

Reader's Survey

We want to tailor VAR Review to suit your business requirements – but we need your help to do it. So, please take a moment to complete this questionnaire and fax it to (905) 755-1334. Attention Donald Clow.

1. Please check the box that best describes your end user business:

- Corporate
- Government
- SMB
- SME

2. What is your key area of business?

- Education
- Finance
- Forestry
- Graphics
- Health
- Insurance
- IT
- Legal
- Medical
- Networking
- OEM
- Oil & Gas
- Real Estate
- Security
- Telecommunications
- Transportation
- Other _____

3. What province is your business located in?

- PEI
- NB
- NS
- NFLD
- PQ
- ON
- NWT
- YK
- MB
- SK
- AB
- BC

4. What is your title?

- President
- Marketing
- Sales
- IT
- Other _____

5. What are your annual sales?

- 40K
- 41 - 99K
- 100 - 250K
- 251 - 500K
- 501 - 750K
- 751 - 1 M
- 1.1 - 1.5M
- 1.6 - 2M
- 2.1 - 5M
- 5.1 - 10M
- 10.1 - 15M
- 15.1 - +M

6. Do you read VAR Review?

- Every issue
- I read it cover-to-cover
- I read half of it
- Sometimes I read it
- I never read it

7. How often would you like to receive VAR Review?

- Quarterly
- Bi-monthly
- Monthly

8. Do you find VAR Review informative?

- Yes
- No

9. What do you like best about VAR Review?

- Industry information
- Ingram Micro information
- Guest vendor editorials
- Feature editorials
- I find it informative
- I don't like the publication.
Why? _____

10. Would you like to read more editorial content?

- Yes
- No

11. What editorial content would you like to read about? (Check all that apply)

- Ingram Micro News – corporate information
- New product information
- Feature editorial
- Case study on VAR success story
- Guest vendor editorial
- Events listing – Ingram Micro and Vendor reseller events
- Market segment – focuses on an Ingram Micro service
- Advertorials – vendor editorials on new products
- Trends – Internet, new technology
- Technology notes – Q&A on technology
- Other _____



Thank you for your time. The VAR Review Team.

