

Small But Mighty Profiling Questionnaire

Name: _____

Publication: _____

PART 1: What's Important?

1	Unimportant
2	No opinion either way
3	Somewhat important
4	Very Important
5	Critically Important

For each scenario or question below, please mark at the right the number that best reflects your opinion on the impact of the issue on your publication by changing its font color to **RED**. Use the scale above to match your opinion. Please mark answers by highlighting the font of the number and changing color to **RED**, and then Email it back to me as an attachment. I'll process, calculate your confidential profile score, and Email back to you. Thank you!

Scenario	Scale				
1. The cost of mailing a subscription just increased by 15%	1	2	3	4	5
2. Local associations launch websites to post show results	1	2	3	4	5
3. Flooded horse market. Analysts: "40% rise in sale horses"	1	2	3	4	5
4. Agencies: "'02-03 Budgets will reflect post 9-1-1 reductions"	1	2	3	4	5
5. "2 yrs-for-price-of-1" subscription promotion a hit! 95% renew!	1	2	3	4	5
6. Trend revealed: Shows in decline, but backyard pleasure up	1	2	3	4	5
7. Tight horse market. Analysts: "40% rise in prices"	1	2	3	4	5
8. Graphic production artists unionize. Wages to double.	1	2	3	4	5
9. Your top two writers quit to write "How-To" books	1	2	3	4	5
10. Exclusive contract with association you cover expires	1	2	3	4	5
11. New technology permits your classified sales online	1	2	3	4	5
12. New competition offer: 12 issues of full pages for 1/2 price	1	2	3	4	5

PART 2: What's coming in, going out?

SU	Subscriptions
GE	General Industry Info
CL	Classified-Photo sale ads
DI	Display ads
ED	Editorial

This section asks for you to designate the volume of resources, revenue or other attributes applied to the above five categories (either incoming or outgoing). Please write 1 through 5 under each category abbreviation. (1=Highest volume; 5=Lowest volume.) NOTE: "General Industry Info" refers to exactly that: general horse industry information that inquirers often seek by calling, writing or E-mailing publications like yours.

Example:

Resource / Attribute	Rate 1 through 5				
Incoming phone calls to your office	SU 4	GE 1	CL 3	DI 2	ED 5

Resource / Attribute	Rate 1 through 5				
12. Incoming phone calls to your office	SU —	GE —	CL —	DI —	ED —
13. Outgoing phone calls from your office	SU —	GE —	CL —	DI —	ED —
14. Total phone traffic	SU —	GE —	CL —	DI —	ED —
15. Incoming mail to your office	SU —	GE —	CL —	DI —	ED —
16. Incoming E-mail to your office	SU —	GE —	CL —	DI —	ED —
17. <u>Unsolicited</u> revenue into your P&L	SU —	GE —	CL —	DI —	ED —
18. <u>Solicited</u> revenue into your P&L	SU —	GE —	CL —	DI —	ED —
19. <u>Total</u> revenue into your P&L	SU —	GE —	CL —	DI —	ED —

20. Staff (payroll) resources	SU —	GE —	CL —	DI —	ED —
21. Production expenses	SU —	GE —	CL —	DI —	ED —
22. Marketing expenses	SU —	GE —	CL —	DI —	ED —
23. <u>Your</u> (Publisher's) time	SU —	GE —	CL —	DI —	ED —
24. Computer Software investment / use	SU —	GE —	CL —	DI —	ED —
25. Computer Hardware investment / use	SU —	GE —	CL —	DI —	ED —
26. Number of Pages in typical issue	SU —	GE —	CL —	DI —	ED —
27. Growth in last 5 years	SU —	GE —	CL —	DI —	ED —
28. Growth in last year	SU —	GE —	CL —	DI —	ED —
29. Potential for growth	SU —	GE —	CL —	DI —	ED —
30. Focus of growth plans for next year	SU —	GE —	CL —	DI —	ED —
31. Reason you believe publication exists	SU —	GE —	CL —	DI —	ED —
32. Comments from face-to-face w/ readers (What do they want to discuss when you encounter them?)	SU —	GE —	CL —	DI —	ED —
33. Your "success measuring stick" (What you personally gauge success by)	SU —	GE —	CL —	DI —	ED —
34. Most frustrating development area	SU —	GE —	CL —	DI —	ED —
35. Most responsive development area	SU —	GE —	CL —	DI —	ED —
36. What do readers rely on most?	SU —	GE —	CL —	DI —	ED —
37. What distinguishes you from competition?	SU —	GE —	CL —	DI —	ED —