



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

	Number of Responses	Response Ratio
DC Velocity	35	35%
Global Logistics and Supply Chain Strategies	4	4%
Inbound Logistics	15	15%
Logistics Today	8	8%
Logistics Management	5	5%
Modern Materials Handling	10	10%
Material Handling Management	8	8%
Supply Chain Management Review	9	9%
Other	6	6%
Total	100	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	41	41%
Global Logistics and Supply Chain Strategies	3	3%
Inbound Logistics	16	16%
Logistics Today	7	7%
Logistics Management	7	7%
Modern Materials Handling	10	10%
Material Handling Management	9	9%
Supply Chain Management Review	4	4%
Other	3	3%
Total	100	100%



**LOGISTICS SOLUTIONS FOR DISTRIBUTION CENTER MANAGEMENT**

## Research Findings: Readership of Logistics Publications by Attendees of the WERC Conference

December, 2004

### Purpose:

- To determine the readership and preferences of logistics publications among the attendees of the Annual Conference of the Warehousing Education & Research Council.

### Methodology:

- A six-question survey was sent "blind" on December 16 via e-mail to 478 attendees of the 2003 and 2004 annual conferences of the Warehousing Education & Research Council.
- The survey was closed on December 17 after 100 usable responses had been received.
- The 478 e-mail invitations prompted 109 recipients to click through to the online survey form.
- Of those 109 recipients, 100 completed the survey.
- The 100 completed surveys represent a response rate of 21%.

### Summary:

- A total of 77% of WERC Conference attendees **receive DC VELOCITY**. This represents the highest score of any of the magazines included in the survey.
- A total of 76% of WERC 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, 80% 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, 41% 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	12/16/2004 - 7:37 PM
Close Date	12/17/2004 - 2:16 PM
Email Invites	478
Visits	109
Completes	100

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

	Number of Responses	Response Ratio
DC Velocity	77	77%
Global Logistics and Supply Chain Strategies	23	23%
Inbound Logistics	59	59%
Logistics Today	56	56%
Logistics Management	38	38%
Modern Materials Handling	32	32%
Material Handling Management	43	43%
Supply Chain Management Review	30	30%
Other	2	2%

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

	Number of Responses	Response Ratio
DC Velocity	76	76%
Global Logistics and Supply Chain Strategies	19	19%
Inbound Logistics	52	52%
Logistics Today	50	50%
Logistics Management	30	30%
Modern Materials Handling	28	28%
Material Handling Management	36	36%
Supply Chain Management Review	27	27%
Other	2	2%

**Question 3:** Of the magazines you selected in Question #2, how often do you read each magazine? (Check all that apply)

	Every Issue	Every Other Issue	Seldom/ Never
DC Velocity	80% 59	15% 11	5% 4
Global Logistics and Supply Chain Strategies	37% 7	37% 7	26% 5
Inbound Logistics	52% 28	31% 17	17% 9
Logistics Today	35% 18	37% 19	29% 15
Logistics Management	34% 10	24% 7	41% 12
Modern Materials Handling	40% 12	33% 10	27% 8
Material Handling Management	40% 16	33% 13	28% 11
Supply Chain Management Review	33% 9	44% 12	22% 6

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

	Number of Responses	Response Ratio
DC Velocity	39	39%
Global Logistics and Supply Chain Strategies	2	2%
Inbound Logistics	18	18%
Logistics Today	8	8%
Logistics Management	5	5%
Modern Materials Handling	10	10%
Material Handling Management	9	9%
Supply Chain Management Review	4	4%
Other	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>