



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

	Number of Responses	Response Ratio
DC Velocity	144	49%
Global Logistics and Supply Chain Strategies	1	0%
Inbound Logistics	1	0%
Logistics Management	2	1%
Logistics Today	2	1%
Material Handling Management	37	13%
Modern Materials Handling	91	31%
Supply Chain Management Review	16	5%
Total	294	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	114	40%
Global Logistics and Supply Chain Strategies	4	1%
Inbound Logistics	1	0%
Logistics Management	6	2%
Logistics Today	1	0%
Material Handling Management	41	14%
Modern Materials Handling	106	37%
Supply Chain Management Review	15	5%
Total	288	100%



LOGISTICS SOLUTIONS FOR DISTRIBUTION CENTER MANAGEMENT

Research Findings: Readership of Logistics Publications by Attendees of ProMat 2005

July, 2005

Purpose:

- To determine the readership and preferences of logistics publications among the attendees of the ProMat 2005 Show & Conference.

Methodology:

- A six-question survey was sent "blind" on July 21 via e-mail to 6,000 randomly selected attendees of the January 2005 ProMat Show & Conference.
- The survey was closed on July 28 after 300 usable responses had been received.
- The 6,000 e-mail invitations prompted 362 recipients to click through to the online survey form.
- Of those 362 recipients, 300 completed the survey before it was closed.

Summary:

- A total of 91% of ProMat attendees **receive DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- A total of 83% of ProMat attendees **read DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- Of those who receive *DC VELOCITY*, 66% read their issue every month. This represents the second highest score of any of the magazines included in the survey.
- If they could receive only one of the magazines included in the study, 40% 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	07/21/2005 - 1:14 PM
Close Date	07/24/2005 - 4:06 PM
Email Invites	6,000
Visits	362
Completes	300

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	273	91%
Global Logistics and Supply Chain Strategies	30	10%
Inbound Logistics	29	10%
Logistics Management	53	18%
Logistics Today	33	11%
Material Handling Management	142	47%
Modern Materials Handling	172	57%
Supply Chain Management Review	41	14%

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	249	83%
Global Logistics and Supply Chain Strategies	10	3%
Inbound Logistics	18	6%
Logistics Management	30	10%
Logistics Today	14	5%
Material Handling Management	117	39%
Modern Materials Handling	152	51%
Supply Chain Management Review	34	11%

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	66% 182	22% 60	13% 35
Global Logistics and Supply Chain Strategies	10% 7	12% 9	78% 57
Inbound Logistics	19% 15	14% 11	68% 54
Logistics Management	24% 21	14% 12	63% 55
Logistics Today	16% 11	7% 5	76% 51
Material Handling Management	62% 104	19% 32	19% 32
Modern Materials Handling	68% 121	15% 26	18% 32
Supply Chain Management Review	28% 24	14% 12	58% 49

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

	Number of Responses	Response Ratio
DC Velocity	124	42%
Global Logistics and Supply Chain Strategies	3	1%
Inbound Logistics	1	0%
Logistics Management	9	3%
Logistics Today	0	0%
Material Handling Management	49	17%
Modern Materials Handling	93	32%
Supply Chain Management Review	13	4%
Total	292	100%