

2006 CFEA Annual Survey - Magazine

Thanks to the 47 respondents who completed the 2006 Magazine Survey!

| | | |
|---|-----------------------|----------------------------|
| 1. My organization is a member of | # of Responses | Response Percentage |
| NPC | 19 | 40% |
| NIC | 18 | 38% |
| NPHC | 0 | 0% |
| PFA | 2 | 4% |
| None of the above | 1 | 2% |
| <i>[No Answer Entered]</i> | 7 | 15% |
| | | |
| 2. How many paid staff (including traveling consultants) does your organization have? | # of Responses | Response % |
| Less than 5 | 4 | 9% |
| 5 - 9 | 5 | 11% |
| 10 - 14 | 6 | 13% |
| 15 - 20 | 9 | 19% |
| More than 20 | 16 | 34% |
| <i>[No Answer Entered]</i> | 7 | 15% |
| | | |
| 3. The editor of the magazine is a | # of Responses | Response % |
| Salaried full-time employee | 29 | 62% |
| Paid part-time employee | 5 | 11% |
| Volunteer | 3 | 6% |
| Contractor/self-employed person | 3 | 6% |
| <i>[No Answer Entered]</i> | 7 | 15% |
| | | |
| 4. How long has the editor been in his/her position? | # of Responses | Response Percentage |
| Less than 2 years | 9 | 19% |
| 2-4 | 9 | 19% |
| 5-6 | 7 | 15% |
| 7-8 | 4 | 9% |
| 9-10 | 1 | 2% |
| More than 10 | 8 | 17% |
| <i>[No Answer Entered]</i> | 9 | 19% |
| | | |
| 5. If the editor is a full- or part-time employee, how many additional employees work on the magazine? | # of Responses | Response % |
| 1 part time | 9 | 18% |
| 2 part time | 3 | 6% |
| More than 2 part time | 2 | 4% |
| 1 full time | 5 | 10% |
| 2 full time | 9 | 18% |
| <i>[No Answer Entered]</i> | 10 | 20% |
| Other, please specify | 11 | 22% |
| None (3) | | |
| sometimes an intern | | |
| While the Executive Director has the editor title, only 1 member is in charge of all magazine duties and that person is who will be described below | | |
| one contract designer | | |
| Ex. Dir. part-time | | |
| Remaining contributions are all volunteer, | | |
| Volunteer Staff | | |
| contract designer | | |

| 6. How many volunteers work on the magazine? | # of Responses | Response % |
|---|-----------------------|-------------------|
| None | 29 | 62% |
| 1 | 4 | 9% |
| 2 | 2 | 4% |
| 3 | 1 | 2% |
| More than 3 | 10 | 21% |
| <i>[No Answer Entered]</i> | 1 | 2% |

| 7. How many interns work on the magazine? | # of Responses | Response % |
|--|-----------------------|-------------------|
| None | 38 | 81% |
| 1 | 7 | 15% |
| 2 | 0 | 0% |
| 3 | 0 | 0% |
| <i>[No Answer Entered]</i> | 2 | 4% |

| 8. The salary of the editor, or person who is mainly responsible for the magazine, is | # of Responses | Response % |
|--|-----------------------|-------------------|
| Less than \$20,000 | 6 | 13% |
| \$20,000 to \$29,999 | 1 | 2% |
| \$30,000 to \$39,999 | 13 | 28% |
| \$40,000 to \$49,999 | 6 | 13% |
| \$50,000 to \$60,000 | 7 | 15% |
| More than \$60,000 | 1 | 2% |
| Prefer not to answer | 6 | 13% |
| <i>[No Answer Entered]</i> | 7 | 15% |

| 9. What is the average number of pages per issue? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Less than 24 | 5 | 11% |
| 24-31 | 1 | 2% |
| 32-39 | 14 | 30% |
| 40-47 | 10 | 21% |
| 48-55 | 4 | 9% |
| More than 56 | 6 | 13% |
| <i>[No Answer Entered]</i> | 7 | 15% |

| 10. How frequently is your publication mailed in a year? | # of Responses | Response % |
|---|-----------------------|-------------------|
| Less than 2 issues per year | 1 | 2% |
| 2 issues per year | 5 | 11% |
| 3 issues per year | 5 | 11% |
| 4 issues per year | 28 | 60% |
| More than 4 issues | 1 | 2% |
| <i>[No Answer Entered]</i> | 7 | 15% |

| 11. Which figure best represents your total circulation? | # of Responses | Response % |
|---|-----------------------|-------------------|
| Less than 20,000 | 4 | 9% |
| 20,000 to 44,999 | 13 | 28% |
| 45,000 to 69,999 | 8 | 17% |
| 70,000 to 99,999 | 9 | 19% |
| 100,000 to 149,999 | 4 | 9% |
| More than 150,000 | 2 | 4% |
| <i>[No Answer Entered]</i> | 7 | 15% |

12. Who writes the majority of feature articles in your magazine?

| | # of Responses | Response % |
|---|----------------|------------|
| Editor | 20 | 33% |
| Section editors | 1 | 2% |
| Staff members | 13 | 21% |
| Volunteer writers | 11 | 18% |
| Freelance writers | 5 | 8% |
| [No Answer Entered] | 7 | 11% |
| Other, please specify | 4 | 7% |
| alumnae and collegiate chapter reporters | | |
| brothers voluntarily send in submissions | | |
| A Communications Agency | | |
| The Feature Editor and Managing Editor write about the same amount. | | |

13. Do you hire freelance writers?

| | # of Responses | Response % |
|---------------------|----------------|------------|
| Yes | 11 | 23% |
| No | 27 | 57% |
| [No Answer Entered] | 9 | 19% |

14. Do you hire freelance photographers?

| | # of Responses | Response % |
|---------------------|----------------|------------|
| Yes | 11 | 23% |
| No | 27 | 57% |
| [No Answer Entered] | 9 | 19% |

15. Do you hire freelance illustrators for the magazine?

| | # of Responses | Response % |
|---------------------|----------------|------------|
| Yes | 6 | 13% |
| No | 32 | 68% |
| [No Answer Entered] | 9 | 19% |

16. Approximately how much of the editor's time is allocated to the production of your organization's magazine?

| | # of Responses | Response % |
|---------------------|----------------|------------|
| Less than 25% | 6 | 13% |
| 25% to 49% | 10 | 21% |
| 50% to 74% | 16 | 34% |
| 75% to 99% | 6 | 13% |
| 100% | 2 | 4% |
| [No Answer Entered] | 7 | 15% |

17. If the editor spends less than 100% of his/her time on the magazine's production, what other duties significantly fill the remainder of his/her time?

| | # of Responses | Response % |
|---|--|------------|
| In-house communications | 26 | 14% |
| Conferences | 21 | 11% |
| Public relations | 23 | 12% |
| College chapter issues | 7 | 4% |
| Alumni/alumnae issues | 7 | 4% |
| Video production | 7 | 4% |
| Other printed publications | 25 | 13% |
| Crisis management | 6 | 3% |
| Web site | 25 | 13% |
| E-newsletter | 20 | 11% |
| [No Answer Entered] | 12 | 6% |
| Other, please specify | 11 | 6% |
| Foundation management | Leadership Programming | |
| Membership database | Archives | |
| Executive Director of Fraternity | Information Technology | |
| Any printed marketing to leave the building | Coordination of all communication, staff development | |
| As a contract editor I have writing and editing work of my own. | | |
| None, the editor views the magazine when it is ready for final approval only. He does random volunteer work for the fraternity otherwise. | | |

| 18. Do you use an editorial board? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Yes, we have a full working editorial board | 4 | 8% |
| Yes, but in name only | 7 | 14% |
| No, we do not use a board | 26 | 53% |
| No, but we would like to form one | 1 | 2% |
| <i>[No Answer Entered]</i> | 7 | 14% |
| Comments about working with a board on volunteer basis | 4 | 8% |
| It's a committee of volunteers with no governing power (2) Section Editors & Publications VP meet by conference call before each issue. | | |

| 19. Do you have a magazine style guide? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Yes | 28 | 60% |
| No | 12 | 26% |
| <i>[No Answer Entered]</i> | 7 | 15% |

| 20. Do you use a graphic style guide for your magazine? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Yes | 18 | 38% |
| No | 21 | 45% |
| <i>[No Answer Entered]</i> | 8 | 17% |

| 21. How often do you put out a magazine survey? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Every 2 years | 2 | 4% |
| Every 5 years | 9 | 19% |
| Never | 10 | 21% |
| Not sure | 7 | 15% |
| Other | 8 | 17% |
| <i>[No Answer Entered]</i> | 11 | 23% |

| 22. Which figure represents last year's magazine budget (printing, design, artwork and postage)? | # of Responses | Response % |
|---|-----------------------|-------------------|
| Less than \$30,000 | 1 | 2% |
| \$30,000 to \$49,999 | 5 | 11% |
| \$50,000 to \$99,999 | 8 | 17% |
| \$100,000 to \$149,999 | 9 | 19% |
| \$150,000 to \$199,999 | 5 | 11% |
| \$200,000 to \$250,000 | 6 | 13% |
| More than \$250,000 | 3 | 6% |
| <i>[No Answer Entered]</i> | 10 | 21% |

| 23. Comparing the last two years, is your printing budget higher or lower? | # of Responses | Response % |
|---|-----------------------|-------------------|
| Higher | 26 | 55% |
| Lower | 6 | 13% |
| No Change | 7 | 15% |
| <i>[No Answer Entered]</i> | 8 | 17% |

| 24. Comparing the last two years, is your design budget higher or lower? | # of Responses | Response % |
|---|-----------------------|-------------------|
| Higher | 15 | 32% |
| Lower | 7 | 15% |
| No Change | 14 | 30% |
| <i>[No Answer Entered]</i> | 11 | 23% |

25. Comparing the last two years, is your editorial budget higher or lower?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Higher | 9 | 19% |
| Lower | 6 | 13% |
| No Change | 18 | 38% |
| <i>[No Answer Entered]</i> | 14 | 30% |

26. Comparing the last two years, is your postage budget higher or lower?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Higher | 34 | 72% |
| Lower | 3 | 6% |
| No Change | 2 | 4% |
| <i>[No Answer Entered]</i> | 8 | 17% |

27. Who does the layout and design of your magazine?

| | # of Responses | Response % |
|--|-----------------------|-------------------|
| The editor | 9 | 20% |
| A graphic artist (part of your staff) | 15 | 33% |
| Volunteer | 0 | 0% |
| Freelance designer | 11 | 24% |
| Design service is part of your magazine contract | 4 | 9% |
| <i>[No Answer Entered]</i> | 6 | 13% |

28. What desktop publishing software is used to design your magazine?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| In Design | 15 | 35% |
| QuarkXPress | 14 | 33% |
| PageMaker | 6 | 14% |
| Other | 1 | 2% |
| <i>[No Answer Entered]</i> | 7 | 16% |

29. What type of computer is your designer using?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Mac | 18 | 42% |
| Windows-based | 18 | 42% |
| <i>[No Answer Entered]</i> | 7 | 16% |

30. Do you accept digital photos?

| | # of Responses | Response % |
|---|-----------------------|-------------------|
| Yes, I use all the photos I receive | 4 | 9% |
| Yes, but I only print the high quality images | 33 | 77% |
| No, I do not accept digital photos | 0 | 0% |
| <i>[No Answer Entered]</i> | 6 | 14% |

31. How often does your organization solicit printing quotes?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Every year | 5 | 12% |
| Every 2 years | 6 | 15% |
| Every 3 years | 10 | 25% |
| Every 5 years | 6 | 15% |
| Not sure | 7 | 18% |
| Other | 4 | 10% |
| <i>[No Answer Entered]</i> | 2 | 5% |

32. When you solicit quotes for your magazine, do you contact only CFEA sponsors?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Yes | 20 | 50% |
| No | 16 | 40% |
| <i>[No Answer Entered]</i> | 4 | 10% |

33. When you solicit quotes, how many printers do you contact?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| 2 | 3 | 8% |
| 3 | 14 | 35% |
| 4 | 4 | 10% |
| More than 4 | 7 | 18% |
| Not sure | 6 | 15% |
| <i>[No Answer Entered]</i> | 6 | 15% |

34. How long have you been with your present printer?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Less than 2 years | 3 | 8% |
| 2 - 3 years | 6 | 15% |
| 4 - 6 years | 12 | 30% |
| More than 6 years | 12 | 30% |
| Not sure | 3 | 8% |
| <i>[No Answer Entered]</i> | 4 | 10% |

35. Do you use a film/pre-press vendor?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Yes | 12 | 30% |
| No | 23 | 57% |
| <i>[No Answer Entered]</i> | 5 | 12% |

36. Are you creating and submitting your own .pdf files to your printer?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Yes | 26 | 65% |
| No | 10 | 25% |
| <i>[No Answer Entered]</i> | 4 | 10% |

37. Is your magazine going direct-to-plate?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Yes | 26 | 65% |
| No | 8 | 20% |
| <i>[No Answer Entered]</i> | 6 | 15% |

38. What is your publication's USPS mailing class?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| First Class | 1 | 2% |
| Periodicals | 22 | 55% |
| Standard | 11 | 28% |
| <i>[No Answer Entered]</i> | 6 | 15% |

39. Have you changed your publication mailing class in the last 2 years?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Yes | 7 | 18% |
| No | 28 | 70% |
| <i>[No Answer Entered]</i> | 5 | 12% |

40. Do you solicit advertising for your magazine?

| | # of Responses | Response % |
|----------------------------|-----------------------|-------------------|
| Yes | 10 | 26% |
| No | 26 | 67% |
| <i>[No Answer Entered]</i> | 3 | 8% |

41. What is the average number of pages of paid advertising per issue?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| Less than 2 | 20 | 51% |
| 2 - 3 | 4 | 10% |
| 4 - 5 | 4 | 10% |
| 6 - 7 | 1 | 3% |
| [No Answer Entered] | 10 | 26% |

42. Does your organization have lifetime subscriptions?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| Yes | 26 | 67% |
| No | 11 | 28% |
| [No Answer Entered] | 2 | 5% |

43. If yes, how are life memberships paid for?

| | # of Responses | Response % |
|--|-----------------------|-------------------|
| The subscription is paid for through initiation fees | 21 | 54% |
| A special lifetime subscription fee is paid | 5 | 13% |
| The subscription is paid by alumni/alumnae dues | 2 | 5% |
| [No Answer Entered] | 11 | 28% |

44. Does your organization charge for subscriptions?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| Yes | 11 | 28% |
| No | 26 | 67% |
| [No Answer Entered] | 2 | 5% |

45. If your organization has a yearly subscription charge (perhaps through alumnae dues), what is the rate?

| | # of Responses | Response % |
|-------------------------|-----------------------|-------------------|
| No subscription charge | 17 | 44% |
| Less than \$10 per year | 6 | 15% |
| \$10-\$19 per year | 0 | 0% |
| \$20-\$29 per year | 4 | 10% |
| More than \$30 per year | 0 | 0% |
| [No Answer Entered] | 12 | 31% |

46. If your organization has a lifetime subscription charge, what is the rate?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| Less than \$250 | 5 | 13% |
| \$250 to \$299 | 3 | 8% |
| \$300 to \$349 | 0 | 0% |
| More than \$450 | 1 | 3% |
| [No Answer Entered] | 30 | 77% |

47. Select the following CFEA services that you feel are beneficial.

| | # of Responses | Response % |
|--|-----------------------|-------------------|
| Annual conference | 34 | 16% |
| New members' workshop | 15 | 7% |
| Publications display | 15 | 7% |
| Awards | 27 | 13% |
| Magazine critiques | 30 | 14% |
| Midyear conferences | 21 | 10% |
| The Fraternity Editor (newsletter) | 16 | 8% |
| CFEA directory | 26 | 12% |
| CFEA web site | 23 | 11% |
| Other, please specify | 4 | 2% |
| Sponsors, peer networking | | |
| volunteer committee work | | |
| Indy area lunches | | |
| networking with vendors and other communications staff members | | |

- 48.** What additional services would you like CFEA to offer?
 Audio/video tapes of midyear conference presenters for those of us who cannot attend in person.
 it might be interesting if CFEA could develop an internship service
 More services for information technology professionals
 More focus (especially at the Annual Conference) on workshops and programs which aren't geared toward new or newer editors/PR professionals. Also, more information on the latest communication technologies.
 Can't think of any. The national officers are doing a fine job of keeping us all informed and in touch.
 CFEA needs to develop a technology division in the organization. It seems like more and more organizations are hiring more staff to take care of websites, e-newsletters and general technology stuff.
 A better website
 more meetings, lunch sessions, shorter opportunities to brainstorm and visit with other CFEA editors.
 Job Search
- 49.** What resources would make your job easier?
 A CFEA-wide pool of stock images.
 More idea-sharing. For example, another editor told me about iStockphoto.com, and I've gotten a lot of use out of the tip! We're such a unique group, it's nice to compare notes with our peers.
 My job would be easier if I had a larger budget for freelance writers/photographers or a second staff member who would be charged with either the editorial content or the design of the magazine.
 Best Practices for publications.
 A way to encourage/inspire/cajole volunteer editors/contributors to follow through and meet deadlines!
 If I had more staff with experience in writing and graphic design, I could hand off some of the magazine, instead of having to do it all by myself.
- 50.** Please share your comments regarding CFEA, its services or this survey.
 I have been immensely pleased with CFEA, and it has been invaluable to me as I've gotten used to this job.
 Good survey. Lots of detail. Collegiate fraternity publications are a unique publications niche that CFEA serves. For a non-Greek contract editor operating from a home office in the Rocky Mountains, CFEA offers real networking.
 It will be interesting to see how many more magazines are published only on the Web. The survey may need to include more Web-type questions.
 Glad we do a survey every so often.