

# BULKTRANSPORTER™

## AUDIENCE ENGAGEMENT REPORT

JANUARY-JUNE 2024



# Bulk Transporter — Audience Engagement Report

**BULKTRANSPORTER™**

JANUARY-JUNE 2024

Bulk Transporter provides operational insight focused on regulations, technology, logistics and hazardous material safety to professionals responsible for shipping, transporting, hauling and storing liquid and dry bulk commodities.



AVERAGE MONTHLY REACH

**57,535**

## COMPANIES THAT ENGAGE



Primary Business	%
Common Carrier	35.09%
Bulk Delivery	25.61%
Petroleum/Oil/Fuel	9.76%
Other	7.19%
Shipper	5.64%
Truck/Trailer Equipment Manufacturing	2.62%
Storage Terminal/Depot Operator	2.48%
Food/Beverage/Agriculture	2.22%
Truck/Trailer Equipment Distributor	1.21%
Truck/Trailer Leasing & Sales	1.14%
<b>TOTAL</b>	<b>100.00%</b>

Job Title	%
Executive Management	66.62%
Operations Management	19.59%
Maintenance/Fleet Management	6.32%
Other	4.56%
Safety/Training Management	2.91%
<b>TOTAL</b>	<b>100.00%</b>

The Audience Engagement Report provides an integrated view of the Bulk Transporter community. Data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JANUARY-JUNE 2024

AVERAGE MONTHLY SESSIONS



**18,946**

AVERAGE UNIQUE MONTHLY VISITORS



**12,196**

AVERAGE MONTHLY PAGE VIEWS



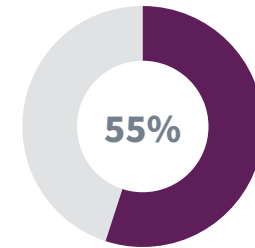
**43,047**

COMBINED SOCIAL REACH

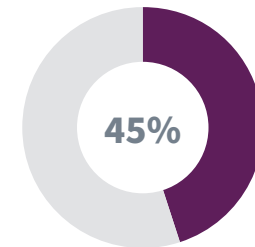


**8,497**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



BULK TRANSPORTER MAGAZINE SUBSCRIBERS



**15,000**

# Bulk Transporter — eNewsletter Engagement & Insights

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ENEWSLETTER REACH



**15,092**

AVERAGE TOTAL OPEN RATE



**60.41%**

AVERAGE TOTAL CTR



**5.67%**

	Monthly Average Per Issue	Average Total Open Rate
Bulk Logistics Trends	6,879	66.18%
The Latest Issue	8,213	54.64%

JANUARY-JUNE 2024

## TOP TOPICS



Safety/hazmat



Truck and trailer technology



Fleet operations



Fuel efficiency and emissions



Federal regulations



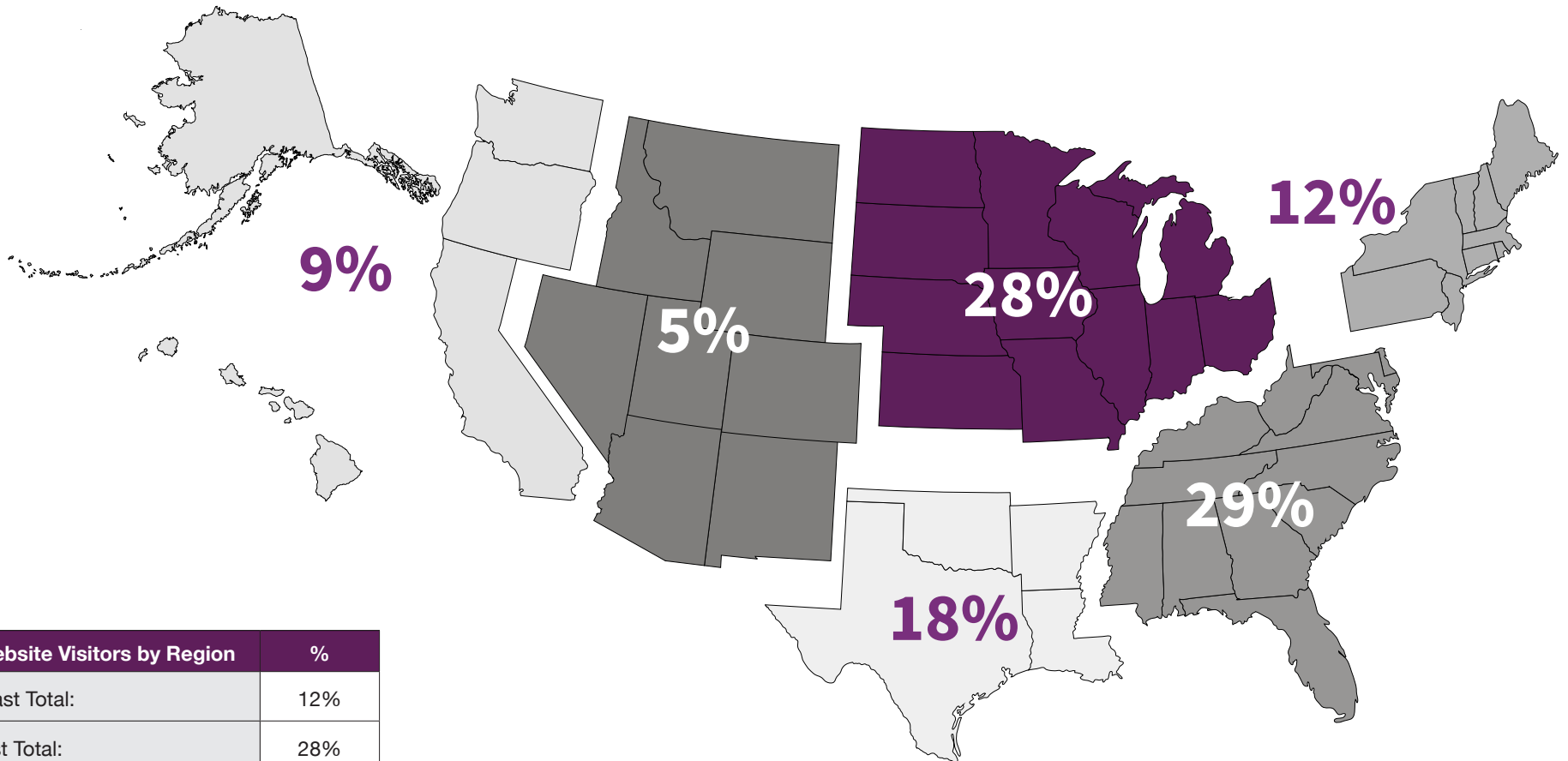
Equipment and product innovations

## TOP VIEWED ARTICLES

- EnTrans' Juarez plant sets standard for tank trailer production
- Heil Trailer parent revitalizes vintage tank wagon
- Sprint opens Trident Tank Wash in La Porte
- Mergers and acquisitions to surge in 2024, per report
- An essential bulk service confronts existential crises
- Bailey, Brena chart clean course for father's bulk company
- Quality Carriers secures domestic ISO tank patent
- Familiar faces claim NTTC's 2023 safety championships
- Highway Transport eyes Houston-area expansion
- New Volvo VNL 'designed to change everything'

# Bulk Transporter — Website Visitors by Region

JANUARY-JUNE 2024



U.S. Website Visitors by Region	%
Northeast Total:	12%
Midwest Total:	28%
Southeast Total:	29%
Southwest Total:	18%
Mountain Total:	5%
Pacific Total:	9%
<b>TOTAL</b>	<b>100%</b>

# Bulk Transporter — Magazine Circulation

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## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issues	Total Qualified
February/March	15,000
April/May	15,000
June	15,000
<b>Total Qualified Circulation</b>	<b>15,000</b>

## BUSINESS AND INDUSTRY

Bulk Transporter June 2024 Fleet Size	
Fleet Size Reported	Percent of Total
1001+	2%
501-1000	2%
101-500	8%
51-100	9%
11-50	43%
5-10	35%
0-4	1%

We hereby make oath and say that all data set forth in this statement are true. | July 2024 | Dyanna Hurley, Market Leader | Laura Moulton, Magazine Audience Development Manager | Jaime DeArman, Digital Audience Development Manager