

Publication Analysis Form

What is the purpose of the publication?

Publisher's viewpoint

- Why is the publisher producing it?
- What is the primary message?
- What are the secondary messages?
- What does the publisher hope to gain from producing this publication?

Reader's viewpoint

- Why would the reader read it?
- How will the reader benefit from this publication?

Who is the reader?

- What are the readership demographics?
 - age
 - education level
 - ethnic background
 - gender
 - geographic area
 - income
 - political viewpoint
 - others...
 - profession/occupation
 - religion
 - socioeconomic class
- In what formats would the reader want to receive this information?
- Are there any special conditions or situations under which the reader would use this information?
- Where will the reader most likely read this publication—at work, at home, somewhere else?
- Is the reader reading for fun, profit, self-improvement, or something else?
- What other competing publications does the reader read?
- What other general interest publications does the reader read?

Production Analysis

- What are the budgets for the following?
 - _____ editorial (in-house and contractors)
 - _____ design and desktop publishing production (in-house and contractors)
 - _____ photo/illustrations (custom and stock)
 - _____ printing (prepress, printing, collating, binding, shipping)
 - _____ distribution (mailing lists, collating and mailing, postage)
- What are the editorial considerations for the publication?
 - _____ regular departments and columns
 - _____ copy provided
 - _____ for newsletters: typical number and length of stories for each issue

- What are the design considerations for the publication?
 - _____ final page size
 - _____ number of pages
 - _____ reply card
 - _____ self-mailer
 - _____ number of colors
 - _____ postal regulations (size, weight, folds, permits, barcodes)
 - _____ where does mailing house want to put mailing label
 - _____ folding/binding requirements

- How will the publication get into the readers' hands?
 - _____ mail
 - _____ handouts
 - _____ newsstand sales
 - _____ free point-of-purchase

- What are the time constraints?
 - _____ Date in reader's hands
 - _____ Date dropped in mail by mail house
 - _____ Date delivered to mail house
 - _____ Date printer gives bluelines/proofs
 - _____ Date job goes to printer
 - _____ Date final page proofs are approved
 - _____ Date commissioned art/photos are received
 - _____ Date initial design comps are due
 - _____ Date of initial editorial/design meeting

For More Information

Please contact me at 912-547-1617 or shannon@shannonganun.com if you have any questions or need further information. I look forward to working with you to promote your company and tell your story.



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