

readership & awards

Simply the Best

There is simply no other logistics publication that has received the kind of recognition that *DC VELOCITY* has earned since its launch in 2003. Not only has *DC VELOCITY* been named one of the nation's top 10 business publications by the American Society of Business Publication Editors (ASBPE), but individual staff members have also received numerous awards for writing and graphic design. Consider just a few examples:

1. In June 2004, *DC VELOCITY* was named one of the top 10 business magazines in the country by the American Society of Business Publication Editors in its annual awards competition, the oldest and by far the largest in the business publishing field. *DC VELOCITY* was judged against more than 2,450 entries. *DC VELOCITY* is the only magazine serving the logistics field to have ever earned this honor.

2. In June 2005, several members of the *DC VELOCITY* editorial team were recognized individually by ASBPE with first-place Gold Awards.

- Editorial Director Peter Bradley and Executive Editor Karen Bachrach were awarded a first-place Gold Award for “Best News Section.”
- Group Editorial Director Mitch Mac Donald and Bachrach received a first-place Gold Award for “Best Staff-Written Column.”

3. In August 2004, *DC VELOCITY* Director of Creative Services Keisha Christopher received not one but two awards from *Graphic Design USA* for excellence in overall magazine design and cover design.

4. In August 2005, *DC VELOCITY* Director of Creative Services Keisha Christopher again received not one but two awards from *Graphic Design USA* for excellence in overall magazine design and cover design.

5. In September 2006, *DC VELOCITY* Director of Creative Services Keisha Christopher achieved an unprecedented “three-peat,” again taking home two awards from *Graphic Design USA* for excellence in overall magazine design and cover design.

6. In June 2008, Group Editorial Director Mitch Mac Donald and Executive Editor Karen Bachrach were recognized by ASBPE with an award for “Best Staff-Written Column” for the popular “Outbound” page that closes each issue of *DC VELOCITY*.

7. In June 2009, Group Editorial Director Mitch Mac Donald and Executive Editor Karen Bachrach were recognized once again by ASBPE with an award for “Best Staff-Written Column” for the “Outbound” page.

outbound | BY MITCH MAC DONALD, GROUP EDITORIAL DIRECTOR

a crack in the firewall?

THANKS TO THE LEGIONS OF... (text continues)

ASBPE
American Society
of Business
Publication Editors

outbound | BY MITCH MAC DONALD, GROUP EDITORIAL DIRECTOR

Mitch Mac Donald

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The Trust of Our Readers

The volume of business information that is available to today's logistics executives can be overwhelming at times. That's why earning their trust as the market's most reliable and useful source of information is critical to a magazine brand's success.

To gauge a magazine's impact on its market, you just can't beat research that surveys an independent audience. Given our investment in the quality of our brand and the composition of our editorial and design teams, it should come as no surprise that *DC VELOCITY* has emerged the clear winner in four important readership studies. In surveys conducted among attendees at trade shows like ProMat and D/C Expo as well as annual conferences held by CSCMP, WERC, and the National Industrial Transportation League, respondents all rated *DC VELOCITY* the best.

The bottom line: Since its launch in 2003, *DC VELOCITY* has won every single readership study it has conducted. These studies include:

- Readership of Logistics Publications by Attendees of ProMat 2007 – July 2007
- Readership of Logistics Publications by Attendees of NITL's 2006 Annual Conference – August 2007
- Readership of Logistics Publications by Attendees of ProMat 2005 – July 2005
- Readership of Logistics Publications by Attendees of the CSCMP Annual Conference – July 2005
- Readership of Logistics Publications by Attendees of the WERC Conference – December 2004
- Readership of Logistics Publications by Attendees of the Distribution/Computer Expo – August 2004



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