

audience profile

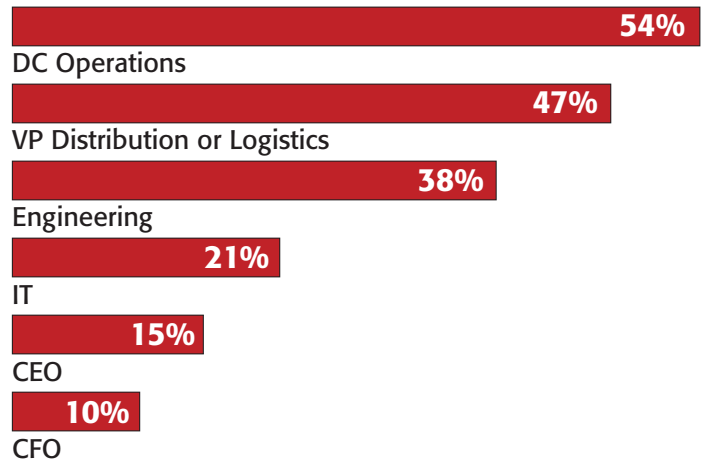
Trusted Leadership in Market Coverage

DC VELOCITY's circulation represents a perfect blend of corporate-level executives and on-site directors and vice presidents of logistics operations. Why both? Because in the typical company, decision-makers at one level recommend and specify a project, and decision-makers at another level participate in the final "sign off" on the project. The graphics at right from a 2009 *DC VELOCITY* reader survey demonstrate this point.

Rather than focusing only on operations executives or only on corporate-level executives, we serve both with must-have business information that is simply unmatched. This blend puts *DC VELOCITY* head and shoulders above the other logistics magazines in the scope of its market coverage, and assures advertisers that their message is reaching the complete "buying team."

Who at your company investigates and/or recommends the purchase of new logistics products and services (i.e. material handling products and transportation services)?

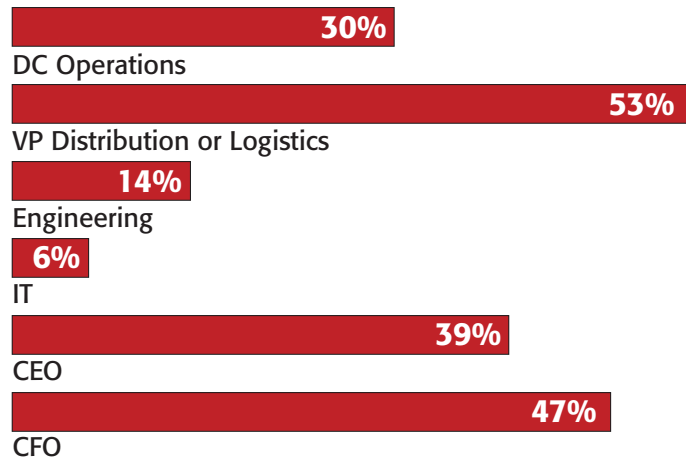
RESPONDENTS CHOSE ALL THAT APPLIED



SOURCE: *DC VELOCITY* READER SURVEY – 2009

Who at your company approves and/or funds the purchase of new logistics products and services (i.e. material handling products and transportation services)?

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Who Reads *DC VELOCITY*?

You don't have to read too far down *DC VELOCITY*'s circulation list to get a sense of our unique approach to leadership in market coverage. Just this small sample speaks volumes about the types of logistics product and service buyers *DC VELOCITY* reaches each month. Every one of these readers has directly requested that they receive *DC VELOCITY*.*

Company name: Titles at company

3M: Material Handling Manager, Supply Chain Manager, Logistics Manager, Warehouse Managers, Manager of Transportation, Distribution Systems Manager

99 Cents Only: Warehouse Manager, CEO, VP of Logistics, President

Ace Hardware: Director of Supply Chain, Director of Distribution, Warehouse Managers, Logistics Managers, Facility Managers, Inbound Operations, Shipping Manager

Albertsons: Senior Director, Director of Distribution, VP Operations, Warehouse Managers, Managers of Transportation, Facility Managers, Procurement Manager, CFO

American Eagle: Senior VP of Supply Chain, Director of Strategic Planning, Supervisors and Managers of DC Operations, VP Retail, Logistics Manager

American Honda Motor: Director of Logistics, Senior Systems Specialist, Warehouse Managers, Process Improvement Engineers

Audiovox: VP of Logistics, Warehouse Managers

Baxter Healthcare: Director of Logistics, Material Handling Managers, Traffic Manager

Bed Bath & Beyond: VP of Distribution Operations, Director of Corporate Logistics, VP Supply Chain, Regional Logistics Directors

Big Lots: Senior VP of Distribution, Director of Distribution, Manager of Distribution and Transportation Control, Manager of Operations

Bob Evans: CEO, Distribution Manager, Group President, Controller, Director Distribution Purchasing

Briggs and Stratton: VP Distribution and Supply Chain Management, Warehouse Managers, Safety Manager

CVS Pharmacy: VP of Logistics, Senior VP of Supply Chain, Operations Manager, Regional Directors

Canadian Tire: Senior Director Major Projects, VP Distribution, Director Supply Chain, Distribution Managers, Manager Inventory Control, Manager Measure and Metrics

Costco: COO, Senior VP, Controller, Director of Transportation, DC Managers, Executive VP, Exports and Logistics Manager

Del Monte Foods: Director of DC Operations, DC Managers, Warehouse Managers, Director Facility, Maintenance Supervisor

Department of Defense: Logistics Officer, Transportation Logistics, Principal Asst. Under Secretary

Dillard's: VP Distribution, Corporate Traffic Manager, Industrial Engineers, Traffic Managers, DC Managers, Applications Manager

Dollar Tree: Director DC Operations, Outbound Transportation Manager, DC Managers, Chief Logistics Officer, Director of Logistics

Eat'n Park: Director of Distribution, VP Purchasing, VP Distribution, Senior VP Facilities, DC Managers

Family Dollar: Senior VP, VP Distribution, Maintenance Manager, VP Supply Chain, Director Corporate Construction, DC Managers

Frito-Lay: DC Managers, VP Distribution, Facilities Manager, Supply Chain Strategist, VP Transformational Supply Chain, Transportation Managers

Gap: VP Distribution, VP Operations, DC Managers, Transportation Managers, Executive VP, Industrial Engineers, Project Engineers, Senior Director IT

Home Depot: Senior Director Distribution, DC Managers, Manager DC Operations, Supply Chain Manager, Logistics Engineers, Transportation Managers, Facility Managers, Logistics Managers

Kraft: Senior Supply Chain Manager, Supply Chain Manager, Regional Supply Chain Managers, Senior Global Procurement Manager, DC Managers, Director Distribution Infrastructure, Global Supply Chain Strategy Manager, Warehouse Managers, Senior Director of Global Logistics, Logistics Engineers

Lands' End: VP Distribution, VP Engineering and Facilities, Facility Services Manager, Senior Project Engineer, VP Operations, Inbound Manager

Nike: U.S. Supply Chain Network Director, Director Logistics Network, Industrial Engineers, Director of Operations, Project Engineer Manager, DC Managers

Office Depot: VP Supply Chain Operations, Regional Maintenance Managers, Regional Transportation Managers, DC Managers

O'Reilly Auto Parts: DC Managers, Regional Distribution Managers, VP Distribution, Senior VP, VP of Purchasing, DC Facility Coordinator

Pep Boys: VP Distribution, Director Logistics, DC Managers, International Logistics Manager

PetSmart: DC Managers, Replenishment Manager, Buyer Capital Equipment, Distribution Industrial Engineer, Senior VP Supply Chain, VP Distribution, VP of Supply Chain, Manager Distribution Systems, President

Polo Ralph Lauren: CEO, Director Wholesale Distribution, Director of Logistics, Senior Director of Operations, Senior Director Inbound

Publix Super Markets: Warehouse Managers, DC Managers, VP of Manufacturing, VP of Distribution, Engineering Team Leader, Corporate Traffic Manager

RadioShack: DC Directors and Managers, Chief Strategy Officer

RR Donnelley: Network Planning Manager, Warehouse and DC Managers, Logistics and Shipping Managers, Facilities Manager

Saks: CEO, Senior VP Logistics, Controller, Manager of Transportation, Director of Distribution, Senior VP of Construction

Sara Lee: Manager of Logistics-HQ, VP Global Logistics, Warehouse Managers, Shipping Managers, Senior Industrial Engineer, VP Operations, Logistics Managers

Scholastic: Director of Global Engineering, VP Logistics, Fulfillment Control Manager, VP Global Logistics, Senior VP Operations IT, Project Engineers and Managers

Sears: Director Supply Chain Innovation, Director of Logistics, VP Logistics, Manager of Project Operations, Manager of Corporate Engineering, DC Managers, Manager Facilities Procurement, General Managers, Transportation Manager

Sheetz: Director of Finance, Director of IT, VP Facility/Maintenance, Regional Maintenance Manager, VP of Purchasing and Distribution, Warehouse Managers

Sherwin-Williams: VP Operations, DC Managers, Director of Distribution, Supply Chain Manager, IT Manager, Systems Manager

Sobeys: National Director Logistics, VP National Logistics, Director Industrial Engineering, VP Distribution, Regional Support Managers (DCs)

Staples: CEO, VP Fulfillment, Senior VP Logistics, Regional VP Fulfillment, DC Managers, Facility Managers, Senior VP, VP Transportation and Logistics, President, Managers of Facilities and Maintenance, Director of Transportation

Steelcase: Supply Chain Leader, Plant Manager, Logistics Manager, Operations Engineer

SYSCO: CEO, Directors of Distribution, VP of Operations, Warehouse Managers, Presidents of Divisions, VP Distribution Services, VP Supply Chain, VP Warehousing, Manager Warehouse Applications

Target: VP Facility/Maintenance, Senior VP Distribution, Warehouse Managers, DC Managers, Managers of Transportation

United Airlines: Manager System Parts Planning, Materials Coordinator, Manager of Materials, VP Operations

UPS: COO, Global Setup Manager, Facilities Managers, VP, Global Asset Manager, Senior Distribution Manager, Warehouse Managers, Plant Engineering Manager, President

U.S. Air Force: Supt. Logistical Readiness, Logistical Transformation, Industrial Engineers, Director of Central Operations

United States Postal Service: Postmaster, Managers of In-Plant Support, Manager of Systems Processes, Manager of Material Handling, Manager of Maintenance, Operations Managers, Warehouse Managers, Distribution Manager

(Note: Readers listed do not reflect all subscribers at the companies shown.)

* On active, BPA-audited circulation file for June 2008.