



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

	Number of Responses	Response Ratio
DC Velocity	62	62%
Global Logistics and Supply Chain Strategies	4	4%
Inbound Logistics	4	4%
Logistics Management	4	4%
Logistics Today	7	7%
Material Handling Management	0	0%
Modern Materials Handling	4	4%
Supply Chain Management Review	15	15%

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	63	63%
Global Logistics and Supply Chain Strategies	4	4%
Inbound Logistics	4	4%
Logistics Management	0	0%
Logistics Today	11	11%
Material Handling Management	0	0%
Modern Materials Handling	4	4%
Supply Chain Management Review	14	14%



LOGISTICS SOLUTIONS FOR DISTRIBUTION CENTER MANAGEMENT

Research Findings: Readership of Logistics Publications by Attendees of the Distribution/Computer Expo

August, 2004

Purpose:

- To determine the readership and preferences of logistics publications among the attendees of the annual Distribution/Computer Expo.

Methodology:

- A six-question survey was sent on August 13 via e-mail to 628 attendees of the Distribution/Computer Expo.
- The survey was closed on August 18 after 100 usable responses had been received.
- The 628 e-mail invitations prompted 144 recipients to click through to the online survey form.
- Of those 144 recipients, 27 completed partial surveys. Data from partially completed surveys are not included in the results.
- The 100 completed surveys represent a response rate of 16%.

Summary:

- A total of 75% of Distribution/Computer Expo attendees **receive DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- A total of 72% of Distribution/Computer Expo attendees **read DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- A total of 60% of Distribution/Computer Expo attendees **read DC VELOCITY** 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, 63% indicated they would **choose DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.



Survey Results:

Launch Date	08/13/2004 - 9:40 AM	
Close Date	08/18/2004 - 5:46 AM	
Email Invites	628	100%
Visits	144	23%
Completes	100	16%
Partials*	27	4%

* Partials are excluded from results

Question 1: Which of the following magazines do you currently receive? (Check all that apply)

	Number of Responses	Response Ratio
DC Velocity	75	75%
Global Logistics and Supply Chain Strategies	30	30%
Inbound Logistics	54	54%
Logistics Management	39	39%
Logistics Today	30	30%
Material Handling Management	33	33%
Modern Materials Handling	42	42%
Supply Chain Management Review	36	36%

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	72	72%
Global Logistics and Supply Chain Strategies	24	24%
Inbound Logistics	36	36%
Logistics Management	24	24%
Logistics Today	21	21%
Material Handling Management	18	18%
Modern Materials Handling	18	18%
Supply Chain Management Review	27	27%

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	60% 60	9% 9	6% 6
Global Logistics and Supply Chain Strategies	15% 15	9% 9	18% 18
Inbound Logistics	33% 33	9% 9	15% 15
Logistics Management	18% 18	6% 6	21% 21
Logistics Today	15% 15	6% 6	21% 21
Material Handling Management	6% 6	6% 6	27% 27
Modern Materials Handling	15% 15	6% 6	27% 27
Supply Chain Management Review	18% 18	9% 9	27% 27

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

	Number of Responses	Response Ratio
DC Velocity	56	56%
Global Logistics and Supply Chain Strategies	3	3%
Inbound Logistics	7	7%
Logistics Management	0	0%
Logistics Today	11	11%
Material Handling Management	0	0%
Modern Materials Handling	4	4%
Supply Chain Management Review	19	19%