

# AAPABA

# Seaports

## MAGAZINE

**2009 Readership Survey Results**

**"The Voice of the Industry"**

1. 1,200 AAPA Seaports Magazine readers received the survey via email, with an 8.5% response rate; 89% of total respondents were AAPA members.
2. 63% have at least read the last three issues. The balance of responses said they recall reading the last one or two issues.
3. 73% said they pass along their copy to between one and 10 colleagues.
4. (Multiple answer options to this question) 76% said they scan each issue for industry news and special interest articles, while 23% said they read the magazines from cover-to-cover.
5. 88% rated their overall impression of the magazine a six or better on a scale of 1-10 (10 being the highest).
6. The top five percentage responses where readers who would like to see increased editorial coverage include:
  - a. Port infrastructure investments (76%)
  - b. Environmental issues (63%)
  - c. Community relations (50%)
  - d. Maritime legislation (49%)
  - e. Landside transportation congestion (41%)

\*Note: Other topics with responses between 20% and 40% include: port cargo congestion; effective local-regional-national lobbying; short sea shipping; dredging; seaport security; information technology; ports outside the Western Hemisphere; disaster preparedness/response/recovery; and AAPA seminars/conferences/conventions.

[www.AAPA-Ports.org](http://www.AAPA-Ports.org)

7. The editorial sections below indicate the percentage of respondents who rated the section with a 4 or better on a scale of 1 - 5 (5 being the highest):
- a. Feature stories (81%)
  - b. Industry News and Ports & Politics sections (82%)
  - c. Case studies (71%)
  - d. Guest contributing articles (59%)
  - e. Viewpoint columns (63%)
  - f. Information provided through advertisements (29%)
  - g. Letters to the editor (47%)
8. *(Multiple answer options to this question) 60% of the respondents either save each issue or copy articles of interest after they are finished reading the latest issue...while 68% give/loan/route to someone else or place in a public area in their office.*
9. *(Multiple answer options to this question) As a result of reading the past 12 months of AAPA Seaports Magazine issues:*
- a. 87% pass along AAPA Seaports Magazine stories to colleagues and/or the media;
  - b. 58% have either purchased or recommended the purchase of an advertised product/service, contacted an advertiser for more information, visited an advertiser's website, or passed an ad along to a colleague;
  - c. 36% visited [www.aapa-ports.org](http://www.aapa-ports.org) for more information on one or more stories covered in the magazine;
  - d. 32% referenced stories and information from the magazine for something they were working on (e.g., speech, presentation, etc.)

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## 2010 AAPA Seaports Magazine Issues:

**June – Theme: Adapting infrastructure to new economic realities.**

**September – Theme: 'Green' programs enhancing environment and bottom lines**

**December – Theme: Beyond gates, guns and guards: The new age of seaport security**

Visit <http://www.aapaseaports.com/editorial.cgi> for a detailed editorial calendar

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