

VIEW THE LATEST MEDIA GUIDE ONLINE AT  
[officialmediaguide.com/mhimedia](http://officialmediaguide.com/mhimedia)



# MHI<sup>®</sup>

## MEDIA GUIDE

Let MHI connect you with the nation's **\$200 billion**  
material handling and logistics industry.

FOR MORE INFORMATION, CONTACT:

**Kira Krewson**

*Project Manager*

(770) 810-6982

[kkrewson@naylor.com](mailto:kkrewson@naylor.com)



**MHI<sup>®</sup>**

THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK<sup>®</sup>

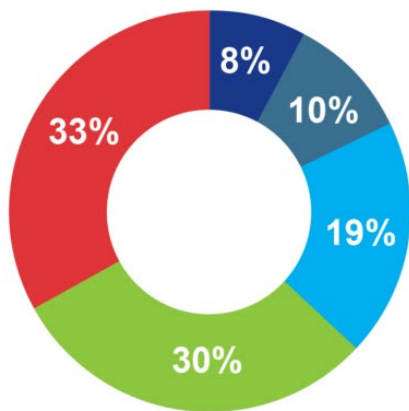


# MHI®

The Industry That Makes Supply Chains Work®

An audience that controls \$70 billion in purchasing power.

## MHI Audience



- Supply Chain, Warehouse, Distribution, Transportation, Logistics, 3PL Management, Information Technology/E-Commerce
- Corporate Senior Management (CEO, President, COO, CIO, CFO, GM, Director, VP)
- Plant Engineer, Project Engineer, Engineering
- Manufacturing, Materials, and Production Management
- Sales Channel Partners, Sales, Reseller, Importer, Exporter

### 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?

67% Recommend



34% Specify

35% Authorize



23% Buy

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

38% >\$1M



13% \$500K - \$999,999



15% \$100K - \$499,999



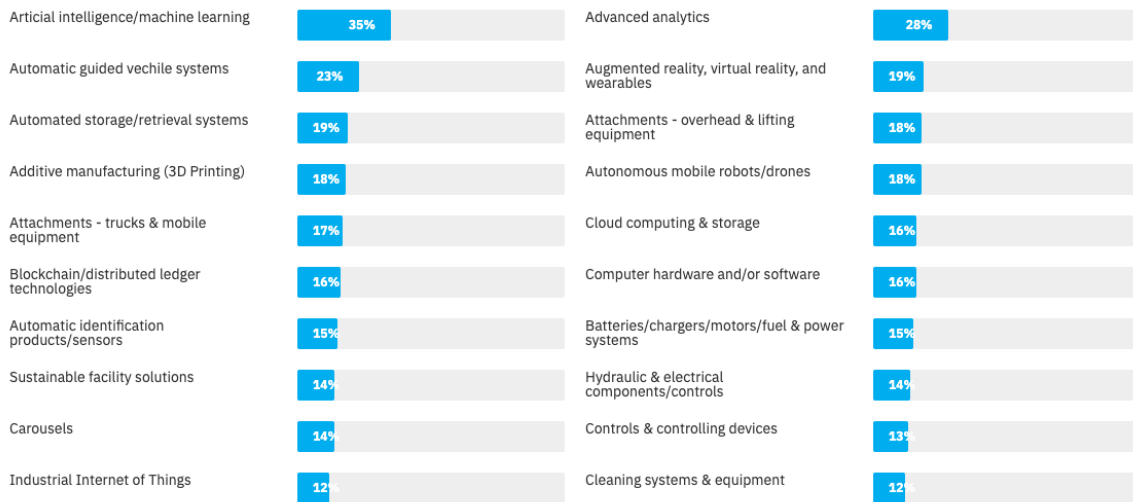
34% <\$100K



# According to the 2024 MHI Industry Report:



## Investment in Products and Services Over Next Three Years



We recently 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.

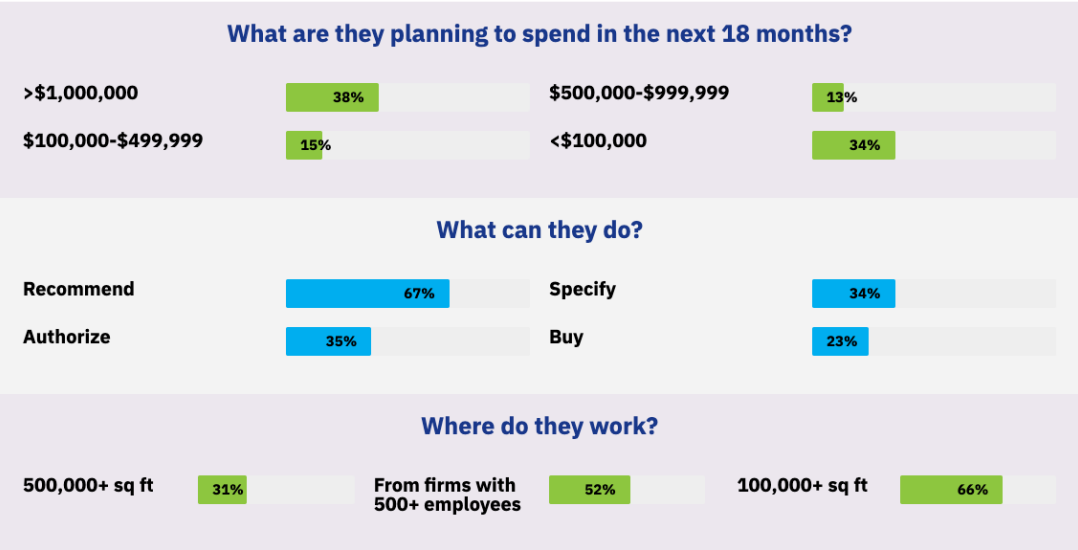
**“Advertising with MHI directs readers to our website for information and to contact us regarding our products.”**

**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.**

# ProMat Attendee Statistics



## Attendee Product Interest

- 3D & 4D Printing: 15%
- Advanced Analytics: 22%
- Automatic ID Systems & Data Collection/RFID, Industrial Internet of Things: 39%
- Batteries/Chargers/Motors/Fuel/Alternative Fuel Systems: 30%
- Carousels: 15%
- Casters/Wheels/Tires: 13%
- Cleaning Systems & Equipment: 13%
- Computer Software & Cloud Computing and Storage (ERP, WMS, WCS, MES, IMS, TMS, OMS, SCM, VMS): 68%
- Consulting/Systems Integration: 37%
- Containers: 15%
- Controls & Controlling Devices: 20%
- Conveyors & Sortation Equipment: 66%
- Cranes, Hoists & Monorails & Overhead Lifting: 39%
- E-fulfillment & Delivery: 33%
- Ergonomic Safety & Protective Guarding Equipment: 55%
- Forklifts & Attachments: 82%
- Hand Lift Trucks: 26%
- Lift Products: 26%
- Loading Dock Equipment: 40%
- Mezzanines: 20%
- Order Picking Systems: 30%
- Packaging, Manifest Labeling, Shipping, Weighing, Dimensioning, Shrink Wrapping & Unitizing Equipment & Systems: 61%
- Pallets & Palletizers: 30%
- Parcel, Freight, Cargo Distribution, & Last Mile Logistics: 35%
- Plant Facility Equipment, Furniture & Services: 25%
- Racks: 40%
- Reverse Logistics: 13%
- Robotics & Automation: 82%
- Shelving & Workstations: 22%
- Supply Chain Security & Cybersecurity: 15%
- Sustainable Facility Equipment, Solutions & Recycling/Waste Management: 41%
- Third Party Logistics/Transportation: 37%
- Wearable, Mobile, Virtual & Augmented Reality Technology: 22%

# 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  
tDOne

"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.**

*Including every registered attendee for Promat*



## **MHI Solutions Magazine & Website**

**PRINT EDITION and DIGITAL EDITION including SPONSORED EBLASTS**



## **MHI Membership Directory & Reference Guide**

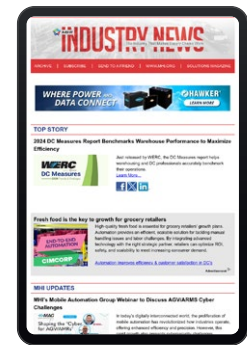
**DIGITAL EDITION and SPONSORED EBLASTS**



## **MHI Website & Programmatic** [www.mhi.org](http://www.mhi.org)



## **MHI Newswire**



## **MHI Industry News**



## **MHI view** [videos.mhi.org](http://videos.mhi.org)

## **MHI cast**



## **PROMAT 2025**

McCormick Place - Chicago  
March 17-20, 2025  
[promatshow.com](http://promatshow.com) powered by MHI

## **ProMat 2025 Daily Show**

1st Quarter | **Ships: December 2024**

## Robotics, Automation and AI / Promat Pre-Conference Issue

Industry Focus: Aerospace

Solutions Spotlight: TRG—The Robotics Group

Product Spotlight: MMA—Monorail Manufacturers Association, Inc.

Safer Handling: CHM—Crane, Hoist and Monorail Alliance  
Special Section: ProMat 2025 Preview

**Space Reservation Deadline: October 18, 2024**

**Ad Materials Deadline: October 22, 2024**

2nd Quarter | **Ships: March 2025**

## Workforce and Talent / Promat Conference Issue

Industry Focus: Consumer Electronics

Solutions Spotlight: LIFT—Lift Manufacturers Product Group

Product Spotlight: CMAA—Crane Manufacturers Association of America, Inc.

Safer Handling: ICWM—Institute of Caster and Wheel Manufacturers

Special Section: ProMat 2025 Preview

**Bonus Distribution:**



**Space Reservation Deadline: December 24, 2025**

**Ad Materials Deadline: January 3, 2025**

3rd Quarter | **Ships: June 2025**

## Tech and Trends / Innovation Awards Issue

Industry Focus: Automotive

Solutions Spotlight: HMI—Hoist Manufacturers Institute

Product Spotlight: LODEM—Loading Dock Equipment Manufacturers

Safer Handling: ASRS—Automated Storage Retrieval Systems

Special Section: Annual Conference 2025 Preview

**Space Reservation Deadline: April 4, 2025**

**Ad Materials Deadline: April 8, 2025**

4th Quarter | **Ships: September 2025**

## Visibility, Transparency and Data Collaboration / MHI 80<sup>th</sup> Anniversary Issue

Industry Focus: Retail

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

Product Spotlight: AEC—Advanced Energy Council

Safer Handling: ProGMA—Protective Guarding Manufacturers Association

**Bonus Distribution**

**Annual Conference**

**Space Reservation Deadline: July 8, 2025**

**Ad Materials Deadline: July 10, 2025**

### 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



Don't miss your chance to advertise in MHI Solutions, our flagship publication which contains industry trends, MHI news, an economic market analysis and more! In addition, every issue is seen by more than 150,000 industry decision-makers including ProMat and MODEX attendees. Let us help you position your company in front of the growing \$200 billion supply chain industry today!

## Net Advertising Rates

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

**Revisions and Proofs:** \$125

**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 \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come first-served basis.*



**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](#)



# MHI SOLUTIONS

Improving Supply Chain Performance

## Digital Edition

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

Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. Link to the landing page of your choice and maintain your presence on the digital issue for readers to reference at any time.

### Switch between views with ease

- **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.



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

*\*List subject to fluctuation*



### 1 Leaderboard (all views) \$2,270

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (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

### 3 & 4 TOC Mobile Banners (HTML reading view) 3<sup>rd</sup> TOC Banner \$1,440

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.

### 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

**Large Insert \$1,610**

**Medium Insert \$1,390**

**Large Outsert \$1,500**

**Medium Outsert \$1,500**

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

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.*

*For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)*



# MHI Membership Directory & Reference Guide - Digital Only

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

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!

Here's what you can expect to see in our annual publication:

- About MHI
- MHI Members
- Products/Services Guide
- MHI Industry Group Guide
- WERC Resources Guide
- Index of Ads



**Revisions and Proofs: \$125**

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come first-served basis.*

## Net Advertising Rates - Full Color

All rates include an ad link.

Display Advertising	1x	Display Advertising	1x	Premium Position Upcharges	
Double Page Spread Full Color	\$7,809.50	1/4 Page Full Color	\$1,949.50	Inside Back Cover	20%
Full Page Full Color	\$4,839.50	Digital Large Insert	\$1,450.00	Inside Front Cover	20%
Digital Edition eBlast Sponsored Banner	\$4,300.00	Digital Bellyband	\$1,430.00	Opposite Inside Front Cover	15%
2/3 Page Full Color	\$4,159.50	1/6 Page Full Color	\$1,389.50	Opposite Table of Contents	15%
1/2 Page Island Full Color	\$3,579.50	Digital Large Outsert	\$1,350.00	Outside Back Cover	25%
1/2 Page Full Color	\$3,069.50	Digital Medium Outsert	\$1,350.00		
1/3 Page Full Color	\$2,299.50	Digital Medium Insert	\$1,250.00		
Rectangle	\$2,250.00	1/8 Page Full Color	\$1,049.50		
Leaderboard	\$2,050.00				

## Member Listing Enhancement



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 Only

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

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!



**Mobile & Desktop Responsive HTML Reading View**

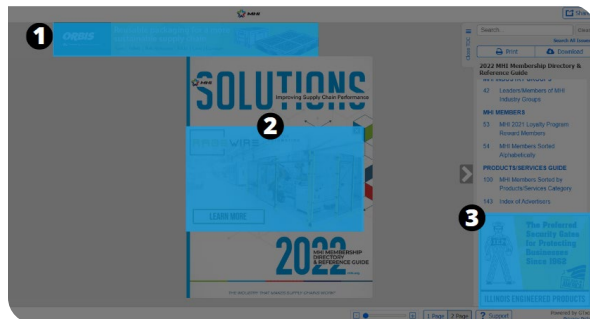
Here's what you can expect to see in our annual publication:

- About MHI
- MHI Members
- Products/Services Guide
- MHI Industry Group Guide
- WERC Resources Guide
- Index of Ads



## Digital Edition eBlast Sponsored Banner

Your message appears as an image-based insert placed in our digital edition email.



### 1 Leaderboard (Top)

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

### 2 Bellyband

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

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

## Digital Insert / Outsert

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

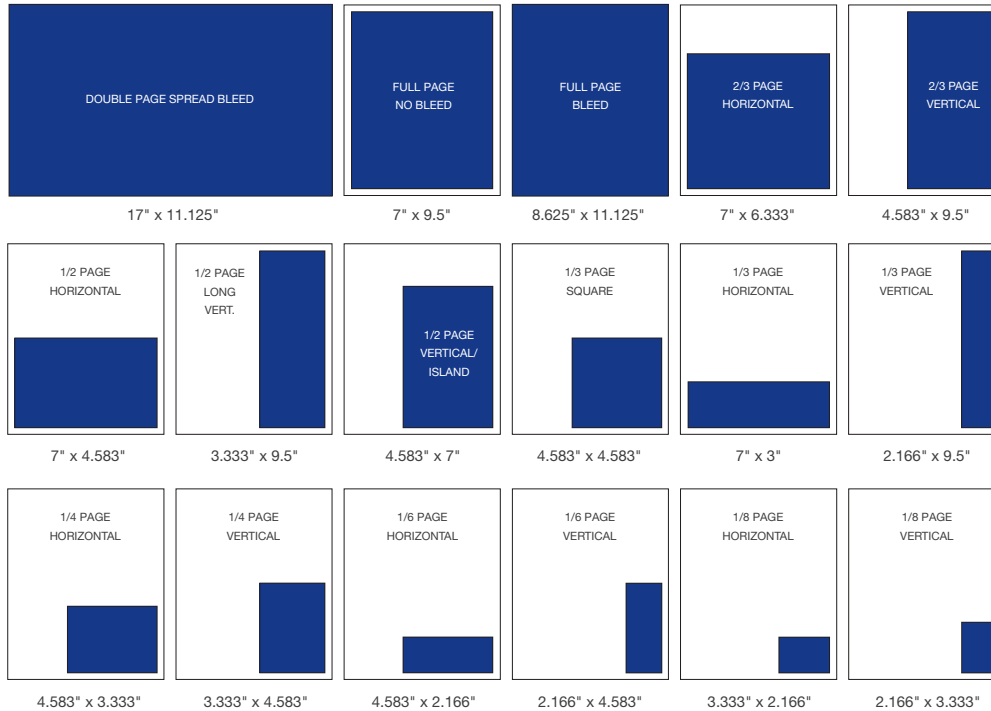
- Large Insert | \$1,450
- Large Outsert | \$1,350
- Medium Insert | \$1,250
- Medium Outsert | \$1,350

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come first-served basis.*

*For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)*

# Print 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](http://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 \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.

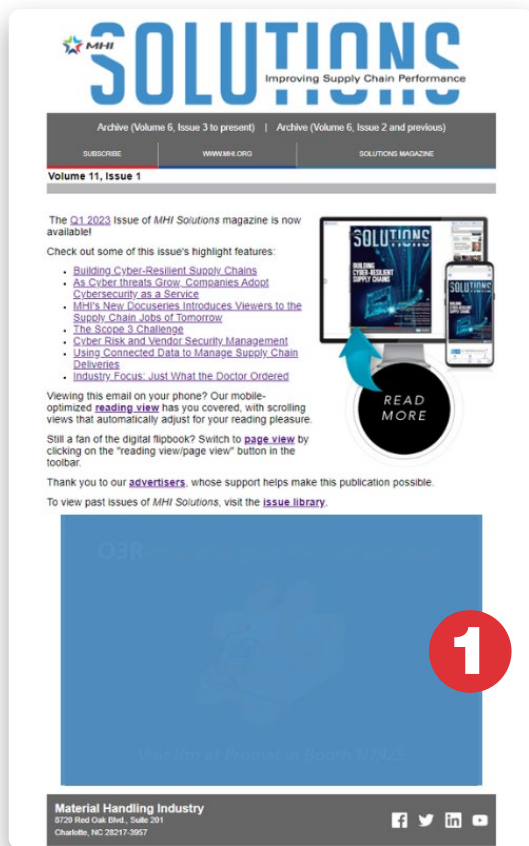
## Online Advertising Specifications

For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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)
- 624x410

Members receive a 10% discount on all rates.

Display Advertising	1x
Digital Edition Eblast Sponsorship	\$4,750.00
Rectangle (Package 2)	\$2,490.00
Leaderboard (Package 1)	\$2,270.00
Video	\$2,090.00
HTML5	\$2,050.00
Large Insert	\$1,610.00
Large Outsert	\$1,500.00
Medium Outsert	\$1,500.00
3rd Table of Contents Banner	\$1,440.00
Medium Insert	\$1,390.00

### 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 \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.

Advertise in the only magazine that will be mailed or emailed to all ProMat registered attendees prior to ProMat 2025. Q2 issue will focus on the latest industry topics and will include a ProMat planner for all attendees. **Be sure to select Spring (MHI-Q0225) issue to be included in ProMat 2025 distribution.**

**Spring (2<sup>nd</sup> Quarter) | Ships: March 2025**

- **Q2 Theme:** Workforce and Talent
- **Industry Focus:** Consumer Electronics
- **Solutions Spotlight:** LIFT—Lift Manufacturers Product Group
- **Product Spotlight:** CMAA—Crane Manufacturers Association of America, Inc.
- **Safer Handling:** ICWM—Institute of Caster and Wheel Manufacturers
- **Special Section:** ProMat 2025 Preview



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

**Premium Position Upcharges**

Inside Back Cover	\$1,360.00
Inside Front Cover	\$1,360.00
Opposite CEO Message	15%
Opposite Inside Front Cover	15%
Opposite Table of Contents	15%
Outside Back Cover	\$1,920.00

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.*

# MHI Solutions Magazine 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:

- 3,450** visits per month
- 6,825** page views per month
- 4,175** sessions per month

\*Traffic stats from January 2024 - June 2024



### 1 Run of Site Leaderboard

728x90 pixels. One run of site position. No rotations.

**12 Months | \$1,330**

### 2 Run of Site Upper Rectangle

300x250 pixels. Two run of site positions with three ads rotating.

**12 Months | \$1,600**

### 3 Run of Site Lower Rectangle

300x250 pixels. One run of site position with three ads rotating.

**12 Months | \$1,270**

### 4 Run of Site Skyscraper

160x600 pixels. One run of site position with two ads rotating.

**12 Months | \$1,330**

### 5 Content Banner

620x77 pixels. Banner will be placed on Topic page of choice with no rotations. Please choose from one of the selections under the Topics popdown menu.

**\$890/month**

### Sponsored Content

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

**\$1,660/month**

Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.

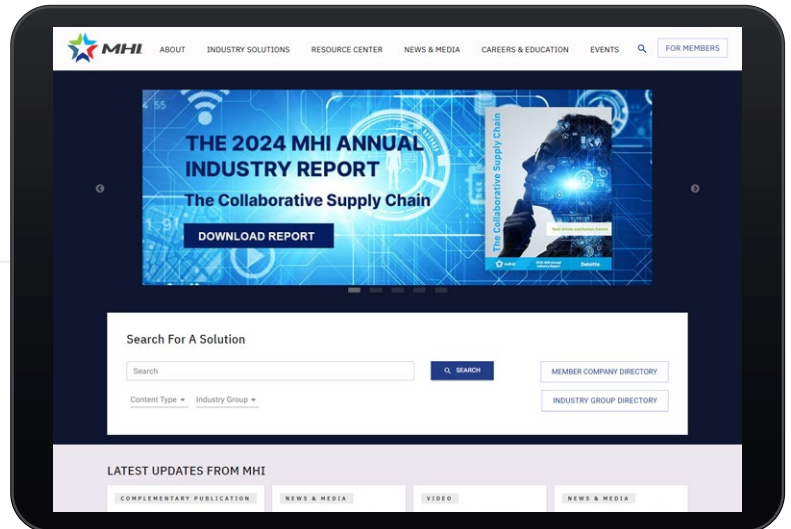


# MHI Website

## 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

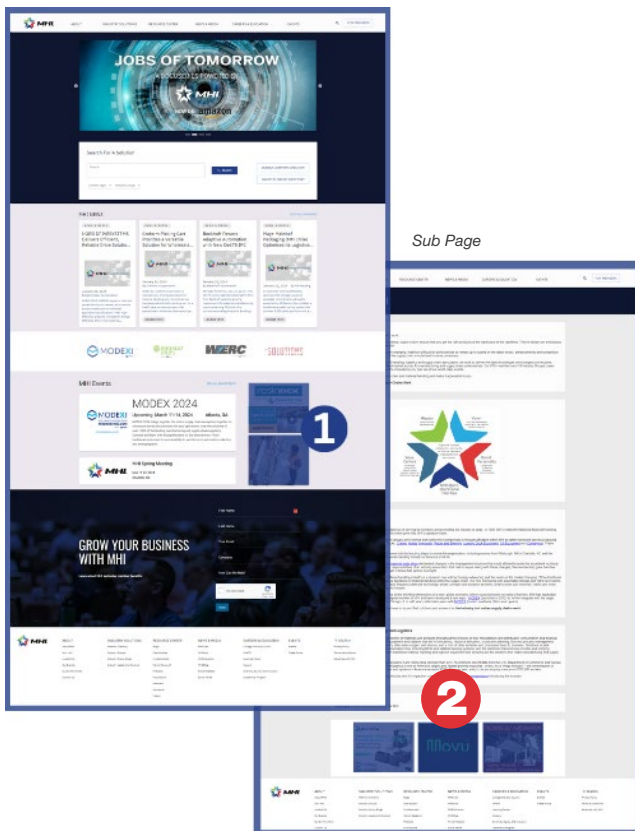


### On average, mhi.org receives:

- 31,525+** new users per month
- 63,100+** page views per month
- 40,050+** sessions per month

\* Traffic from January 2024 - June 2024

Home Page



Sub Page

### 1 Home Page Rectangles

- 12 Months | \$4,840**
- 6 Months | \$2,900**
- 3 Months | \$1,740**

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**

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 rates.**

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.*

# MHI Industry News

[naylor.com/mhi-industryNews](http://naylor.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

650x90 pixels. Exclusive position located at the top of the eNewsletter — NO ROTATION  
**12 Months | \$10,570**

## 2 Rectangles

Six positions located between popular sections of the eNewsletter — NO ROTATION  
**12 Months | \$6,000**

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

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.*



# 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*



*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.*

### 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. Ten positions (5 rows) located between popular sections of the eNewsletter — NO ROTATION

**12 Months | \$12,710**

### 3 Custom Bottom Leaderboard

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

**12 Months | \$11,420**



# MHI Podcast Sponsorship

[videos.mhi.org/mhicast](https://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

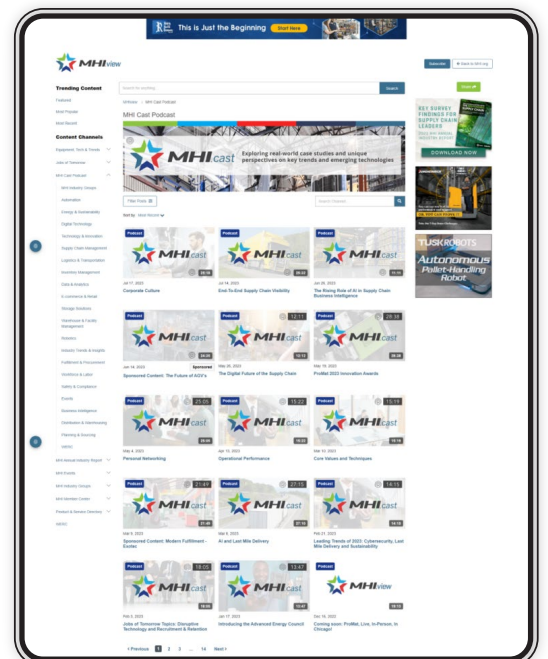
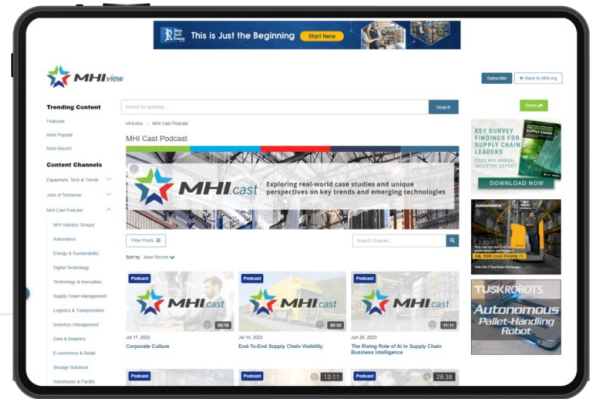
- This includes an exclusive sponsorship AND thought leadership on the topic
- 30-minute interview with a final produced piece between 3-4 minutes
- Sponsor will have the opportunity to approve the final content and suggest revisions, but the final release will be subject to MHI’s editorial and educational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

Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.



COMING SOON

# 2025 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	Job	Ordinary: Building Intelligent Supply Chains
January 15	Micro-Learning Video	Job	Security and the Supply Chain
January 22	Micro-Learning Video	Job	Efficient Supply Chains
January 25	MHI cast	Spe	Company culture?
January 29	Micro-Learning Video	Job	Sustainability and Packaging

July August September October

**MHI view Episodes**

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



Scan QR code above or visit  
[www.officialmediaguide.com/mhimedia/video/video-content-calendar](http://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.



### How Does MHI view Perform?

MHI view has over 32,600 unique views per month  
The average time spent watching our videos is 2:20 minutes

## 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 Annual Industry Report 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 mailing list of more than 120,000\*
- 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
- 3 728 x 90 banner displayed on MHI view platform
- 4 300 x 250 rectangle displayed on MHI view platform

### 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.

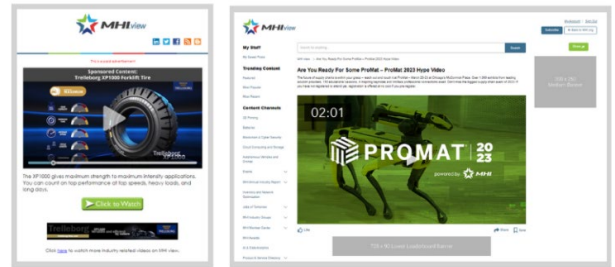
### Jobs of Tomorrow | \$1,110/episode

Sponsorship opportunities are available on our docuseries series, *Jobs of Tomorrow*. Now streaming on Amazon

- 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. Rates are net. Reservation is on a first-come first-served basis





## 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. Limited availability each month.

### Includes:

- Exclusive email blast promoting your video to our mailing list of more than 120,000\*
- Video posting under the channel of your choice on the MHI view website.
- Promotion of your video in *MHI Newswire*, which is distributed to 150,000\* 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.

*\*List subject to fluctuation.  
All videos need to be approved for distribution by MHI.*

# Tech Talks

**Sponsorship: \$8,905**

MHI now offers 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:

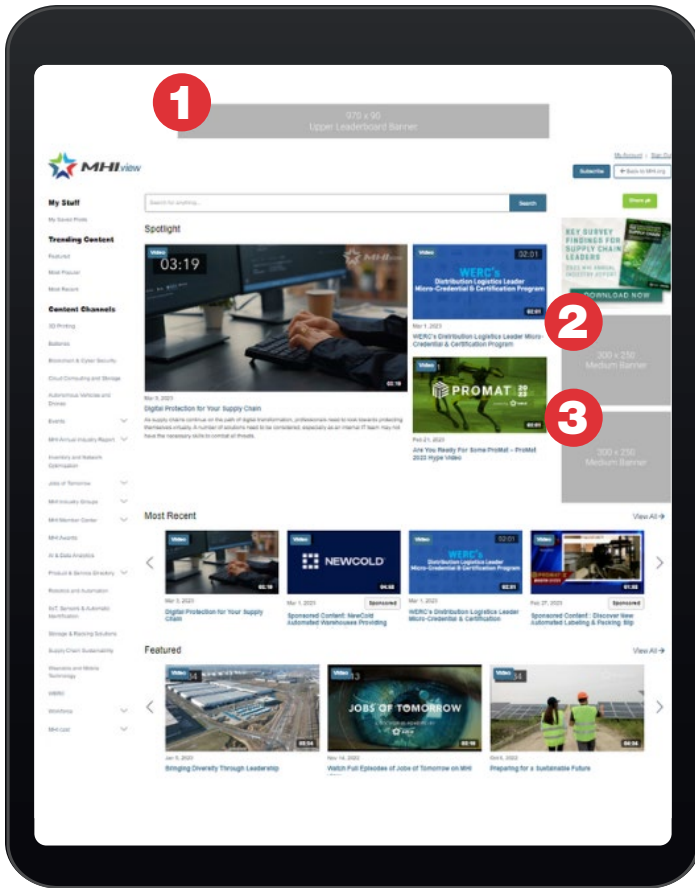
- We will assist you with determining your topic and planning for your 20-minute tech talk (Tech Talks will be a maximum of 30-minutes, including Q&A)
- Exclusive email blast promoting your video to our mailing list of more than 120,000\*
- Promoted in *MHI Newswire* one-time
- Promotion on MHI view 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.*

**New for 2025:** Each Tech Talk will now feature a consistent moderator, ensuring high-quality presentations, a uniform experience, and enhanced audience engagement. This approach helps build trust and provides a professional and reliable platform for your content.



# Sponsorship Opportunities



Rates are net. Reservation is on a first-come first-served basis

## 1 Run-of-Site Leaderboard

**\$4,260 per year**

One 970 x 90 leaderboard is displayed throughout the entire MHI view website.

## Run-of-Site Rectangles

### 2 Top Run-of-Site Rectangle:

**\$3,670 per year**

### 3 Bottom Run-of-Site Rectangle:

**\$3,420 per year**

Two 300 x 250 rectangles are displayed throughout the entire MHI view website, excluding the Events channel.

**On average, MHI view receives:**

**18,650+ new users** per month

**28,650+ page views** per month

\*Traffic stats from January 2024 – June 2024.



powered by 

# Daily Show Newsletter

Place your message in our Daily Show Newsletter which will be sent directly to the inboxes of show attendees every day as activities are wrapping up. This is the opportunity you've been looking for to reinforce your brand during all the excitement of ProMat 2025.

*Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come first-served basis*

## Rectangles

- 1 First Row Rectangle: \$7,010.00**
- 3 Second Row Rectangle: \$6,379.50**
- 5 Third Row Rectangle: \$5,780.00**

- Only two spots per position available – NO ROTATION
- Located between popular sections of the eNewsletter

## Sponsored Content

- 2 1st Sponsored Content: \$6,680.00**
- 4 2nd Sponsored Content: \$6,010.00**

- Naylor creates the ad
- Client supplies 3 – 5 words for the header and 30 – 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels. Can be logo or product image (.JPG or .PNG file, 72dpi, RGB)

All advertisers will receive an invoice for the total amount, due upon activation.

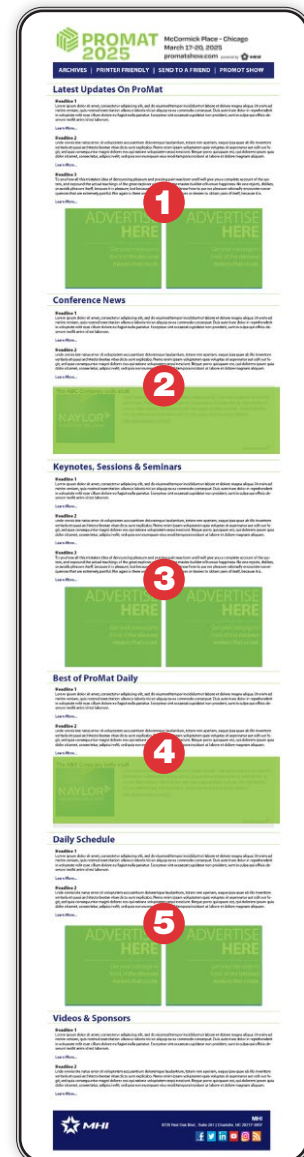
Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

Rates are net. Reservation is on a first-come first-served basis





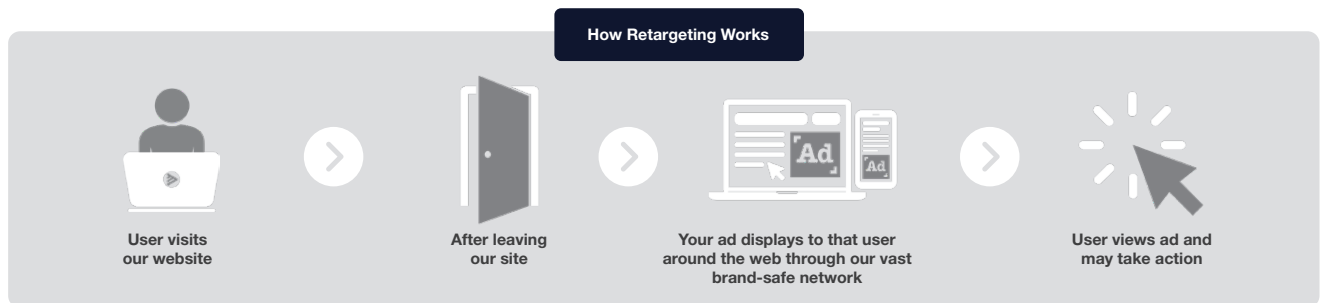
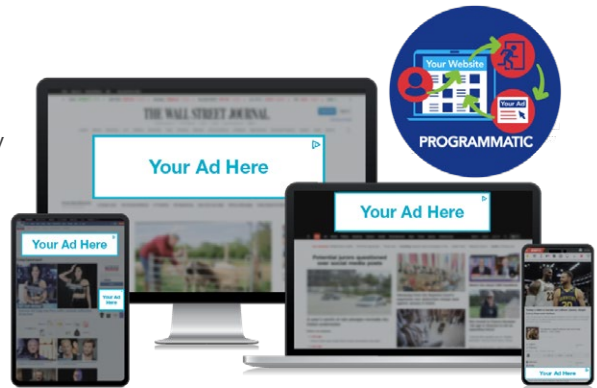
# Audience Extension/ Retargeting

## Targeted Display Advertising

Enhance any campaign by maintaining access to the MHI audience as they navigate the web. Our data driven targeting allows you to segment key industry decision-makers for cross platform exposure of your display ad.

Accelerate awareness through an omni-channel approach that reinforces your message via display, and promotes brand awareness at all points along the customer journey.

Targeted display advertising increases engagement and ROI by allowing you to deliver a customized, coordinated message to the audience that matters the most.



Over 50,000 brand-safe websites\* included in our programmatic network



MHI has an audience of more than 151,000 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.

- **Site Retargeting** allows you to re-engage association members on sites across the web.
- **Audience Targeting** allows you to pinpoint industry professionals with multiple strategies catered to your campaign goals.
- **Native Advertising** allows you to target our audience with content served in newsfeeds across the web.
- **Event Extension** allows you to deliver your message to ProMat attendees.

Display Advertising	Rate
200k Impressions - Display - 12 Months	☐ \$8,400.00
150k Impressions - Display - 12 Months	☐ \$6,900.00
100k Impressions - Display	☐ \$5,000.00
75k Impressions - Display	☐ \$3,900.00

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.*

# Audience Extension/ Retargeting



## Targeted Video Advertising

Increase engagement and conversions beyond the MHI website with the power of targeted video. Leveraging the addition of sight, sound and motion, coupled with our MHI audience targeting tactics will enhance your message and help you cut through the noise.

Deliver compelling :15 or :30 second video ads as non-skippable Pre-Roll, Mid-Roll, or Post-Roll ads across a diverse range of brand-friendly websites, keeping your brand and your message top of mind as the MHI audience navigates the web.



Over 50,000 brand-safe websites\* included in our programmatic network



MHI has an audience of more than 151,000 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.

- **Site Retargeting** allows you to re-engage association members on sites across the web.
- **Audience Targeting** allows you to pinpoint industry professionals with multiple strategies catered to your campaign goals.
- **Event Extension** allows you to deliver your message to ProMat attendees.

Video Advertising	Rate
200k Impressions - Video Pre-Roll - 12 Months	☐ \$10,400.00
150k Impressions - Video Pre-Roll - 12 Months	☐ \$8,700.00
100k Impressions - Video Pre-Roll	☐ \$6,400.00
75k Impressions - Video Pre-Roll	☐ \$5,025.00

*Naylor charges a \$125 artwork surcharge for artwork creation or changes. Rates are net and per insertion. Reservation is on a first-come first served basis.*

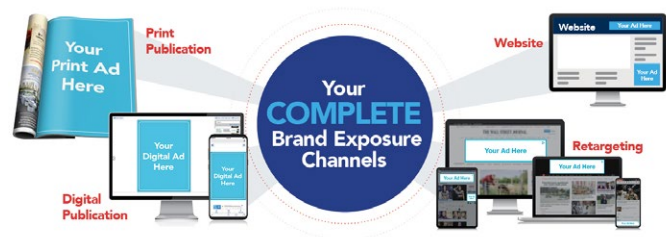
# Brand and Lead Gen Packages

## Marketing Solutions to Drive Brand Awareness & Generate Leads

In today's digital age, reaching the right audience and building a strong brand presence are key factors for success in the material handling and logistics industry. We offer two distinct media kit packages featuring omnichannel solutions, which utilize a variety of channels to deliver your message consistently. These packages address your marketing goals, whether you're looking to amplify brand awareness and reach a wider audience or establish yourself as an industry thought leader and capture valuable leads.

### Brand Awareness Package

Research by the Ehrenberg-Bass Institute shows consistent brand messaging drives results. Reach your target audience across MHI products. We craft powerful campaigns that build memorability and influence decisions. Ready to Unleash Your Brand Power?



Package Includes:



Print & Digital Full-Page ad in MHI Solutions Magazine



Home Page Rectangle Ad on the MHI Website



Programmatic Ad in 12-Month Retargeting Campaign

### Lead Gen Package

Target decision-makers and generate a pipeline of qualified leads through gated content crafted by Naylor. We'll craft engaging content that resonates with the material handling and logistics industry, accelerating awareness, engagement, and conversions across touchpoints. Discover how Naylor can fuel your lead generation with gated content!



Package Includes:



Content Creation



Lead Generation Form



Channels for Promotion