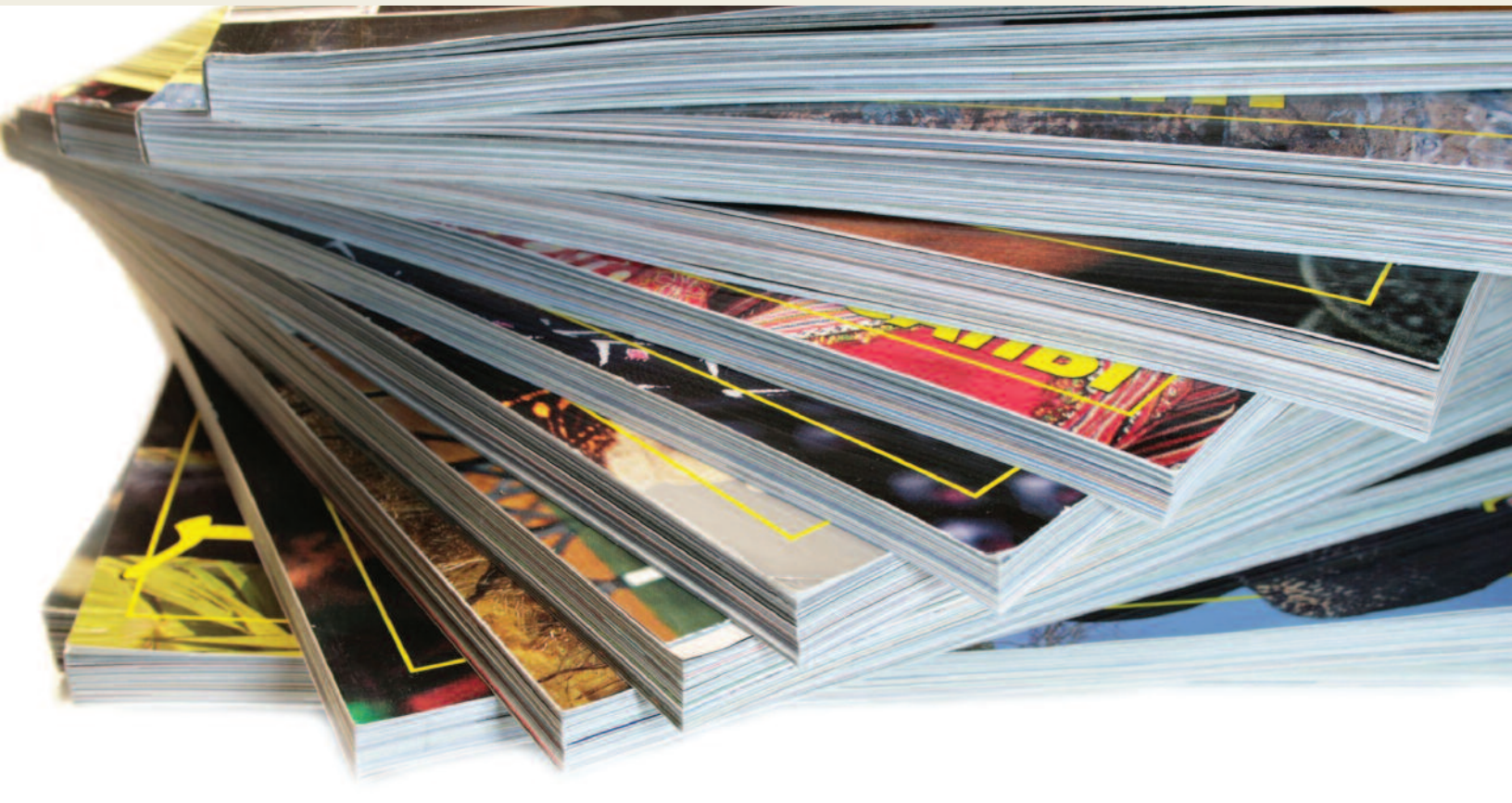


LODESTAR PUBLISHING SERVICES



## TRANSFORMATIONAL BUSINESS INTELLIGENCE

DEDICATED TO HELPING PUBLISHING EXECUTIVES  
RESPOND TO THE GROWING DEMANDS  
FOR GREATER MARKETING ACCOUNTABILITY





## ABOUT LODESTAR RESEARCH

Lodestar Research Corporation is a Princeton, NJ-based market research and strategy consulting firm dedicated to helping clients measure and better manage the performance of their investments in marketing, brand-building, customer relationships, human capital and organizational effectiveness, and innovation.

In the publishing and media industries, Lodestar partners with over 50 B2B/trade publications to strengthen their relationships with readers and advertisers, maximize their share of advertiser wallet, and identify opportunities to advance their brands — in print and online as well as through other channels.

### **More specifically, Lodestar helps publishing clients:**

- » Better understand reader and advertiser needs, requirements, and expectations.
- » Go beyond traditional circulation numbers to get at 'quality of reader' and 'quality of reader experience' metrics.
- » Build compelling value propositions for advertisers that transcend traditional media kit factoids
- » Strengthen advertiser relationships and optimize share of 'advertiser wallet'.
- » Demonstrate marketing effectiveness and ROI to advertisers.
- » Expand the publication brand through new products and services.
- » Manage 'total brand performance' – print, digital, conferences and events, online learning, lead generation, etc.

## WHY PUBLISHING RESEARCH ?

### **Lodestar was drawn into publishing research, beginning in 2000, because of:**

- » Publisher dissatisfaction with the quality/value of existing research.
- » A desire for greater actionability - 'How can I grow the franchise?'
- » Interest in advertiser 'hearts and minds' – 'How can I grow topline ad revenue?'
- » Growing demand for marketing accountability, demonstrating the ROI of advertising to advertisers.
- » Uncertainty over online strategy and alignment – 'How can I best take our brand online?'

### **Over the course of our work with publishing executives, we have found that they face a number of challenges and issues in putting research to effective use. These include:**

- » Research usage, frequency, and quality all vary greatly.
- » The focus is usually tactical – media kit, reader demographics, 'knee-jerk' issues of the day.
- » Lack of strategic focus – what's really important? How can I grow the franchise?'
- » 'Quick, cheap, and easy' orientation leads to bad science and bad outcomes.
- » Lack of equal focus on the needs of editors, sales execs, and publishers.
- » Disproportionate focus on readers over advertisers – understanding of advertisers is weak, fragmented, anecdotal.
- » Lack of consistent metrics across publications makes portfolio-wide assessment, sharing of best practices, and use of internal performance benchmarks impossible.
- » Focus on 'today' and profitability – 'tomorrow' and other financial performance metrics ignored.

**In response to these challenges and issues, Lodestar has developed its Publishing Success Suite to help publishers manage 'total brand performance'.**

"We are trying to evolve a new model here where the publishing team and media buyers are full partners sitting on the same side of the table. Marketing performance data is at the heart of this relationship."

— **Brian Dumaine**  
**Editorial Director**  
**Fortune Small Business**

# THE LODESTAR RESEARCH PUBLISHING SUCCESS SUITE

## READER/AUDIENCE

### Reader Profile & Engagement

Proven methods that go beyond traditional media kit descriptive data; drill down into the reader's overall relationship with a publication – usage, satisfaction, perceived value, performance vs. competitor publications, print vs. online, unmet needs, and ways to build greater engagement.

### Advanced Audience Segmentation Applications

Establishing audience segments based on demographic/firmographic as well as needs-based perspectives to support greater targeting of editorial and advertiser messaging.

### Reader Purchase Planning and Decision-Making

In-depth assessments of reader purchase intentions, key drivers of purchase decisions, and preferred suppliers (named or un-named basis).

## EDITORIAL

### Content Development

In-depth research on 'hot' topics of interest or to support an informed point of view on critical topics and issues.

### Editorial Calibration/Magazine Section Assessment

Specialized techniques for capturing reader and advertiser perceptions on the nature, volume, and frequency of editorial content, and subject matter that is missing. Evaluation of depth-of-readership and perceived value of magazine sections, features, and contributors.

### MarketPulse — State of the Industry Studies

An innovative approach to in-depth industry studies of trends, issues, unmet business information needs, future forecasting, etc., without the need for securing advertiser sponsorship to fund research.

## ADVERTISING & ADVERTISERS

### Advertiser Engagement

Assesses the state of the relationship between a publication and its advertisers and explores opportunities for topline ad revenue growth. Drills down into advertiser perceptions of a brand (magazine, website, conferences, etc.) as a marketing vehicle and as a marketing partner; identifies keys to relationship success, fatal pitfalls, and 'at risk' accounts. Can be used with lapsed and prospective advertisers.

### AIMS (Advertisement Impact Measurement Suite)

Three levels of in-depth assessment of advertisement effectiveness: AIMS Basic, Plus, and Advanced. Includes: reader response to advertisements – recall, favorability, and perceived effectiveness. Provides open-ended questions to assess how respondents rated overall ad performance. Also captures extended respondent classification information to support more advanced data analysis and reporting.

### Advertiser Brand/Product Awareness/ Perception Assessments

Leveraging Lodestar's extended brand performance assessment capabilities, studies of varying scale and scope capture reader and marketplace perceptions of advertisers' corporate and product brands, reputation, and related matters.

### LeadEngine Suite

Provides three levels of lead generation support, ranging from basic 'intend to purchase' prospect list development, to advanced systems for managing prospect migration through a sale funnel with diagnostic and predictive capabilities.

### Media Kit Assessments

Evaluation of media kit effectiveness in absolute terms and in comparison to competitor brands; research-driven support for the development of compelling, differentiated value propositions.

## WEB/DIGITAL

### E-Media Performance Practice

Provides a wide range of services to support publishers in managing their online product and service offerings, including:

- » Strategic Online Strategy Assessment
- » Benchmarking of Competitor Websites
- » Website User Satisfaction/Engagement Studies
- » Website Usability/Functionality Studies
- » Print/Online Brand Alignment Assessments
- » E-Newsletter Development and Performance Assessment; Permission Marketing
- » Webinar Research – Content, Attendee Engagement, Advertiser Satisfaction
- » Social Media Marketing Assessment; Blogs, Video, etc.
- » Blogosphere Mining for Consumer/Reader Attitudes and Perceptions
- » Advanced Web Analytics

## CONFERENCE/EVENT/ ONLINE LEARNING

### Trade Show/Conference Research

Services include audience acquisition, content development for future programs, attendee satisfaction, on-site attendee opinion polling, focus groups, exhibitor/sponsor satisfaction, and exhibition booth performance assessment.

### Online Learning Research

Services include audience acquisition, program content development, attendee satisfaction, and advertiser/sponsor satisfaction.

## OTHER SPECIALIZED SERVICES

- » Brand Extension Assessments/New Product Development
- » Magazine/Website Re-Design/Re-Launch Research and Performance Tracking
- » Account Executive Engagement/Performance Assessments
- » Portfolio-Wide Brand Performance Scorecards for Group Publishers
- » Outsourced Integrated Research Management Services for Group Publishers and Publishing Organizations

## SELECT PUBLISHING CLIENTS

Accounting Today	Highline Media
Accounting Technology	Information Management
American Banker	Inside Counsel
ATM & Debit News	Insurance Networking News
Bank Investment Consultant	Investment Advisor
Bank Technology News	ISO & Agent
Business Insurance	National Underwriter –
Cardline	Property & Causality
Cards & Payments	National Underwriter –
CardTechnology	Life & Health
Claims	On Wall Street
Collections & Credit Risk	Practical Accountant
Crain Communications	Research
Credit Union Times	SMB Human Resources
Credit Union Journal	SourceMedia
DMReview	SummitMedia
Employee Benefit Advisor	TechDecisions
Employee Benefit News	TimeWarner
Employee Benefit News Canada	The Bond Buyer
Financial Planning	Treasury & Risk
Florida Underwriter	US Banker
Fortune Small Business	Wealth Manager
Health Data Management	

## YOUR NEXT STEP

Find out why other companies are relying on Lodestar Research — and learn how we can deliver equally compelling results for your organization.

For more information, contact Judy Miller, Senior Vice President – Client Services, at (212) 486.2975 / (866) 563.3787 or [jmiller@lodestarlink.com](mailto:jmiller@lodestarlink.com).

[www.lodestarlink.com](http://www.lodestarlink.com)

**TRANSFORMATIONAL BUSINESS INTELLIGENCE**

“What advertisers need is a 360° view of magazine readers – one that adds flesh and bones to the skeletal picture provided by most of the standard, readily available reader data today.”

— **David Verklin**  
**CEO, MediMedia**  
**North America**

“Research is the new battleground of media planning and buying. Agencies and their clients are searching for better ways to determine where ads should be placed. It isn’t just about price anymore – it’s about ROI.”

— **Tim Forbes, Chairman,**  
**Forbes.com**



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