website, excluding the Events channel.

On average, MHI view receives:

26,000+ visitors per month

2.2+ minutes spent per visitor

32,600+ pageviews per month

*Traffic from October 2023 to December 2023 per WorkerBee Report and Google Analytics



powered by MHI

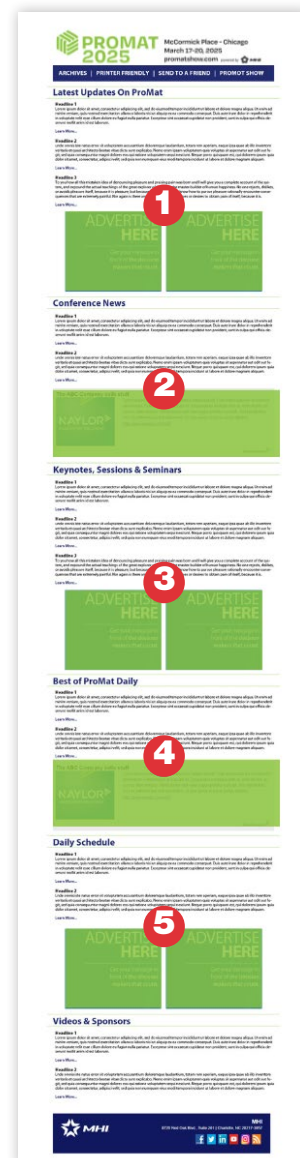
Daily Show

The ProMat Daily Show eNewsletter is a must-read resource for all ProMat attendees and exhibitors. Distributed each day of the event and one week after ProMat, the content will include sponsor highlights, show news and updates, keynote speaker and panel discussion recaps, an at-a-glance agenda and more. Participating in our ProMat eNewsletter allows you to showcase your company to a captive audience of ProMat attendees and exhibitors plus 150,000*. Keep your company top-of-mind during and after ProMat!

**List subject to fluctuation*

Your ad includes exposure in all 5 issues!

- 1 First Row Rectangle | \$7,010**
300 x 250 pixels, 2 positions — NO ROTATION
- 2 1st Sponsored Content | \$6,680**
180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.
- 3 Second Row Rectangle | \$6,379**
300 x 250 pixels, 2 positions — NO ROTATION
- 4 2nd Sponsored Content | \$6,010**
180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.
- 5 Third Row Rectangle | \$5,780**
300 x 250 pixels, 2 positions — NO ROTATION



Audience Extension

CONTINUE TO BUILD YOUR BRAND beyond the MHI's website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to MHI site visitors as they frequent other sites across the web.

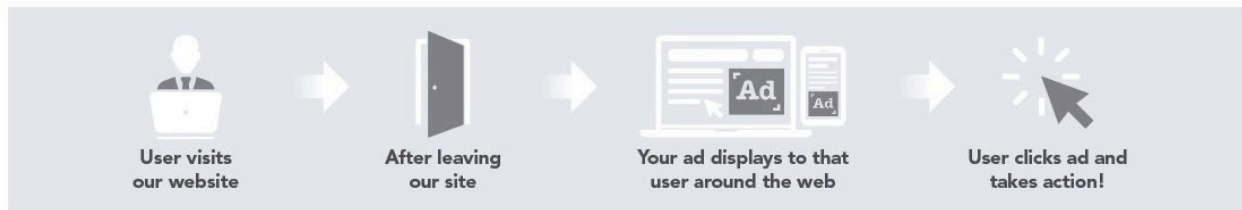
MHI has an audience of more than 150,000 material handling industry professionals in the field, who visit mhi.org, mhisolutionsmag.com and videos.mhi.org more than 76,300 times per month combined. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.



All Packages Include:

- Standard Month End Results
- End of Campaign Performance Metrics
- Customized Campaign Reporting
- Campaign Optimization
- Creative Optimization
- Strategic Insights/Recommendations

How Retargeting Works



Programmatic Video Advertising

There's no better way to bring life to your brand story than through video. Video is a powerful medium that is a top choice for content consumption. Serve a :15 or :30 video Pre-Roll/Mid-Roll/Post-Roll ads on websites across the internet.



Programmatic Display Advertising

Build brand awareness and increase visibility by serving targeted banner ads that appear at the top or sides of the websites your customers are visiting.

Display and Video Advertising

Rate

| | |
|---|-------------------------------------|
| Audience Extension 1 - 300,000 Impressions | <input type="checkbox"/> \$8,870.00 |
| Video Pro+ Package - 90,000 Impressions | <input type="checkbox"/> \$4,730.00 |
| Pro + Package - 150,000 Impressions | <input type="checkbox"/> \$4,440.00 |
| Video Pro Package - 70,000 Impressions | <input type="checkbox"/> \$3,900.00 |
| Pro Package - 90,000 Impressions | <input type="checkbox"/> \$2,961.00 |
| Video Package - 50,000 Impressions | <input type="checkbox"/> \$2,890.00 |
| Go Package - 60,000 Impressions | <input type="checkbox"/> \$2,370.00 |

Advanced Targeting

TARGETING TACTICS

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- Site retargeting targets users who have already visited our site while they are visiting other sites across the web
- Search retargeting target prospects with display ads based on the searches they perform across the web
- Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content
- Geo-fencing location based advertising focused on specific geographic shapes

Naylor charges a \$100 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

MHI[®] MEDIA PACKAGES



MHI offers media packages to fit your marketing needs. Whether you need to connect with supply chain professionals in print or online, our packages offer the solutions for you to receive repeat advertising opportunities throughout the year while saving on your marketing costs.

Brand Recognition

Unleash your brand's full potential with our comprehensive suite of services designed to capture your audience's attention and leave a lasting impact. Through strategic placements in influential publications and a dynamic online approach, we guarantee unmatched exposure that resonates with your target audience.

Package Details

- 150,000 Display Retargeting Impressions or 90,000 Video Impressions
- Full-Page Color ad in Directory
- Full-Page Color ad in next four issues of *MHI Solutions Magazine*
- Banner ad on MHI Website for 12 Months
- Sponsored Content on the *MHI Solutions Magazine Website*
- MHI Podcast Sponsorship with Speaking Opportunity

Thought Leadership

Position your brand as a thought leader in the industry with our Thought Leadership package. Through impactful sponsored content, we amplify your expertise, establishing credibility and fostering meaningful connections within your target audience.

Package Details

- 90,000 Display Retargeting Impressions or 70,000 Video Impressions
- Full Page Advertorial in 2 issues of the *MHI Solutions Magazine*
- Sponsored Content on the *MHI Solutions Magazine Website*
- MHI Podcast Sponsorship with Speaking Opportunity

New Advertiser

Dive into advertising with our New Advertiser package – the perfect entry point for those seeking the essentials, shorter ad runs, and maximum impact on a budget. Seamlessly navigate the advertising landscape with strategic precision, ensuring your brand gains a foothold and makes a memorable impression from the start.

Package Details

- 60,000 Display Retargeting Impressions
- Half Page Color ad in Directory
- Half Page Color ad in next four issues of *MHI Solutions Magazine*
- Banner ad on MHI Website for 12 Months

All packages are first come, first served and specific positions are subject to availability.