

SURVEY RESULTS 2012/13

Logistics & Materials Handling magazine keeps the logistics industry informed of the latest news and developments that matter. This reader survey confirms that *LMH* remains a highly respected publication in which readers (industry decision makers) invest their valuable time in actively seeking information on the latest products and solutions that will benefit their business.

Key points derived from this survey:

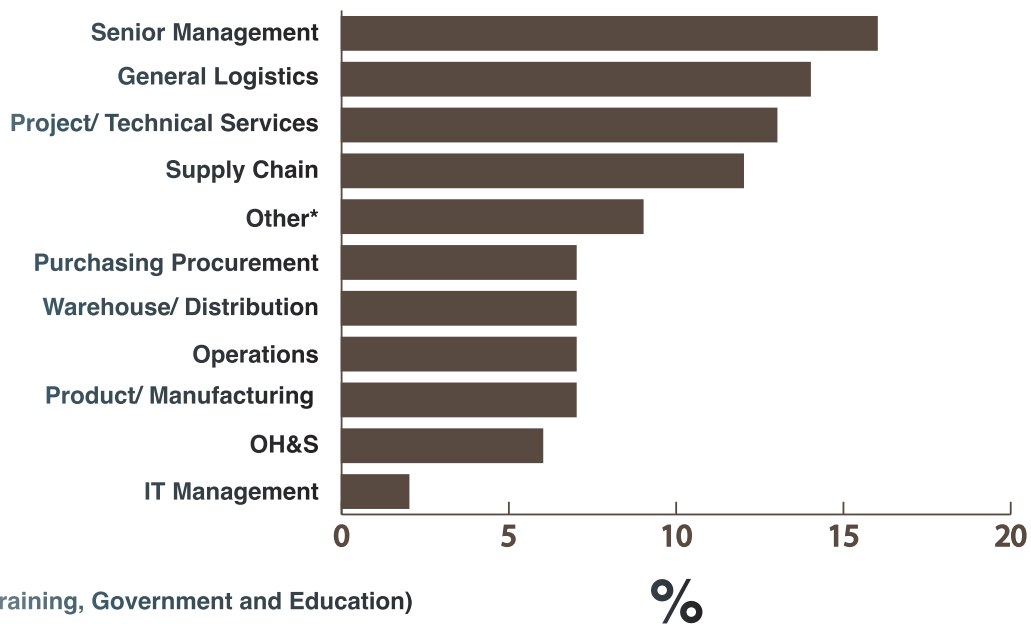
- 93% of respondents find the advertising in *LMH* useful
- 73% of readers have read 3-4 of the last 4 issues of *LMH*
- Over 48% of respondents stated that their copy of *LMH* was read by 3 or more people in their company

A combination of a high quality readership and highly regarded editorial content means *LMH* continues to be a powerful marketing tool that delivers results to companies looking to market their products to Australian supply chain professionals.

The following results will provide a greater insight into who the *LMH* readers are and what's important to them.



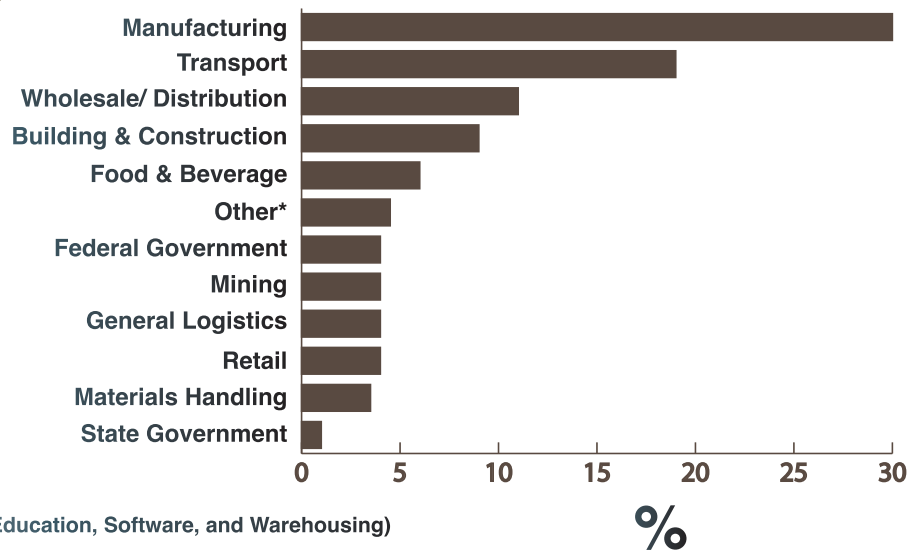
What title best describes your job?



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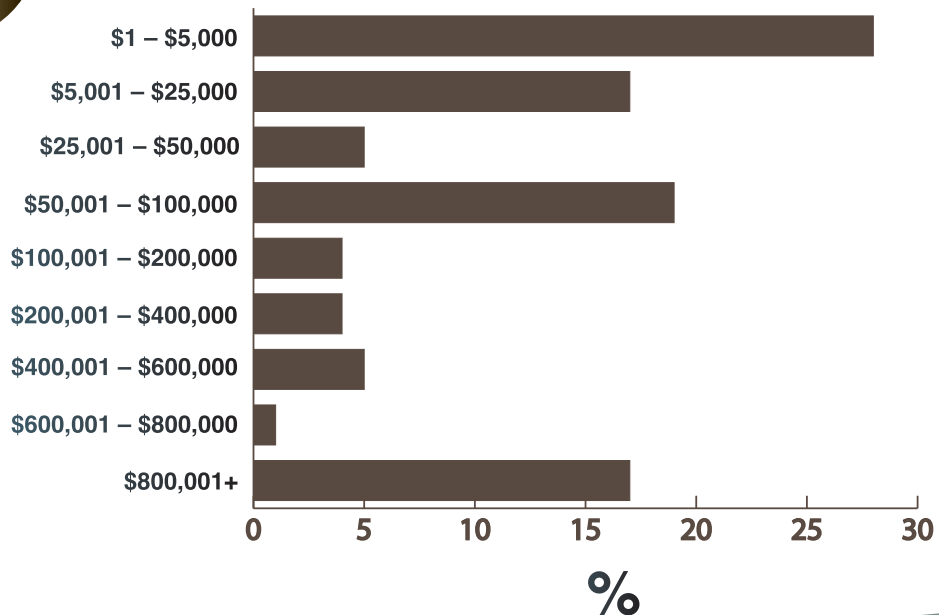
Q2

What is your company's main industry?



Q3

What is your range of purchasing authority?

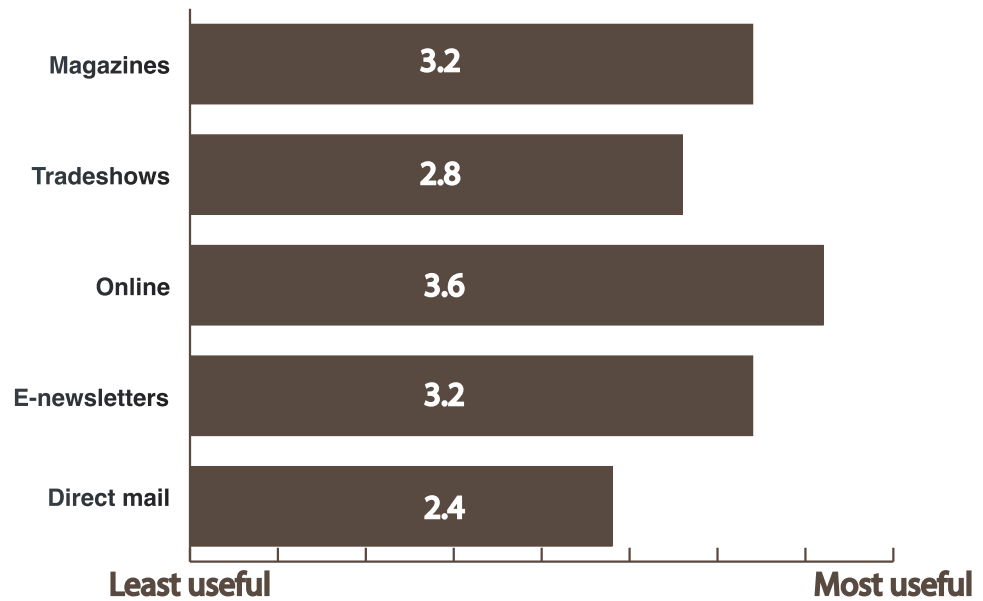


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LOGISTICS &
MATERIALS HANDLING

Q4

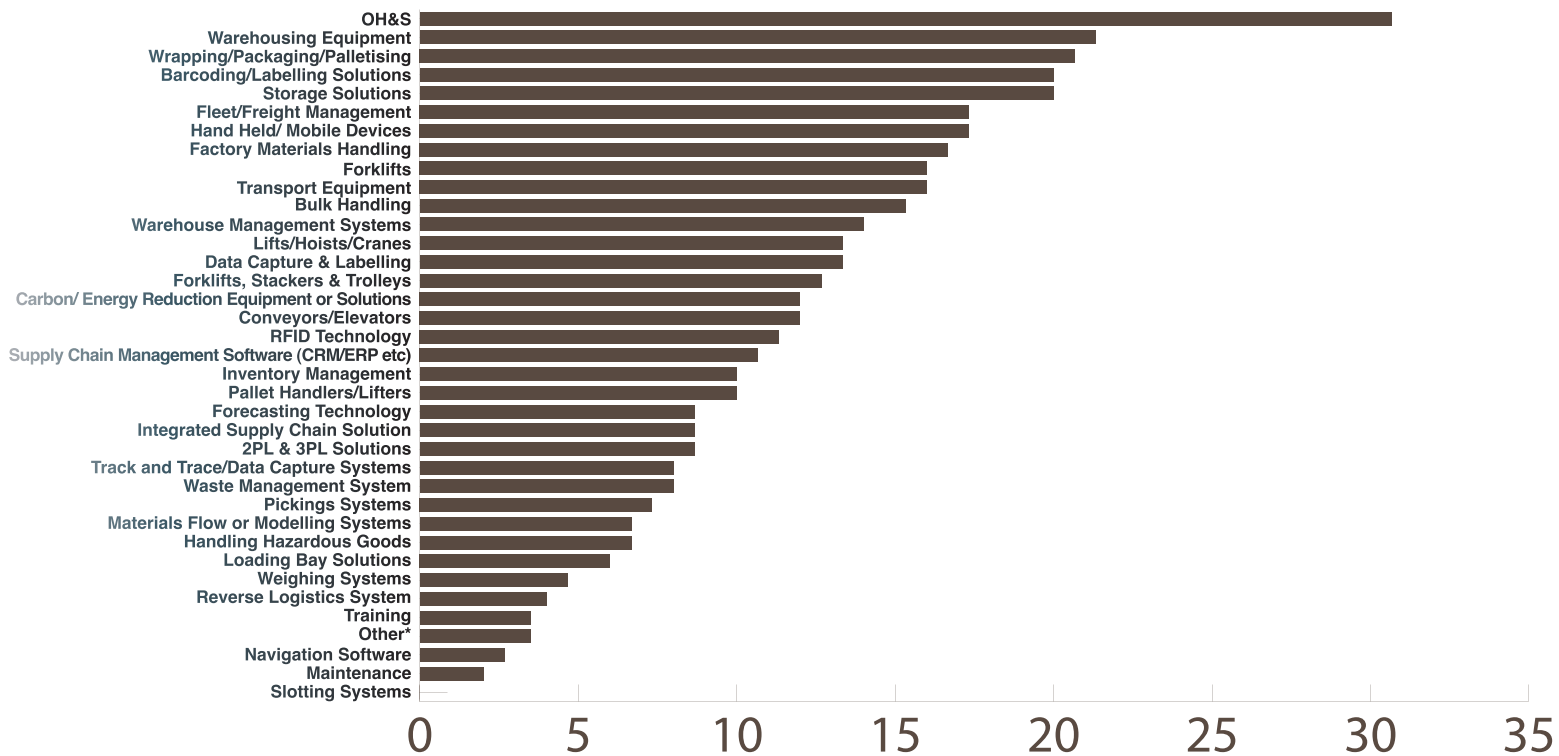
Please rank the following mediums in order of usefulness in sourcing new products: (1 = Least Useful, 5 = Most Useful)



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Which of the following products or services categories do you plan to specify / authorise / purchase in the next 12 months?



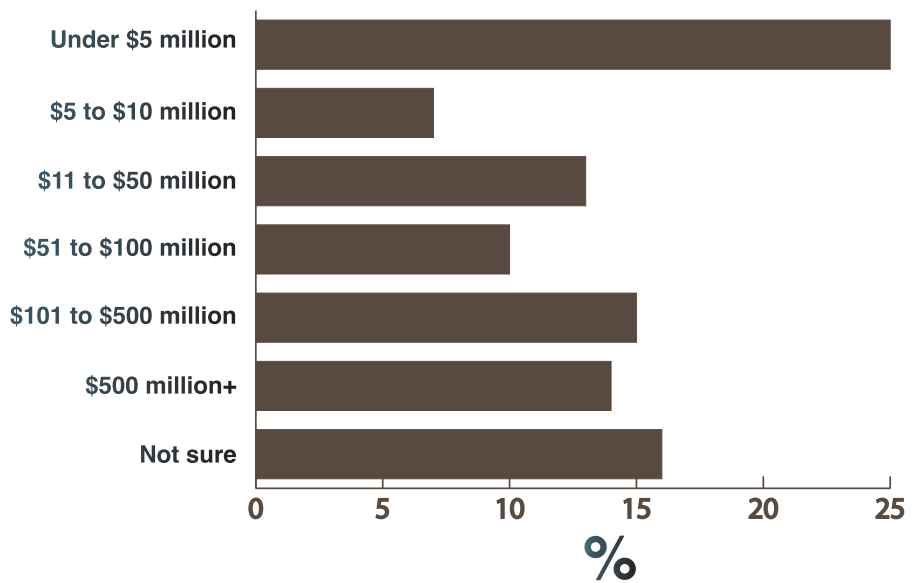
* (Includes Education, Research, and Sales & Marketing)

%

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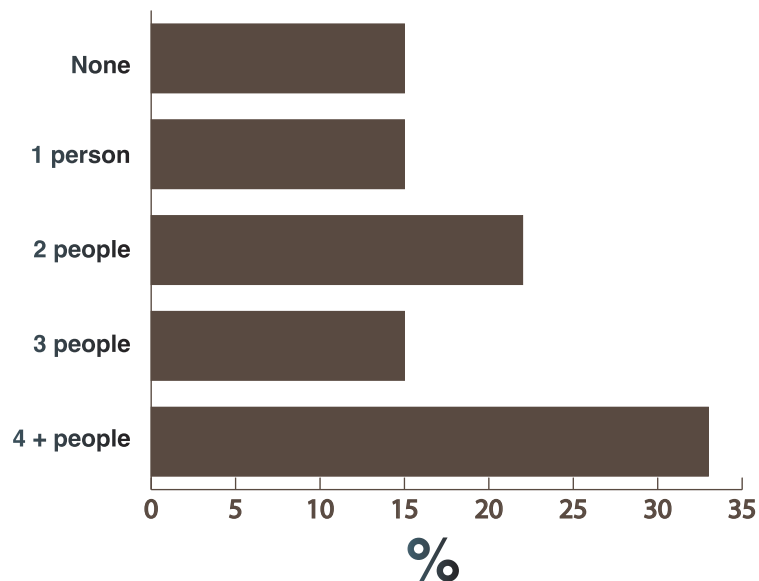
Q6

What is your firm's approximate yearly turnover?



Q7

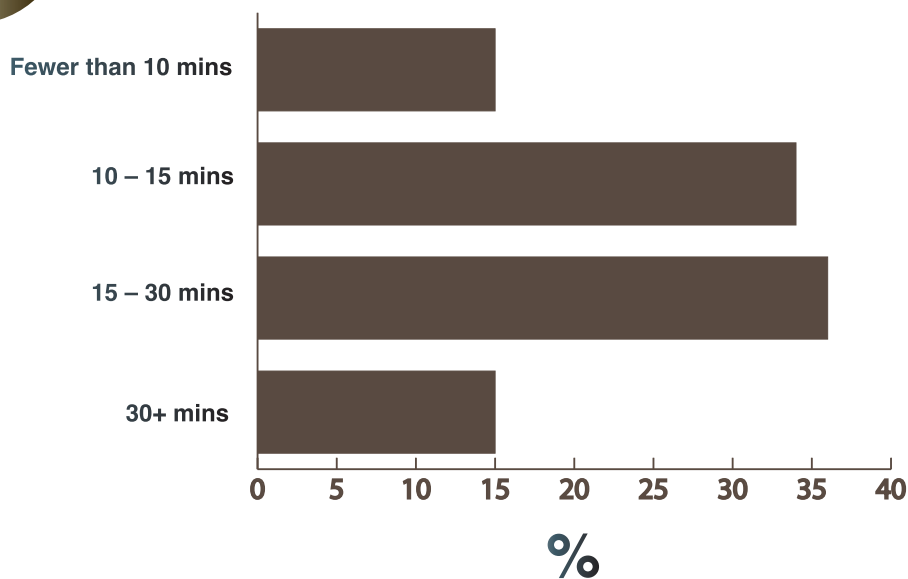
How many other people in your company read YOUR copy of Logistics & Materials Handling?



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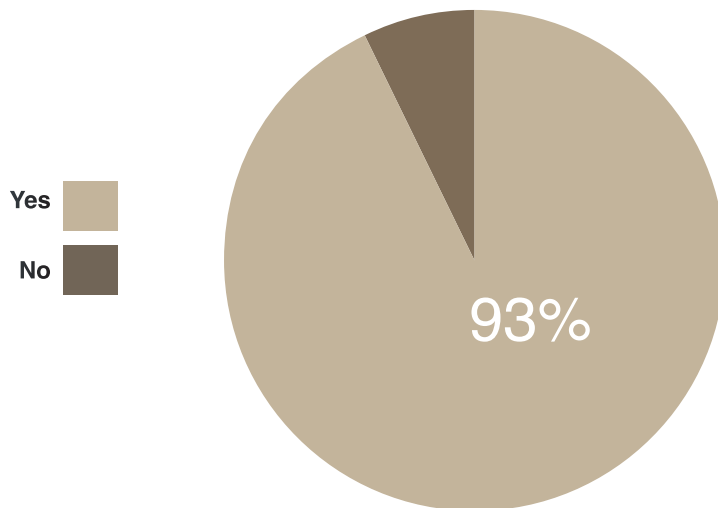
Q8

How long do you typically spend reading an issue of Logistics & Materials Handling?



Q9

Do you find the advertising in Logistics & Materials Handling useful?

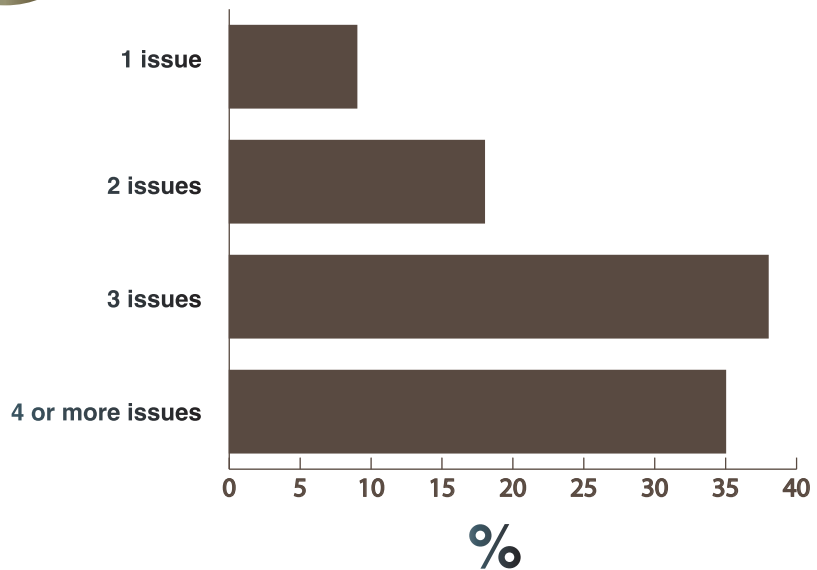


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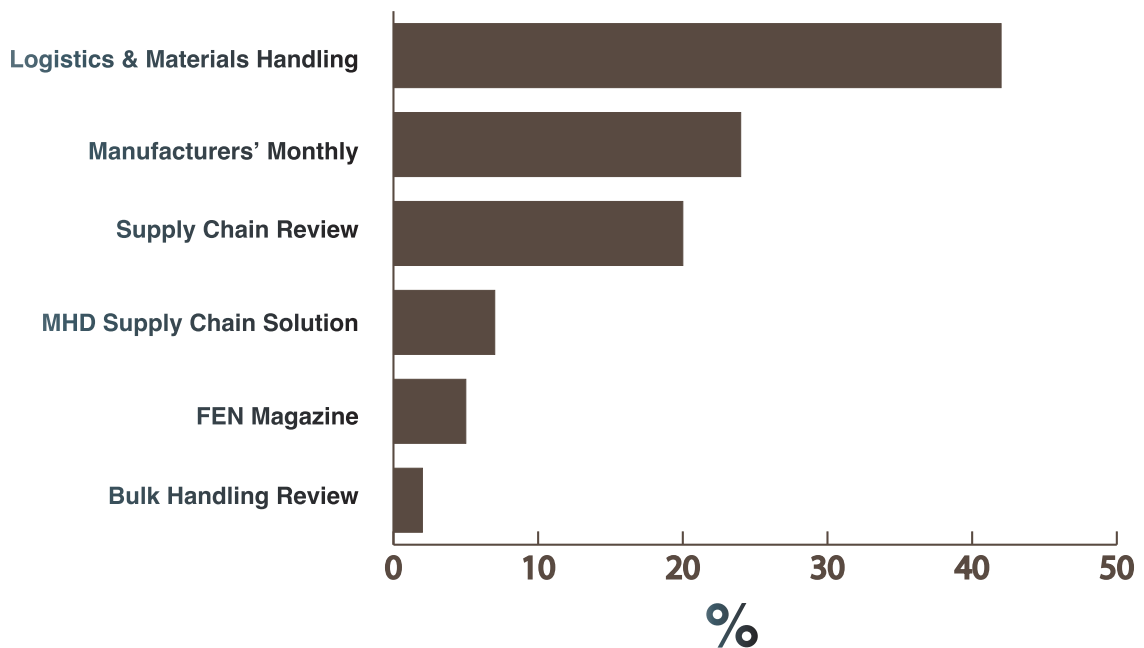
Q10

How many issues of Logistics & Materials Handling have you read in 2012?



Q11

If you could read only one of the following publications, which one would it be?



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Q12

Which of the following have you done as a result of reading Logistics & Materials Handling?

