



ICMA BENCHMARKING STUDY AUTUMN 2003

Please complete this survey for any one of the products in your portfolio which falls into one of the following categories (please check the relevant box which applies to this product) except for question 26 which concerns the publishing unit.

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|------------|--|--------------------------|
| category 1 | traditional free-ads (i.e. private advertisers (within limits) can advertise for free, revenues are generated primarily from circulation revenue and commercial advertising) | ☐ |
| category 2 | paid-for publication (ie. full range of classifications and generating revenues from circulation and advertising) | ☐ |
| category 3 | paid-for niche publication (i.e. dealing with a specific classification such as cars or boats and generating revenues from circulation and advertising revenue) | ☐ |
| category 4 | free distribution (i.e. the publication - niche or general - is distributed free of charge (via mail or retail outlets) and revenues are generated through primarily commercial and private advertising) | ☐ |
| category 5 | online only (i.e. there is no physical manifestation of the product, all the content is delivered electronically, it could be niche or general, and revenues may be generated from users and/or advertisers) | ☐ |
| category 6 | other (please specify) | ☐ |

Please only enter data in the yellow boxes, this will speed analysis.
Please specify local currency here and use it throughout the survey.

The survey should be returned to Lucie Hime at Lhime@icmaonline.org or by fax +31 20 6382371 by Wednesday 26 November 2003.

Basic data (questions for the publisher)

1	What is the name of the publication/product?	
2	When was it launched? (year)	
3	What format is it published in? (dimensions of full page in mm)	
4	What weight of paper is it printed on? (grammes per square metre, all other measures please specify)	
5	What is the population of the distribution area of the publication?	
6	What is the publication's cover price? (please use and specify your local currency)	

For the following questions please complete the table below

	Question	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7	What is the frequency of the publication? (check the appropriate box)							
8	How many copies printed per edition? (please supply an average figure)							
9	How many copies sold per edition? (please supply an average figure)							
10	How many pages published per edition? (please supply an average figure)							

Revenues (questions for the circulation and sales managers)

11		What are your revenues broken down by % for the print publication? (the figures for question 11 should total 100%)	
	a	Print copy sales (excluding commission paid to distributors, wholesalers and government taxes)	
	b	Print advertising sales (please do not include online sales as there is a separate section for this)	
	I	Private classified ads (includes lineage, powerads, semi-display, photo-ads placed by private individuals)	
	II	Commercial classified ads (includes bold and dealer ads, lineage and semi-display formats placed by companies or commercial organizations)	
	III	Display ads (ads that are sold in fractions of a page and require artwork to be supplied)	
	IV	Inserts (loose or bound-in inserts)	
	V	Other (please specify)	
12		What is the % change in the cover price of previous year?	
13		What is the ratecard price (this is the price published in the ratecard for a single insertion and quoted to the customer) of the following types of paid-for ads?	
	a	Private basic lineage ad (cheapest and most basic, placed by a private individual)	
	b	Commercial basic lineage ad format (cheapest and most basic, placed by a company or a commercial organization)	
	c	Display (per single full page)	
	I	Mono (black and white)	
	II	Full colour	
14		What is the average achieved price (this is the average amount of revenue received per ad sold, including volume discounts and agency commissions) of the following types of paid-for ads?	
	a	Private (includes lineage, powerads, semi-display, photo-ads etc. placed by private individuals)	
	b	Commercial (includes bold and dealer ads, lineage and semi-display formats placed by companies or commercial organizations)	
	c	Display (per single full page)	
	I	Mono (black and white)	
	II	Full colour	
15		What is the % of new ads per edition? (i.e. excluding repeat ads and ads which are re-booked as the item didn't sell, please count all types of ads, private and commercial)	
16		What is the average ad sales revenue generated per page? (i.e. total net ad revenues including display, bold, photo-ads etc. but excluding all discounts and taxes)	

Costs (questions for the finance director)

- 17

What is the average print cost of producing a single copy of the publication? (e.g. if you print 50,000 copies and your paper and print bill for that issue is euro 6,000, then your average cost per copy is 6,000 divided by 50,000 = 0.12 euros)
- 18

What are the costs broken down by %? (the answers to question 18 should total 100%)

a

Paper and print

b

Personnel (including IT salaries)

c

Marketing

d

IT (including online, hardware, software but excluding salaries)

e

Establishment costs (rent, lighting, heating etc.)

f

Distribution (i.e. % of cover price paid to distributor)

g

Other (e.g. sales commissions)
- 19

If you rely on a third-party distribution company/companies:

a

What is the commission paid to the distributor? (i.e. % of cover price paid to distributor)

b

What is the retailer commission that is paid by the distributor? (as a % of the cover price)

c

What other distribution expenses do you have? (as a % of the cover price)
- 20

If you have your own distribution:

a

What is the retailer commission? (i.e. % of cover price paid to retailers)

b

What are the delivery costs? (as a % of the retail price)

Online (questions for the (online) sales manager)

21	How many unique visitors per week for the publication's website?	
22	How many page views per week for the publication's website?	
23	Which online business model do you operate (please check all those which apply): a Pay-to-view b Subscription c Free-to-view d Others (please specify)	
24	Which payment model(s) do you operate? (check all that apply) a Credit-card b Third-party provider (e.g. WorldPay, PayPal) c Pre-payment into account d Payment via mobile phone/SMS e Payment by premium line f Other (please specify)	
25	How much revenue is generated per week from the following revenue streams? a Users b Classified advertisers (includes classified commercial and private ads, photo-ads and display ads) c Others (e.g. banners, pop-ups, interstitials and services such as sponsoring, mini-sites etc.)	

Corporate (questions for the publisher)

- | | | |
|----|--|--|
| 26 | What is the operating profit of your publishing unit as a % of total revenues? (i.e. profit before interest, tax, depreciation and amortization) | |
| 27 | As a % of sales, what do you estimate the operating profit of this publication to be? | |
| 28 | What is online revenue as a % of total revenue? | |

Size and Structure (questions for the human resources manager)

- | | | |
|----|---|--|
| 29 | How many total FTEs (full-time employees) work on the publication?
(e.g. if you have one full-time person and one person working 1 day a week, that is $1 + 0.2 = 1.2$ FTEs) | |
| 30 | What % of personnel are salespeople? (i.e. staff generating revenue through upselling private ads or selling commercial ads) | |