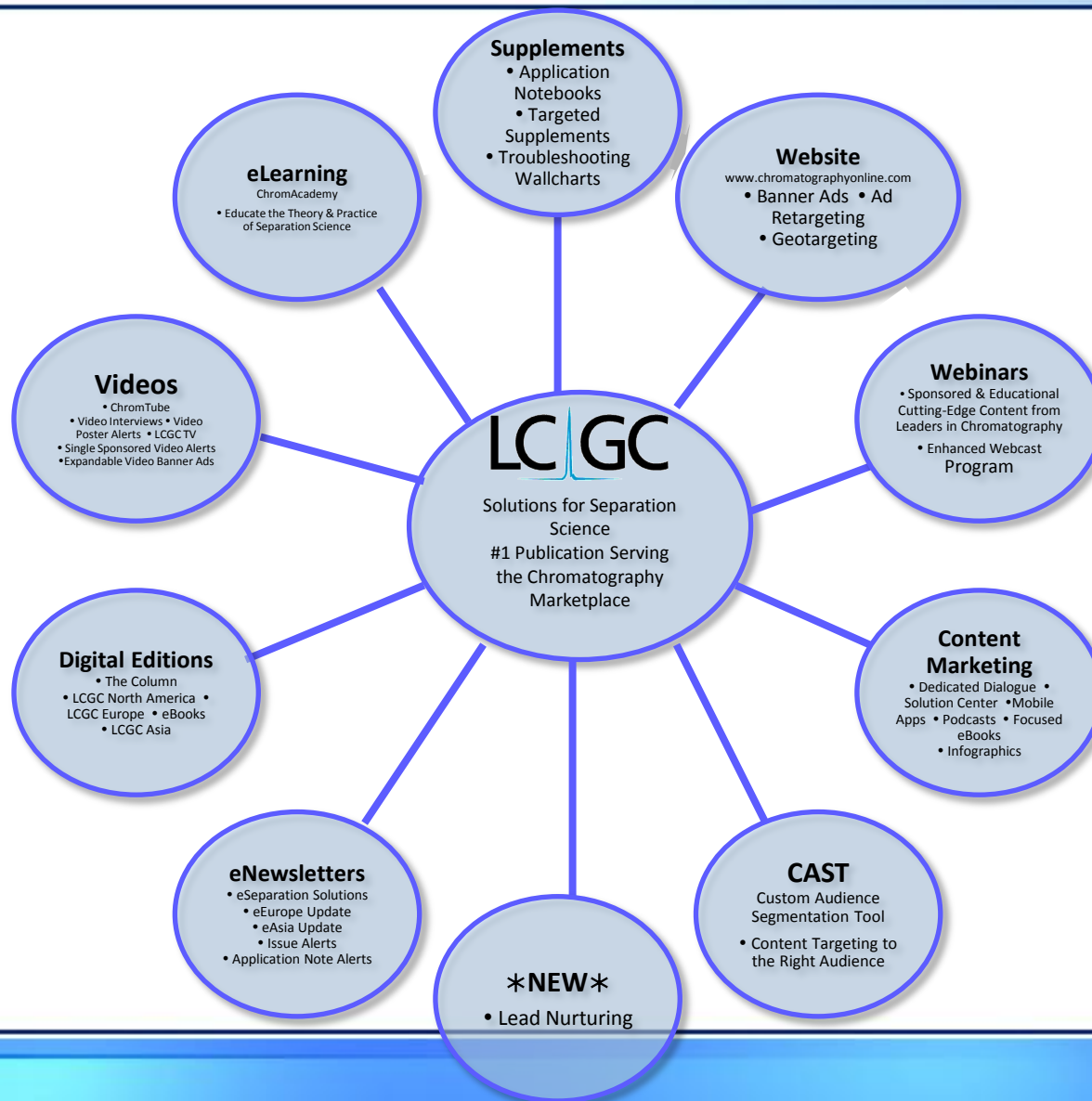


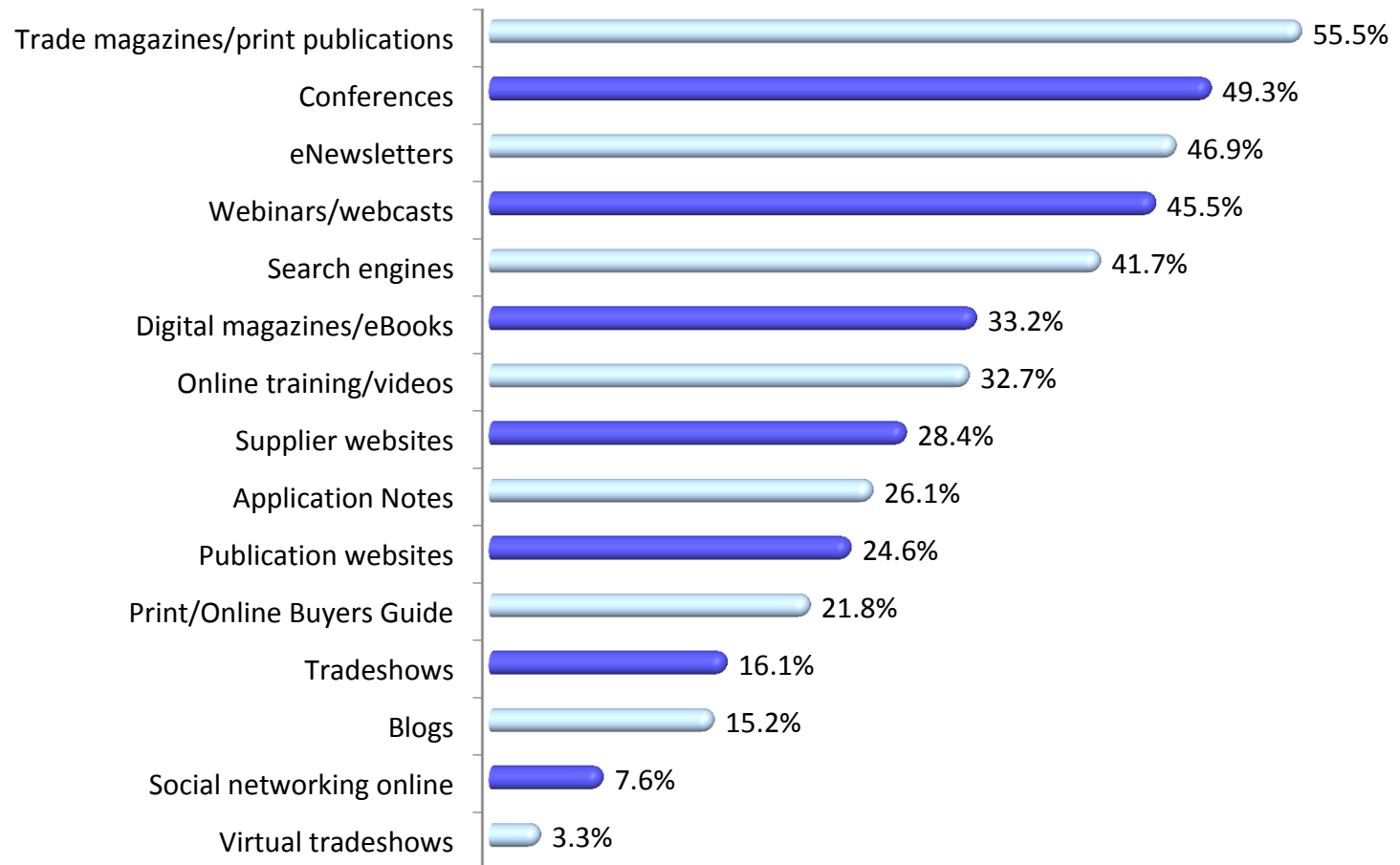
# Marketing Channels

All print readers do not use digital products and all digital product users do not read print.  
Reach the entire markets using an integrated approach.



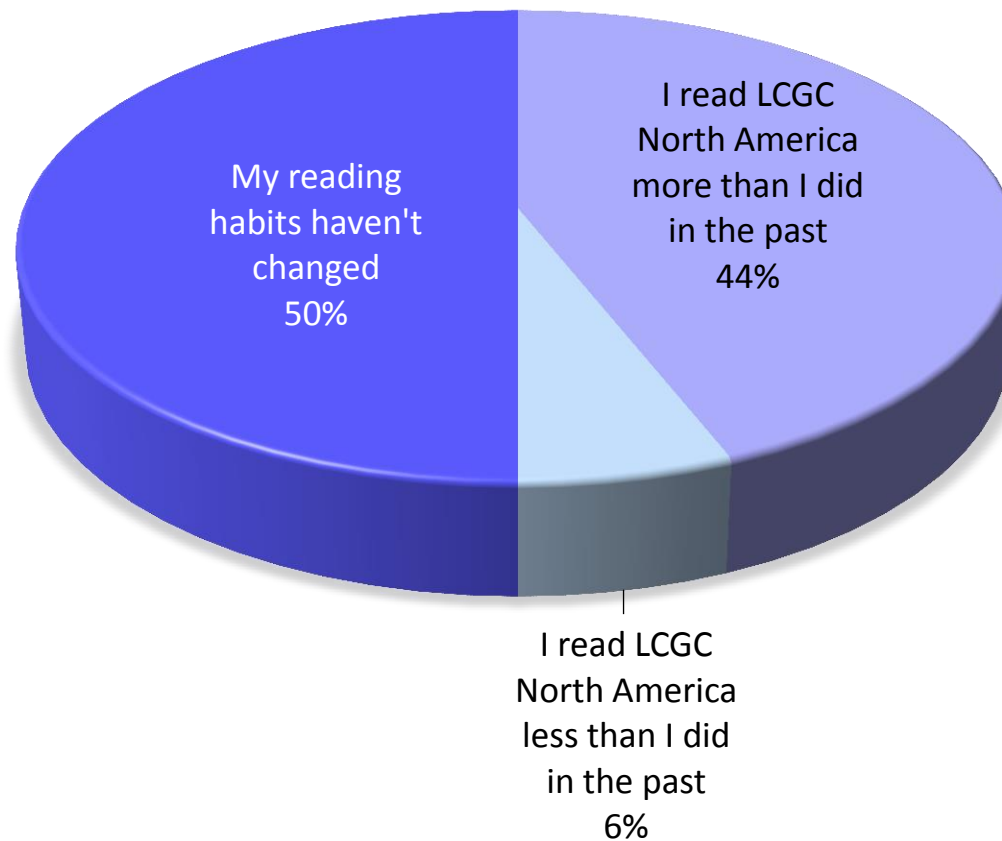
# Reader Trends

## Sources used to keep up-to-date in industry



# Reader Trends

Over the past five years, which statement best reflects your readership of LCGC?



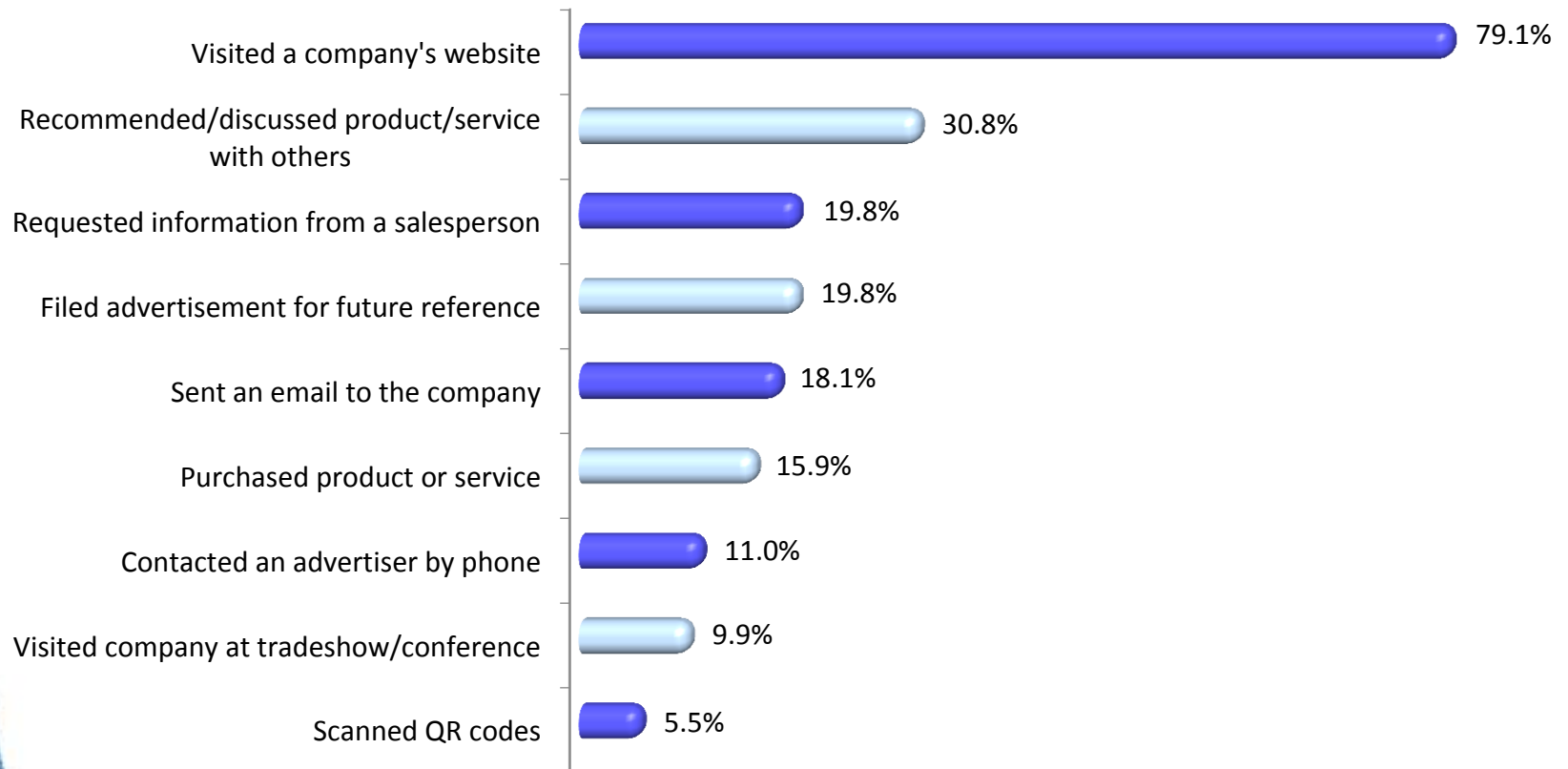
# Reader Trends

Compared to five years ago, how has your tradeshow/seminar/education meeting attendance changed?

	Increased	Stayed the Same	Decreased	I have not attended any events in the last five years
Tradeshow	11.6%	32.4%	26.6%	29.5%
Conference	18.7%	38.4%	23.7%	19.2%
Educational Meeting/Seminars	25.2%	42.7%	22.3%	9.7%
Webinars	61.1%	25.5%	7.7%	5.8%

# Reader Trends

**In the last twelve months, what actions have you taken as a result of seeing advertisements in LCGC North America?**



# Why Do You Prefer Print?

- It reminds me to check out the latest information when I might otherwise be bogged down in what I'm working on.
- Easier to maintain in files.
- Doesn't require a computer, just sit down and read.
- Easy read and convenience.
- Easy to read.
- Some useful info I need to keep them.
- Enjoy getting away from my computer screen on occasion.
- Eyes work even when electricity is out.
- Reminds me to read it instead of it just sitting in my inbox.
- Easier to read in a comfortable chair.
- Read any time, any where.
- Portability and convenience.
- It is much easier to browse through a print edition than any digital format I have used.
- Easier on the eyes to read.
- It goes where I go and doesn't require power.
- Able to start reading, then pause and re-visit the information.
- I like to read in a leisurely position. I like to keep articles in real files.
- Easier to digest the information

# What Do You Like About LCGC?

- Great magazine. Been reading it since grad school in the 1990s!
- LC Troubleshooting
- In-depth.
- Practical, useful information.
- It's all about chromatography.
- It combines both LC and GC techniques in one publication.
- Reviews and applies the basics HPLC. Has advertisements of suppliers.
- Great topics.
- Practical information always available.
- It provides a good balance on history and applications, enabling users to understand the process more effectively.
- Wide variety of topics, both GC and LC.
- The troubleshooting articles and the articles on the history of chromatography.
- The depth of each topic. The variety of topics. Dolan's articles are nice refreshers into basic techniques.
- It offers just the first thing that you know will be the latest on knowledge on HPLC and GC.
- Available in both print and digital formats. Able to "search" digital copies for the articles pertaining to the item of interest today.
- I can read the entire publication in about 1-3 hours. Concise and the correct level of technical versus non-technical discussions.
- It's a useful magazine, and I have learned a heck of a lot about troubleshooting. The archives are excellent.
- Great staff authors, best in class!
- It contains a wealth of information.
- Lots of information about new products and new methods.