



Research Findings:
Readership of Logistics Publications by Attendees
of the National Industrial Transportation League's
2006 Annual Conference

August 2007

Purpose:

- To determine the readership and preference of logistics publications among the attendees of the National Industrial Transportation League's 2006 Annual Conference.

Methodology:

- A six-question survey was transmitted by B2BMediaResearch.com on July 30, 2007, to 850 randomly selected attendees of the National Industrial Transportation League's 2006 Annual Conference.
- The survey was closed on August 7, 2007, after 100 usable responses had been received.
- The 850 e-mail invitations prompted 115 recipients to click through to the online survey form.
- Of those 115 recipients, 100 completed the survey.
- The 100 completed surveys represent a response rate of 12%.

Summary:

- A total of 90% of NITL Conference attendees **receive DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- A total of 84% of NITL 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**, 77% **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, 63% 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	07/30/2007 – 8:24 AM
Close Date	08/07/2007 – 6:12 AM
E-mail Invitations	850
Visits	115
Completes	100

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

	Number of Responses	Response Ratio
DC Velocity	90	90%
Global Logistics and Supply Chain Strategies	44	44%
Inbound Logistics	48	48%
Logistics Management	17	17%
Logistics Today	10	10%
Material Handling Management	3	3%
Modern Materials Handling	3	3%
Supply Chain Management Review	15	15%

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	84	84%
Global Logistics and Supply Chain Strategies	39	39%
Inbound Logistics	40	40%
Logistics Management	15	15%
Logistics Today	8	8%
Material Handling Management	1	1%
Modern Materials Handling	2	2%
Supply Chain Management Review	11	11%

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

	Every Issue	Every Other Issue	Seldom/ Never
DC Velocity	77%	5%	18%
Global Logistics and Supply Chain Strategies	16%	25%	59%
Inbound Logistics	27%	13%	60%
Logistics Management	11%	3%	86%
Logistics Today	8%	1%	91%
Material Handling Management	1%	1%	98%
Modern Materials Handling	2%	0%	98%
Supply Chain Management Review	9%	7%	84%

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

	Number of Responses	Response Ratio
DC Velocity	66	66%
Global Logistics and Supply Chain Strategies	6	6%
Inbound Logistics	16	16%
Logistics Management	6	6%
Logistics Today	3	3%
Material Handling Management	0	0%
Modern Materials Handling	1	1%
Supply Chain Management Review	2	2%

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

	Number of Responses	Response Ratio
DC Velocity	65	65%
Global Logistics and Supply Chain Strategies	5	5%
Inbound Logistics	20	20%
Logistics Management	6	6%
Logistics Today	2	2%
Material Handling Management	0	0%
Modern Materials Handling	0	0%
Supply Chain Management Review	2	2%

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	7	7%
Inbound Logistics	17	17%
Logistics Management	7	7%
Logistics Today	3	3%
Material Handling Management	0	0%
Modern Materials Handling	1	1%
Supply Chain Management Review	2	2%