

# Reader Profile Research

Selling the value of the market your publication represents is job #1! You have to demonstrate to advertisers what's in it for them. In other words, if they run ads with you, who will they reach and how does your market match up with their needs? These questions and more are answered with a Reader Profile Study.

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When you're out there making calls, one of the very first thing you need to do is connect with your customer in a tangible, meaningful way. You need to clearly illustrate how your audience is right for their products or services. It's more than just talking about circulation. You need to bring your audience to life with current and credible reader profile data.

## How a Reader Profile Study will help you sell more ads:

- ✓ Provide proof with your study's data that documents how your audience is right for advertisers.
- ✓ Opportunities for exciting, important executive presentations.
- ✓ Talk about your audience as a whole and break out key segments with cross tabulation data.
- ✓ Show clients and prospects you care about their success by investing in quality research.

## What kind of Reader Profile Study is right for you?

You have two choices when working with Readex:

### Option 1:

A customized solution, unique to your specific objectives. Once we understand your needs, we create a customized proposal which illustrates all the study details related to questionnaire content, sampling, methodology, deliverables and costs.

### Option 2:

The packaged Reader Profile Study:

- Up to 20 questions. Choose from our question bank of ideas or we can use ideas you have. Final questionnaire design is handled by our research pros.
- Set up of the online survey website.
- All activities related to data collection.
- Tabulation of results, data tables, and one set of cross tabulations for more granular analysis and a PowerPoint deck with one slide per question.
- Post-study conference call to be sure your team gets off to a great start using your results!
- Inquire about our package price.

Please contact Mike Zeman, Director of Sales-Custom Surveys:  
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