



Research Findings: Readership of Logistics Publications by Attendees of the ProMat 2007 Exhibition and Conference

July 2007

Purpose:

- To determine the readership and preference of logistics publications among the attendees of the ProMat 2007 Exhibition and Conference.

Methodology:

- A six-question survey was transmitted by B2BMediaResearch.com on July 13, 2007, to 1,750 randomly selected attendees of the ProMat 2007 Exhibition and Conference.
- The survey was closed on July 27, 2007, after 200 usable responses had been received.
- The 1,750 e-mail invitations prompted 233 recipients to click through to the online survey form.
- Of those 233 recipients, 200 completed the survey.
- The 200 completed surveys represent a response rate of 11%.

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 85% 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**, 78% **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, 59% 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	07/13/2007 – 9:46 AM
Close Date	07/27/2007 – 7:04 AM
E-mail Invitations	1,750
Visits	233
Completes	200

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

	Number of Responses	Response Ratio
DC Velocity	182	91%
Global Logistics and Supply Chain Strategies	51	26%
Inbound Logistics	58	29%
Logistics Management	57	29%
Logistics Today	77	39%
Material Handling Management	83	42%
Modern Materials Handling	93	47%
Supply Chain Management Review	33	17%

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	170	85%
Global Logistics and Supply Chain Strategies	16	8%
Inbound Logistics	23	12%
Logistics Management	26	13%
Logistics Today	58	29%
Material Handling Management	63	32%
Modern Materials Handling	73	37%
Supply Chain Management Review	25	13%

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

	Every Issue	Every Other Issue	Seldom/ Never
DC Velocity	78%	10%	12%
Global Logistics and Supply Chain Strategies	6%	4%	90%
Inbound Logistics	11%	9%	80%
Logistics Management	12%	10%	78%
Logistics Today	12%	22%	66%
Material Handling Management	30%	12%	58%
Modern Materials Handling	40%	33%	27%
Supply Chain Management Review	34%	44%	22%

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

	Number of Responses	Response Ratio
DC Velocity	120	60%
Global Logistics and Supply Chain Strategies	1	1%
Inbound Logistics	3	2%
Logistics Management	4	2%
Logistics Today	13	7%
Material Handling Management	17	9%
Modern Materials Handling	41	21%
Supply Chain Management Review	1	1%

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

	Number of Responses	Response Ratio
DC Velocity	127	64%
Global Logistics and Supply Chain Strategies	2	1%
Inbound Logistics	4	2%
Logistics Management	3	2%
Logistics Today	11	6%
Material Handling Management	9	5%
Modern Materials Handling	38	19%
Supply Chain Management Review	6	3%

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	118	59%
Global Logistics and Supply Chain Strategies	2	1%
Inbound Logistics	3	2%
Logistics Management	5	3%
Logistics Today	12	6%
Material Handling Management	16	8%
Modern Materials Handling	40	20%
Supply Chain Management Review	4	2%