

Editorial & Content Audits

Step into the mind of your readers and visitors.
Learn what they really need and want.

It's truly amazing just how the delivery of information has changed and keeps on changing. Perhaps you can remember how it was just 20 years ago at the start of the internet age and we were happy to have the speed of fax machines. Even if you don't remember, all that matters now is that we live on internet time.

This is precisely why as a provider of information to your stakeholder group it's good to have their feedback on the how and what: How do you access and look for information and what do you look for? What's important to you that helps you do your job and manage your business?

A Communication & Content Audit steps into the heart of this conversation. It's a custom survey that the Readex team works with you to develop, typically getting into such subjects as:

- Channels stakeholders use to access information including print, your website and other digital sources.
- Readership of your magazine including frequency and thoroughness, average reading and visiting time, pass-along magazine readership.
- Feedback on specific attributes of your magazine such as ease of reading, relevance, credibility and more.
- What other media brands do they use?
- Suggestions for content topics.
- Insight on actions taken after using your channels.
- Professional and/or personal demographics which puts life behind your user numbers.

You'll be able to use the information from the Audit, along with other feedback you have, to fine tune offerings, both what is offered and content. In today's fast-paced age, we all need to make sure our consumers get what they want and how they want it.

Let us learn about your specific needs and interests then prepare a custom proposal for your consideration. Please contact Mike Zeman at 651.439.8297, or send an email to: mzeman@readexresearch.com.