RESEARCH

The following information is based on a variety of studies conducted by both *GL&SCS* magazine and other independent organizations. Sources are listed below each statement.

Reader Preference Studies

When members of today's largest logistics organization were asked which publication they prefer for industry information, *GL&SCS* was their top choice by more than a 3 to 1 margin over the next selected publication. *(Source: June, 2002 blind letterhead survey of 1,000 members)*

More Fortune 1,000 executives chose *GL&SCS* over any industry publication as the one magazine they would want to receive for SCM information.
(Source: November, 2002 blind letterhead survey of Fortune 1,000 executives)

Purchasing Influence/Authority

Supply-chain, logistics and operations executives were selected by *GL&SCS* subscribers as having the most influence over purchasing decisions for global transportation and third-party logistics services. *(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)*

Supply chain, logistics and operations executives were selected by *GL&SCS* subscribers as having the highest level of authority for partnerships with LTL and/or truckload carriers.
(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)

Supply-chain, logistics, operations and IT executives were selected by *GL&SCS* subscribers as the most influential over purchasing decisions for supply-chain technology. *(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)*

"Even in this sluggish economy, we are witnessing a structural change in the way companies purchase enterprise applications. While the previous technology boom was driven by spending allocated to IT departments, the next wave of 'must have' applications will need to deliver demonstrable value to — and thus be driven by — business executives."
(Source: AMR Research President Tony Fricia addressing business and IT leaders at the AMR Research Fall Executive Conference, Boston, November 18, 2002)

Buying Plans/Trends

More than 77% of *GL&SCS* subscribers indicate their companies currently spend more than $1 million annually on transportation and logistics services.
(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)

62% of *GL&SCS* subscribers report to be outsourcing all or part of their logistics operations.
(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)

Supply-chain technologies that our readers report to be evaluating or purchasing include:

Transportation Management	Warehouse Management
Visibility/Event Management	International Trade Logistics
Forecasting/Demand Planning	Product Lifecycle Management (PLM)
Procurement/Sourcing	Advanced Planning & Scheduling
Fulfillment	Customer Relationship Management (CRM)
Collaboration	Supplier Relationship Management (SRM)

(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)

86% of *GL&SCS* subscribers report to be using e-business solutions to enhance their supply-chain management.
(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)

Actions Taken

What actions have our readers taken as a result of reading *Global Logistics & Supply Chain Strategies*?

- 77.3% reported that they've referred articles, stories or advertisements to their colleagues
- 66.2% visited an advertiser's web site
- 30.1% contacted an advertiser by phone or e-mail
- 14.3% recommended or purchased a product

(Source: Subscriber survey conducted by New York firm Advanced Business Research, Inc. June 2001)