



**Question 5:** Which magazine consistently attracts your attention?  
(Select ONLY one)

	Number of Responses	Response Ratio
DC Velocity	42	43%
Global Logistics and Supply Chain Strategies	1	1%
Inbound Logistics	10	10%
Logistics Management	8	8%
Logistics Today	7	7%
Material Handling Management	3	3%
Modern Materials Handling	9	9%
Supply Chain Management Review	17	18%
Total	97	100%

**Question 6:** If you could receive only one magazine to read each month, which one would it be? (Select ONLY one)

	Number of Responses	Response Ratio
DC Velocity	32	34%
Global Logistics and Supply Chain Strategies	5	5%
Inbound Logistics	9	9%
Logistics Management	10	11%
Logistics Today	8	8%
Material Handling Management	3	3%
Modern Materials Handling	11	12%
Supply Chain Management Review	17	18%
Total	95	100%



**LOGISTICS SOLUTIONS FOR DISTRIBUTION CENTER MANAGEMENT**

## Research Findings: Readership of Logistics Publications by Attendees of the CSCMP (formerly CLM) Annual Conference

July, 2005

### Purpose:

- To determine the readership and preferences of logistics publications among the attendees of the Annual Conference of the Council of Supply Chain Management Professionals (formerly the Council of Logistics Management).

### Methodology:

- A six-question survey was sent on July 27 via e-mail to 2,000 randomly selected attendees of one of the past two Annual Conferences of CSCMP (CLM).
- The survey was closed on July 28 after 100 survey respondents had been received.
- The 2,000 e-mail invitations prompted 513 recipients to click through to the online survey form.
- Of those 513 recipients, 100 completed the survey before it was closed.

### Summary:

- A total of 95% of CSCMP Annual Conference attendees **receive DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- A total of 84% of CSCMP Annual Conference attendees **read DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- Of those who receive *DC VELOCITY*, 74% read their issue every month. This represents the highest score of any of the magazines included in the survey.
- If they could receive only one of the magazines included in the study, 34% indicated that they would **choose DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.



**Survey Results:**

Launch Date	07/27/2005, 6:22 PM
Close Date	07/28/2005 - 2:53 PM
Email Invites	2,000
Visits	513
Completes	100

**Question 1:** From the list below, presented alphabetically, please indicate which of the following magazines you currently receive. (Check all that apply)

	Number of Responses	Response Ratio
DC Velocity	94	95%
Global Logistics and Supply Chain Strategies	52	53%
Inbound Logistics	66	67%
Logistics Management	67	68%
Logistics Today	34	34%
Material Handling Management	41	41%
Modern Materials Handling	53	54%
Supply Chain Management Review	38	38%

**Question 2:** Of those magazines you currently receive, which one(s) do you read? (Check all that apply)

	Number of Responses	Response Ratio
DC Velocity	83	84%
Global Logistics and Supply Chain Strategies	36	36%
Inbound Logistics	48	48%
Logistics Management	47	47%
Logistics Today	26	26%
Material Handling Management	21	21%
Modern Materials Handling	37	37%
Supply Chain Management Review	33	33%

**Question 3:** How often do you read each magazine? (Check all that apply)

The top percentage indicates total response rate among those respondents who read the specific magazine for which they provided an answer; the bottom number represents actual number of total survey respondents selecting the answer.

	Monthly	Every Other Month	Seldom/ Never
DC Velocity	74% 70	18% 17	8% 8
Global Logistics and Supply Chain Strategies	37% 22	32% 19	31% 18
Inbound Logistics	52% 35	28% 19	19% 13
Logistics Management	49% 34	28% 19	23% 16
Logistics Today	48% 24	14% 7	38% 19
Material Handling Management	41% 20	22% 11	37% 18
Modern Materials Handling	55% 31	16% 9	29% 16
Supply Chain Management Review	41% 22	28% 15	31% 17

**Question 4:** Which magazine consistently provides you with the most useful information? (Select ONLY one)

	Number of Responses	Response Ratio
DC Velocity	34	36%
Global Logistics and Supply Chain Strategies	3	3%
Inbound Logistics	12	13%
Logistics Management	7	7%
Logistics Today	8	8%
Material Handling Management	2	2%
Modern Materials Handling	11	12%
Supply Chain Management Review	18	19%
<b>Total</b>	<b>95</b>	<b>100%</b>