**Magazine Coach**

Consultation Program

**Pre-Consultation Business Management Survey**

The following is a list of information that should be provided before the consultation. It contains information necessary for the preparation of the meeting.

Magazine:

Contact Person:

Title:

Address:

Email address:

Telephone:

**PART 1: GENERAL INFORMATION**

1. Which medium is your magazine most closely identified with?

Print Online

1. For how many years has your magazine been published?
2. What is its frequency of publication or postings, e.g. 4 times per year, monthly, daily, continuously, etc.?
3. What is your editorial mandate?
4. What kind of people read it?
5. Which magazine media are your competition:
   1. in British Columbia?
   2. in Canada?
6. How do you promote your publication? Please list all types of promotion:
7. What is your URL?

**PRINT MAGAZINES**

8. Per issue: What is the total circulation?

Paid subscribers?

Newsstand?

Controlled/request circ?

**ONLINE MAGAZINES/YOUR WEBSITE**

9. What is your VPM?

VPY?

Other relevant stats & analytics, e.g. location of readers, other demographics?

**PART 2: EDITORIAL INFORMATION**

10. What is your editorial mandate?

11. What percentage of your magazine is editorial?

12. Is this the percentage you want? Y N What would be ideal?

13. Have you ever conducted research to determine your readership profile (i.e., a subscriber study)? Y N

If yes, when was this last done?

**PART 3: ADVERTISING INFORMATION**

14. What percentage of your total revenue is generated through advertising?

15. What kind of advertisers do you currently run?

16. What advertisers would you like to run that you don’t currently?

17. What are the most common objections advertisers have regarding advertising in your publication?

**PART 4: BUSINESS PLANNING INFORMATION**

18. Do you have a business plan? Y N

If yes, when was the last time you revisited it?

19. Please list your revenue sources by percentage:

20. Do you have an accurate and current overview of all your costs? Yes No

21. What is your magazine’s position in the marketplace?

22. Did you do any research prior to launching your magazine? Yes No

23. Do you have a budget (monthly, annual, long-term)? Yes No

If yes, have your actual revenues/expenses stayed true to your budget?  Yes No

24. Do you perform regular cash flow projections? Yes No

25. What are the greatest challenges that your business currently faces?

26. What do you hope to achieve through this consultation? Is there anything else the consultant should know?

Please send the completed survey, two recent issues of your magazine or links to typical content, plus (if you have them) a copy of your business plan and budget directly to your consultant, cc’ing Sylvia Skene at [exec@magsbc.com](mailto:exec@magsbc.com)

**All answers will remain confidential.**