



EDITORIAL INTEREST & READERSHIP RESEARCH ON THE WEB

CGC has developed a comprehensive program to measure specific editorial readership and interest levels among subscribers. 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 (reader) retention levels.

INTERNET EDITORIAL RESEARCH – FAST, ACCURATE, ECONOMICAL

Internet research offers publishers, and other e-commerce web sites, the ability to respond to specific research requests, and offer unique information, on an as-needed basis...and at an affordable price. In the editorial research program each selected respondent is notified via e-mail that they have been selected to participate, recruited to cooperate in the survey approximately one week after the issue mailing date, and instructed to click on the questionnaire “hot-link”, located on their email page, for their study questionnaire. After the respondent clicks, he/she is linked to the appropriate research questionnaire page. The respondents electronically submit their completed questionnaire by clicking on the “submit” button at the bottom of the questionnaire page.

The questionnaire contains graphics of the cover and the table of contents of the measured issue as an aid to recalling each measured editorial item and the specific issue of the publication.

The concept of developing web research using state-of-the-art “electronic” survey techniques makes a great deal of sense, both from a perceptual and cost efficiency viewpoint. You will be able to combine the benefits of conducting accurate editorial research with the speed, efficiency, and accuracy of the Internet.

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

WHAT IS YOUR INVOLVEMENT?

- Provide the subscriber sample each survey wave.

PUBLISHER BENEFITS

- Measure readership and interest in each editorial published...every measured 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 | DEGREE OF INTEREST | | |
|---|---------------------|----------------|------------------|------|------------------------------------|------------------------|------------------------------|--------------------|--------|--------|
| | 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.

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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 | DEGREE OF INTEREST | | |
|----------------------------|---------------------|----------------|------------------|------|------------------------------------|------------------------|------------------------------|--------------------|--------|--------|
| | 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 S6
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