

# Readership Composition

PURCHASING 26%  
WHAT AREAS ARE YOU INVOLVED IN?  
RECOMMENDING 66%  
USING 39% NEGATIVE RECOMMENDATIONS 17%  
SPECIFYING 53%  
(MULTIPLE ANSWERS ALLOWED)

From our June 2010  
Readership Survey

31% MAKE PAPER  
15% MAKE PAPERBOARD  
3% HEADQUARTERS STAFF  
7% MAKE PULP  
3% MAKE TISSUE  
8% IN-HOUSE TECHNICAL & ENGINEERING  
12% ENG CONSULTANTS  
4% ACADEMIC

17% ARE PRESIDENT, VICE PRESIDENT OR MANAGING DIRECTOR  
22% ARE GENERAL MANAGER OR MILL MANAGER  
32% HOLD ENGINEERING OR TECHNICAL MANAGEMENT TITLES

8% PH.D.  
39% B.S.  
44% M.S.  
8% SOME COLLEGE

68% WEBSITES  
56% NEWSLETTERS  
6% TELEPHONE  
WHAT IS YOUR PREFERRED CHOICE FOR OBTAINING NEWS ABOUT PULP & PAPER?  
55% PRINTED MAGAZINES  
20% CONFERENCES



# Have you seen readers of any other publication say things like this?

Jim-

You restore my faith in the fact that leaders with common sense who possess the ability to utilize everything within the box as well as explore outside the box, continue to exist. I could only hope that if for some reason I should have to repeat life on earth, that I would have the opportunity to work under your leadership. The pulp & paper industry has afforded me the honor of working with a truly great leader, Mr. Mike Cline, now retired, and I only wished that I discovered this industry sooner. Throughout all of your articles I detect so many of the same qualities and thought processes, but what I truly admire is your bluntness, to the point, but not demeaning or ego driven; plain old fashioned common sense logic. Maybe my personality is a touch tweaked, but I think we need more leaders with these qualities.

If you ever have absolutely nothing to do, and your mind needs an entertaining challenge, I think many people would truly enjoy seeing you put together a "paper mill dream team", identified from the Mill Manager to the lowest paid position; not by name, but by character traits and personality types. Something to dwell on in your spare time. Do I detect a chuckle?

Best regards,

C. Davis  
Memphis, Tennessee USA

*And—this person is a purchasing agent!*