

# Publication Analysis Form

## I. 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?

## II. Who is the reader?

- What are the readership demographics?

age	geographic area	profession/occupation
education level	income	religion
ethnic background	political viewpoint	socioeconomic class
gender	others...	
- 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?

## III. 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 blueslines/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

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