**Magazine Coach**

Consultation Program

**Pre-Consultation Digital Media 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. Medium your magazine is currently most closely identified with: Print OR Online
2. Published for (years):
3. Frequency of publication or posting, e.g. 4 times per year, monthly, daily, continuously:
4. Editorial mandate:
5. What kind of people read your magazine?
6. Which magazine media are your competition:
   1. In British Columbia?
   2. In Canada?
7. How do you promote your publication? (Please list all types of promotion.)

**PART 2: ONLINE/EPUB INFORMATION**

1. Website homepage URL:
2. Web presence for (years):
3. Last time website redesigned (month & year):
4. Web traffic:
   1. VPM:
   2. Page Views:
5. Social media presence:

|  |  |  |
| --- | --- | --- |
| **Social Network** | **URL** | **# of Followers** |
| Facebook |  |  |
| Twitter |  |  |
| Instagram |  |  |
| Pinterest |  |  |
| YouTube |  |  |
| LinkedIn |  |  |
| Other: |  |  |
|  |  |  |
|  |  |  |

1. Have you ever conducted research to determine your online readership profile?

Yes No If “yes”, when was this last done?

1. Which areas of digital publishing are you most interested in learning more about?

* Editorial
* Advertising
* Design
* Non-advertising revenue
* General overview

1. Which platforms / products are you looking to create or improve?

* Web presence
* Electronic editions (e.g. iPad, Zinio, Texterity)
* Social Media

1. What percentage of your total revenue is generated through online activities?
2. Do you publish an electronic newsletter? Yes No
3. If “yes”, how many subscribers do you have?
4. How would you rate your team’s knowledge level of Web and digital publishing technologies?

* Introductory
* Moderate
* Knowledgeable
* Expert

1. Do you use a statistics service to monitor web traffic, e.g. Google Analytics?

Yes No If “yes”, which service(s)?

How often do you review this data?

1. How much of your print content do you put online?

* All
* Some
* None
* N/a; we’re only online

12. How often do you update your Web site, e.g. daily, weekly, biweekly, monthly?

13. What content management system do you use on your site?

* WordPress
* Drupal
* Joomla!
* Expression Engine
* TextPattern
* Radiant CMS
* Cushy CMS
* SilverStripe
* None
* Other:

1. Please describe the staffing/resources you dedicate to online activities:
2. Who handles online editorial, advertising sales and maintenance?
3. What is the average number of hours a week they spend online?
4. What type of feedback have you received regarding your online presence?
5. Which of the following do you currently sell online?

* Subscriptions
* Advertising
* Merchandise

For ads and merchandise, please describe:

17. What are your online goals? What would you like to be doing that you aren’t?

18. For any changes to your online presence or digital products, would these be done in-house or by hiring a company or contractor?

How much are you willing to spend? (This confidential information will help the consultant tailor their recommendations.)

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

**PART 3: AFTER COMPLETING THIS SURVEY**

Please send:

* This survey
* A sample of your site’s traffic statistics
* Links to at least 2 recent issues of your print magazine, if applicable. If only print copies are available, please ask your consultant for his or her mailing address.

to your assigned consultant.

Please also send:

* Email or mail a Magazine Coach application with payment to Sylvia Skene, executive director, MagsBC [exec@magsbc.com](mailto:exec@magsbc.com)

The member portion of the consultation fees is $175/half day or $300 for a full day in advance. Very small magazines may ask to have this fee reduced or waived.



Funded by the Government of Canada.