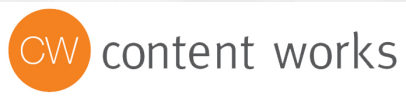


Is your member publication
fighting fit?



Introduction

If there's one thing a members' organisation needs to do well it's communicate with its members - providing a voice for them and nurturing a sense of common-purpose. But evaluating if your own publication is in great shape can be a challenge. So we've created this quick health check tool to provide structure and objectivity.

The Core Elements

Ever feel you are too busy to think? Not a problem as we've done the thinking for you. Having launched or revitalised 100s of publications we have identified the core elements of success, and guide you through them here.

We have also made the process fast. Simply read a statement and select a number that represents how strongly you agree with it. Doing this may raise additional thoughts and questions so write them down as you go.

Findings In A Few Minutes

By the end you will have a clear sense of whether your publication is in great shape, needs a little work, or needs total reconstruction!

So grab your magazine, pour a mug of coffee, and get benchmarking...

Your purpose and your members

	Strongly agree			Strongly disagree		
Our publication has clearly defined aims and objectives that it consistently achieves.	1	2	3	4	5	6
Our publication reflects and reinforces the goals and values of our organisation.	1	2	3	4	5	6
Our publication plays an effective role in recruiting and retaining members.	1	2	3	4	5	6
We know our publication is valued as a key benefit of membership by our readers.	1	2	3	4	5	6
We survey our members every 1-2 years to ensure our publication is hitting the mark.	1	2	3	4	5	6

Design and content

	Strongly agree			Strongly disagree		
The content and design of our publication is as good or better than other industry magazines our members buy and read.	1	2	3	4	5	6
Our design approach is creative but consistent in the use of fonts, graphics and colours.	1	2	3	4	5	6
Our publication's style and tone of voice is wholly appropriate for our membership.	1	2	3	4	5	6
Our publication is professionally written and edited, features original content and does not rely on contributed articles	1	2	3	4	5	6
Our headlines and overall design work hard to draw readers in and encourage read-through.	1	2	3	4	5	6



Membership Publications **QUICK HEALTH CHECK**



Advertising revenues

	Strongly agree			Strongly disagree		
Our advertising revenue covers our production costs.	1	2	3	4	5	6
Our publication revenues go up year on year.	1	2	3	4	5	6
Our publication achieves rate card prices.	1	2	3	4	5	6
Our publication attracts new advertisers in each issue.	1	2	3	4	5	6
Our publication has regular advertisers providing stability and sustainability.	1	2	3	4	5	6

Advertising revenues

	Strongly agree			Strongly disagree		
Our publication has forward bookings into future issues.	1	2	3	4	5	6
Our sales team communicates with us on a regular basis.	1	2	3	4	5	6
Our sales team is very motivated and consistently have fresh ideas for generating revenues.	1	2	3	4	5	6
Our sales team keeps abreast of and utilises current advertising trends.	1	2	3	4	5	6
Our publication offers online advertising options.	1	2	3	4	5	6



Membership Publications **QUICK HEALTH CHECK**

CW content works

Prognosis

Strongly agree

Strongly disagree

If you have more than a few of these...

1 2 3 4 5 6

If your answers are not dominated by these...

1 2 3 4 5 6

You need help.

Take Action

- You are now aware of your strengths and weaknesses, and this empowers you take useful action.
- With our help, your publication can be one of the key benefits of membership, and an effective marketing and recruitment tool for your organisation.
- Whether you are already using contract publishers for your organisation's magazine or are producing it in-house, we can offer our recommendations (without obligation) and show you how to add value on every level. The following page tells you what to do next.

Next step

- ✓ **Send us a copy of your magazine for a FREE, honest, no-obligation appraisal.**

We're on a mission to raise editorial standards and maximise revenues of membership organisations. With years of experience in every aspect of membership magazine production and advertising, not to mention many industry awards under our belt, we're confident we know a thing or two about what makes for an effective, engaging and entertaining publication.

Editorial & Design

Send your print publication to:

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Redditch
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