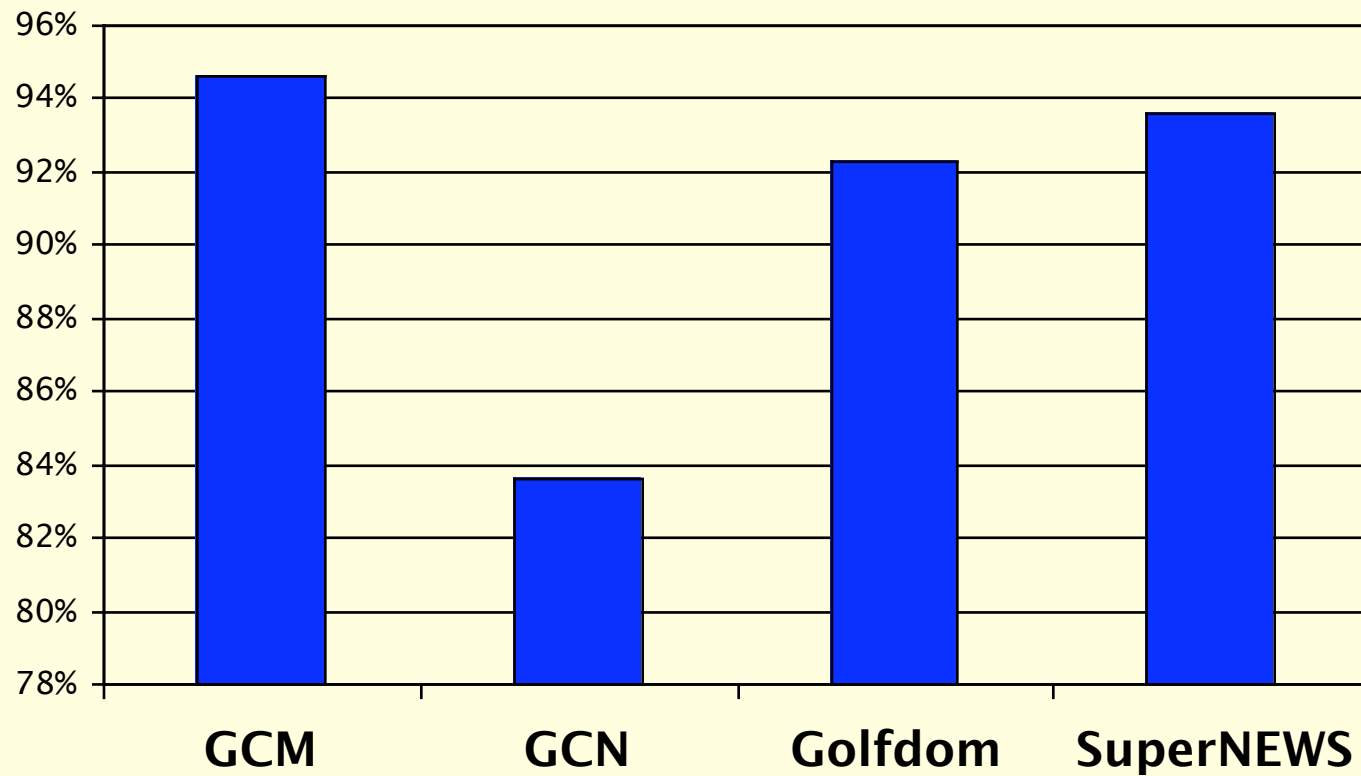


Methodology (is everything)

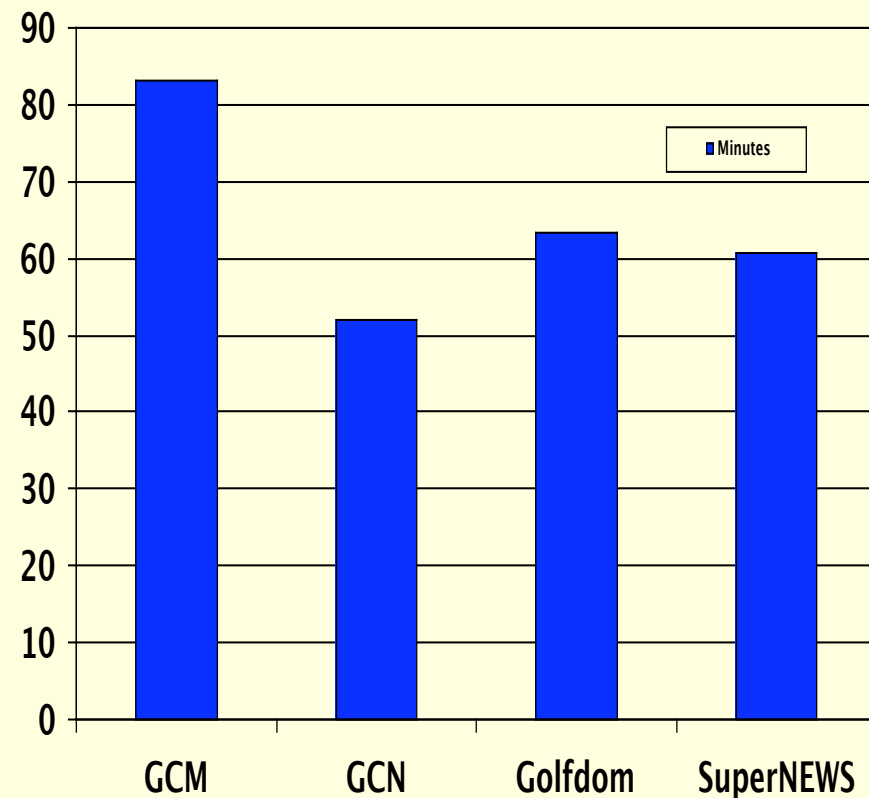
- Survey printed in four formats to rotate order of magazines and eliminate ‘cover bias’
- List used was NGF’s to eliminate potential subscriber bias using our own might cause
- SuperNEWS shares all answers, not just those that make us look good

Do you receive...

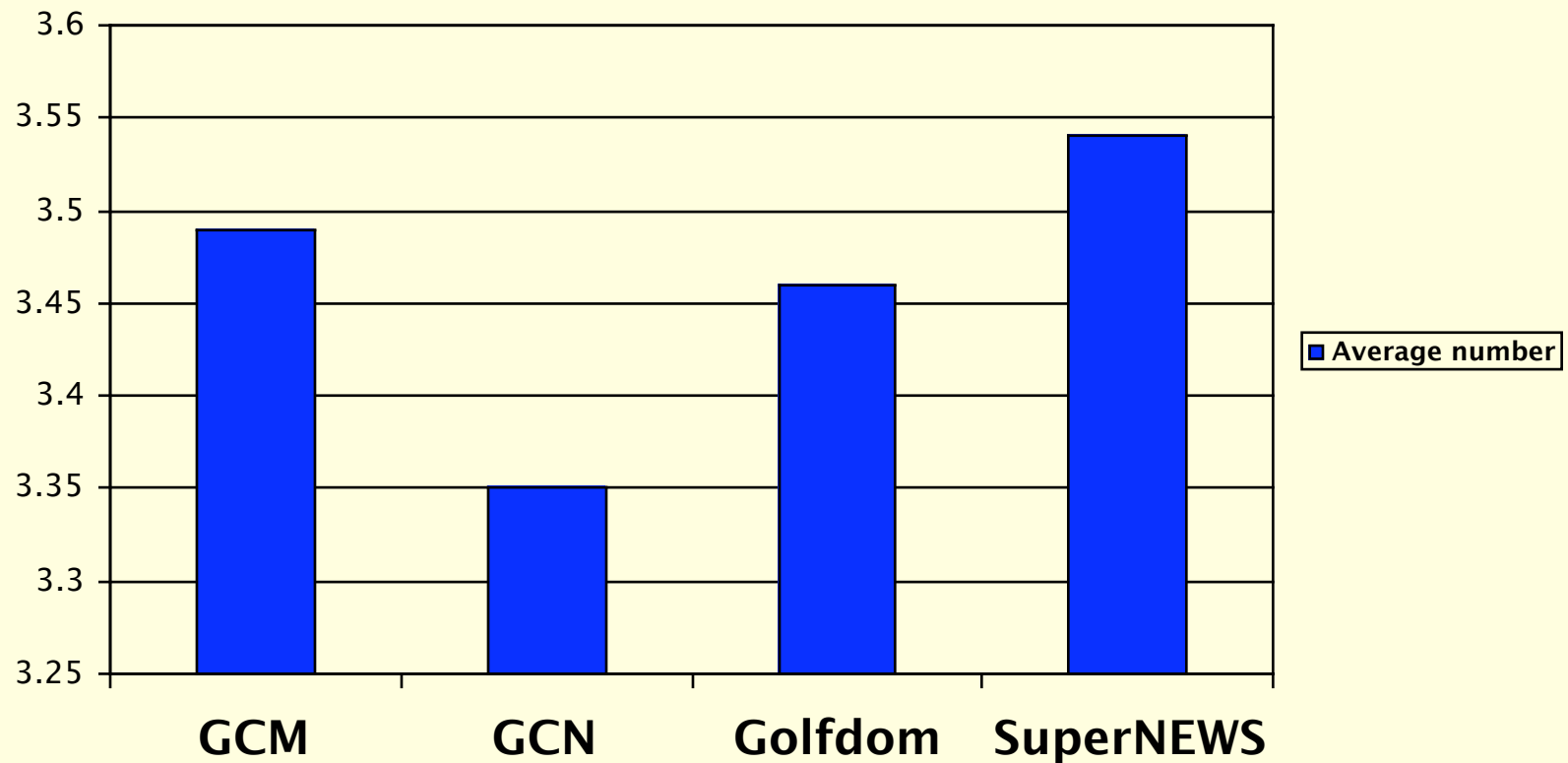


Average time reading each issue

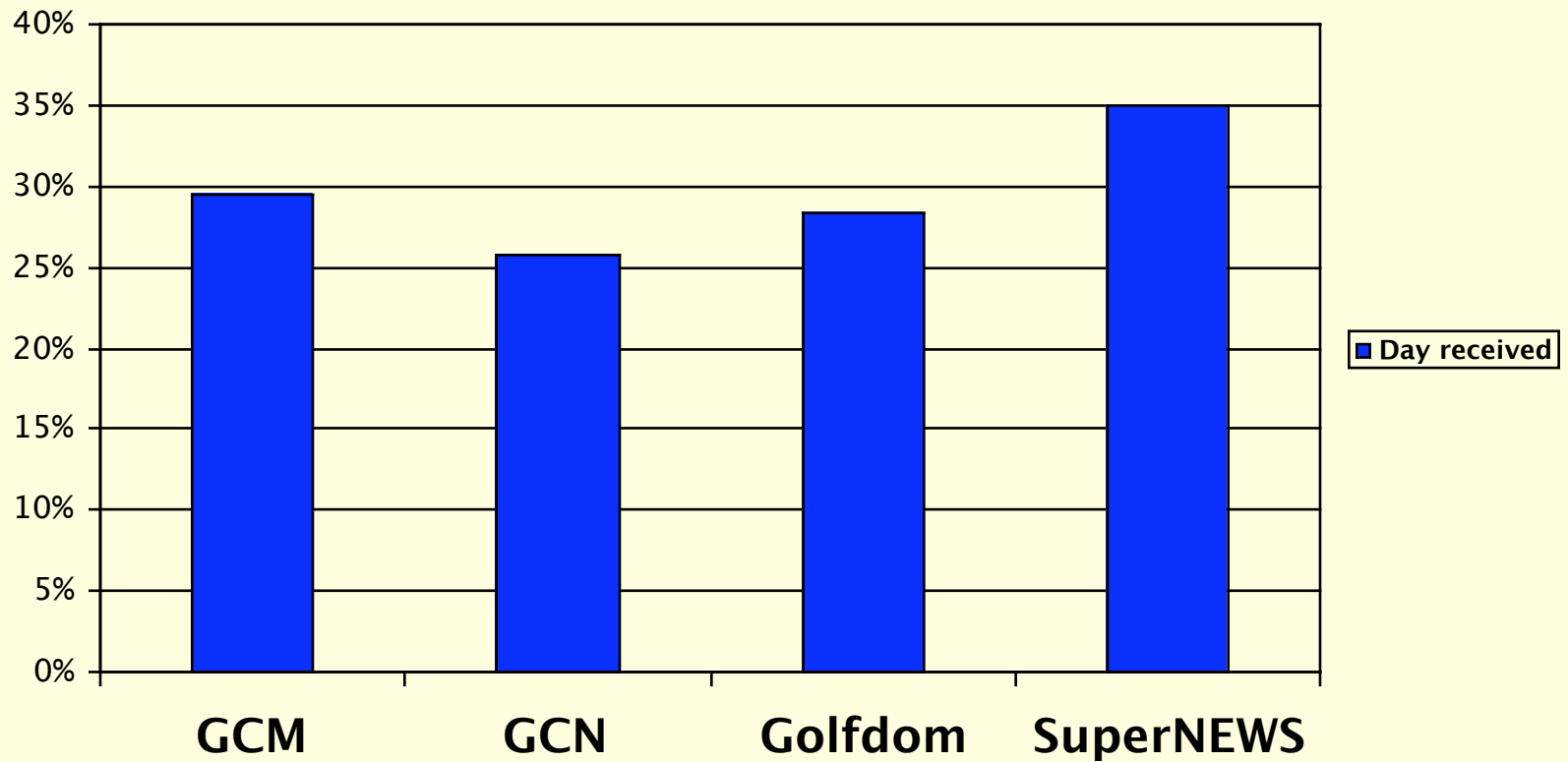
- Dividing the number of minutes by the average number of pages in each issue shows readers spend far more time per page with SuperNEWS.



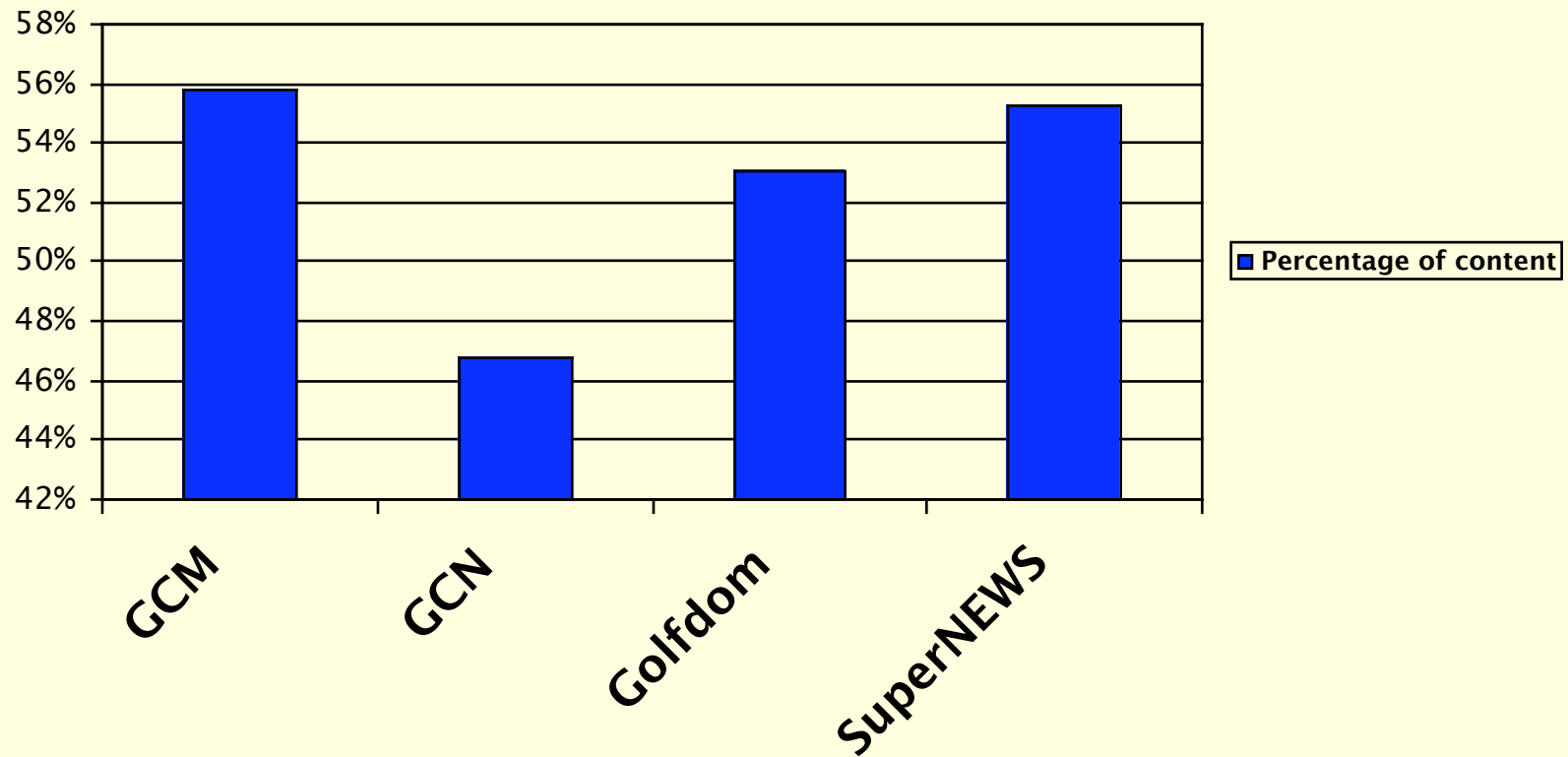
Of last four issues, number read



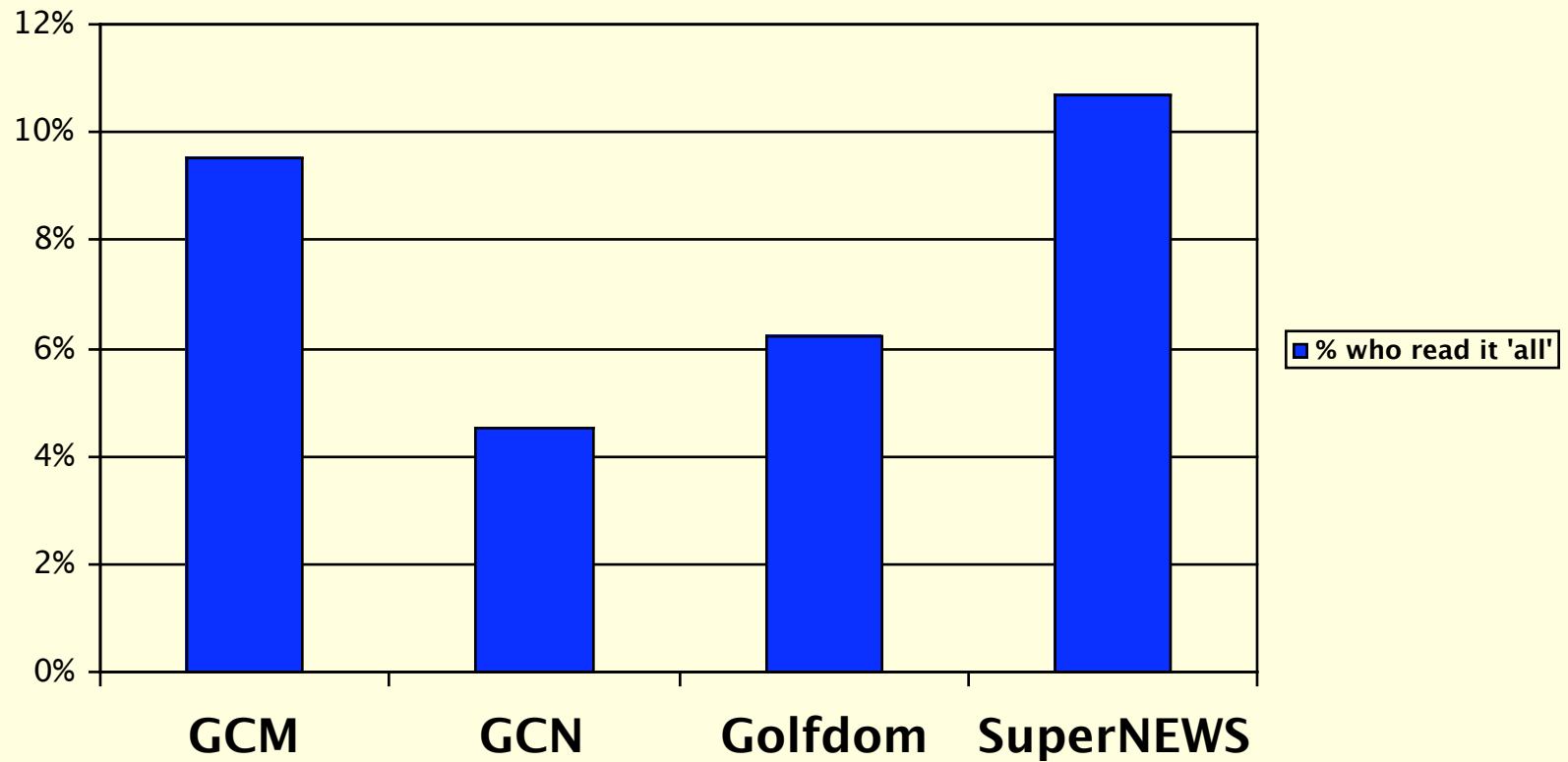
How soon read after arrival



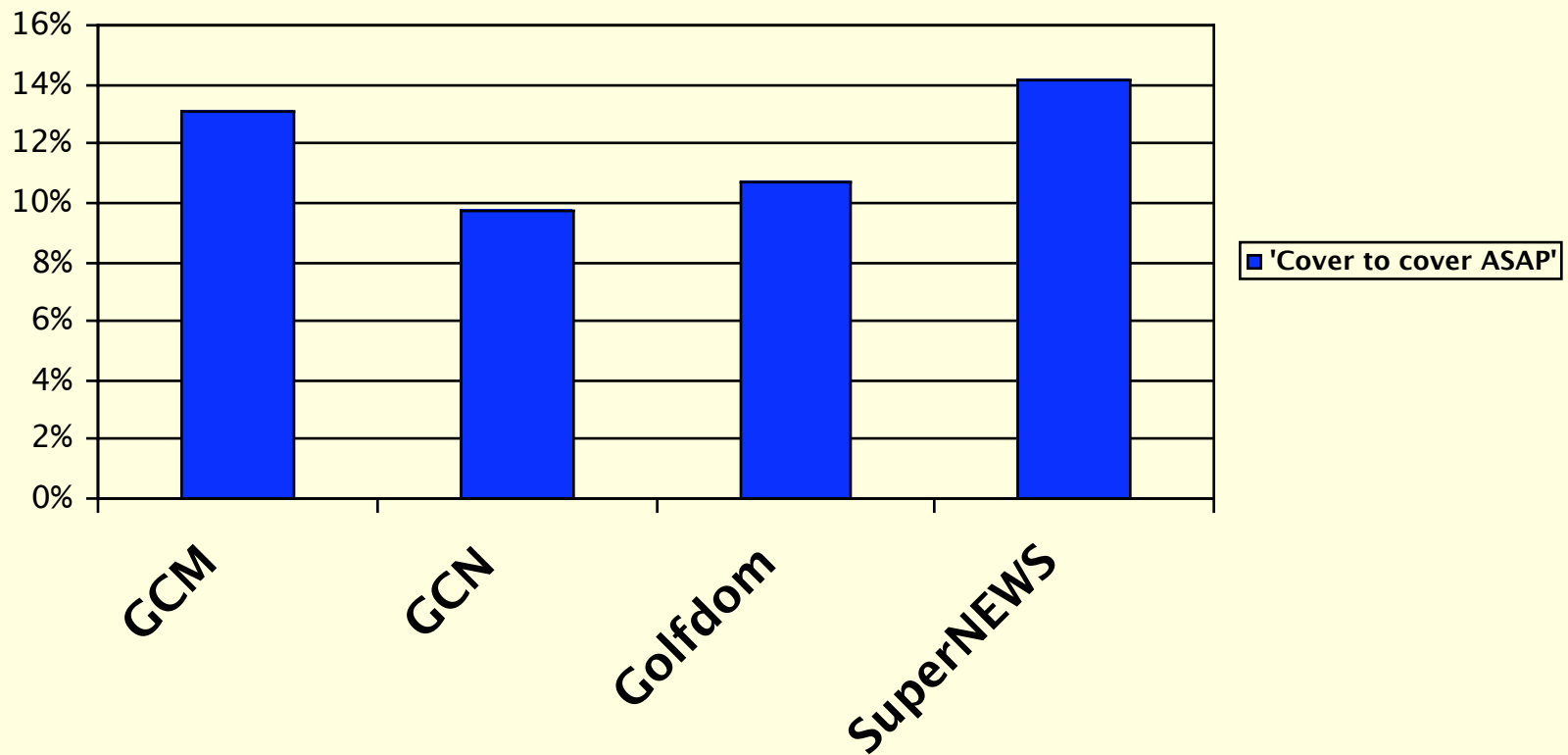
Amount usually read



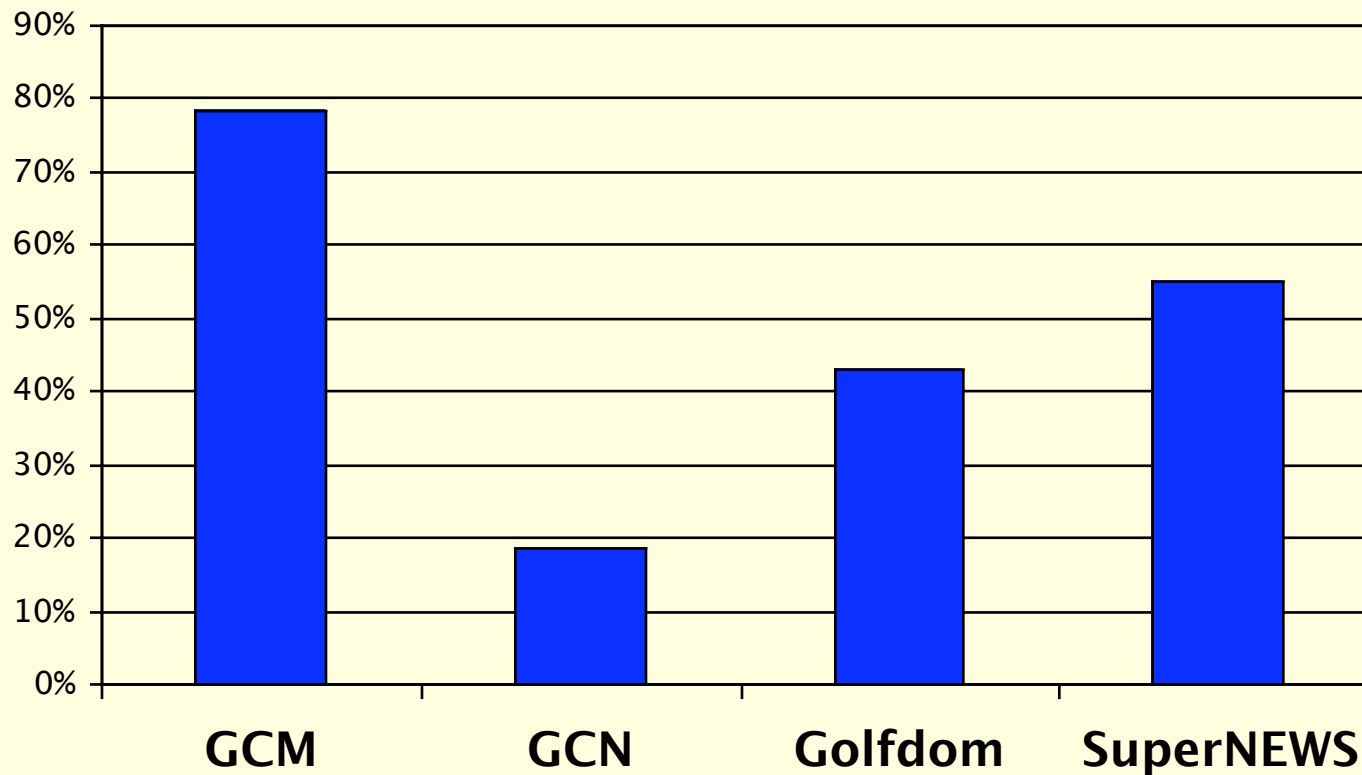
Amount usually read



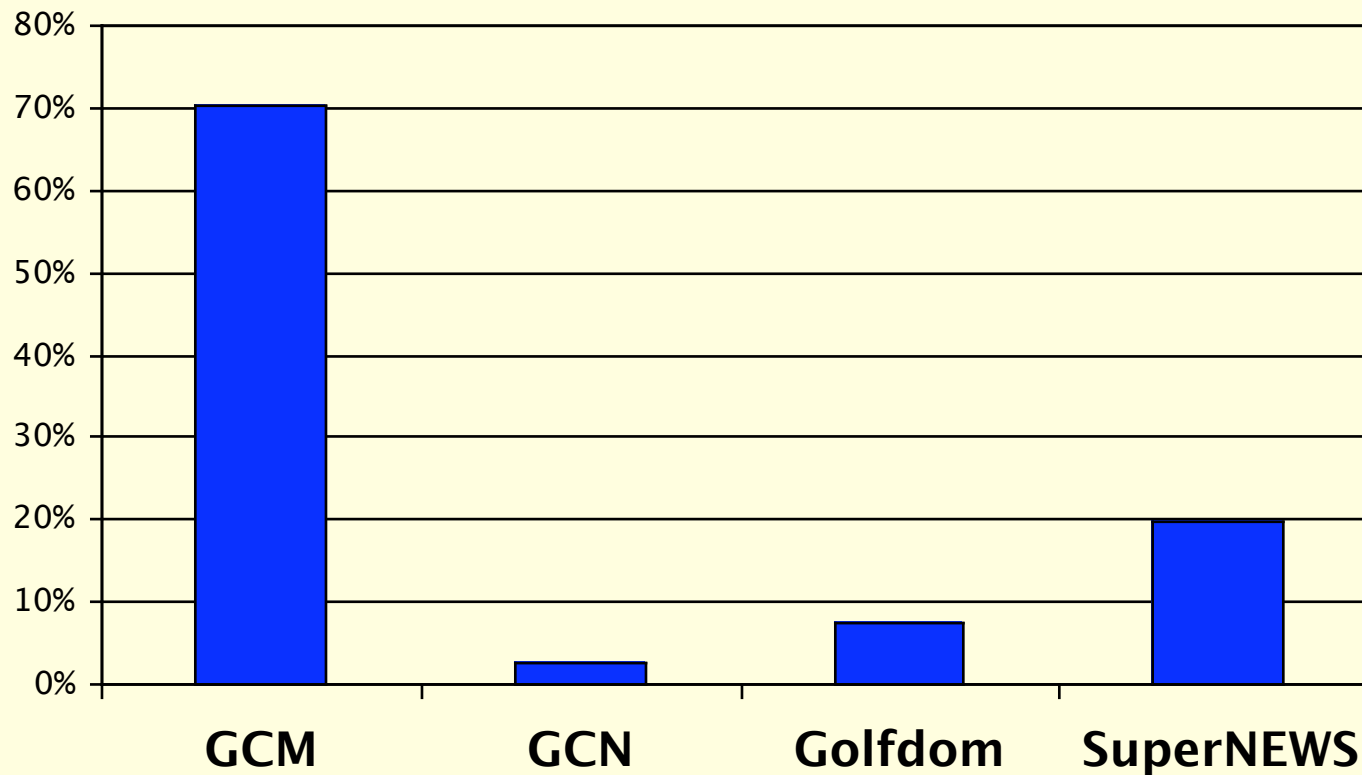
Which way usually read



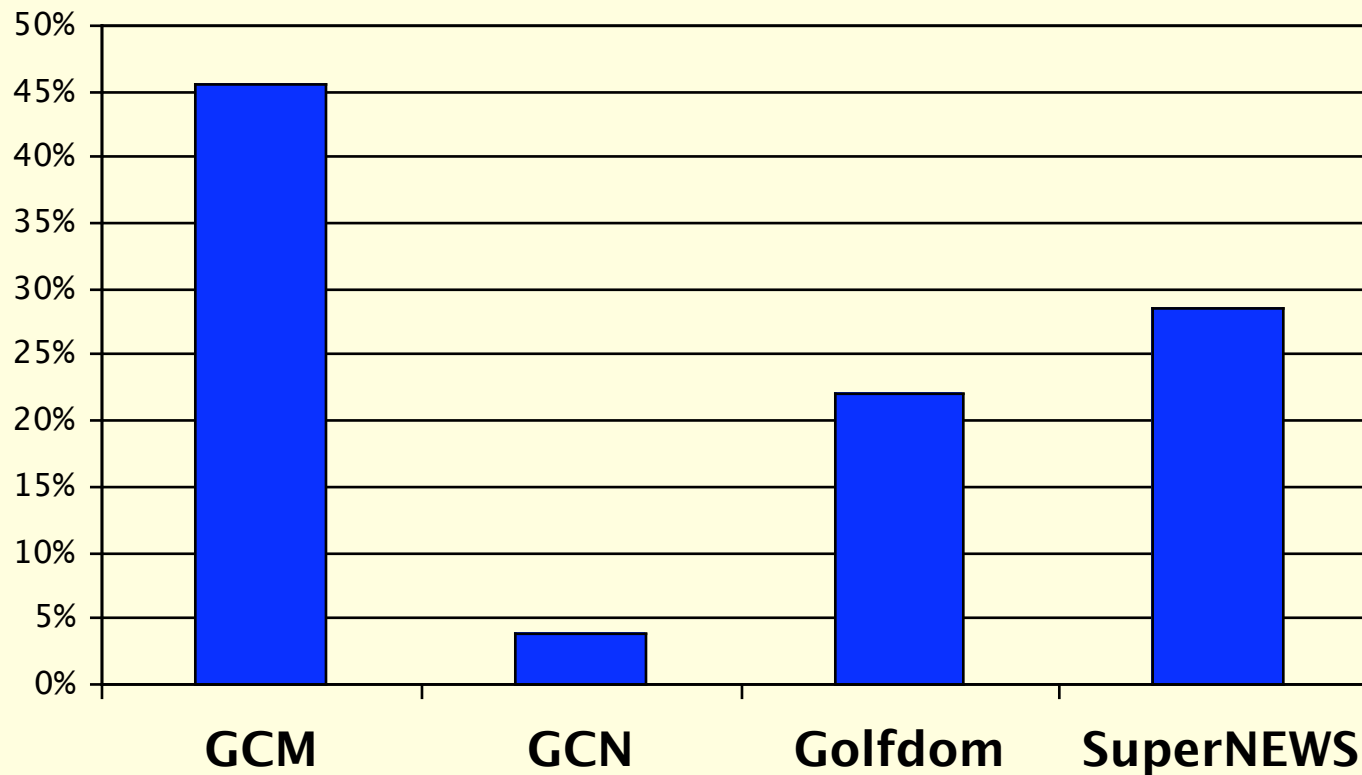
Would choose to receive



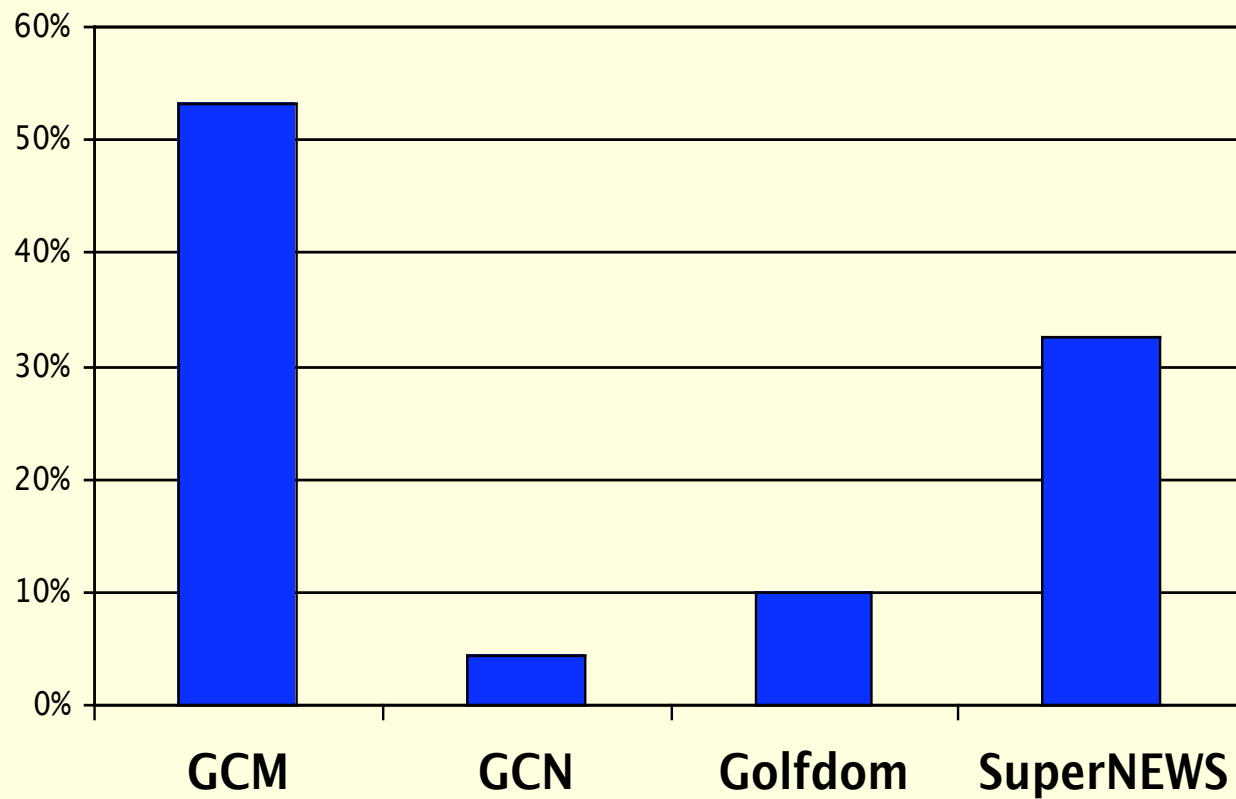
Most important publication



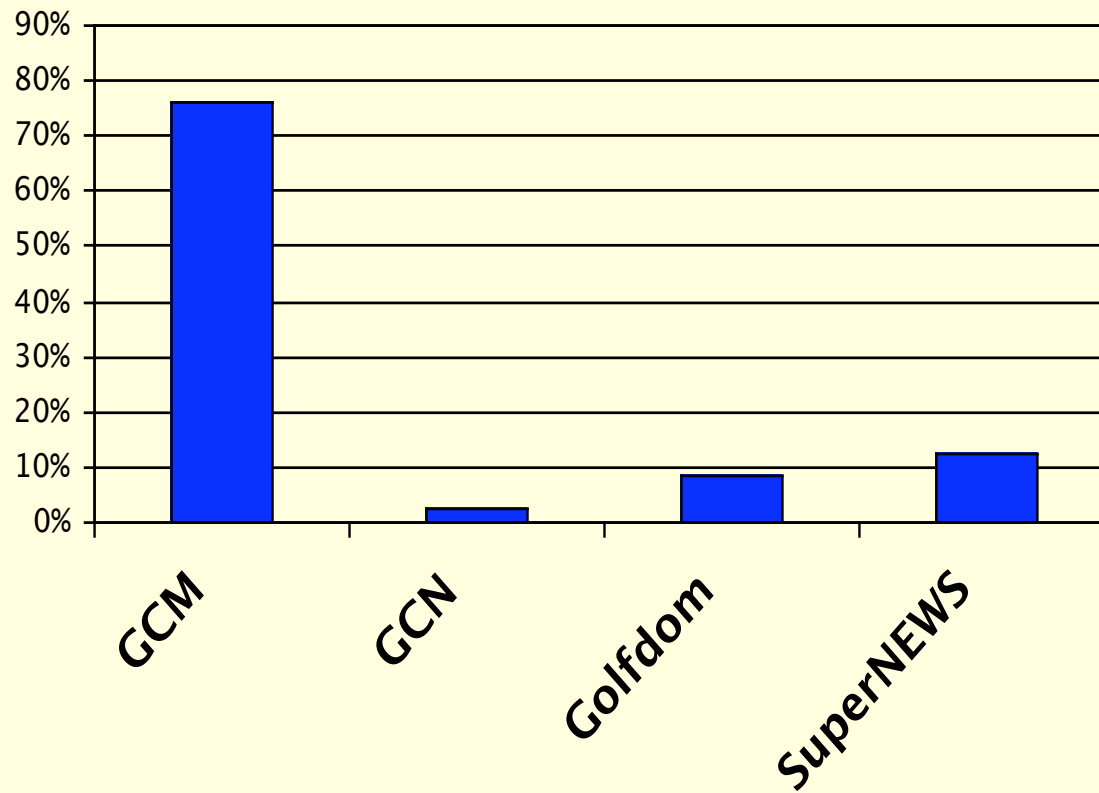
Most timely news and information



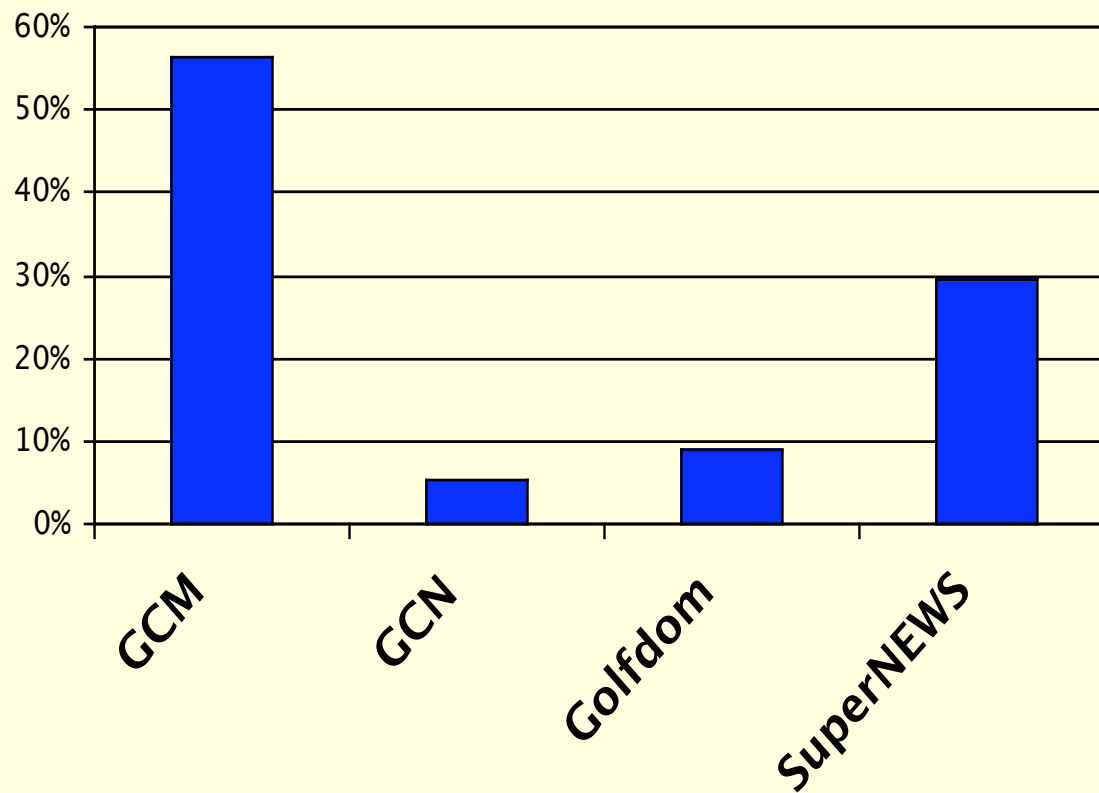
Favorite publication



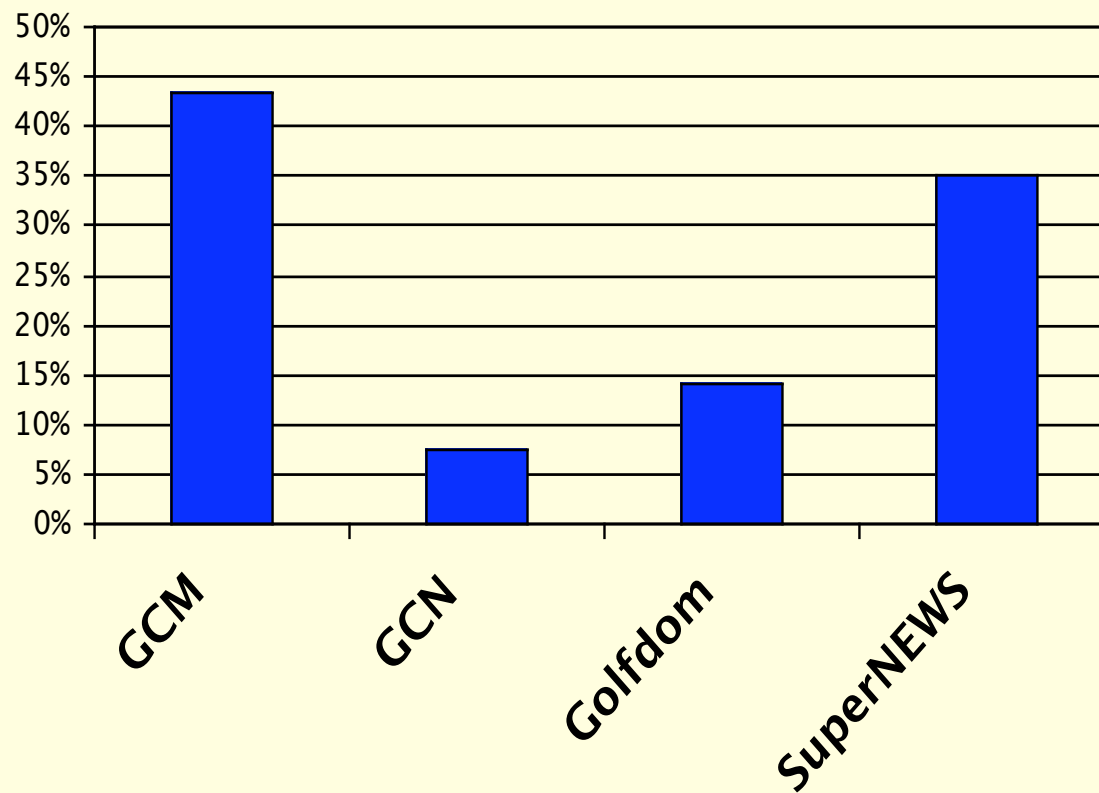
Highest credibility



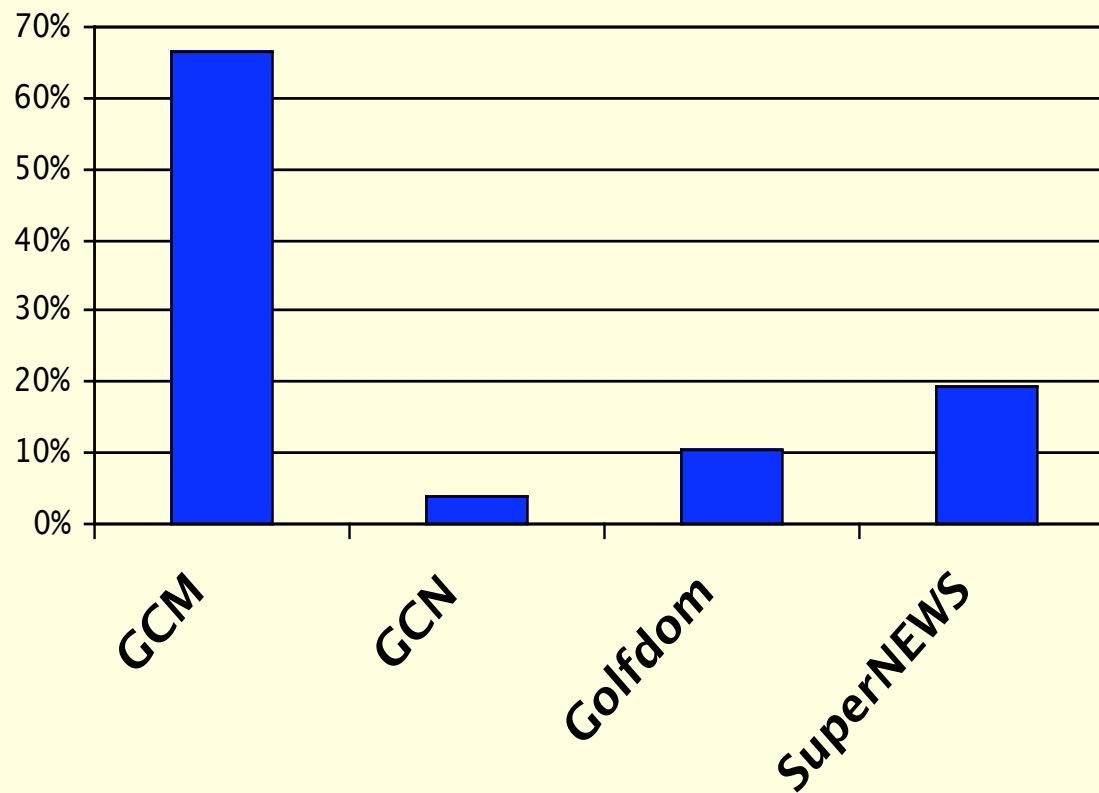
Rely on most for news, info



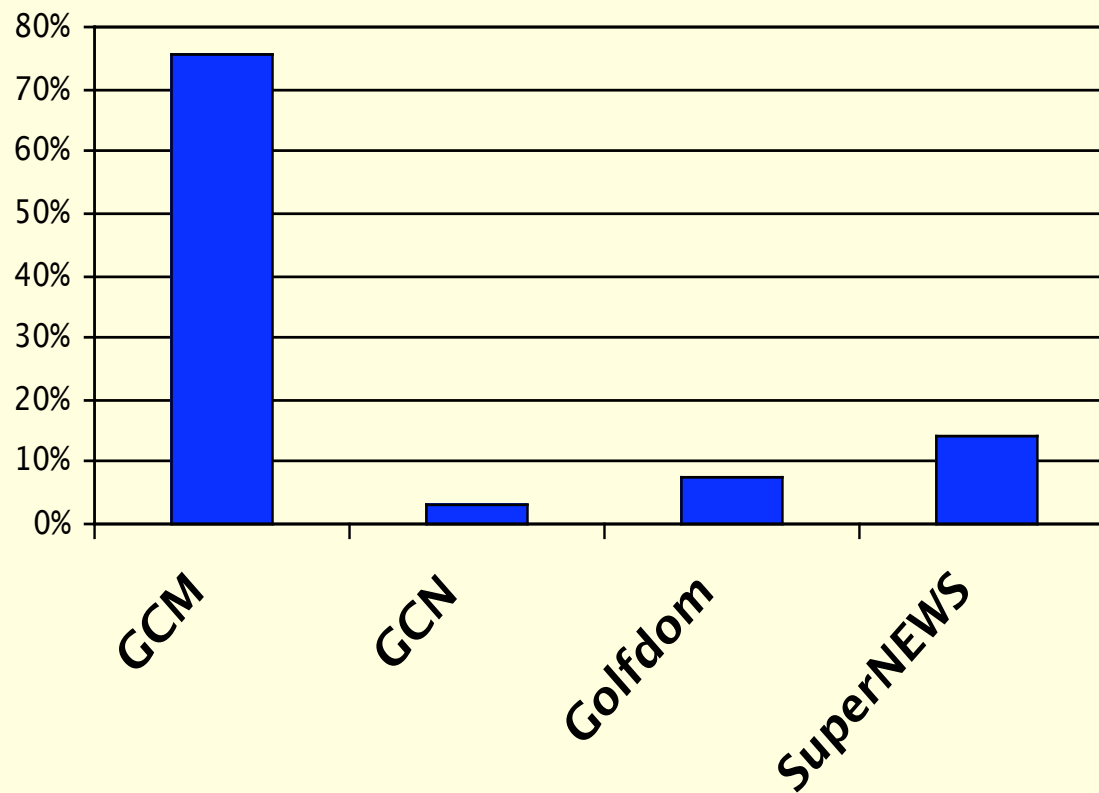
Most news you cannot find elsewhere



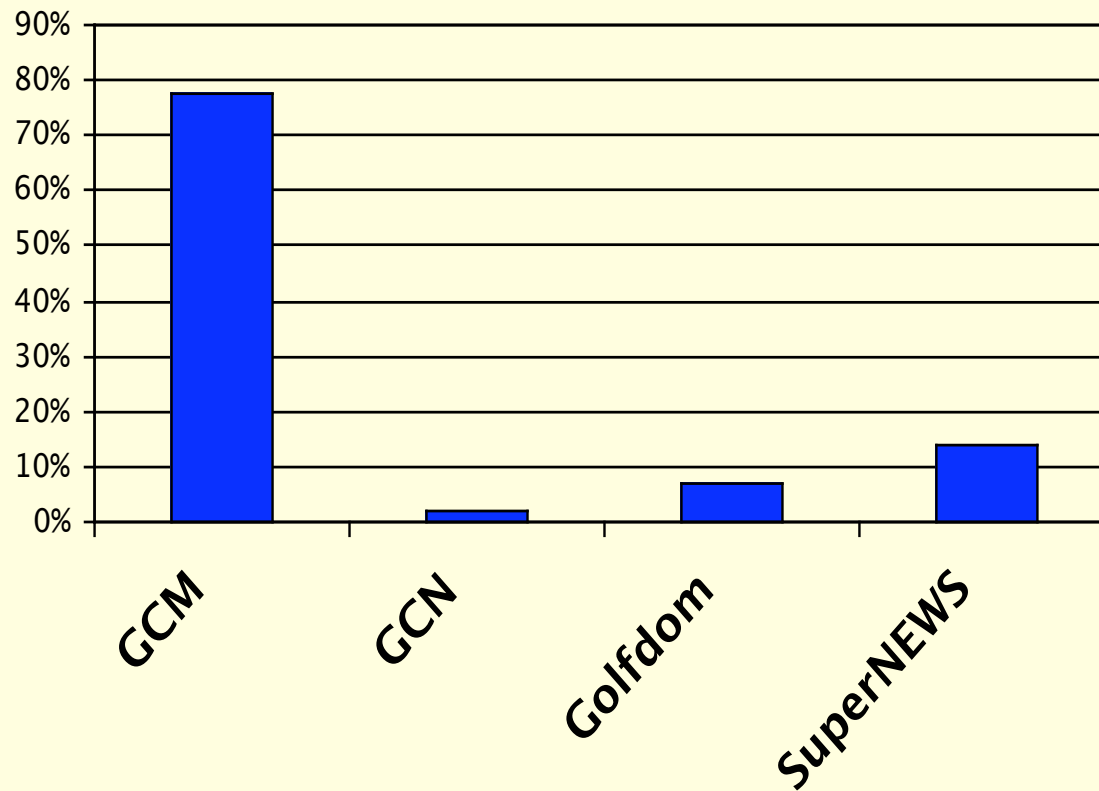
Most useful to you in your work



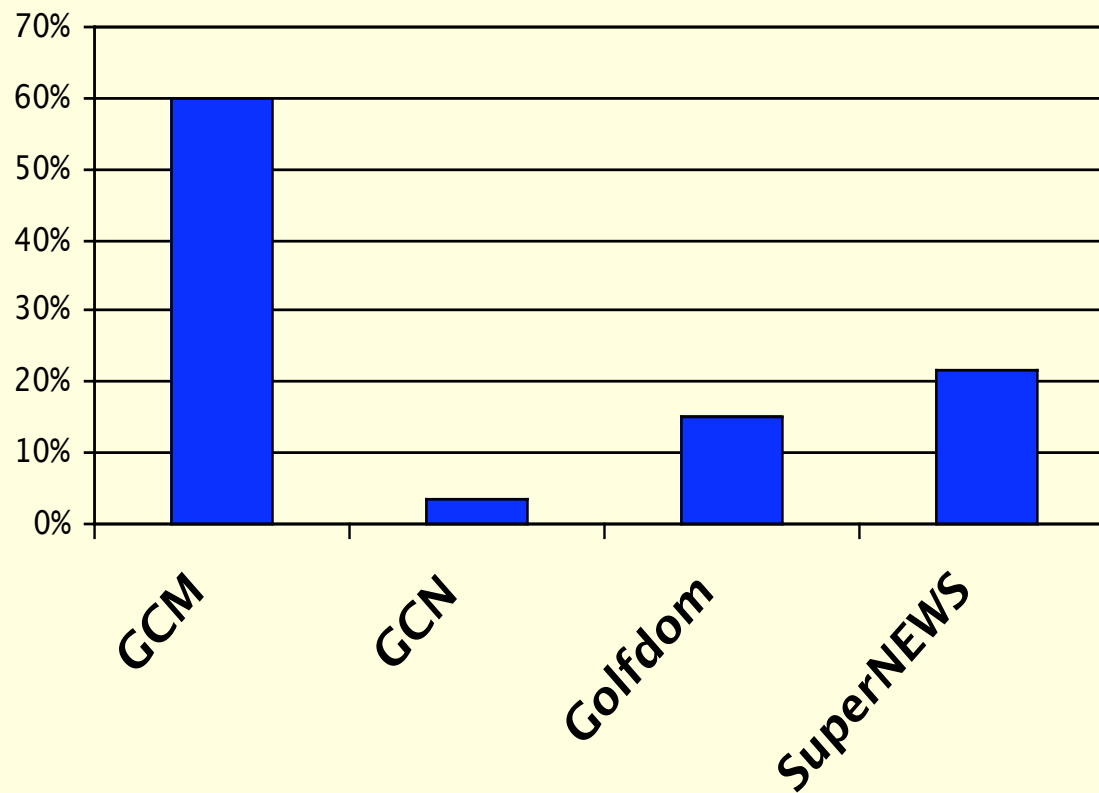
Most valuable reference



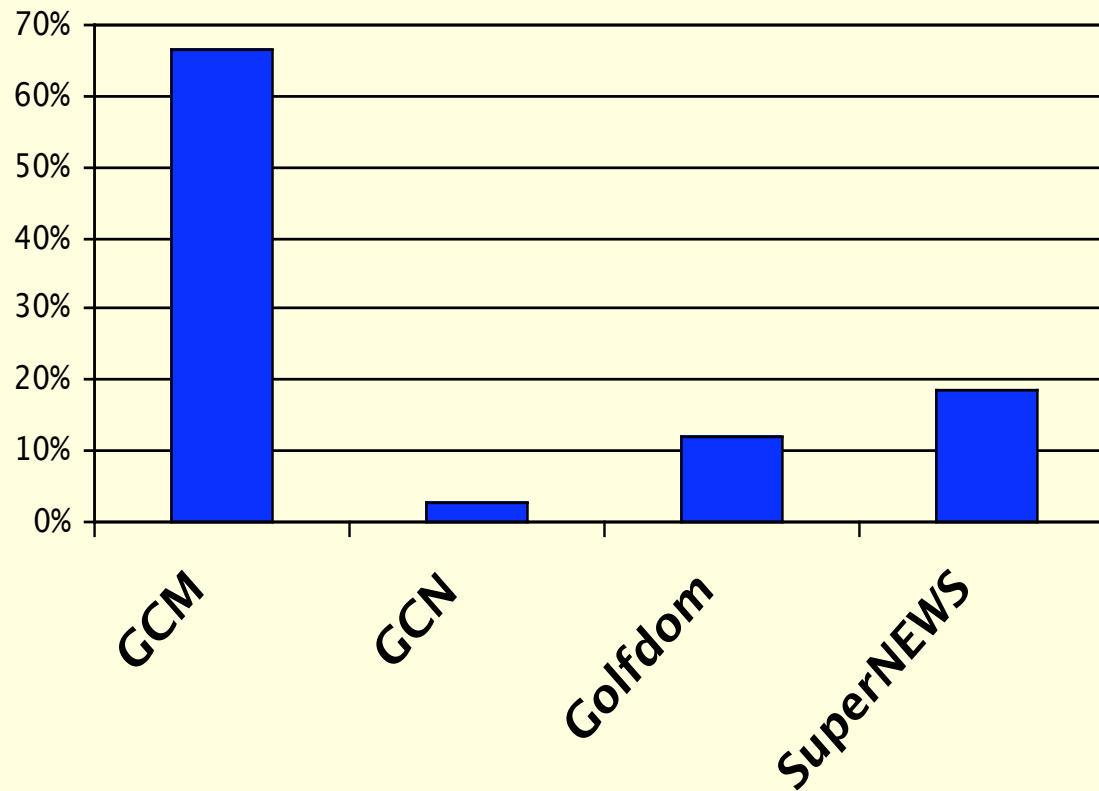
Most serious and authoritative



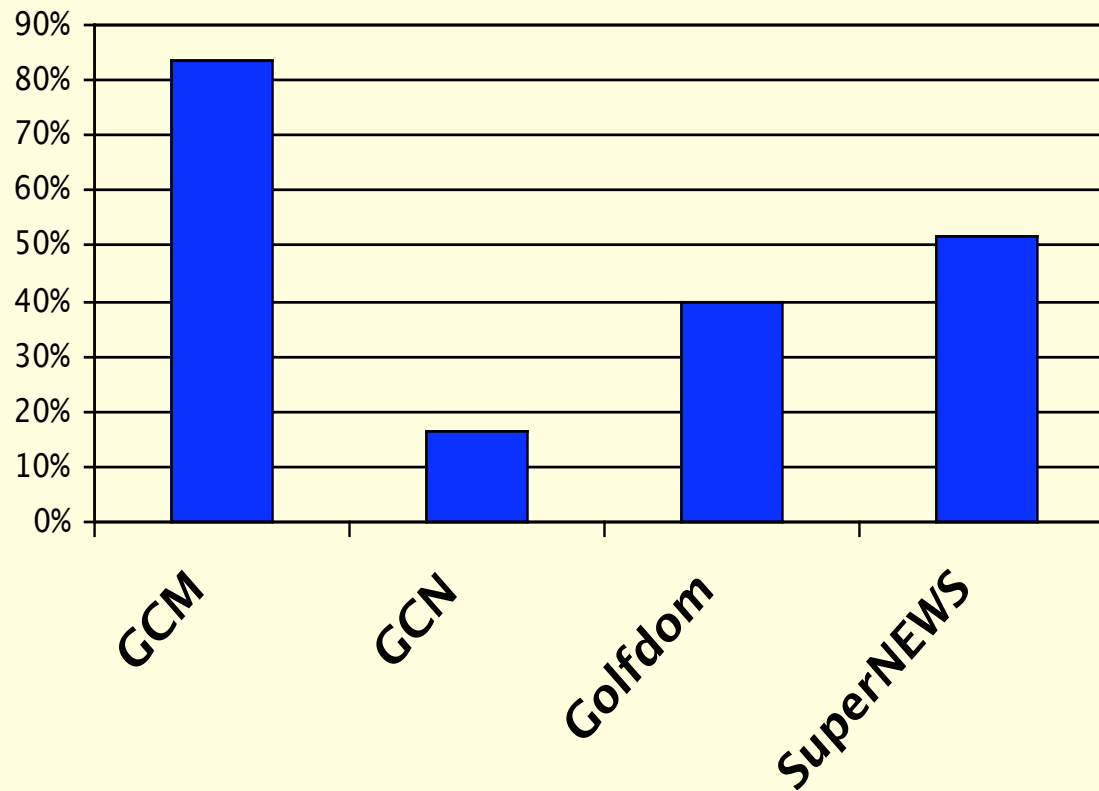
The one you would read if you could read only one



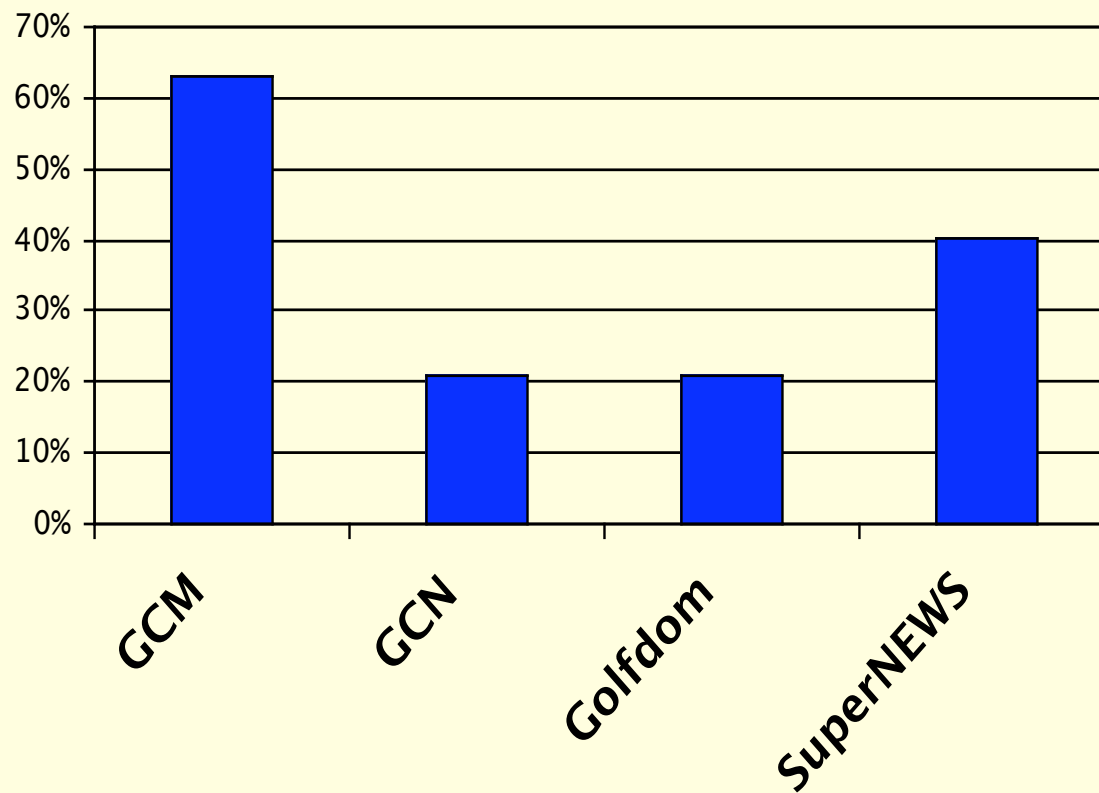
The one you would pay to receive



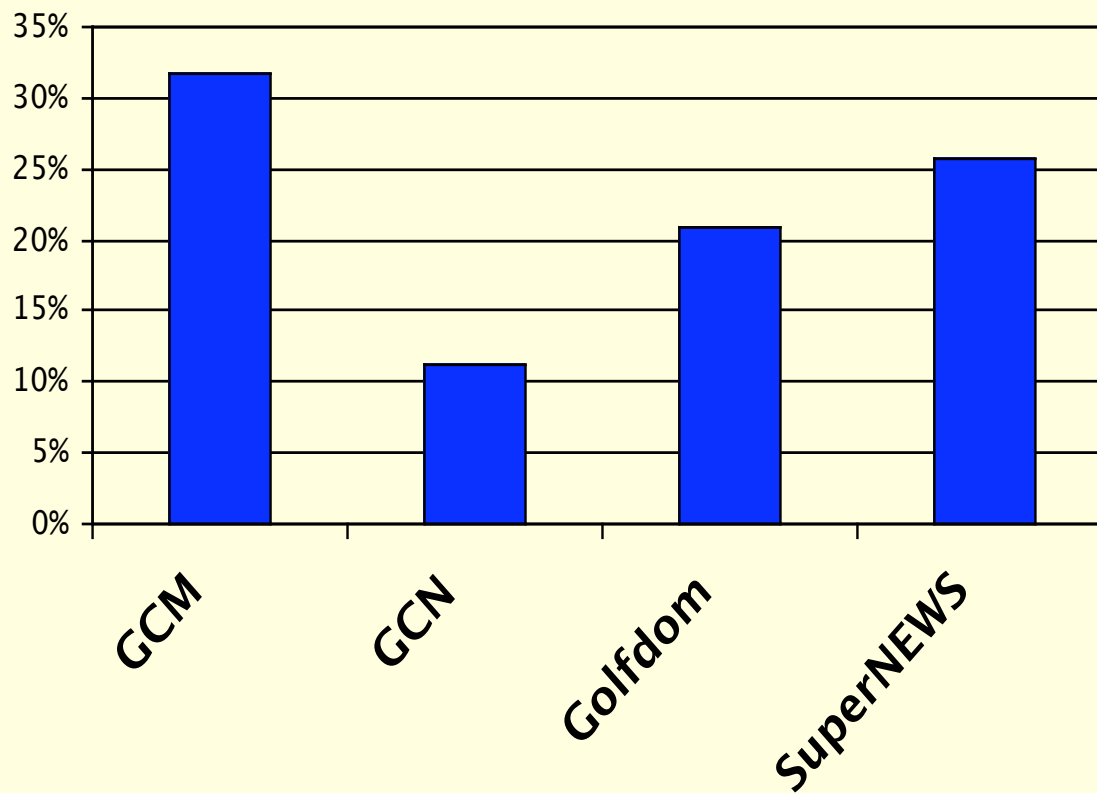
The two you would pay to receive



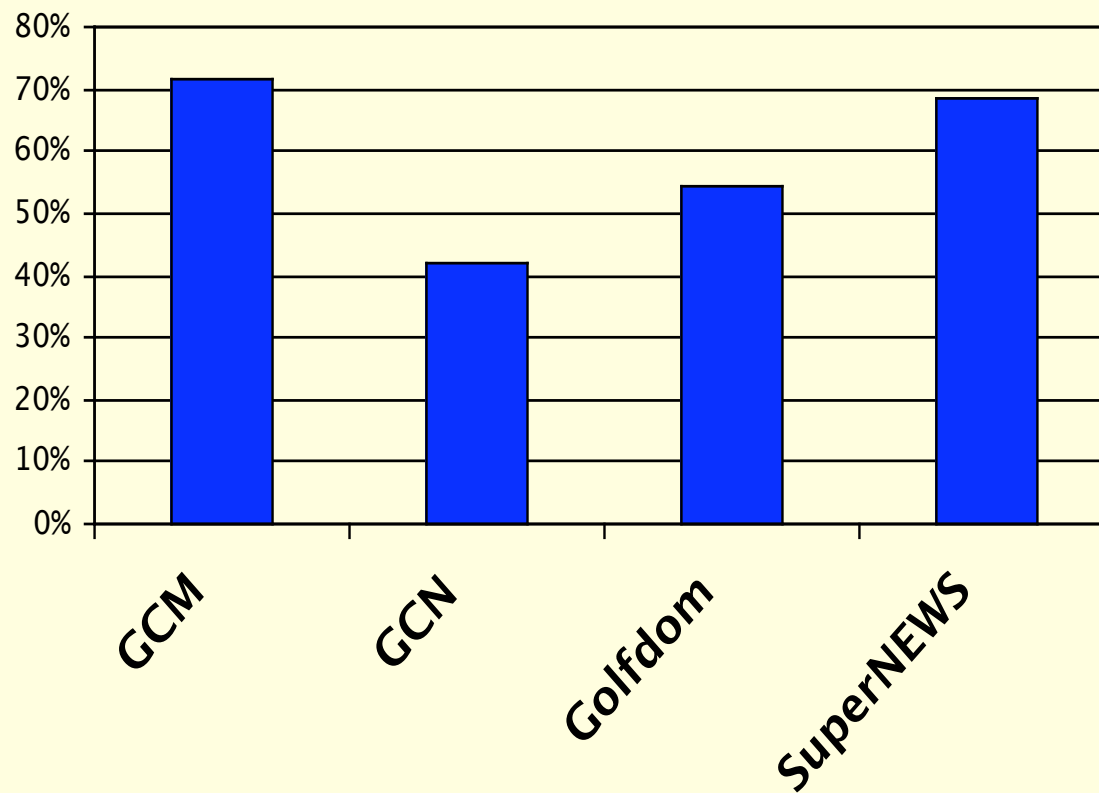
I would recommend this to a friend



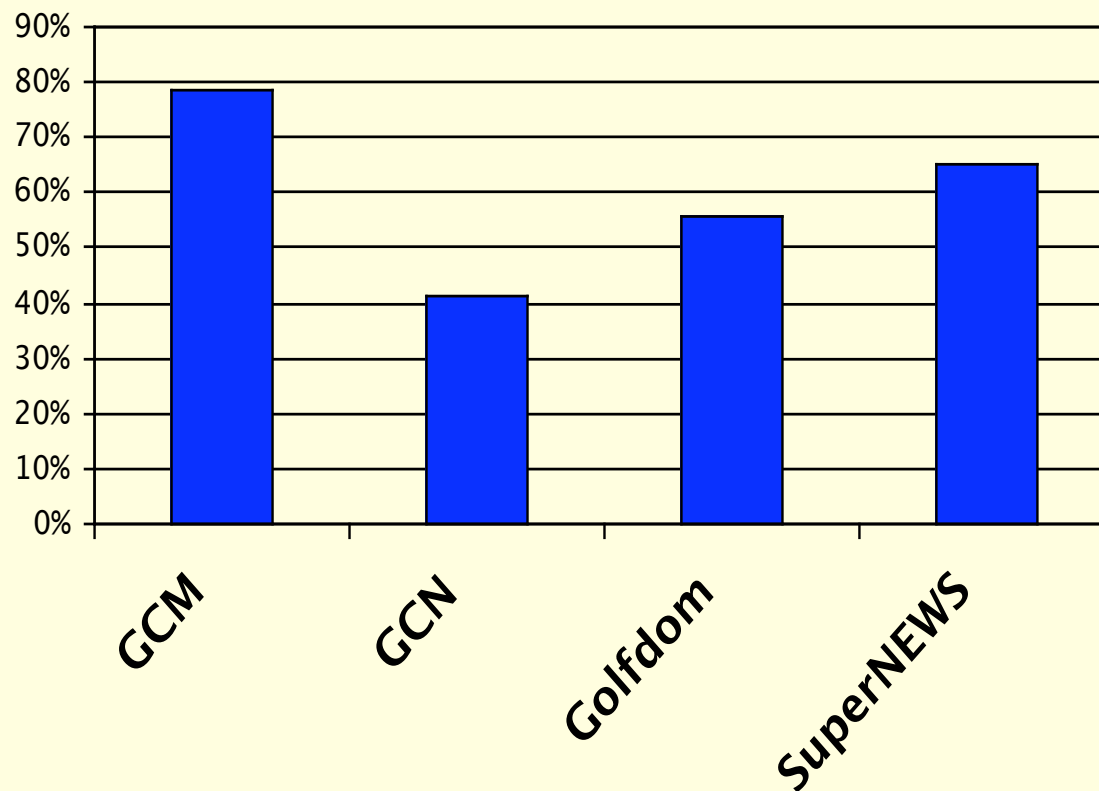
When possible, read from cover to cover



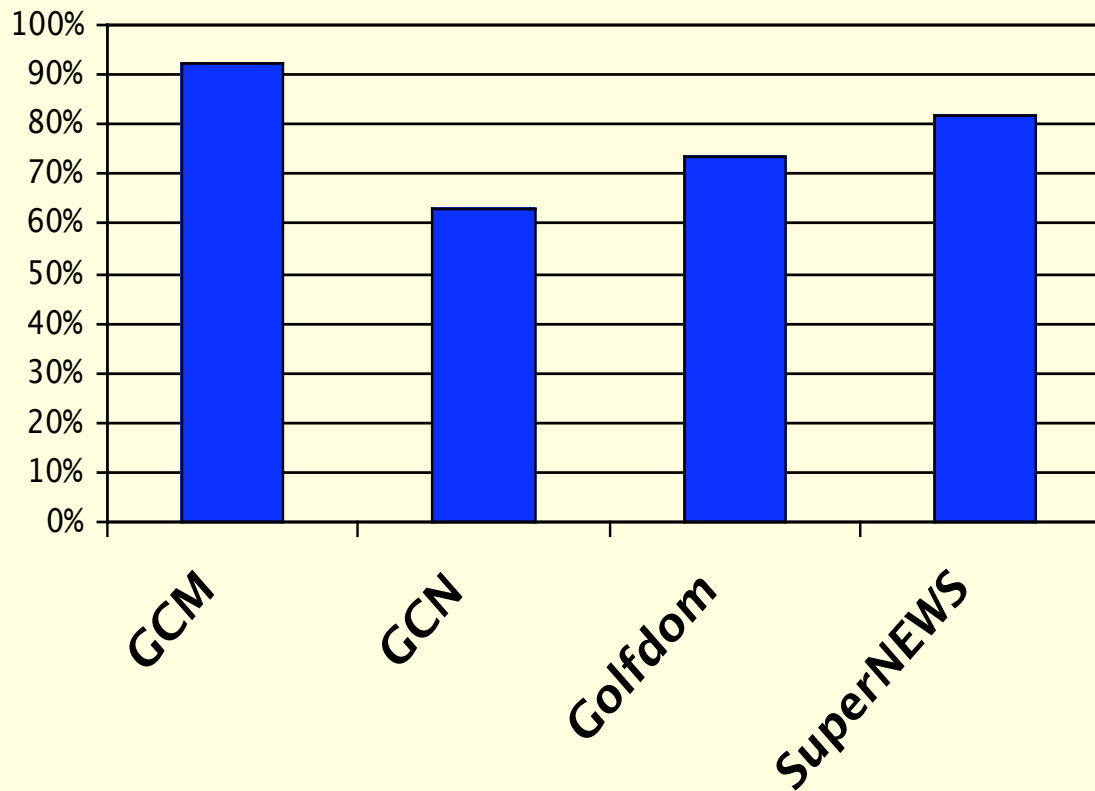
Really look forward to reading this publication



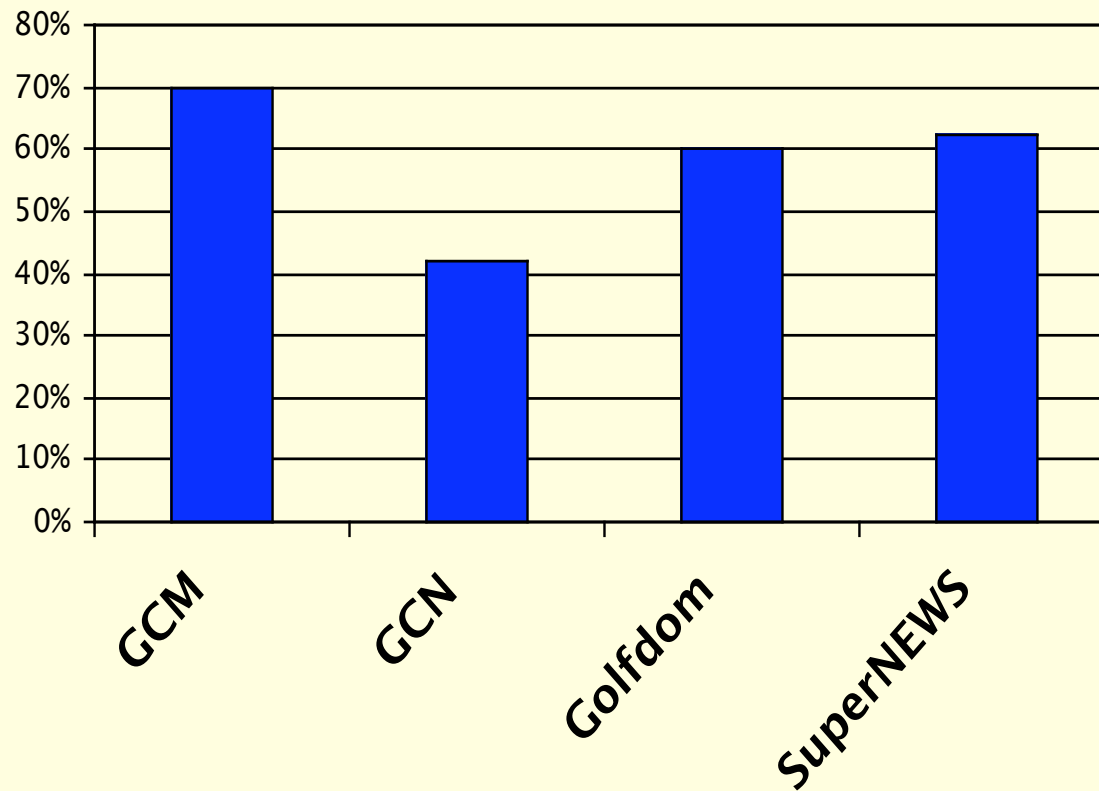
I would miss it if it were no longer available



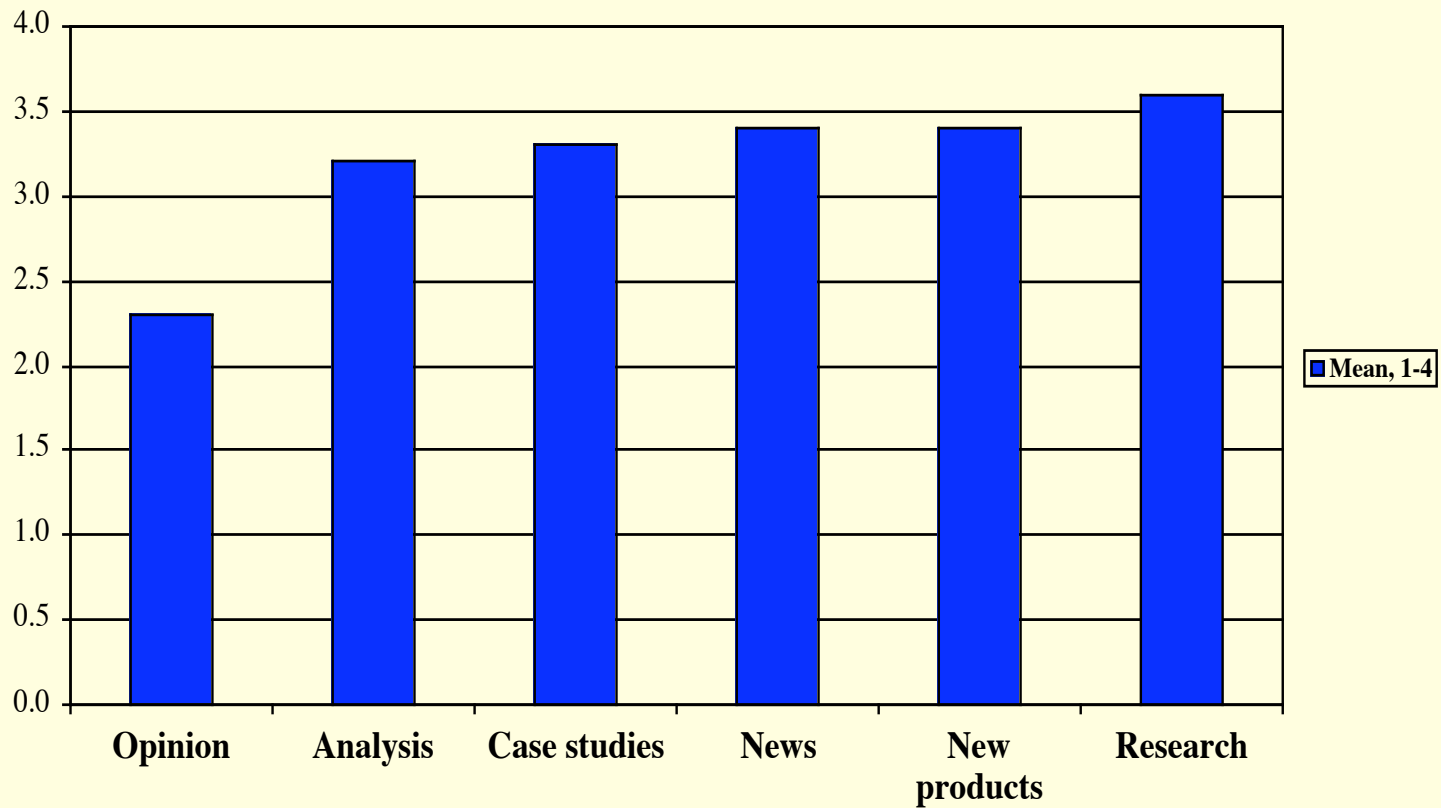
Contains information clearly worth reading



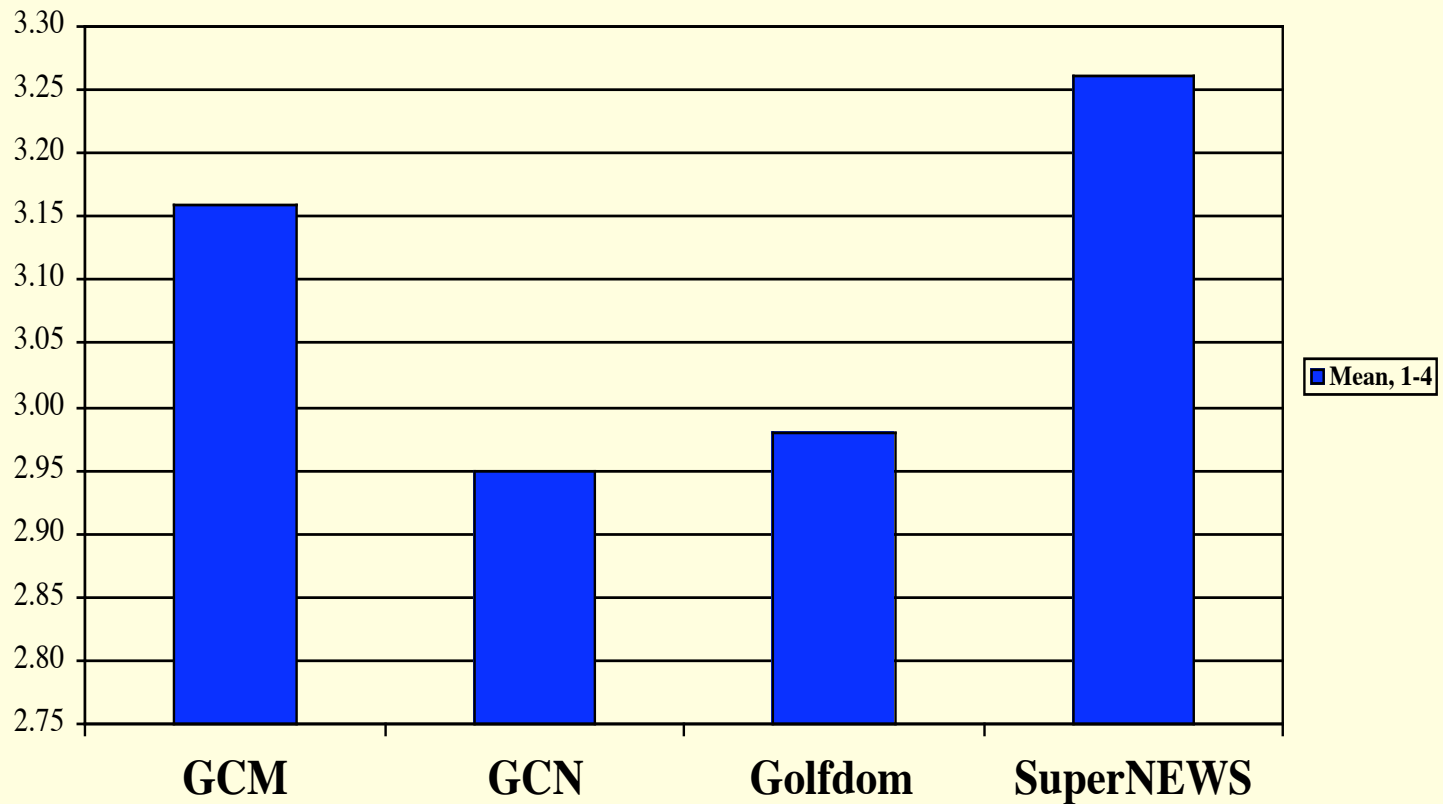
Presents an issue in a way I
hadn't thought of before



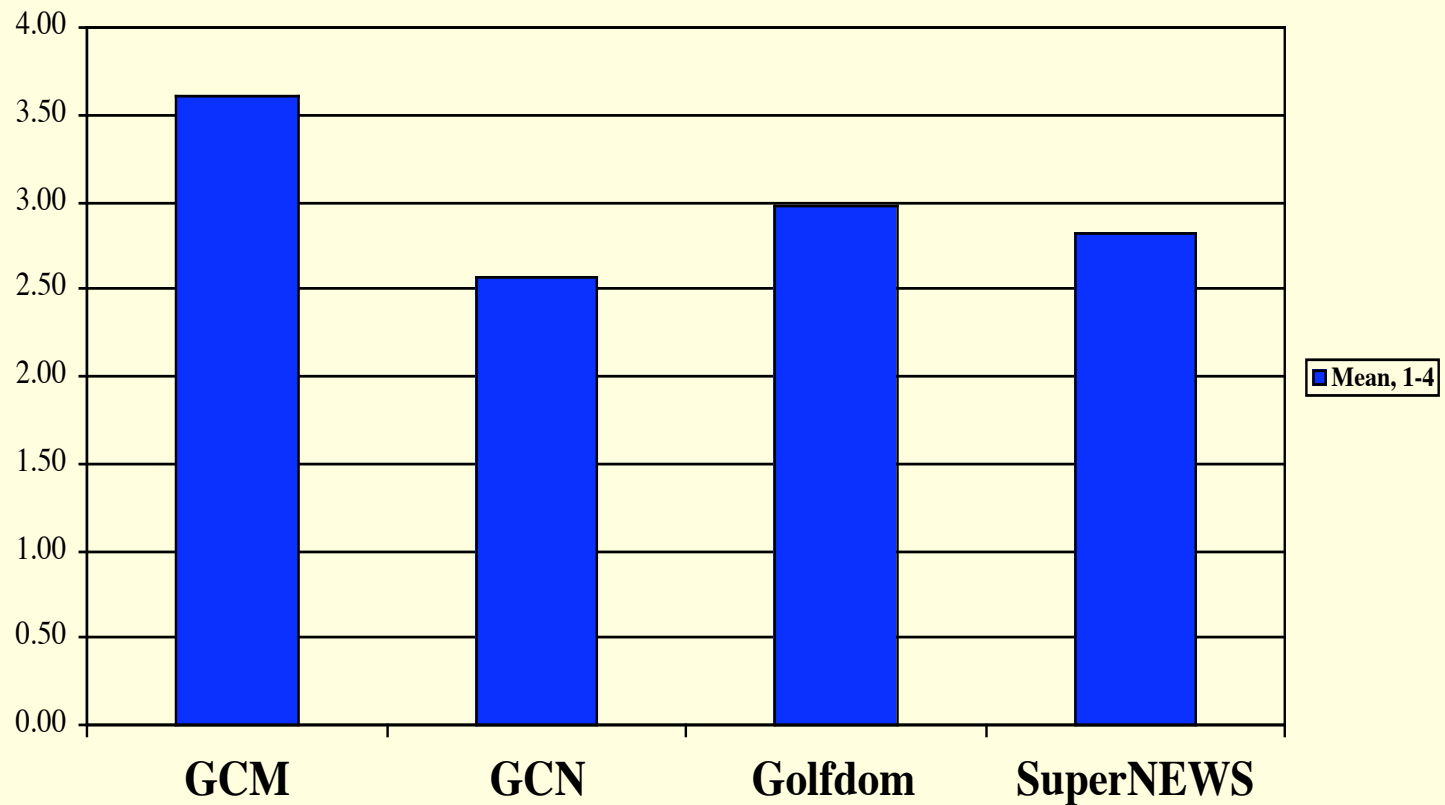
Degree of importance of types of news



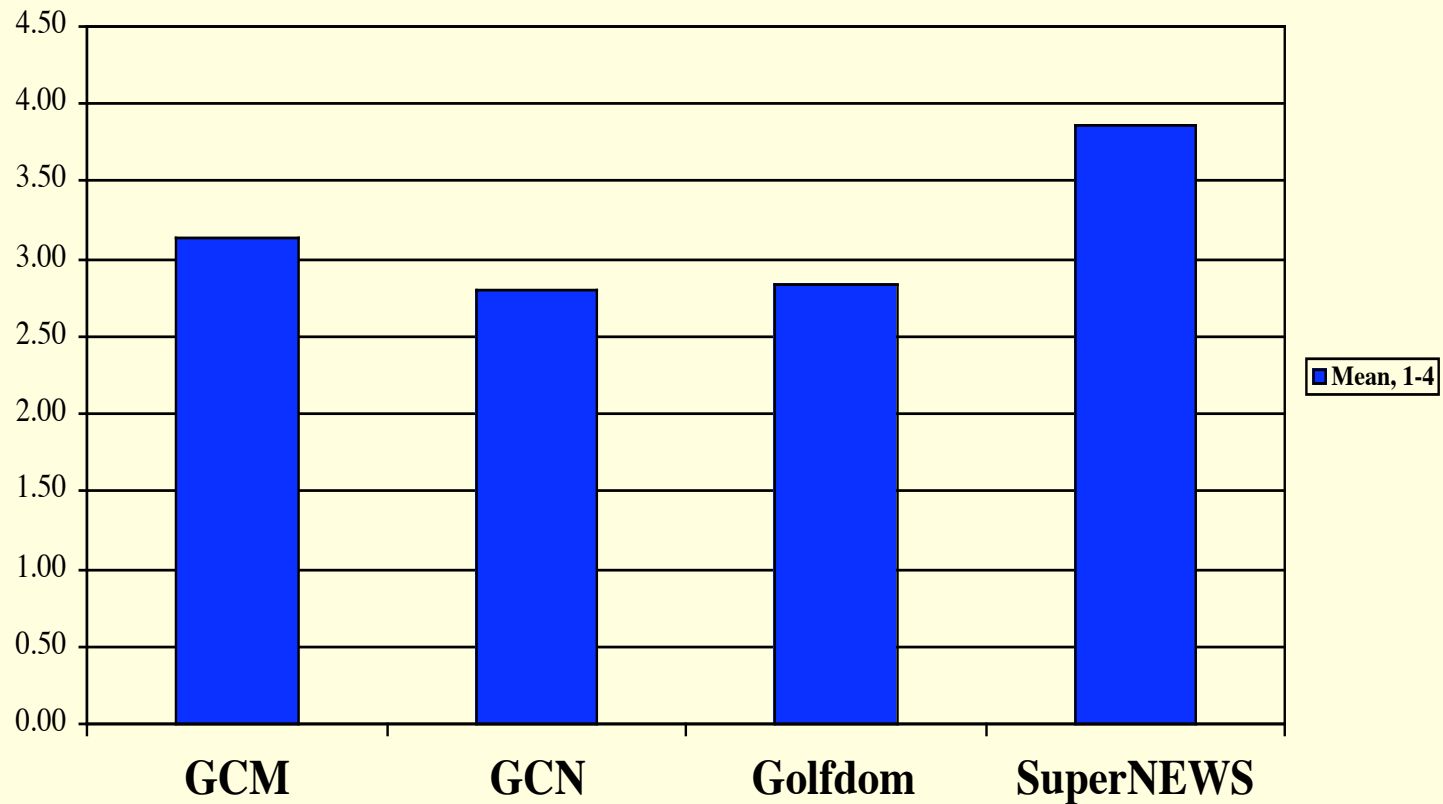
Rating of pub for 'news'



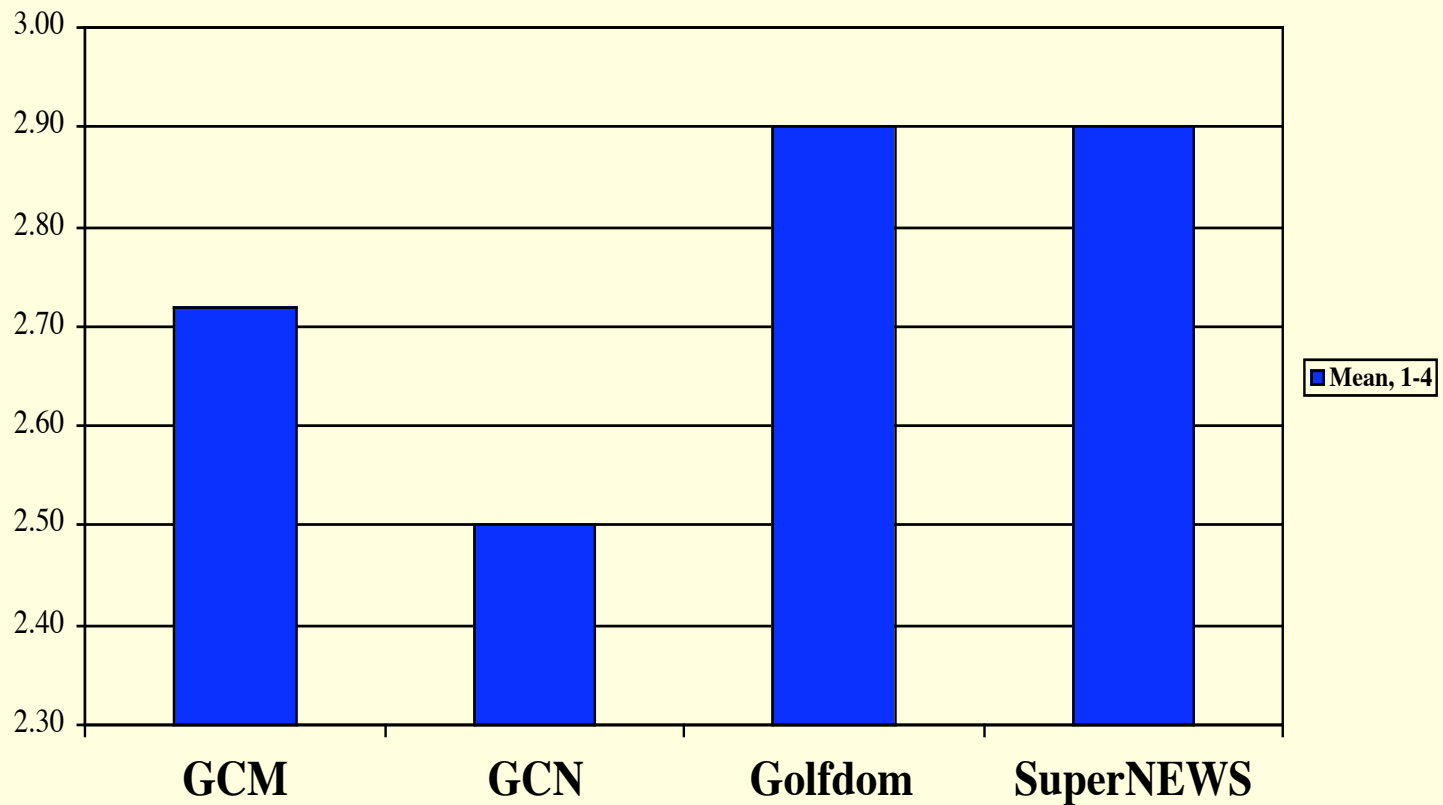
Rating of pub for 'research'



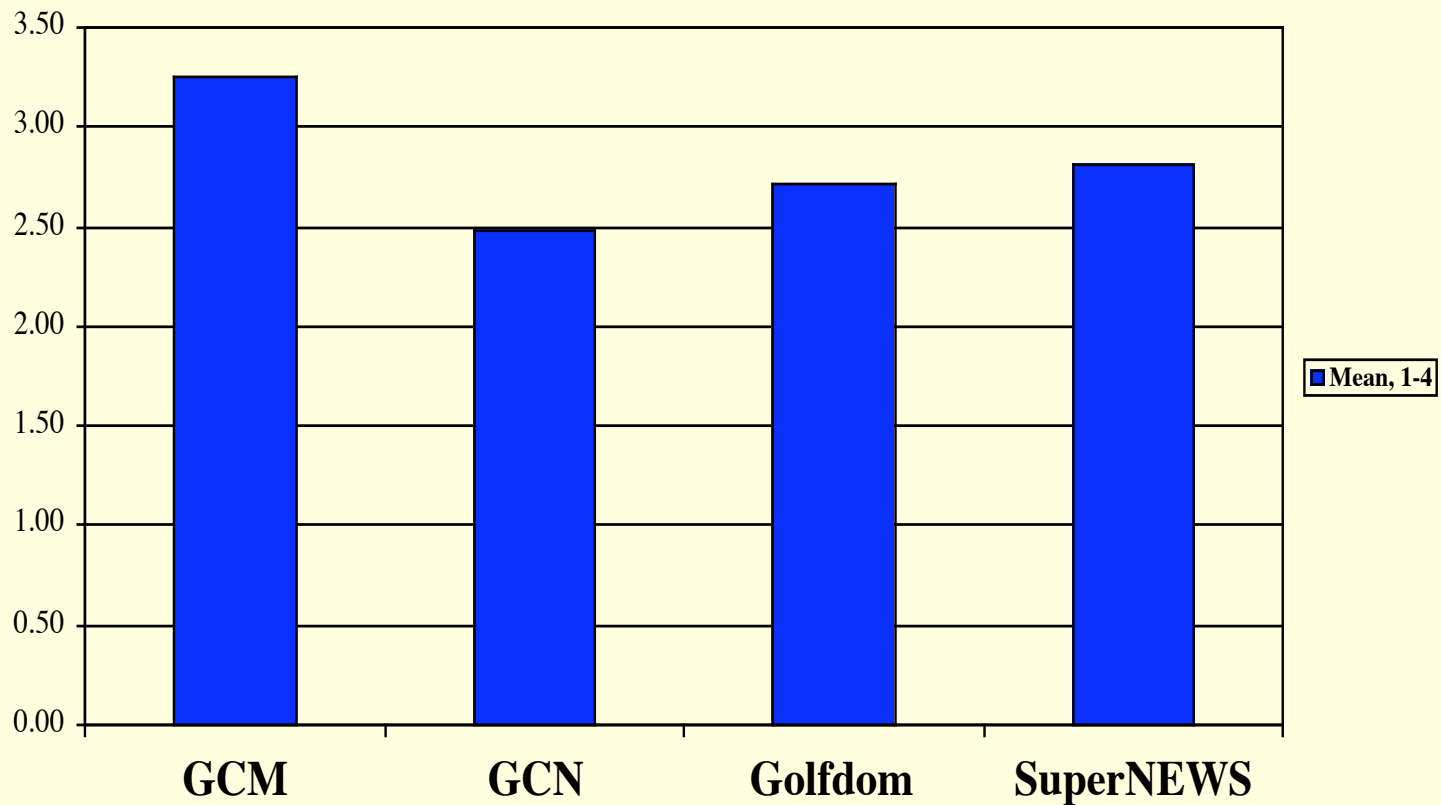
Rating of pub for 'new products'



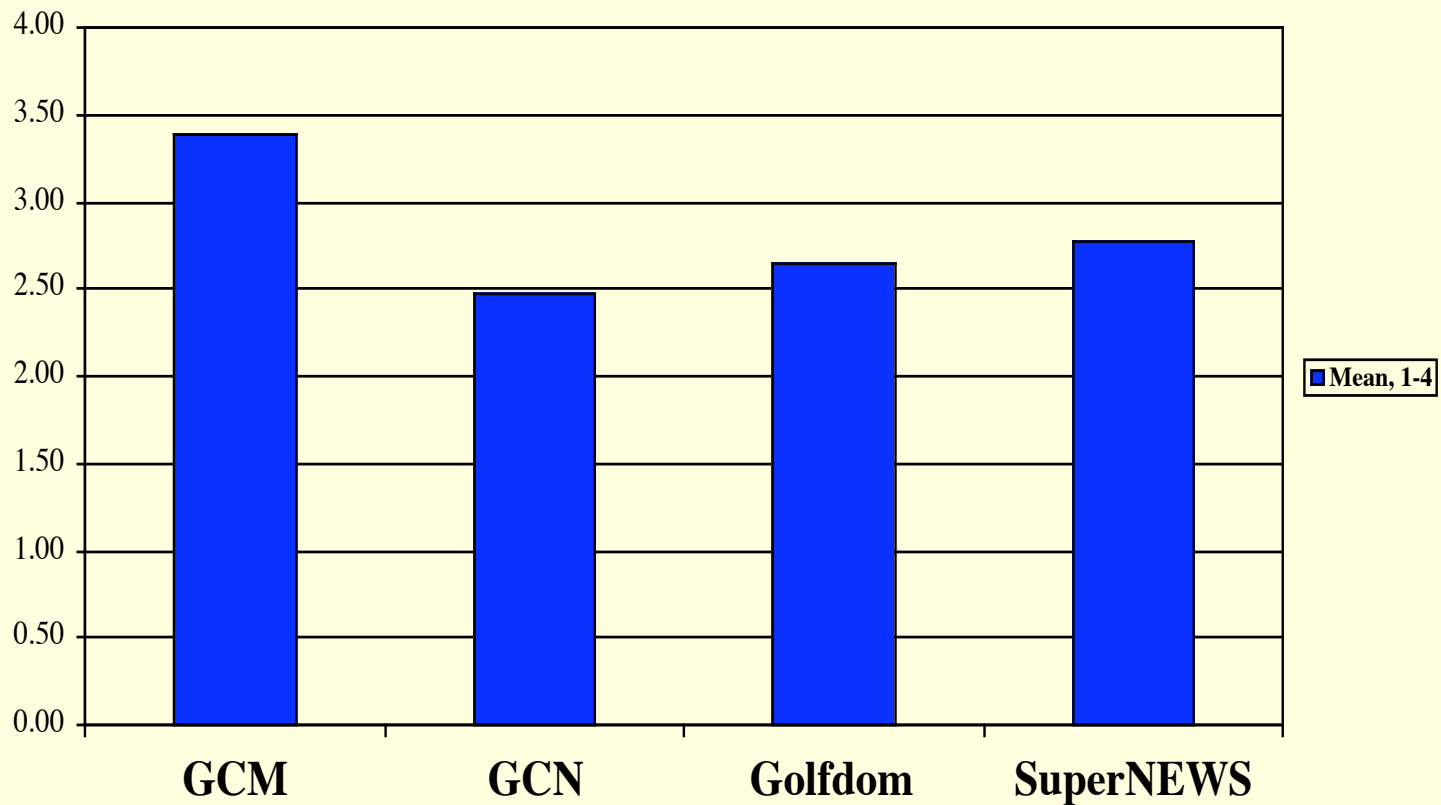
Rating of pub for 'opinion'



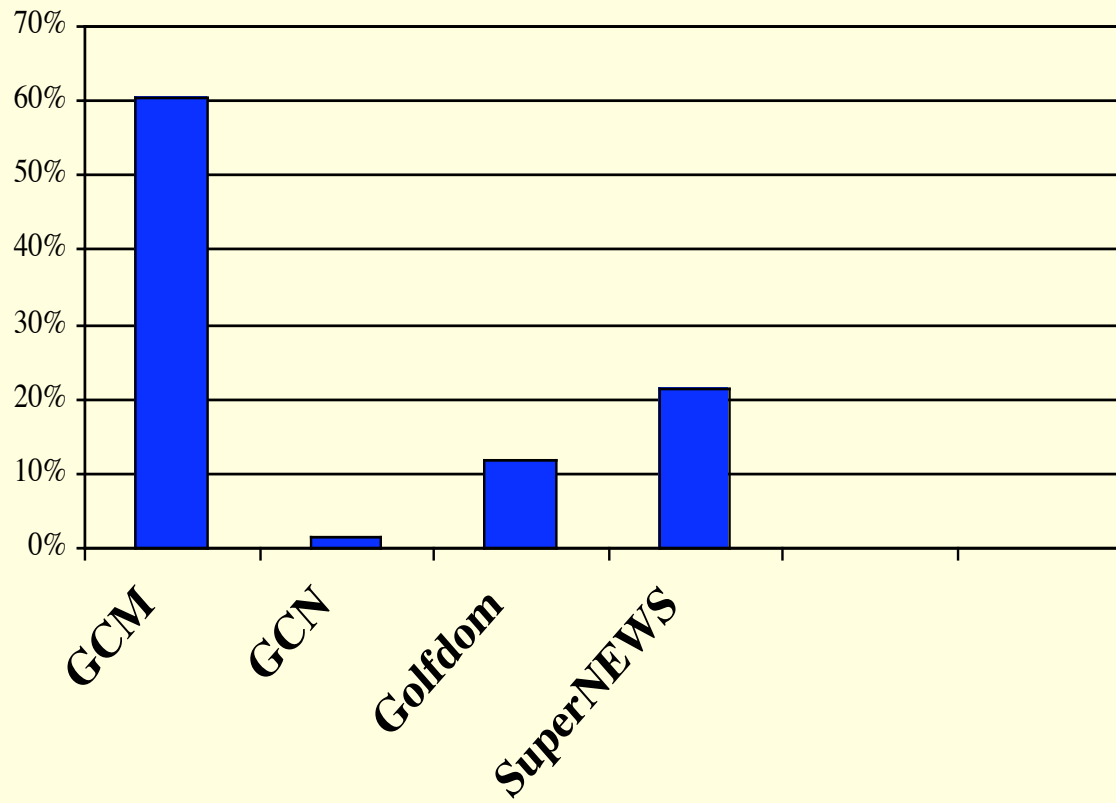
Rating of pub for 'analysis'



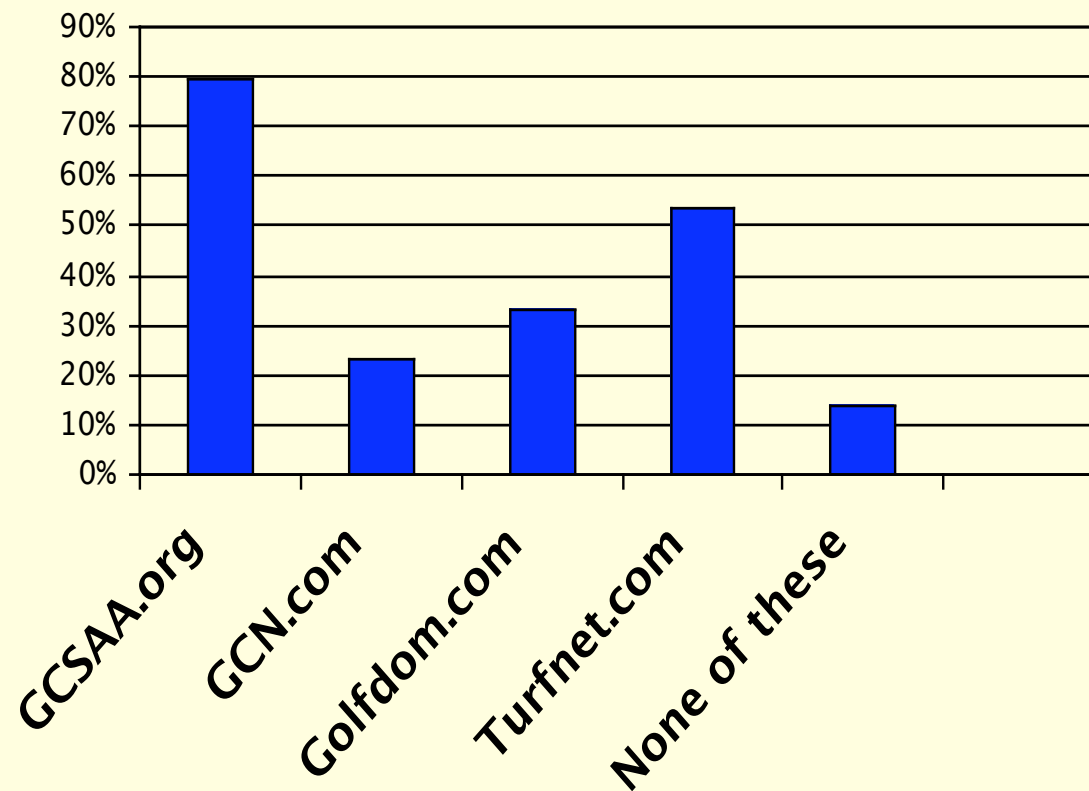
Rating of pub for 'case studies'



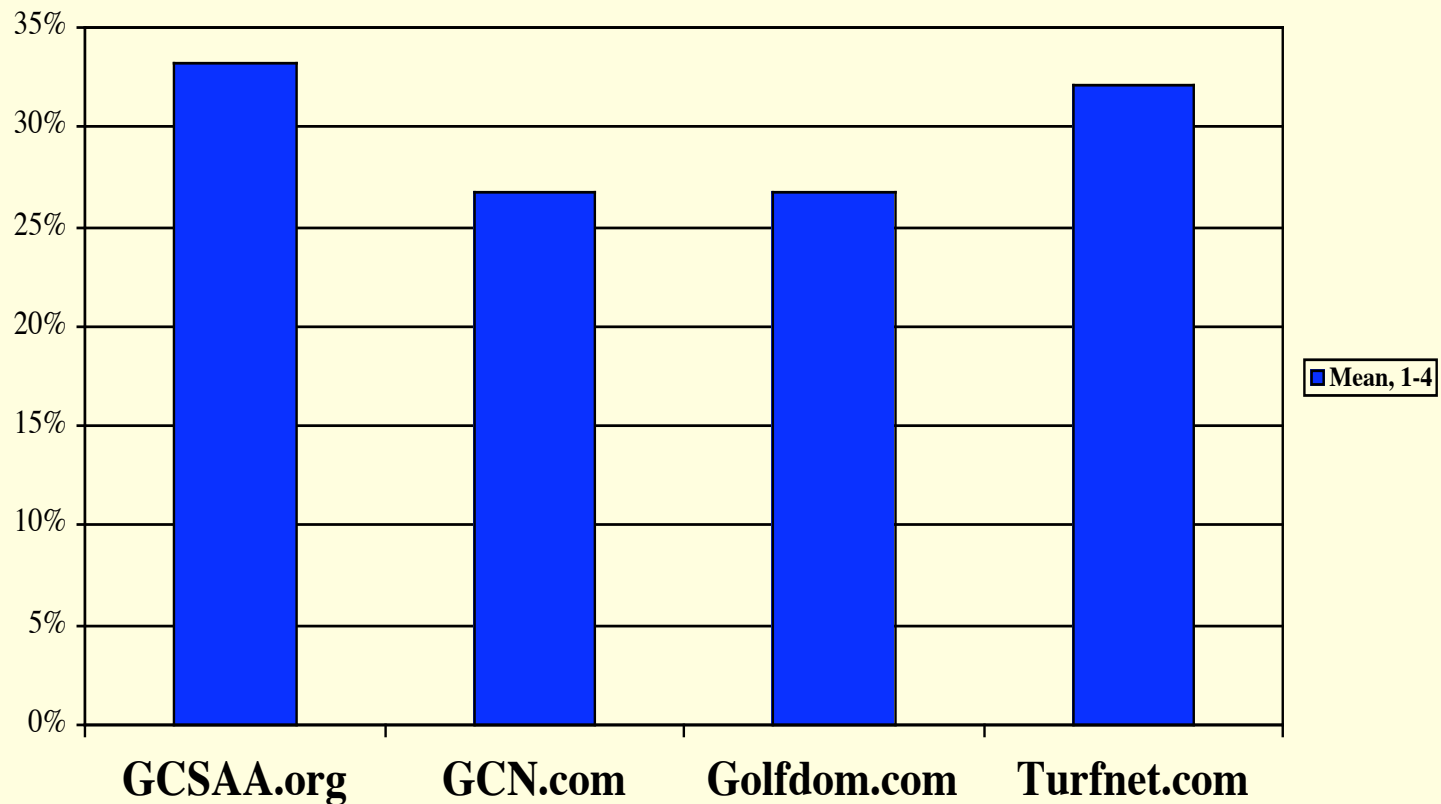
Trade journal valued most



Among 90.4% with Internet access, Web sites visited



Among those with Internet access, Web sites most useful in work



Degree of importance of type of online content

