

AAPA Seaports MAGAZINE

2011 Readership Survey Results

"The Voice of the Industry"

1. 1,700 AAPA Seaports Magazine readers received the survey via email, with an 4.6% response rate; 81% of total respondents were AAPA members.
2. 70% have at least read the last three issues. The balance of responses said they recall reading the last one or two issues.
3. 72% said they pass along their copy to colleagues and/or the media.
4. 92% rated their overall impression of the magazine a seven or better on a scale of 1-10 (10 being the highest).
5. The top five percentage responses where readers who would like to see increased editorial coverage include:
 - a. Maritime legislation (67%)
 - b. Port infrastructure investments (66%)
 - c. AAPA Seminars, Conferences, Conventions (62%)
 - d. Environmental issues (60%)
 - e. Dredging (59%)

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

www.AAPA-Ports.org

6. Survey respondents ranked their favorite aspects of the magazine in descending order:
- Industry News and Ports & Politics sections
 - Feature stories
 - Case studies
 - Port People
 - Viewpoint columns
 - Guest contributing articles
 - Information provided through advertisements
 - Letters to the editor
7. *(Multiple answer options to this question) 55% of the respondents either save each issue or copy articles of interest after they are finished reading the latest issue...while 70% give/loan/route to someone else or place in a public area in their office.*
8. *(Multiple answer options to this question) As a result of reading the past 12 months of AAPA Seaports Magazine issues:*
- 72% pass along AAPA Seaports Magazine stories to colleagues and/or the media;
 - 55% 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;
 - 25% visited www.aapa-ports.org for more information on one or more stories covered in the magazine;
 - 22% referenced stories and information from the magazine for something they were working on (e.g., speech, presentation, etc.)

2011 AAPA Seaports Magazine Issues:

June – Theme: Freight: A Pressing Priority for Future Competitiveness.

September – Theme: Environmental: Port Community Investments Generate Significant Rewards

December – Theme: Security: Safeguarding Commerce in an Era of Uncertainty

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