

Shipper

CANADIAN

...An open book

Did you know?

42,759 *is the average pass along readership of each issue!*

76.1% *of our readers indicate they have direct purchasing influence within their organization; your message will be reaching your target audience!*

37.6% *of our readers have contacted advertisers directly from Canadian Shipper ads!*

100% *of readers rated Canadian Shipper from Excellent to Good overall!*

92.4% *indicate Canadian Shipper meets the needs of their industry!*

Statistics are based on responses to our August 2014 readership knowledge survey.

To learn more about data from our readership insights program, contact:

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18 Keys to Success

Survey Sent: **Aug 2014** • Sent: **8,546** • Respondents: **131**

82.4% read publication Regularly to Always

65.6% read Most or All of the magazine

87.2% Spend 15 minutes to more than 1 hr on each issue

55.3% pass the magazine to colleagues

80.9% pass it along to 2,3,4,5 or more colleagues

42,759 – Average pass along projected reach per issue

100% rate overall quality from Excellent to Good

98.3% rate size and design from Excellent to Good

100% rate editorial from Excellent to Good

59.3% read other competitive publications

86.4% that read other publications, read yours more

31.2% use Canadian Shipper to help make purchasing decisions

76.1% have purchasing influence

37.6% have directly contacted advertisers from the magazine

92.4% feel the publication meets the needs of the industry

66.3% have visited the publications website

88.9% find the website useful

91.9% rate the website from Excellent to Good

SAMPLE FINAL READER COMMENTS:

“Canadian Shipper is a fantastic publication for anyone working in transportation services or logistics management.”

“An Excellent publication with a well balanced articles and editorials. Many thanks.”