



## **EDITORIAL INTEREST & READERSHIP RESEARCH**

CGC has developed a comprehensive program to measure specific editorial readership and interest levels among subscribers and newsstand readers. It is also a predictive tracking program that serves as an early warning system highlighting those editorial areas where improvement is needed, and those that require little or no action. Since changes in reader attitude generally precede action...reports are predictive of future shifts in your customer retention levels.

### **WHAT INFORMATION IS REPORTED**

Each study issue, or tracking wave, clients will receive a tracking report that generates individual wave ratings and normative rating scores that reflect the previous three-wave average.

The basic report package includes the following:

- A comparison of subscriber vs. newsstand readership/exposure and interest in each editorial
- A comparison of individual editorial item ratings to appropriate subscriber / newsstand category "norms"
- Readership/interest ratings for subscriber and newsstand samples evaluated in total and by reader age group
- A written and graphic analysis that shows each wave's results and summarizes key findings, highlighting areas of improvement

### **HOW STUDIES ARE CONDUCTED**

Using both a random subscriber sample and a panel of specific issue newsstand readers, a kit of research materials is mailed to each respondent.

The research kit contains a cover letter, a one-page questionnaire, and a duplicate copy of the issue being studied with questionnaires, or ballots, affixed to each editorial page measured. These small, ballot-sized questionnaires contain only two questions: "level of readership/exposure" and "level of interest".

Other questioning areas include reading frequency, demographics, overall issue rating, purchase frequency, where purchased, and cover appearance-purchase influence (among the newsstand sample).

### **THE NEWSSTAND SAMPLE**

Each wave, reader panel application forms are bound into every Nth. copy of newsstand issues. Research kits are mailed as application forms are received. 300 newsstand readers receive kits each wave, with an average response rate of 60%.

### **THE SUBSCRIBER SAMPLE**

Using paid, U.S. subscribers, a random sample of 300 is used as the sample frame, and a fresh sample is selected each study wave. A dollar incentive is used and response rates average 45-50%.

### **WHAT IS YOUR INVOLVEMENT?**

- Insert newsstand application forms into copies of your publication.
- Provide the subscriber sample each wave.
- Provide 600 copies of your publication each study wave.

### **PUBLISHER BENEFITS**

- Measure readership and interest in each editorial published...every issue
- Build editorial "norms" for your publication as a benchmark for comparison to each measured editorial
- Develop a predictive tracking program that pinpoints potential erosion for specific editorials and editorial categories before it happens
- Compare the inter-relationships between subscriber and newsstand readers issue-by-issue
- Understand the role of specific covers and cover features in the influence of newsstand purchase
- Maximize newsstand sales levels by adjusting editorials and covers to meet the expectations of newsstand buyers
- Estimate potential subscription level shifts by tracking newsstand intention-to-subscribe, and subscriber renewal intentions

In this example *each measured editorial* in the April issue of The Cyber Journal is evaluated by the basic "Readership" and "Interest" scores as well as by total exposure "Recognition" and by thorough & partial readership "Impact" scores. Then, each editorial is evaluated by a key rating: the Interest (Very Interesting)/ Impact (Thorough & Partial Readership) ratio. Finally, the individual editorial ratings are compared to the issue average

CYBER JOURNAL MONTHLY EDITORIAL SURVEY APRIL, 1998 ** SUBSCRIBERS **										
INDIVIDUAL ARTICLES										
	R E A D E R S H I P				RECOG- NITION SCORE 1+2+3	IMPACT SCORE 1+2	INTEREST/ IMPACT RATIO	D E G R E E O F I N T E R E S T		
	THOROUGH -1-	PARTIAL -2-	LOOKED AT -3-	NONE				VERY	FAIRLY	LITTLE
4 Editor's Notes	15	33	33	11	81	48	26	12	40	34
10 Letters	36	30	22	4	89	66	32	21	57	12
12 Time Machine	54	24	15	3	93	78	58	45	35	12
15 Tech Update	49	21	17	9	87	70	55	38	41	16
32 Detroit Spy	44	27	17	4	89	72	56	40	33	20
38 Walk 'N' Roll	14	19	45	6	78	33	30	10	21	52
40 Asia Spy	40	28	23	4	91	68	52	35	35	23
42 The Chemistry of Violence	35	26	21	9	81	60	46	27	37	23
44 PMZone	37	22	31	4	90	59	45	27	37	29
48 Think It's New? Think Again	37	24	24	3	85	61	36	22	46	20
50 Cable Of The Future	29	35	02	7	84	65	42	27	44	17
52 New Cars	47	21	20	4	89	68	56	38	32	23
55 High-Tech Binoculars	34	30	25	4	89	64	44	28	37	27
58 Best Of The Consumer Electronics Show *	27	40	23	5	89	66	43	28	43	24
62 Small World	35	32	21	5	89	67	59	40	31	23
68 COVER STORY: Greatest Cold War Secrets *	53	20	18	3	91	74	70	51	21	21
76 Cowboy Shooting	20	35	32	9	88	55	36	20	39	35
80 Nikon FS	20	32	38	7	90	52	32	17	38	43
84 Drive Report: Euclid R260 *	62	13	16	4	91	75	71	53	28	14
89 Special Section: Gardening Guide *	28	26	35	6	89	54	66	35	34	26
22 Great Stuff	61	20	8	2	89	81	72	58	27	5
137 Car Care	53	21	12	2	87	74	64	48	29	11
144 Communicate With Us	11	10	34	31	54	20	43	9	22	45
158 Coming Up Soon	36	23	25	7	84	59	48	28	44	14
<u>EDITORIAL AVERAGE</u>	37	26	24	6	86	62	51	32	35	24

\* Featured On The Cover

TABLE S7

**THE CYBER GROUP CORPORATION**

Because individual editorial items almost always fit into standard "editorial categories" as defined by the publisher...a similar "category analysis" table is generated to evaluate the health of specific editorial categories and to use as the basis for developing "normative" rating scores for the title.

CYBER JOURNAL MONTHLY EDITORIAL SURVEY APRIL, 1998 ** SUBSCRIBERS **										
EDITORIAL CATEGORIES										
	R E A D E R S H I P				RECOG- NITION SCORE 1+2+3	IMPACT SCORE 1+2	INTEREST/ IMPACT RATIO	D E G R E E O F I N T E R E S T		
	THOROUGH -1-	PARTIAL -2-	LOOKED AT -3-	NONE				VERY	FAIRLY	LITTLE
Car Maintenance and Repair	53	21	12	2	87	74	64	48	29	11
Departments	36	23	23	9	82	59	47	28	39	20
Home Electronics	28	38	21	6	87	66	43	28	43	20
Internet	37	22	31	4	90	59	45	27	37	29
Light Trucks	62	13	16	4	91	75	71	53	28	14
New Car Reports	42	27	20	4	89	69	56	38	33	22
Photography	20	32	38	7	90	52	32	17	38	43
Science	35	26	21	9	81	60	46	27	37	23
Sports Equipment	14	19	45	6	78	33	30	10	21	52
Technology	41	26	21	6	88	67	50	33	39	21
Gardening	28	26	35	6	89	54	66	35	34	26
All Others (Miscellaneous)	37	27	25	6	89	64	55	35	30	28
<u>EDITORIAL AVERAGE</u>	37	26	24	6	86	62	51	32	35	24

TABLE S8

**THE CYBER GROUP CORPORATION**