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Publisher's Note on Circulation

This is a summary of LQ's growing circulation in the first and last quarters of 2007. The numbers below reflect the print run of these issues of LQ.

The first two issues of LQ in the first quarter 2007 were:

LQ Vol. 13 Issue 2: **36,000** (16,000 Canadian issues & 20,000 U.S. issues);
LQ Vol. 13 Issue 1: **36,000** (16,000 Canadian & 20,000 U.S. readers)

The last quarter of 2007 were:

LQ Vol. 13 Issue 5: 37,000 issues

Each of these issues goes to an individual reader, excepting those issues which are delivered to conferences and trade shows.

LQ is looking forward to a new Audit Bureau of Circulation (ABC) audit in 2007. Its audit will be conducted on a "consumer" magazine basis by ABC.

At the beginning of 2006, LQ's most recent circulation audit, based on an average of two issues of LQ, the Audit Bureau of Circulation's statement showed LQ's readership was: **28,379 individual readers and Canada and the U.S.**

Near the end of 2006 LQ included leading associations such as NASSTRAC and other organizations members to its readership. In July 2007, LQ reached an agreement to include the **Warehousing Research & Distribution Council's** (WERC) membership in its readership. In the first quarter of 2008 LQ reached an agreement to reach the membership of the **Council of Supply Chain Management Professionals** (CSCMP).

Fred R. Moody

Publisher
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