

## Readership Profile Study

	RPS basic	RPS plus	e-RPS
<b>Measures</b>	Readership habits ( <i>time spent with publication, percentage of issue read, pass-along readers, etc.</i> ) Reader demographics Editorial interests	Readership habits ( <i>time spent with publication, percentage of issue read, pass-along readers, etc.</i> ) Reader demographics Editorial interests Purchasing preference and involvement Other areas of interest	Readership habits ( <i>time spent with publication, percentage of issue read, pass-along readers, etc.</i> ) Reader demographics Editorial interests Purchasing preference and involvement Other areas of interest
<b>Surveys</b>	500 readers via mail	1,000 readers via mail	5,000 readers online
<b>Length</b>	20 questions / two pages, plus cover letter	40 questions / four pages, plus cover letter	40 questions, plus email invitation
<p><i>All mail studies include questionnaire, cover letter, prepaid reply envelope, and \$1 incentives, and are sent with 1<sup>st</sup> class postage stamp.</i></p>			

### Questionnaire design:

- All questionnaires custom designed, and may include choose one, multiple choice, rating, open-ended questions.

### Deliverables (total turnaround time equals 8 weeks):

- Publisher Report – master copy containing executive summary, charts, and all data tables (2 bound copies plus PDF document)
- Summary Presentation – executive summary and key findings, suitable for advertiser presentations (Powerpoint or PDF document)

### Additional options:

- Advance notification letters/postcards
- Follow-up to non-respondents
- Combined mail and online methodologies
- Increased questionnaire length and sample sizes