

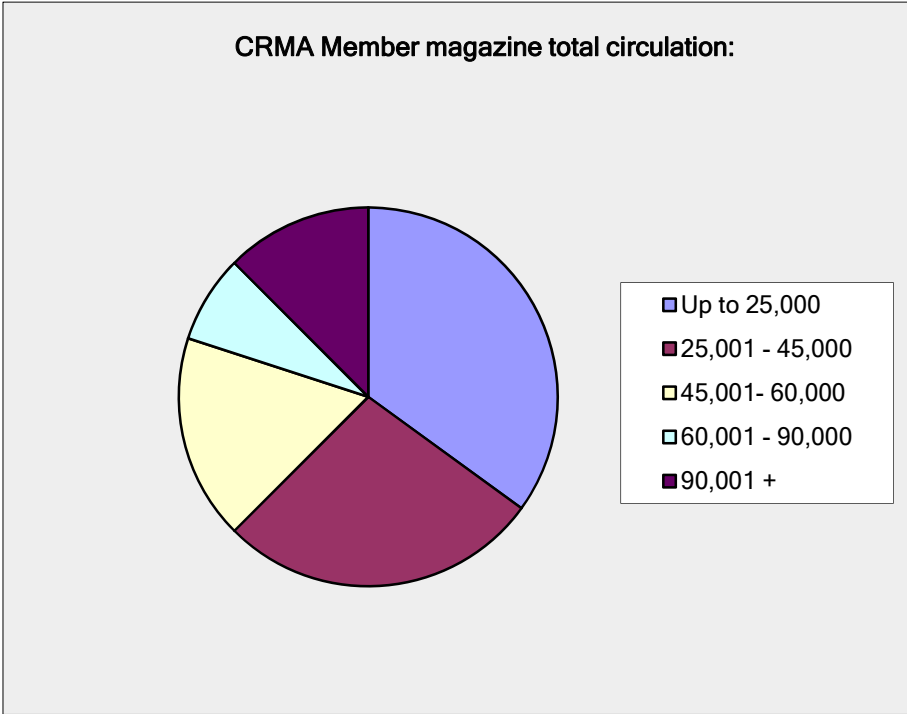
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October 2016

Question 1

CRMA Member magazine total circulation:

Answer Options	Response Percent	Response Count
Up to 25,000	35.0%	14
25,001 - 45,000	27.5%	11
45,001- 60,000	17.5%	7
60,001 - 90,000	7.5%	3
90,001 +	12.5%	5
<i>answered question</i>		40
<i>skipped question</i>		4



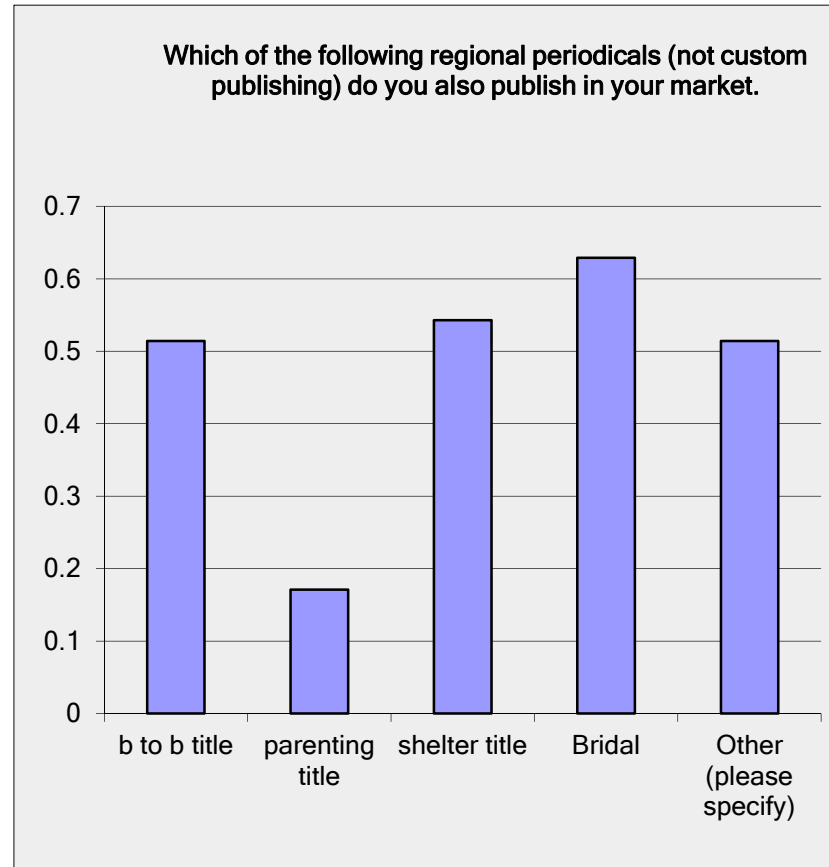
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October 2016

Question 2

Which of the following regional periodicals (not custom publishing) do you also publish in your market.

Answer Options	Response Percent	Response Count
b to b title	51.4%	18
parenting title	17.1%	6
shelter title	54.3%	19
Bridal	62.9%	22
Other (please specify)	51.4%	18
<i>answered question</i>		35



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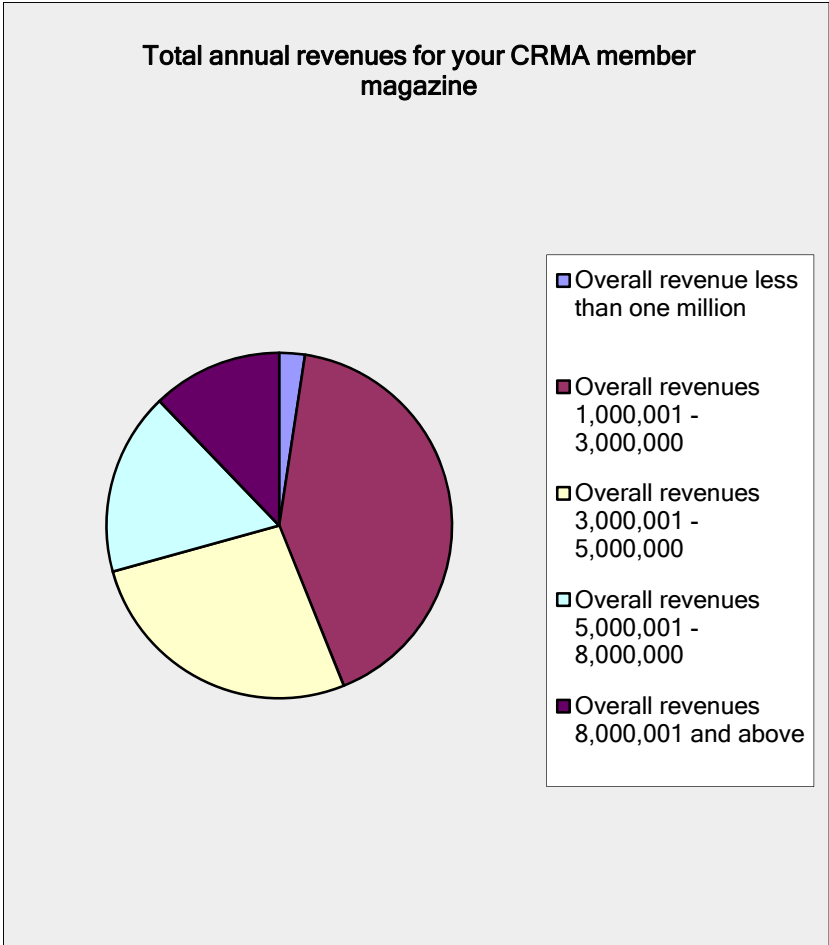
Question 3

Total annual revenues for your CRMA member magazine

Answer Options	Response Percent	Response Count
Overall revenue less than one million	2.4%	1
Overall revenues 1,000,001 - 3,000,000	41.5%	17
Overall revenues 3,000,001 - 5,000,000	26.8%	11
Overall revenues 5,000,001 - 8,000,000	17.1%	7
Overall revenues 8,000,001 and above	12.2%	5

answered question 41

skipped question 3



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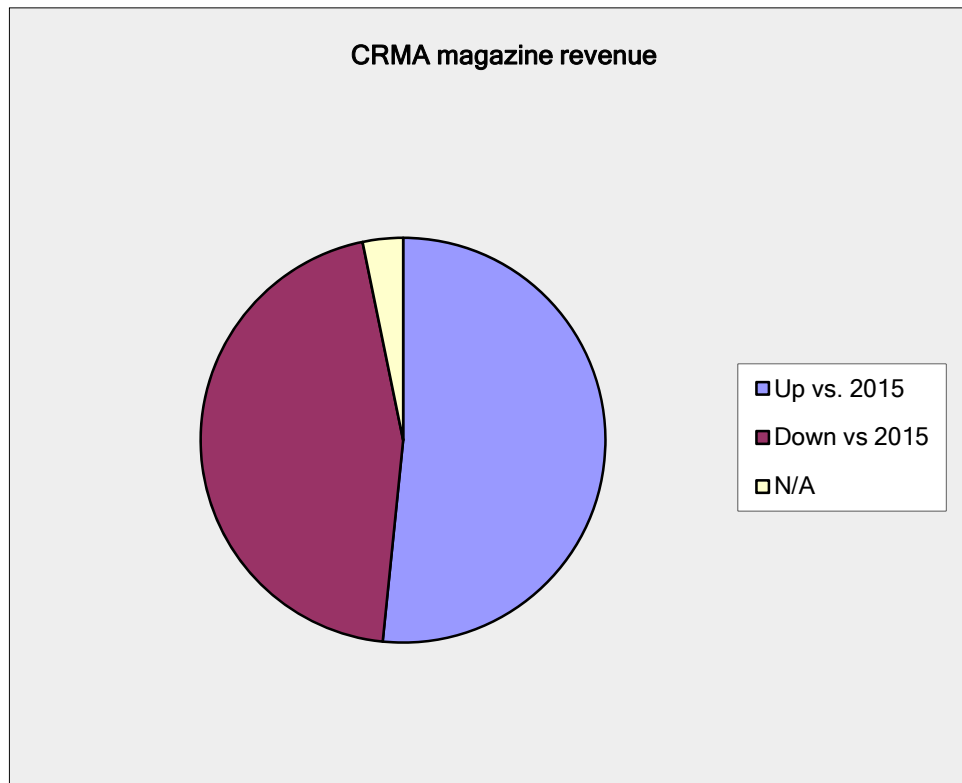
Question 4

CRMA magazine revenue

Answer Options	Response Percent	Response Count
Up vs. 2015	51.6%	16
Down vs 2015	45.2%	14
N/A	3.2%	1
<i>answered question</i>		31
<i>skipped question</i>		13

Up an average of 6.9%

Down an average of 5.5%



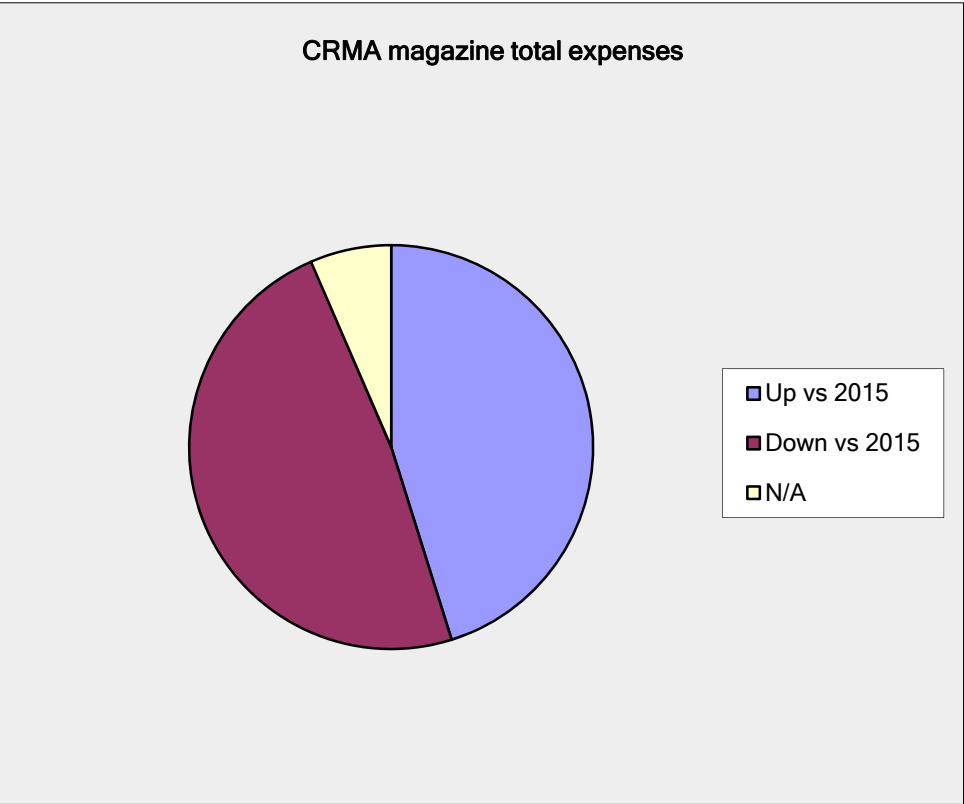
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October 2016

Question 5

CRMA magazine total expenses

Answer Options	Response Percent	Response Count	
Up vs 2015	45.2%	14	Up an average of 3.33%
Down vs 2015	48.4%	15	Down an average of 6.99%
N/A	6.5%	2	
<i>answered question</i>		31	
<i>skipped question</i>		13	



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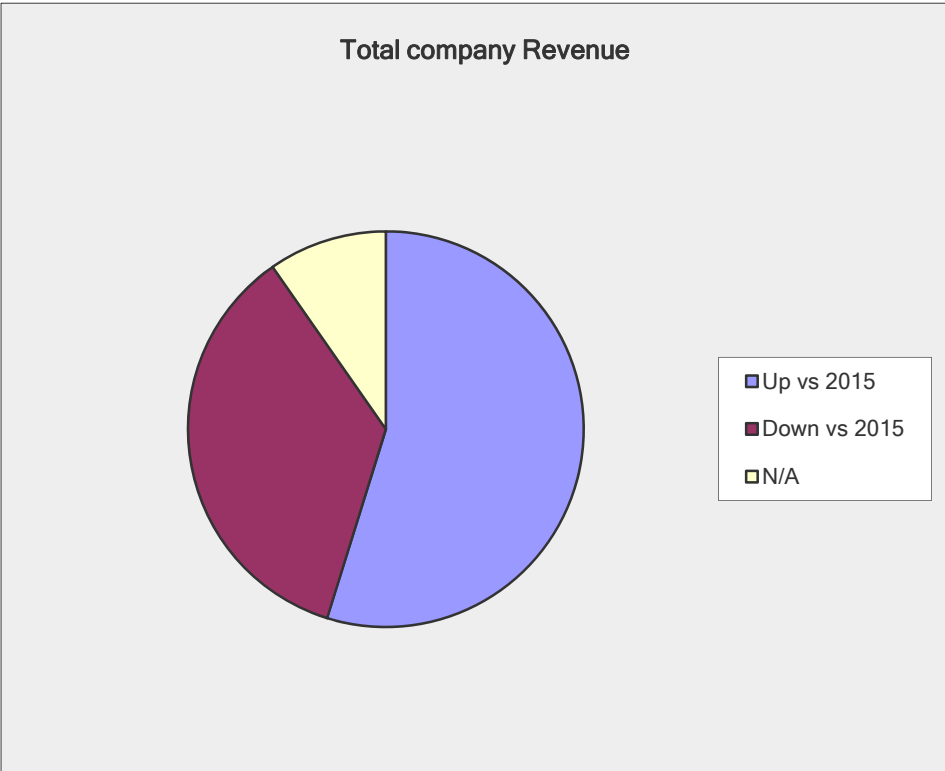
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Question 6

Total company Revenue

Answer Options	Response Percent	Response Count
Up vs 2015	54.8%	17
Down vs 2015	35.5%	11
N/A	9.7%	3
<i>answered question</i>		31
<i>skipped question</i>		13

Up an average of 6.22%
Down an average of 6.77%

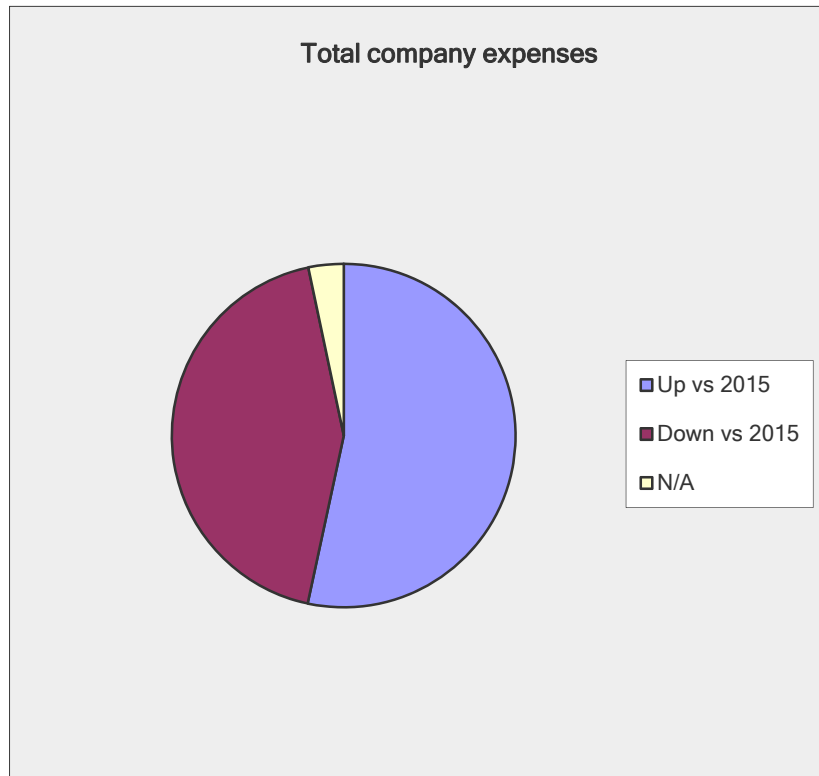


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October 2016

Question 7

Total company expenses

Answer Options	Response Percent	Response Count	
Up vs 2015	53.3%	16	Up an average of 9.36%
Down vs 2015	43.3%	13	Down an average of 8.81%
N/A	3.3%	1	
<i>answered question</i>		30	
<i>skipped question</i>		14	



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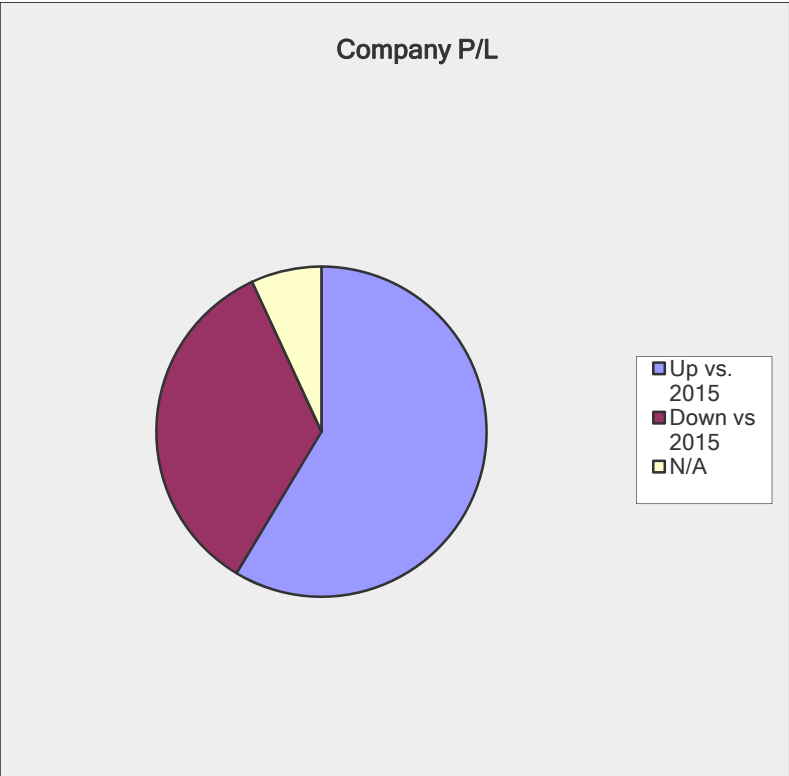
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Question 8

Company P/L

Answer Options	Response Percent	Response Count
Up vs. 2015	58.6%	17
Down vs 2015	34.5%	10
N/A	6.9%	2
<i>answered question</i>		29
<i>skipped question</i>		15

Up an average of 73.36%
Down an average of 16.91%



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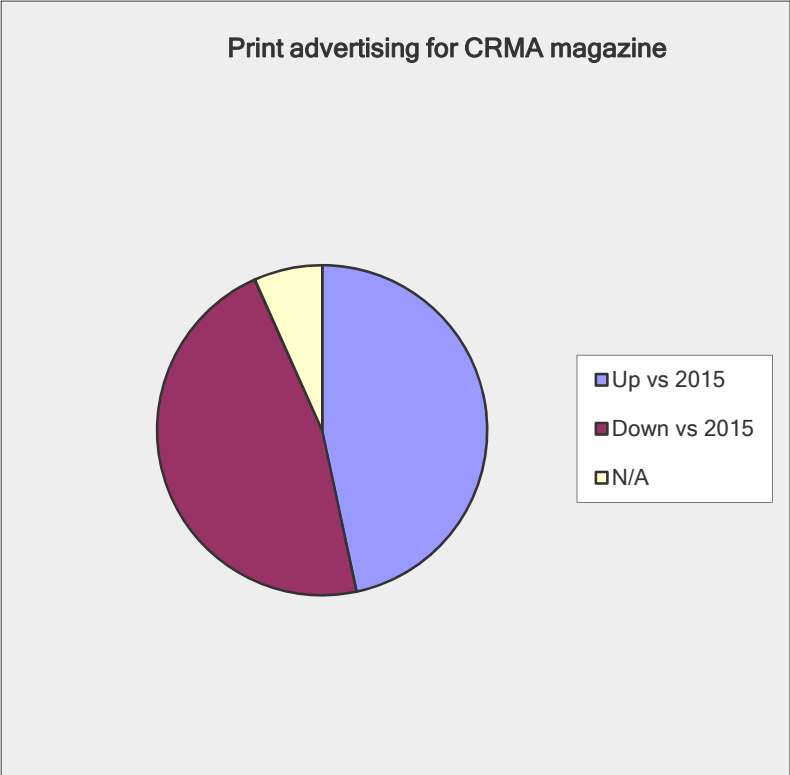
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Question 9

Print advertising for CRMA magazine

Answer Options	Response Percent	Response Count
Up vs 2015	46.7%	14
Down vs 2015	46.7%	14
N/A	6.7%	2
<i>answered question</i>		30
<i>skipped question</i>		14

Up an average of 7.35%
Down an average of 6.67%



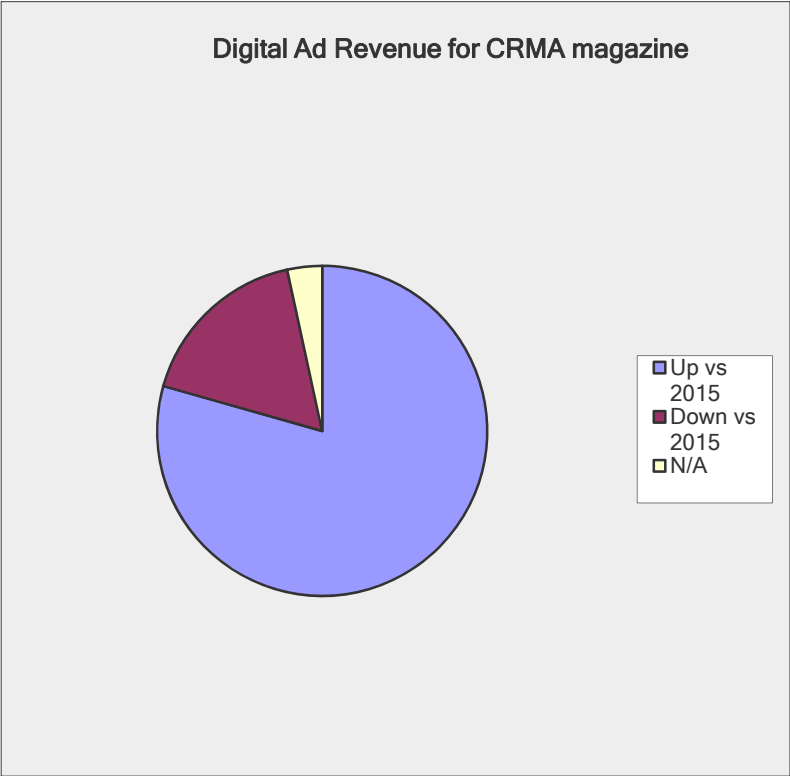
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October 2016

Question 10

Digital Ad Revenue for CRMA magazine

Answer Options	Response Percent	Response Count	
Up vs 2015	79.3%	23	Up an average of 61.80%
Down vs 2015	17.2%	5	Down an average of 20.64%
N/A	3.4%	1	
<i>answered question</i>		29	
<i>skipped question</i>		15	



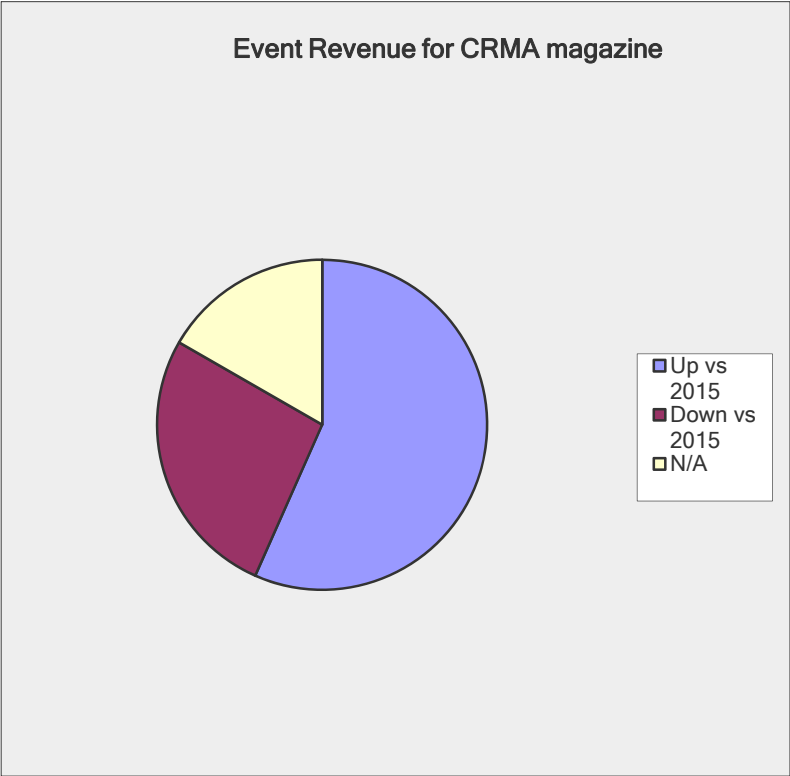
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Question 11

Event Revenue for CRMA magazine

Answer Options	Response Percent	Response Count	
Up vs 2015	56.7%	17	Up an average of 17.29%
Down vs 2015	26.7%	8	Down an average of 26.27%
N/A	16.7%	5	
<i>answered question</i>		30	
<i>skipped question</i>		14	



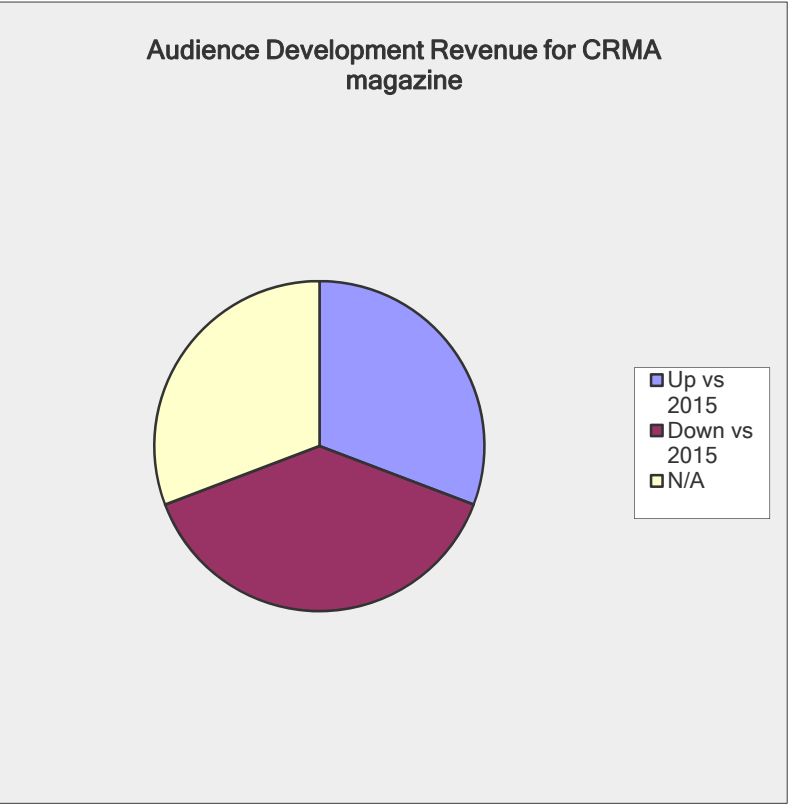
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October 2016

Question 12

Audience Development Revenue for CRMA magazine

Answer Options	Response Percent	Response Count	
Up vs 2015	30.8%	8	Up an average of 17.29%
Down vs 2015	38.5%	10	Down an average of 26.27%
N/A	30.8%	8	
		<i>answered question</i>	26
		<i>skipped question</i>	18



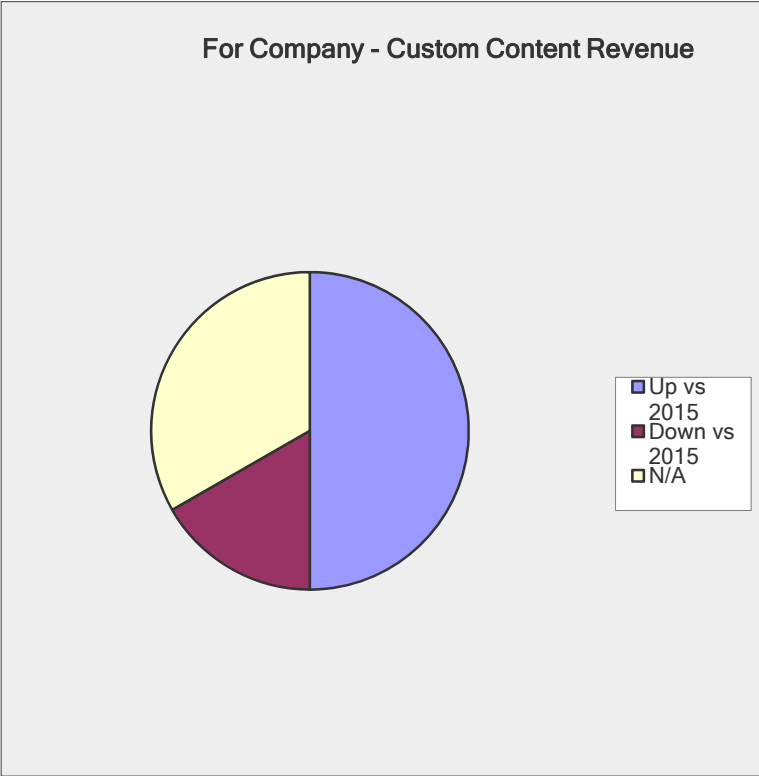
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Question 13

For Company - Custom Content Revenue

Answer Options	Response Percent	Response Count	
Up vs 2015	50.0%	15	Up an average of 25.1%
Down vs 2015	16.7%	5	Down an average of 19.0%
N/A	33.3%	10	
<i>answered question</i>		30	
<i>skipped question</i>		14	



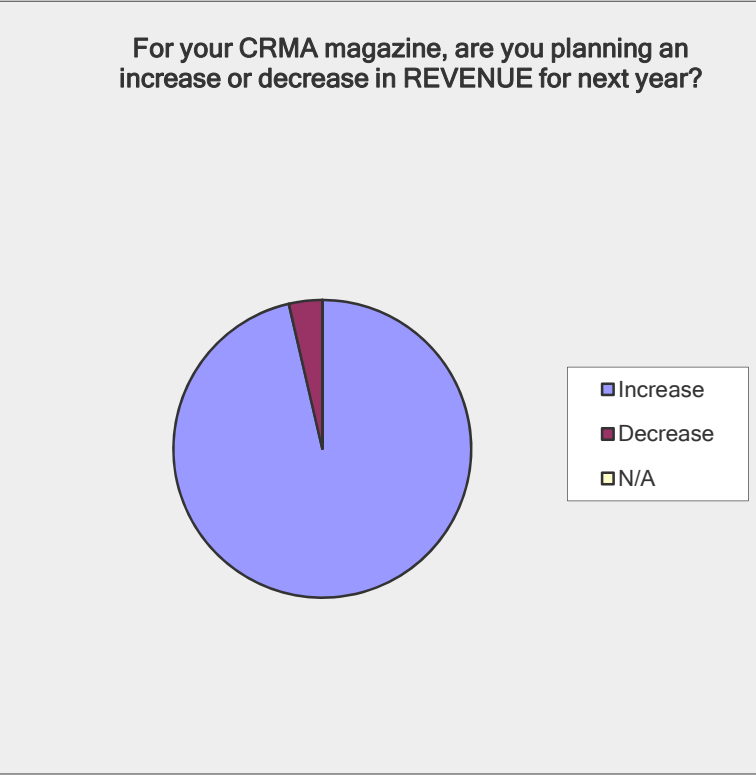
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October 2016

Question 14

For your CRMA magazine, are you planning an increase or decrease in REVENUE for next year?

Answer Options	Response Percent	Response Count	
Increase	96.4%	27	Up an average of 5.83%
Decrease	3.6%	1	Down an average of 3.0%
N/A	0.0%	0	
		<i>answered question</i>	28
		<i>skipped question</i>	16

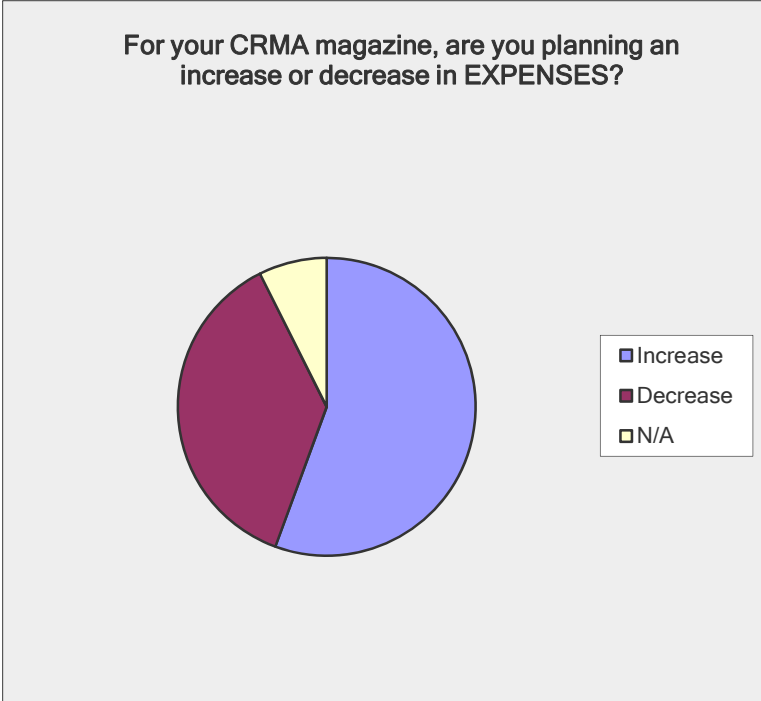


Question 14

For your CRMA magazine, are you planning an increase or decrease in EXPENSES?

Answer Options	Response Percent	Response Count
Increase	55.6%	15
Decrease	37.0%	10
N/A	7.4%	2
<i>answered question</i>		27
<i>skipped question</i>		17

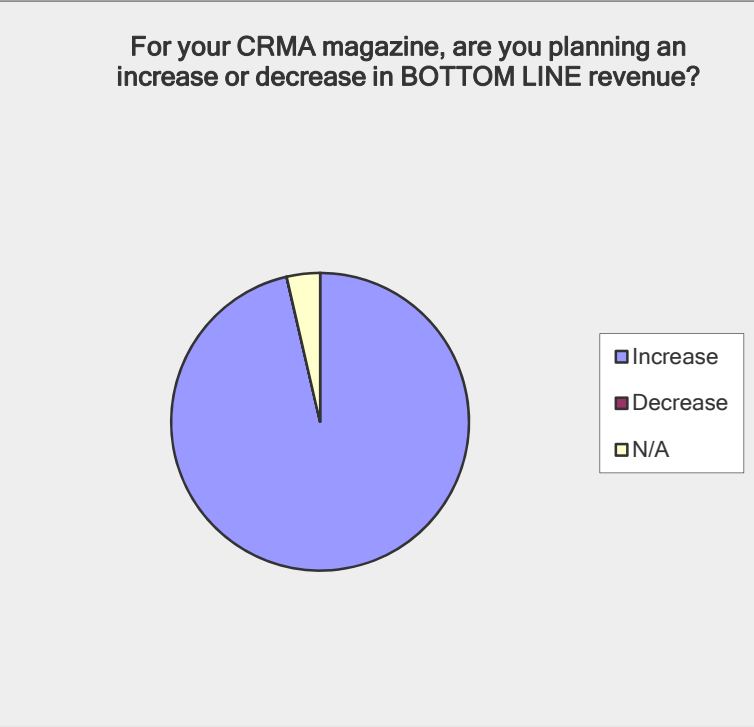
Up an average of 2.34%
Down an average of 3.0%



Question 15

For your CRMA magazine, are you planning an increase or decrease in BOTTOM LINE revenue?

Answer Options	Response Percent	Response Count	
Increase	96.4%	27	Up an average of 7.75% no decrease planned
Decrease	0.0%	0	
N/A	3.6%	1	
		<i>answered question</i>	28
		<i>skipped question</i>	16

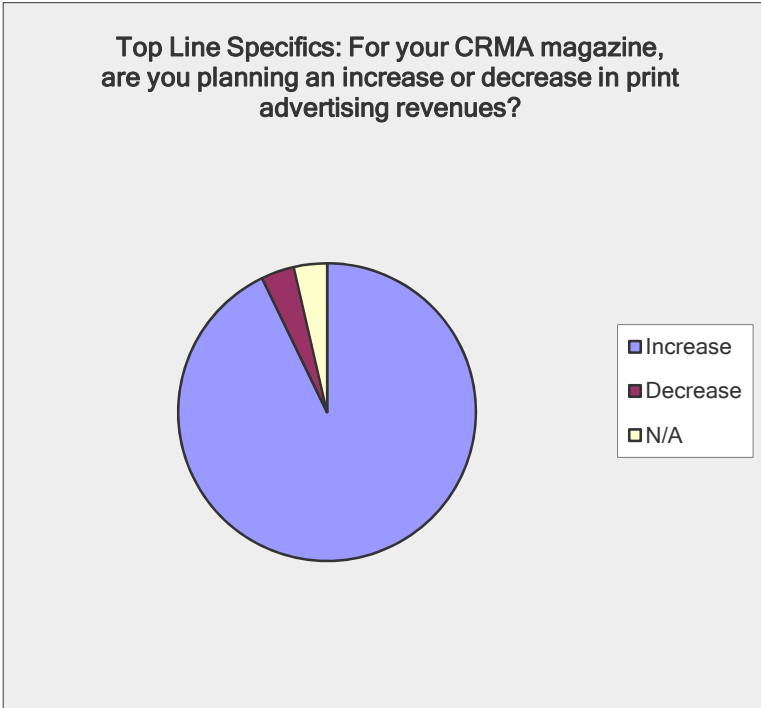


Question 15

Top Line Specifics: For your CRMA magazine, are you planning an increase or decrease in print advertising revenues?

Answer Options	Response Percent	Response Count
Increase	92.9%	26
Decrease	3.6%	1
N/A	3.6%	1
<i>answered question</i>		28
<i>skipped question</i>		16

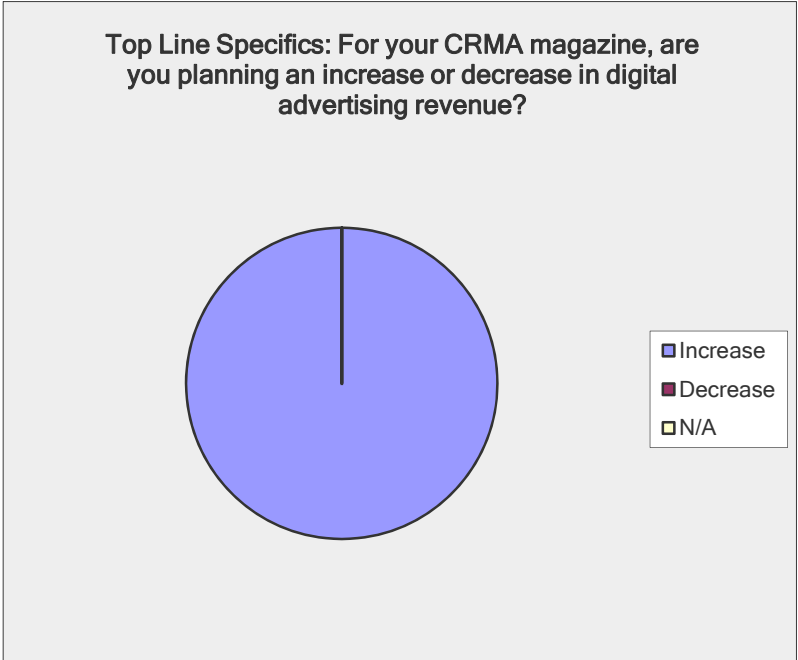
Up an average of 5.00%
no decrease amount provided



Question 16

Top Line Specifics: For your CRMA magazine, are you planning an increase or decrease in digital advertising revenue?

Answer Options	Response Percent	Response Count	
Increase	100.0%	28	Up an average of 21.43% no decrease planned
Decrease	0.0%	0	
N/A	0.0%	0	
<i>answered question</i>		28	
<i>skipped question</i>		16	

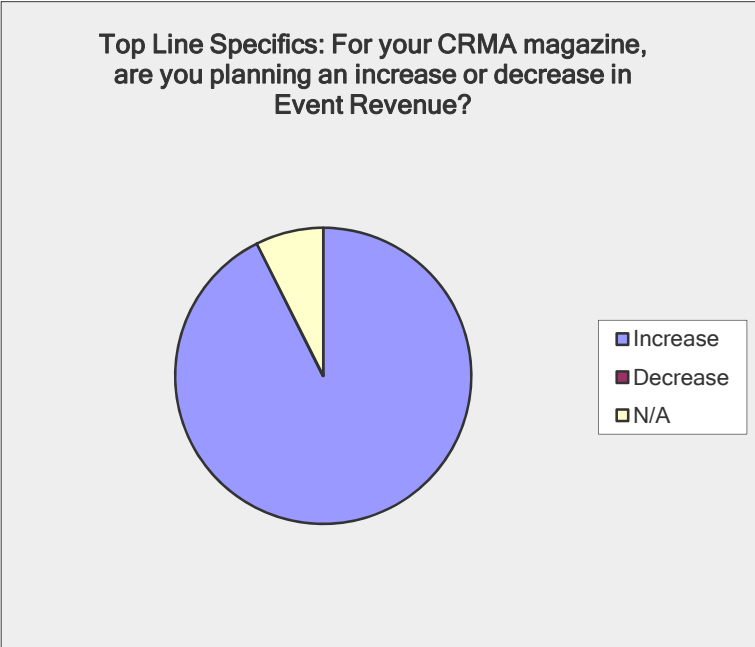


Question 16

Top Line Specifics: For your CRMA magazine, are you planning an increase or decrease in Event Revenue?

Answer Options	Response Percent	Response Count
Increase	92.6%	25
Decrease	0.0%	0
N/A	7.4%	2
<i>answered question</i>		27
<i>skipped question</i>		17

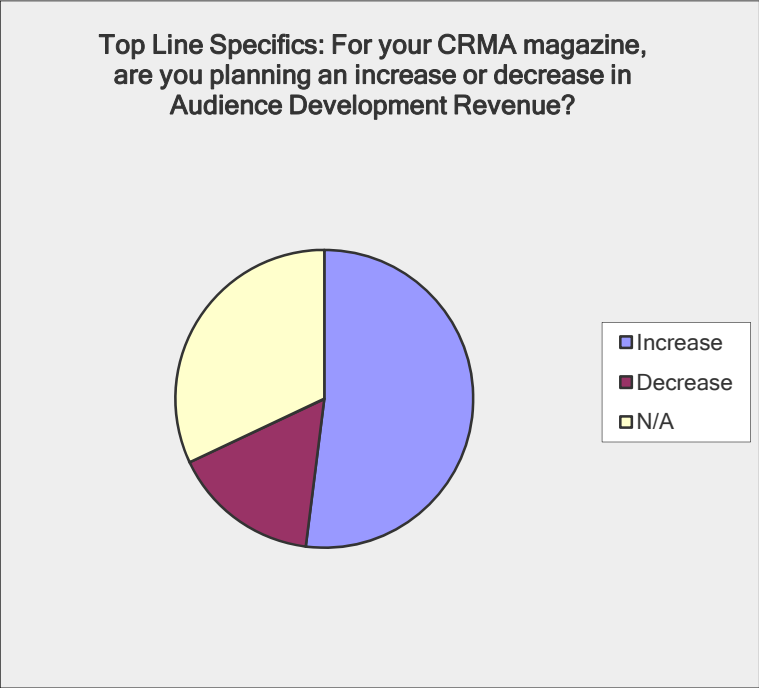
Up an average of 13.43%
no decrease planned



Question 17

Top Line Specifics: For your CRMA magazine, are you planning an increase or decrease in Audience Development Revenue?

Answer Options	Response Percent	Response Count	
Increase	52.0%	13	Up an average of 5.5%
Decrease	16.0%	4	Down an average of 9.0%
N/A	32.0%	8	
		<i>answered question</i>	25
		<i>skipped question</i>	19



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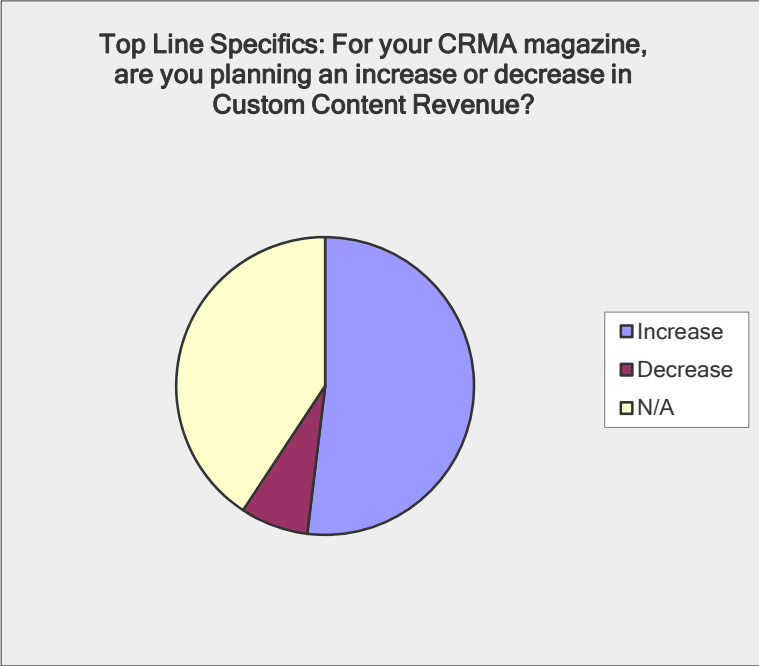
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Question 17

Top Line Specifics: For your CRMA magazine, are you planning an increase or decrease in Custom Content Revenue?

Answer Options	Response Percent	Response Count
Increase	51.9%	14
Decrease	7.4%	2
N/A	40.7%	11
<i>answered question</i>		27
<i>skipped question</i>		17

Up an average of 11.9%
Down an average of 44.0%



Question 18

What percentage of your business in your CRMA magazine is from the following categories?

Answer Options	Response Average Percent	Response Count
Healthcare	20.8%	15
Travel	9.0%	14
Retail	20.3%	15
Education	7.0%	15
Wealth	6.1%	15
Auto	4.9%	14
Real Estate	10.6%	14
Home Furnishings	13.8%	14
<i>answered question</i>		15
<i>skipped question</i>		29

Thank you for your participation!