

THE RESULTS ARE IN!

We recently surveyed readers and subscribers for their feedback on the GMTA media. Here's what we found out:



Media Statistics

More than 80% of respondents rate the article quality and usefulness of *TRUX* magazine as excellent or above average.

Nearly 85% of respondents agree or strongly agree that *TRUX* magazine strengthens their personal connection to GMTA.

Over 70% of respondents share articles and/or pass along their copies of *TRUX* magazine.

68.6% of respondents agree that the content and resources on the *TRUX* magazine website are valuable or very valuable.

80% of respondents agree or strongly agree that the Membership Directory and Buyer's Guide is a **valuable part of their GMTA membership**.

Nearly 50% of respondents agree to using the *Membership Directory and Buyer's Guide* as a **purchasing guide**.

More than 75% of respondents consider the **credibility** of the GMTA Online Buyer's Guide to be excellent or above average.



Advertising Effectiveness

Over 50% of respondents say they have visited an advertiser's website after seeing the ad in GMTA media.

More than 45% of respondents agree they have contacted an advertiser or made a purchase after seeing an ad in GMTA media.

90% of respondents agree or strongly agree that companies who advertise in GMTA publications are more supportive of their profession.



Reader Demographics

Over 53% of respondents say they are involved in recommending products/services for purchasing, specifying products/services for purchasing, and approving the purchase of products and services.

More than 50% of respondents spend at least \$1 million on products and services every year (20% of that is more than \$5 million).



What Our Readers Are Saying

"GMTA is a great group and an encyclopedia of knowledge of trucking and laws."

"GMTA is a wonderful group! Support for all things transportation and always available to assist members."



*Results from 2024 GMTA Readership Survey conducted by Naylor Association Solutions.