

## AUDIENCE ENGAGEMENT REPORT



# Automatic Merchandiser/VendingMarketWatch.com — Audience Engagement Report

JANUARY-JUNE 2024

Automatic Merchandiser magazine, VendingToday newsletter, and VendingMarketWatch.com provide the industry with timely Operator features and daily industry news and provides a conducive editorial environment for advertising. These sources are the leading advertising tools for targeting the industry's buyers across the three channels – Vending, Micro Markets and OCS.



AVERAGE MONTHLY REACH\*

**87,759**

**11,027** of Magazine Subscribers  
are Operators \*\*

REACH DECISION MAKERS

**59%** of Audience are C-Level or  
Corporate Management



Job Function	%
President, CEO, Director, Owner, Partner, Principal, General Manager	52%
Foodservice Director/Manager/Supervisor	12%
Other Manager/Supervisor	10%
Sales/Marketing/Customer Service Representative	9%
VP, Corporate Officer, Treasurer, Controller, CFO	6%
Route Manager, Supervisor, Route Driver, Service Technician	3%
Purchasing Manager, Agent or Buyer	3%
Consultant or Educator	2%
Others allied to the field	3%

COMPANIES THAT ENGAGE



canteen



MARS



FRANKE



The Audience Engagement Report provides an integrated view of the Automatic Merchandiser magazine, VendingToday newsletter, and VendingMarketWatch.com community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

\*Average Monthly Reach is the sum of average site visits, magazine subscribers, newsletter recipients and social media audience. | No attempt has been made to identify or eliminate duplication that may exist across media channels.

\*\*Based on a subset of the June/July 2024 issue.

JANUARY-JUNE 2024

AVERAGE  
MONTHLY SESSIONS



**24,178**

AVERAGE UNIQUE  
MONTHLY VISITORS



**18,679**

AVERAGE MONTHLY  
PAGE VIEWS



**44,429**

COMBINED SOCIAL REACH



**10,481**

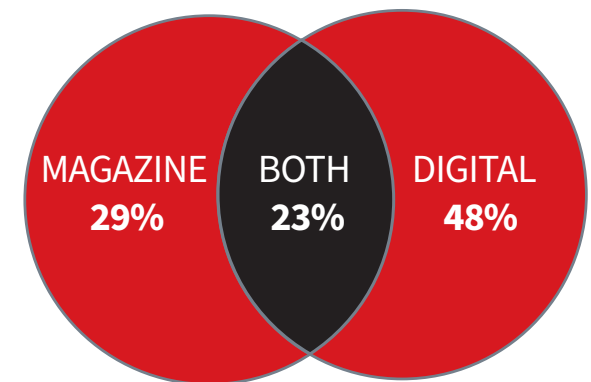
AUTOMATIC MERCHANDISER  
MAGAZINE SUBSCRIBERS



**14,179**

Based on the average number of subscribers for  
the 6-month period ending June 2024.

PRINT VS. DIGITAL PRODUCTS\*



\*Magazine includes print and digital magazine subscribers.  
Online includes all other digital products including  
newsletter subscribers and website visitors.

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## NEWSLETTER ENGAGEMENT

ENEWSLETTER REACH\*



**31,657**

AVERAGE TOTAL OPEN RATE



**52.8%**

## 3RD PARTY ENGAGEMENT

3RD PARTY REACH



**7,264**

AVERAGE TOTAL OPEN RATE



**47.0%**

	Issue Average	Average Total Open Rate
3rd Party	7,264	47.0%
Vending Today	9,101	46.7%
OCS Operator	7,441	57.6%
Micro Market Quarterly	15,116	53.9%

\*Newsletters include VendingToday, OCS Operator, and Micro Market Quarterly

JANUARY-JUNE 2024

## TOP TOPICS



Coffee Service



Cashless Payments



Mergers &  
Acquisitions



New Products



Micro Markets



Unattended Retail  
Technology

## TOP VIEWED ARTICLES

- Poppi's first national commercial becomes the most-watched ad during Super Bowl
- Mtn Dew debuts Star Spangled Splash, Freedom Fusion and Liberty Chill in red, white and blue colors
- Automatic Merchandiser's 2024 Most Influential Women in Convenience Services Award winners
- Automatic Merchandiser's State of the Industry for Vending and Micro Market Report
- Automatic Merchandiser honors leaders in vending, micro market and office coffee service
- Soccer star Lionel Messi introduces his next-generation hydration drink
- Airheads debuts first-of-its-kind underwater vending machine
- Operator insights: How First Class Vending became an industry disruptor
- Smart coolers: The new alternative to vending machines
- Spindrift launches new flavors to its lineup of sparkling water

# Automatic Merchandiser/VendingMarketWatch.com — Primary Business & Industry

JANUARY-JUNE 2024

## QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issues	Print	Digital	Total Subscribers
February/March	12,087	2,166	14,253
April	10,560	3,716	14,276
June/July	11,801	2,207	14,008
<b>Total Circulation</b>	<b>11,483</b>	<b>2,696</b>	<b>14,179</b>

BUSINESS	Total	% of Total	President, CEO, Director, Owner, Partner, Principal, General Manager	VP, Corporate Officer, Treasurer, Controller, CFO	Route Manager, Supervisor, Route Driver, Service Technician	Foodservice Director/ Manager/ Supervisor	Other Manager/ Supervisor	Purchasing Manager, Agent or Buyer	Sales/ Marketing/ Customer Service Representative	Consultant or Educator
Full-line Vending Operator/Candy/Snack Vending/Micro Market Operator	5,786	41.3%	3,592	357	278	459	669	136	271	24
University/College, Medical Facility, Industrial Plant or other business who operate their own vending and/or manual foodservice	4,318	30.8%	893	433	24	641	2,253	25	38	11
Office Coffee Service and/or Water Operator	923	6.6%	547	46	21	46	190	13	55	5
<b>TOTAL OPERATORS</b>	<b>11,027</b>	<b>78.7%</b>	<b>5,032</b>	<b>836</b>	<b>323</b>	<b>1,146</b>	<b>3,112</b>	<b>174</b>	<b>364</b>	<b>40</b>
Equipment Mfgs/Distributors of Vending Equipment	907	6.5%	591	56	17	24	73	31	112	3
Product Brokers/Distributors/Mfgs of Vendible Products	1,870	13.3%	1,179	117	26	77	196	54	211	10
Consultants	204	1.5%	118	9	0	7	11	2	17	40
<b>Total</b>	<b>14,008</b>	<b>100.0%</b>	<b>6,920</b>	<b>1,018</b>	<b>366</b>	<b>1,254</b>	<b>3,392</b>	<b>261</b>	<b>704</b>	<b>93</b>
<b>% of Total</b>			<b>49.4%</b>	<b>7.3%</b>	<b>2.6%</b>	<b>9.0%</b>	<b>24.2%</b>	<b>1.9%</b>	<b>5.0%</b>	<b>0.7%</b>

We hereby make oath and say that all data set forth in this statement are true. | June 2024 | Jolene Gulley-Bolton, Group Publisher | Jaime DeArman, Digital Audience Development Manager | Delicia Poole, Magazine Audience Development Manager



# Automatic Merchandiser/VendingMarketWatch.com — Primary Business & Industry

JANUARY-JUNE 2024

## OPERATORS PROVIDING OFFICE COFFEE SERVICE

BUSINESS	Total	% of Total
Full-line Vending Operator/Micro Market Operator	5,786	52.5%
University/College, Medical Facility, Industrial Plant or other business who operate their own vending and/or manual foodservice	4,318	39.2%
Office Coffee Service and/or Water Operator	923	8.4%
<b>Total</b>	<b>11,027</b>	<b>100.0%</b>

## NUMBER OF ROUTES OPERATED BY OPERATORS

BUSINESS	Total	% of Total	1 route	2-3 routes	4-9 routes	10-19 routes	20-49 routes	50 or more routes	No Answer
Full-line Vending Operator/Micro Market Operator	5,786	52.5%	1,914	791	859	464	284	296	1,178
University/College, Medical Facility, Industrial Plant or other business who operate their own vending and/or manual foodservice	4,318	39.2%	512	146	108	36	16	36	3,464
Office Coffee Service and/or Water Operator	923	8.4%	223	83	96	34	25	35	427
<b>Total</b>	<b>11,027</b>	<b>100.0%</b>	<b>2,649</b>	<b>1,020</b>	<b>1,063</b>	<b>534</b>	<b>325</b>	<b>367</b>	<b>5,069</b>
<b>Percentage of Total</b>			<b>24.0%</b>	<b>9.3%</b>	<b>9.6%</b>	<b>4.8%</b>	<b>2.9%</b>	<b>3.3%</b>	<b>46.0%</b>

## NUMBER OF MICRO MARKET LOCATIONS

BUSINESS	Total	% of Total	0	1-5	6-9	10-19	20-49	50-99	100 or more	No Answer
Full-line Vending Operator/Micro Market Operator	5,786	52.5%	1,569	1,034	313	202	278	207	306	1,877
University/College, Medical Facility, Industrial Plant or other business who operate their own vending and/or manual foodservice	4,318	39.2%	441	297	52	19	20	9	15	3,465
Office Coffee Service and/or Water Operator	923	8.4%	242	108	28	10	21	11	23	480
<b>Total</b>	<b>11,027</b>	<b>100.0%</b>	<b>2,252</b>	<b>1,439</b>	<b>393</b>	<b>231</b>	<b>319</b>	<b>227</b>	<b>344</b>	<b>5,822</b>
<b>Percentage of Total</b>			<b>20.4%</b>	<b>13.0%</b>	<b>3.6%</b>	<b>2.1%</b>	<b>2.9%</b>	<b>2.1%</b>	<b>3.1%</b>	<b>52.8%</b>