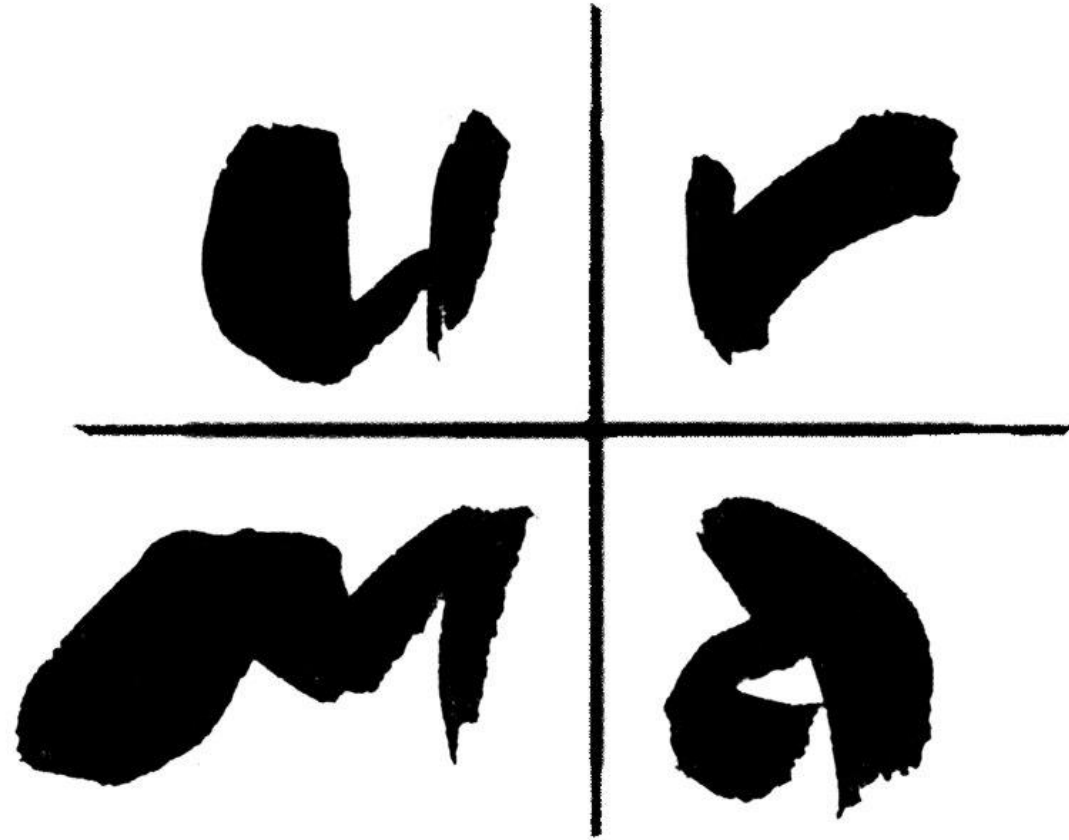


URMA 2017 Survey



Respondents

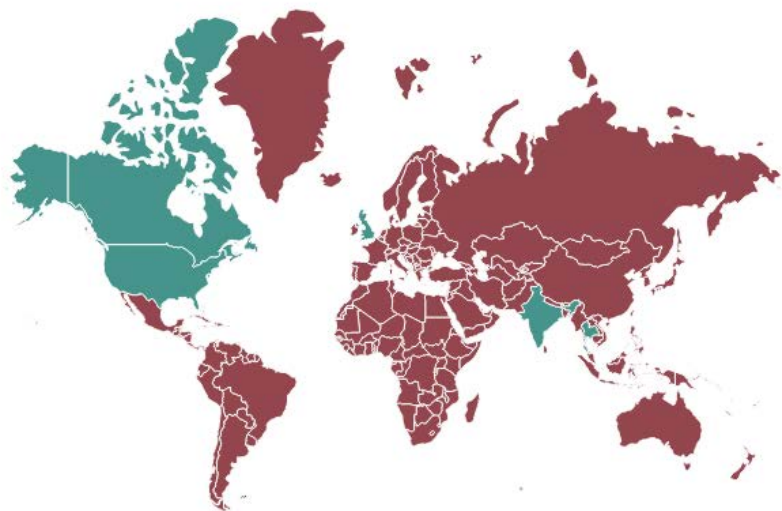
Member institutions: 108

No. of responses: 61

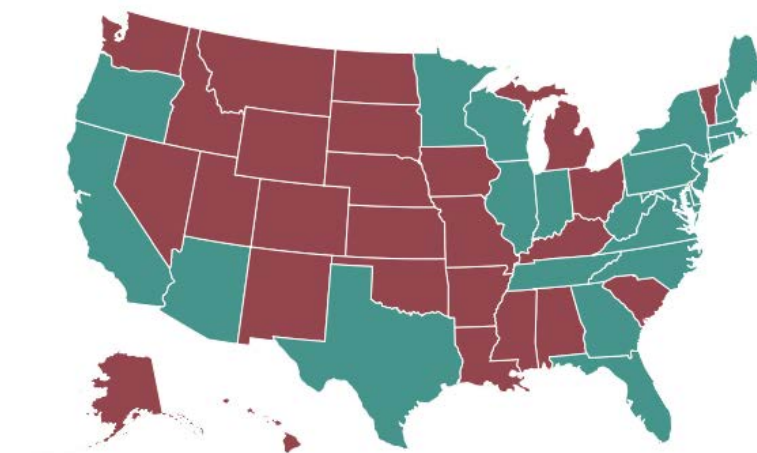
Response rate: 56 percent

Respondents' locations

Countries Represented



States Represented



The Magazines

What does your magazine cover?



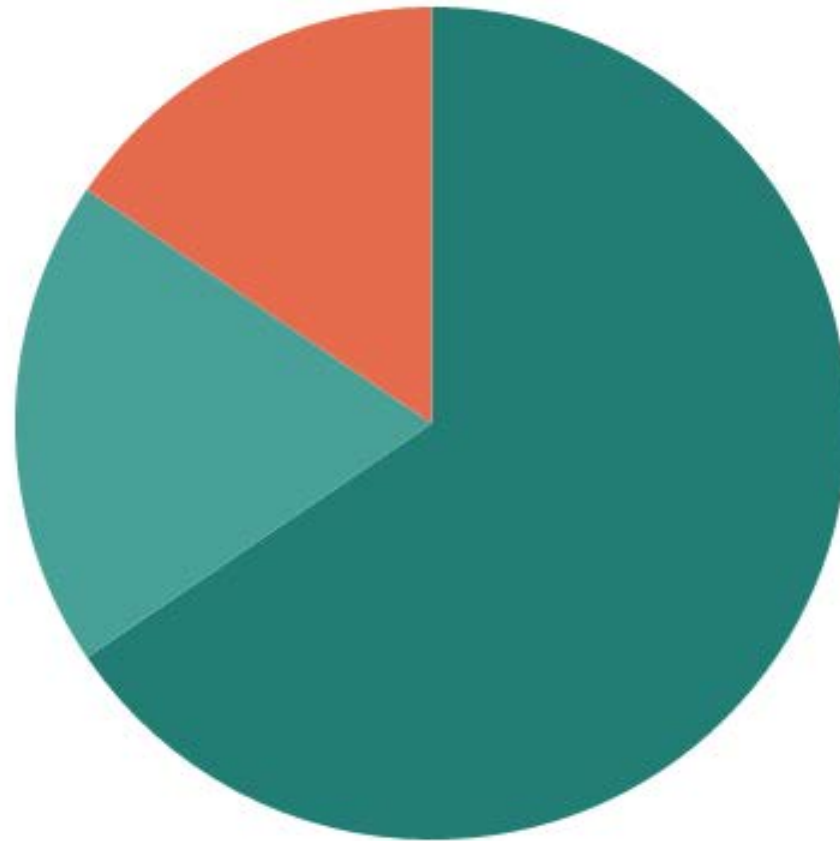
■ Whole university (85.71%) ■ Individual school or institute (14.29%)

For those covering individual schools/centers, what kind?



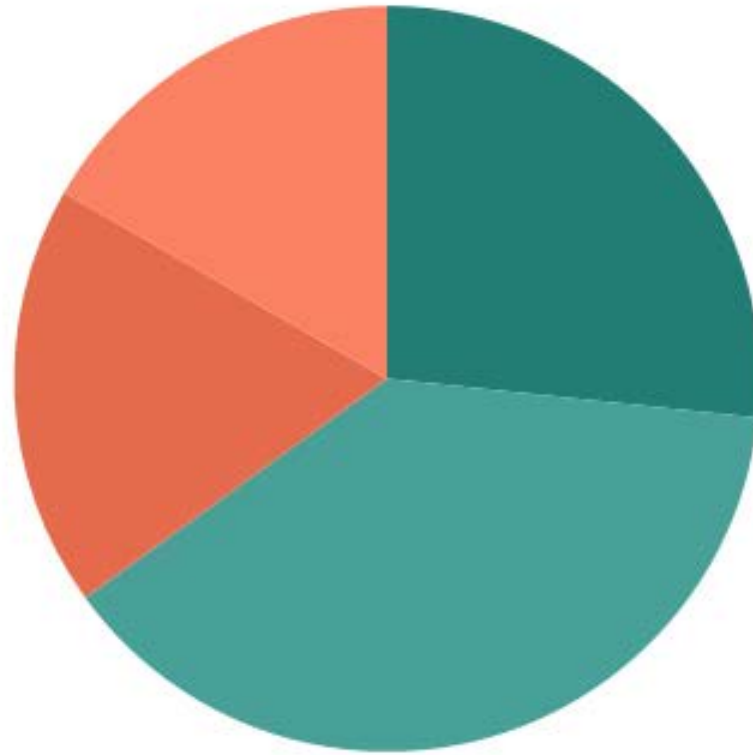
■ Engineering (20%) ■ Medical school (20%) ■ Research center (20%)
■ Other (40%)

Are research and alumni magazines separate?



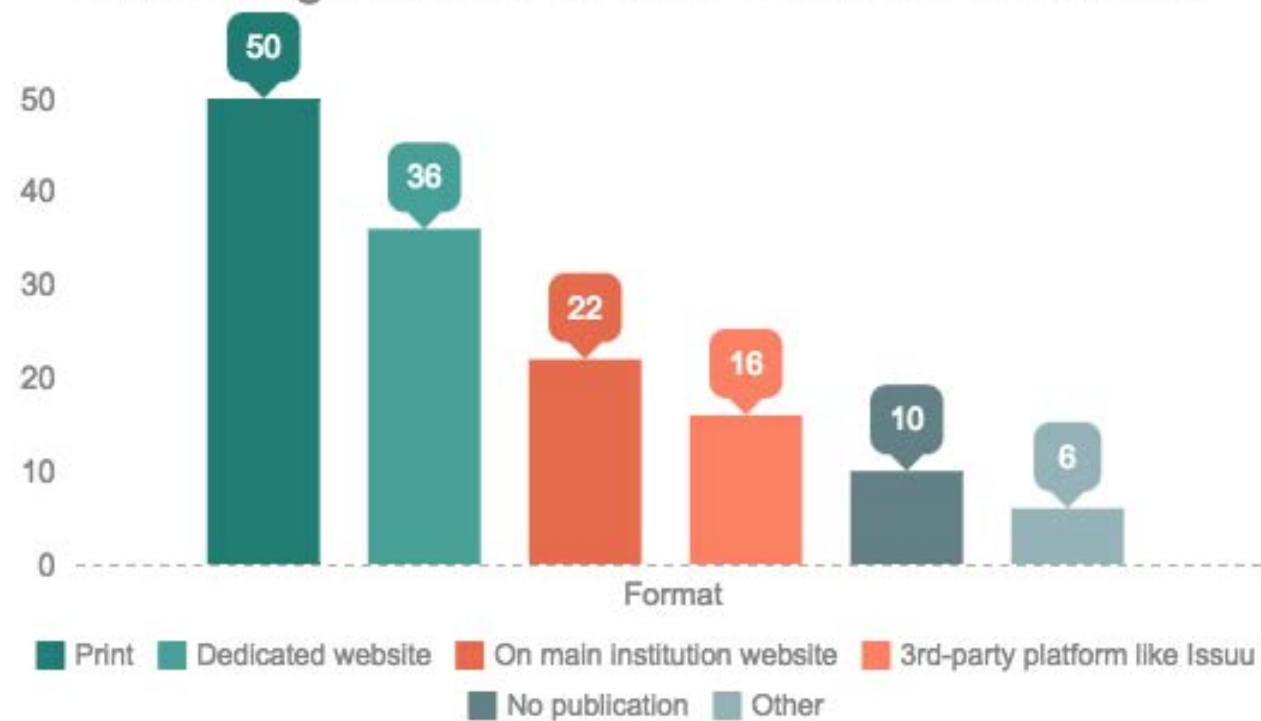
■ Yes (65.51%) ■ No (18.97%) ■ Other (15.52%)

What office publishes your magazine?

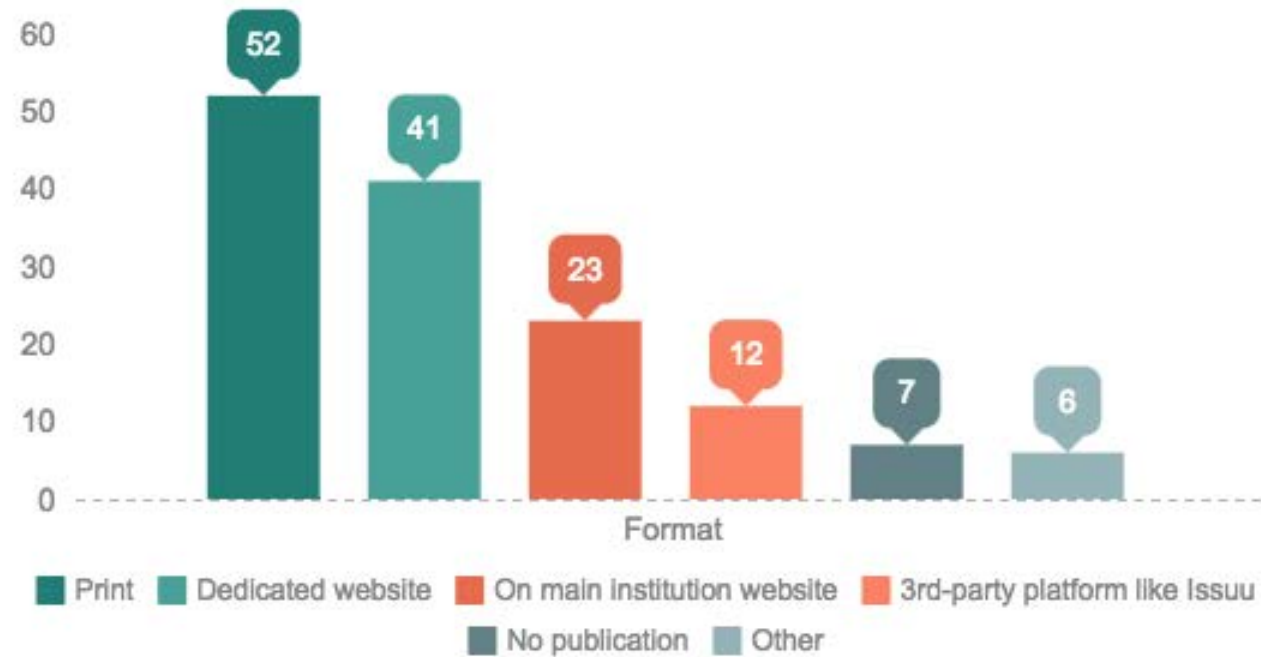


■ Office of Research (26.67%) ■ University communications (38.33%) ■ School/center communications (18.33%)
■ Other (16.67%)

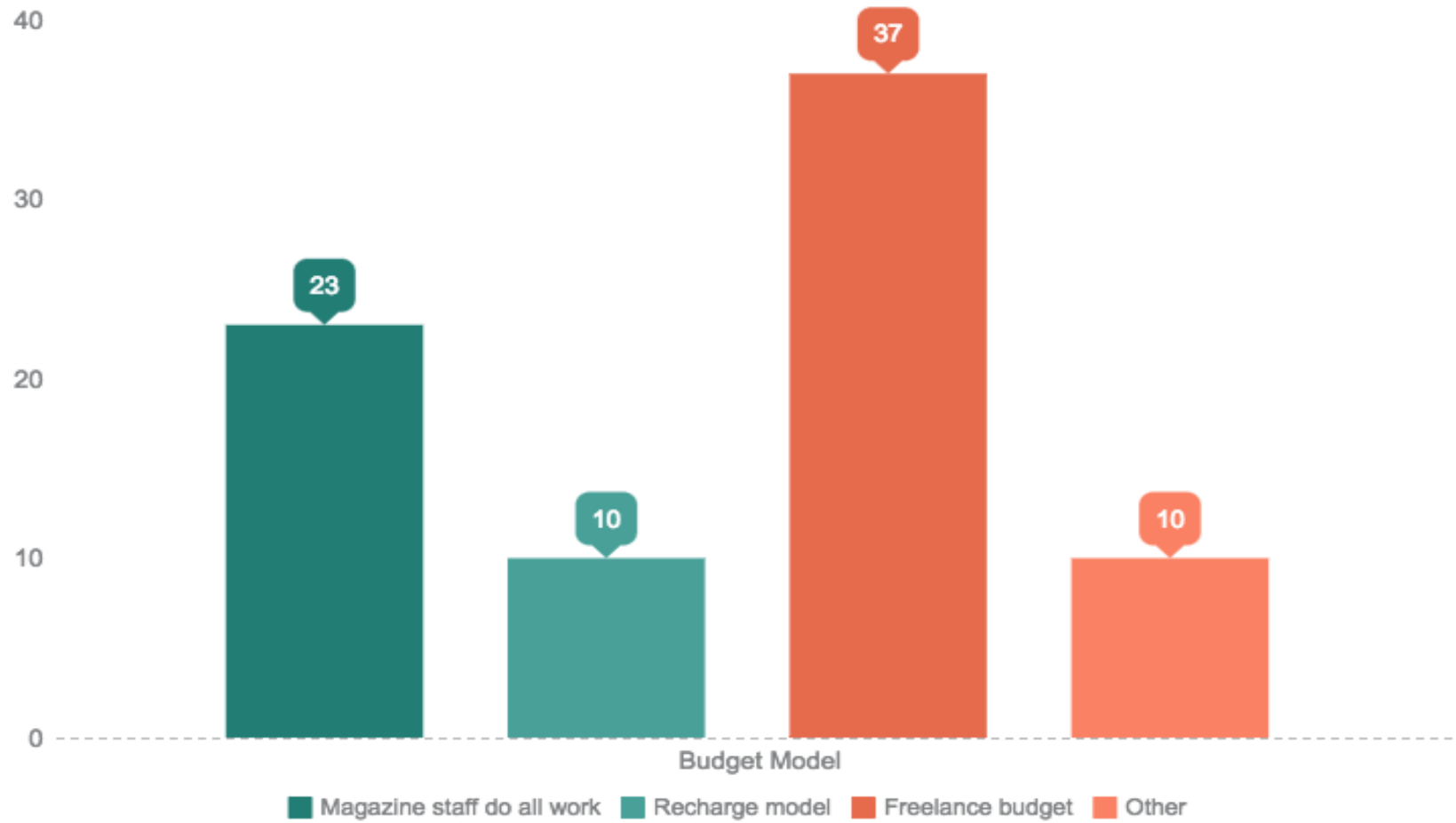
Publishing Formats Used in Previous 12 Months



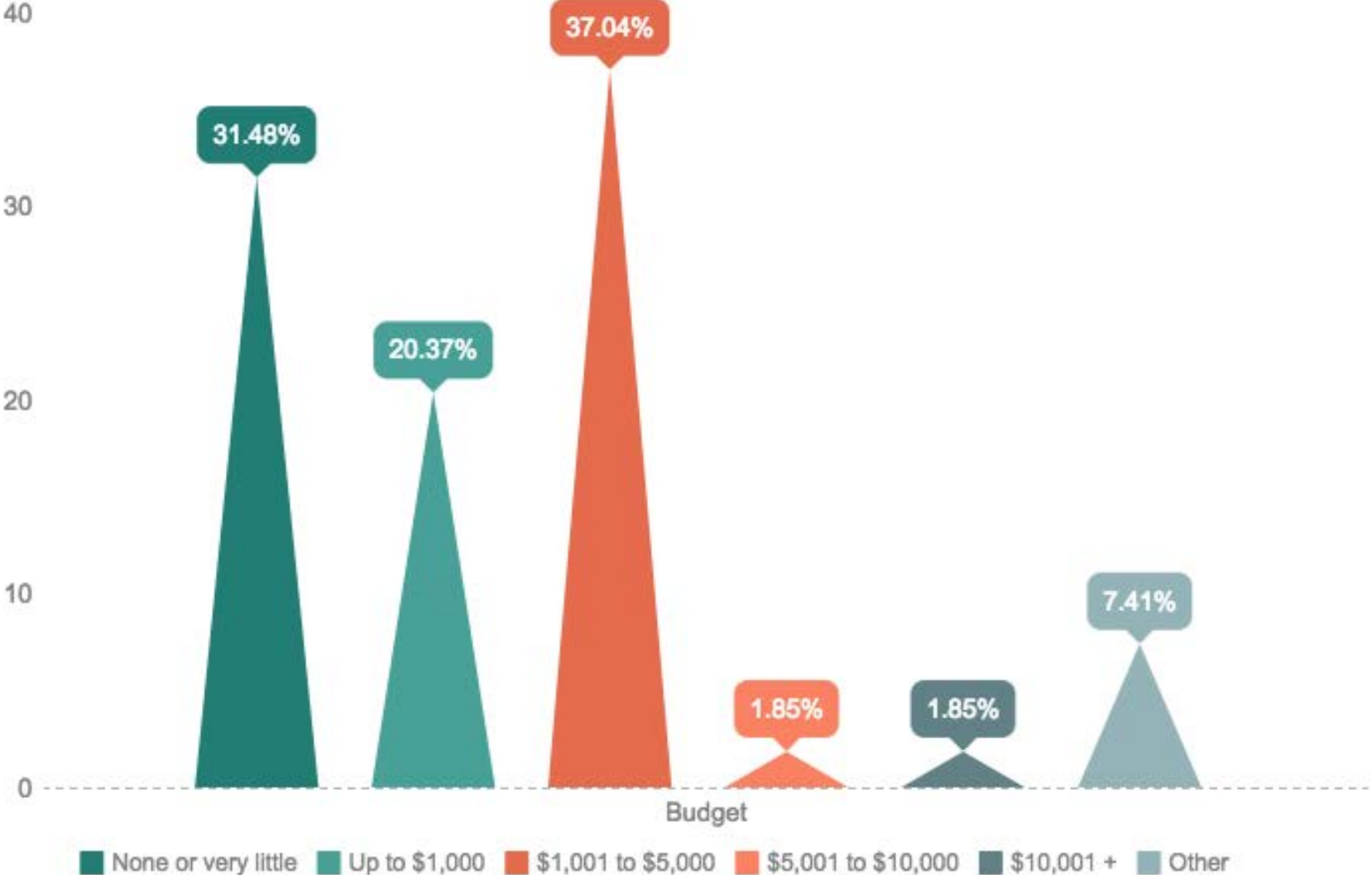
Planned Publishing Formats in Next 12 Months



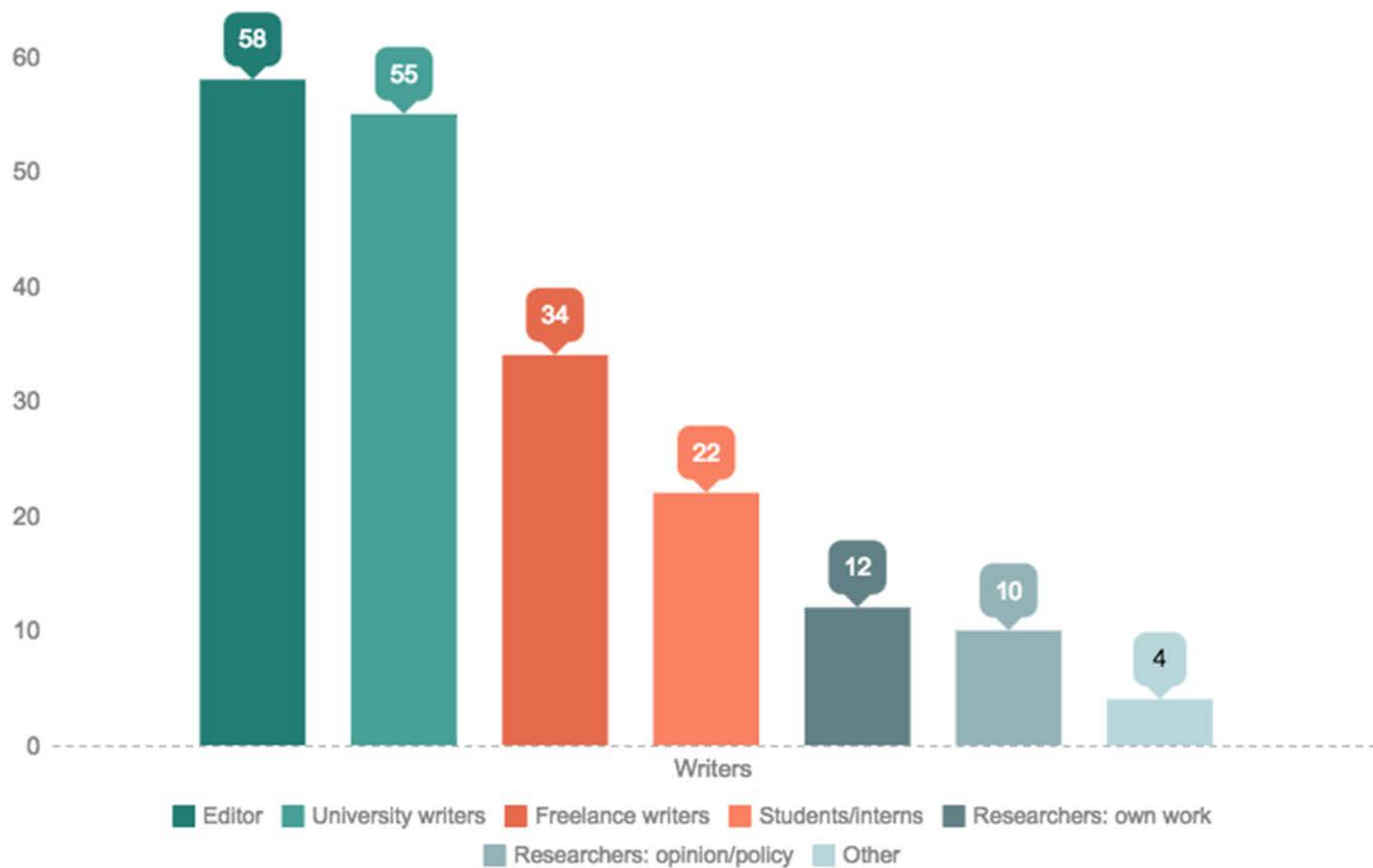
What is your budget model?



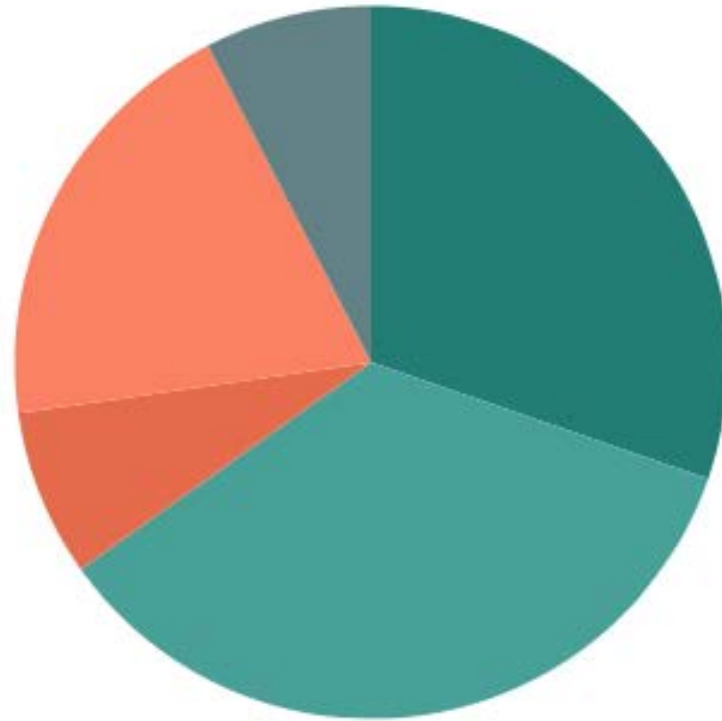
What is your freelance or recharge budget for photography?



Who writes the magazine's stories?



Print vs. Online Content



■ Identical (30.30%) ■ Videos/Online Enhancement (34.85%) ■ Additional Stories (Print) (7.58%)
■ Additional Stories (Online) (19.70%) ■ Other Differences (7.58%)

Print Editions

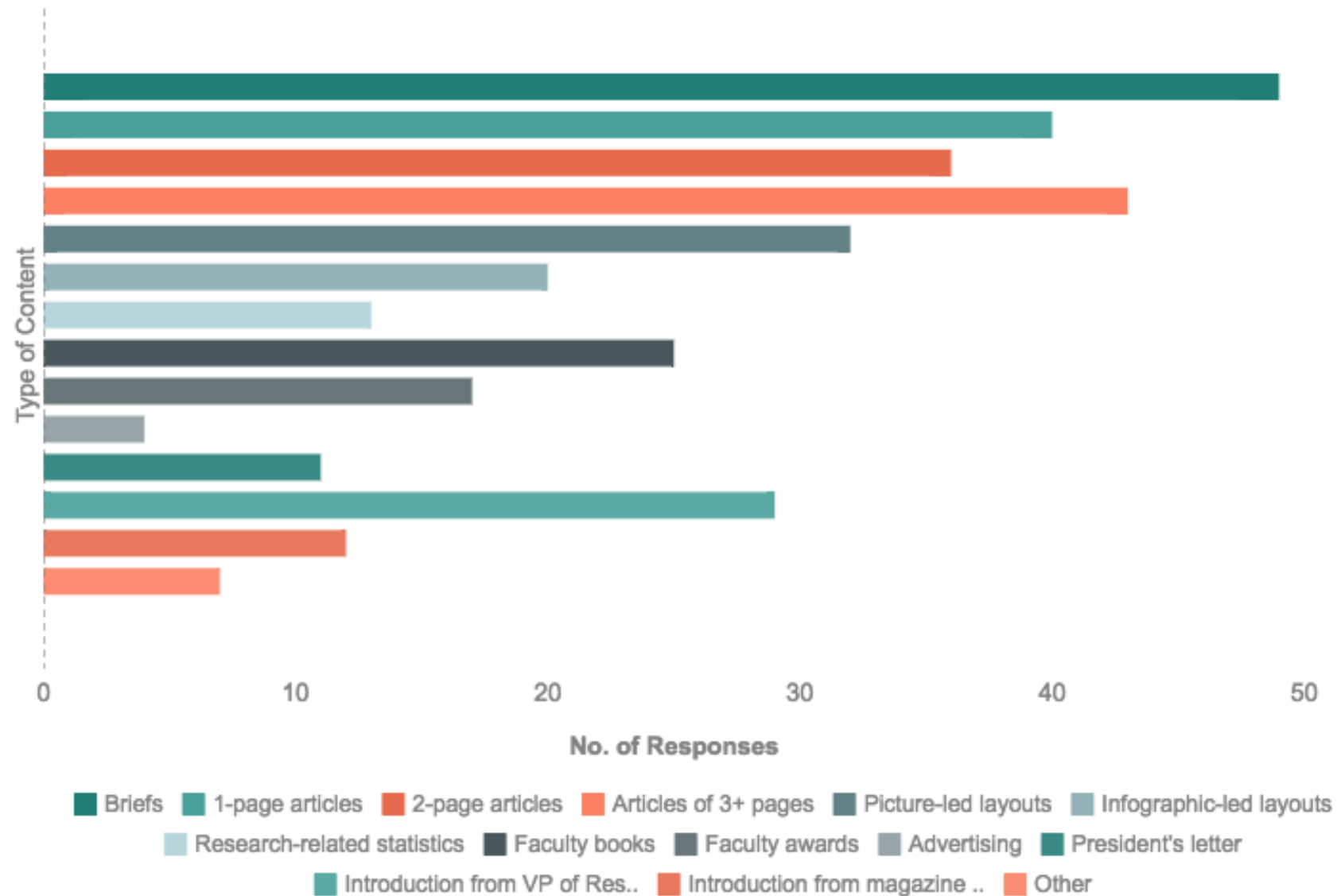
How many pages is your print magazine?

Range: 8-65 pages

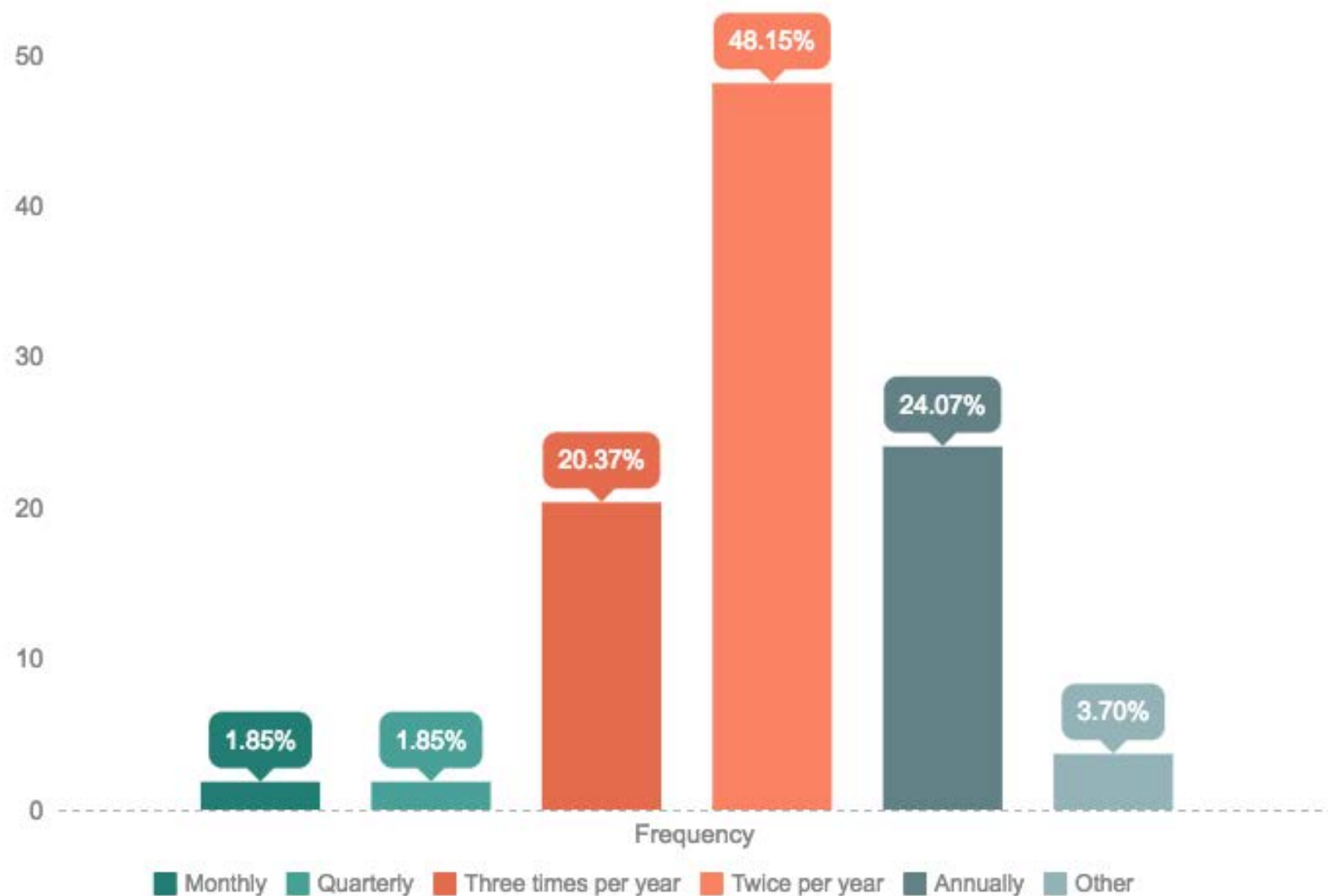
Average: 41.7

Median: 42

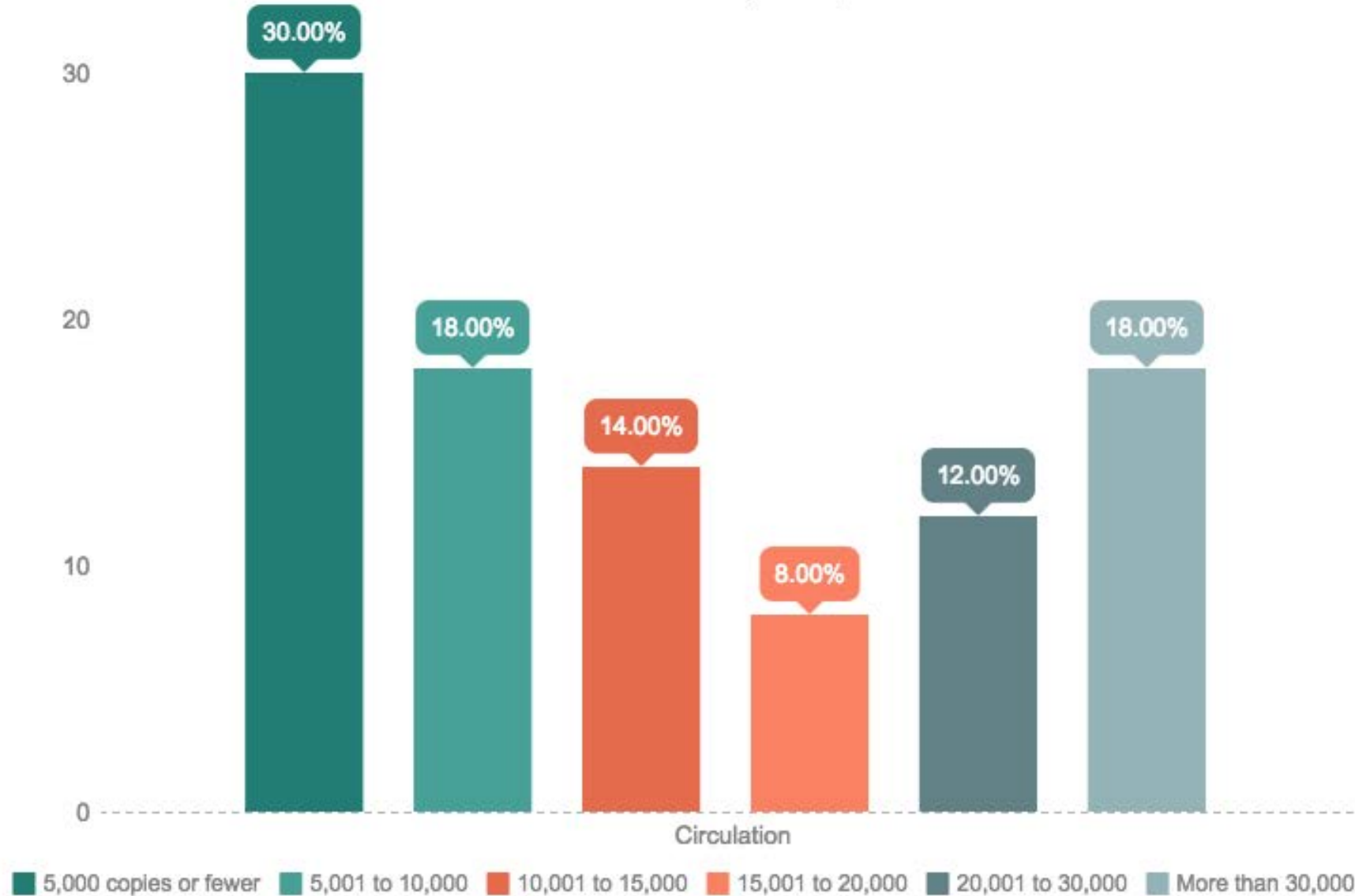
What type of content do you have in your print version?



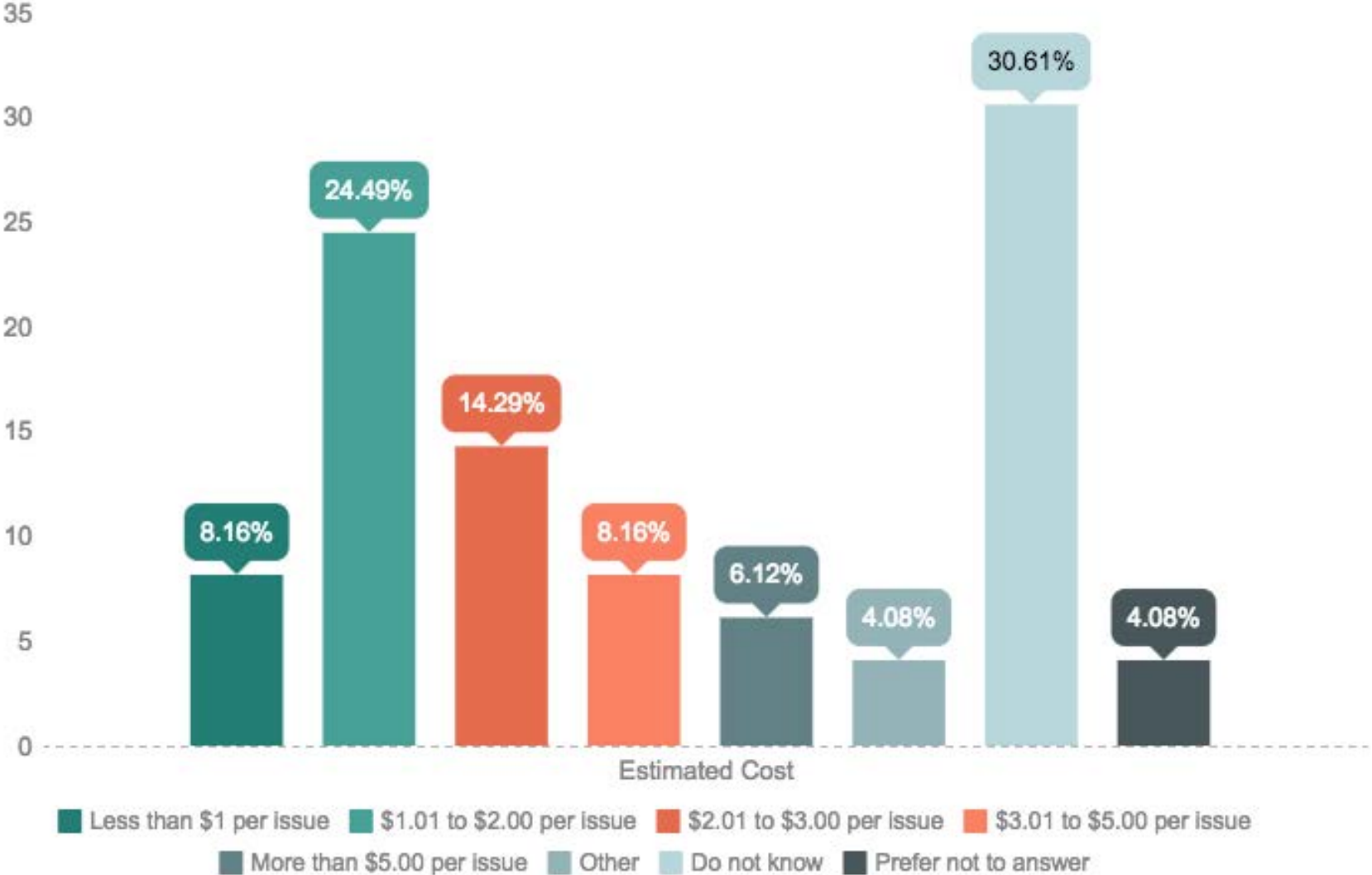
How often do you publish a new print edition?



What is the circulation of your print version?

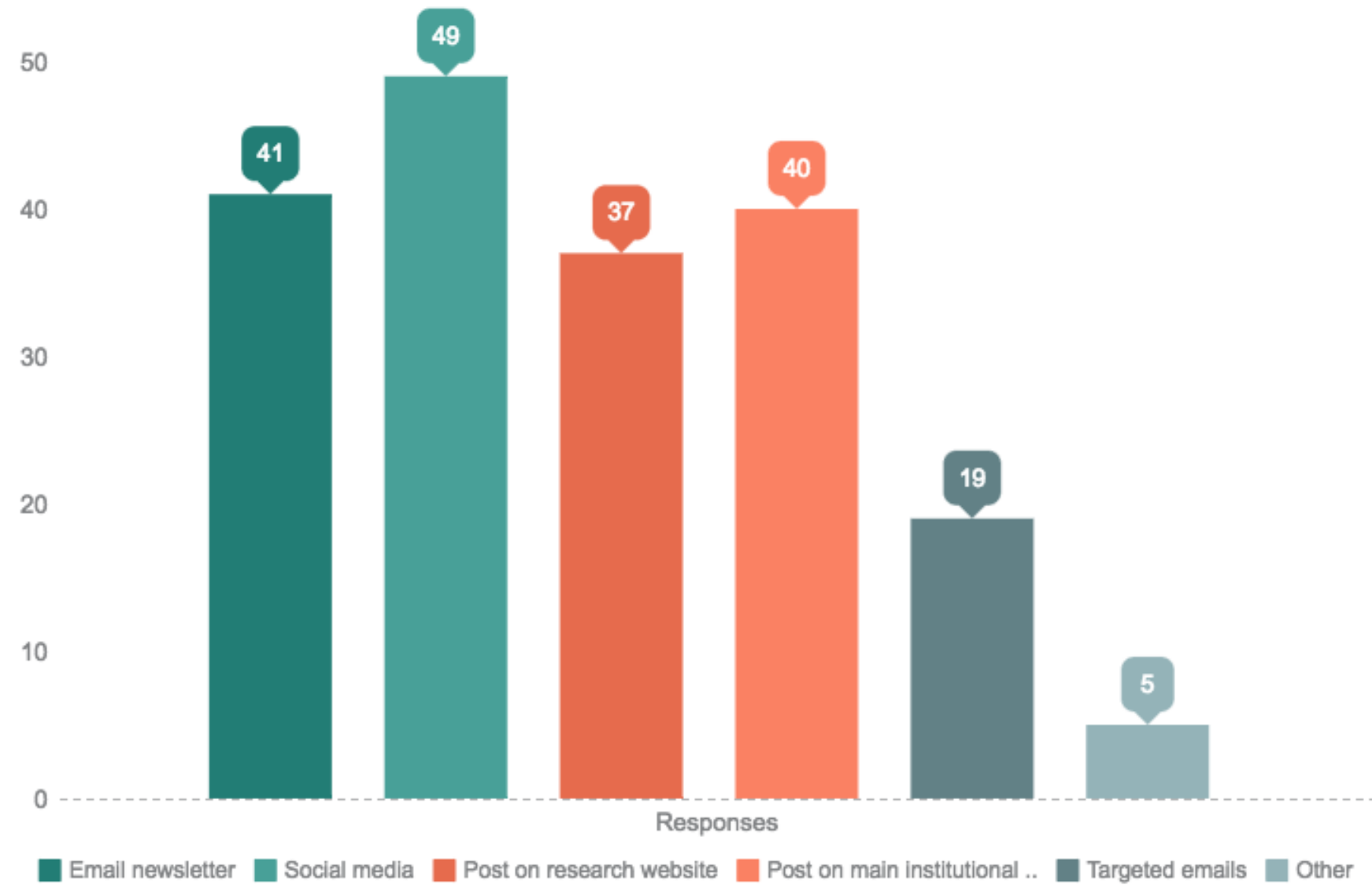


What is your estimated cost per issue for print editions?

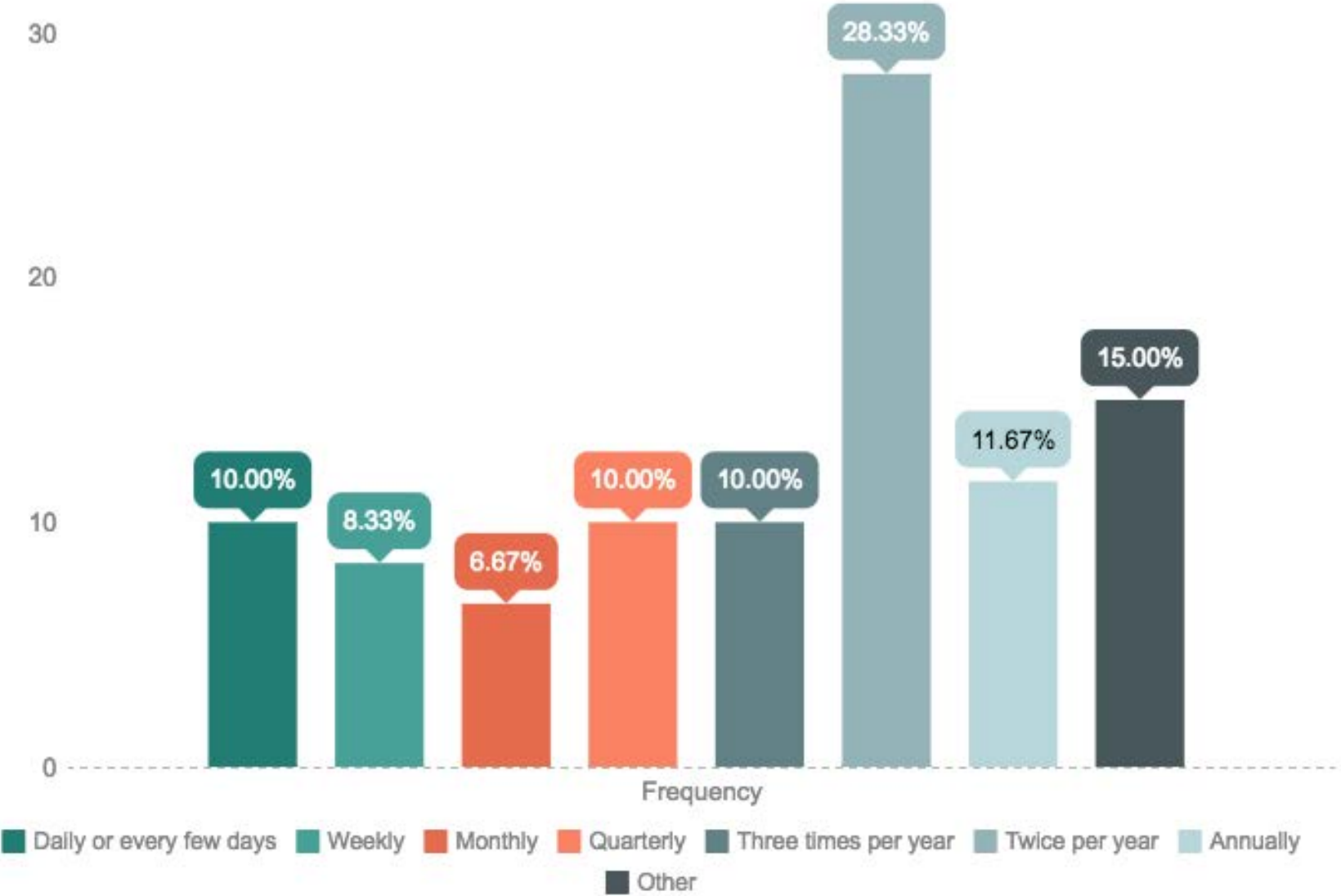


Online Editions

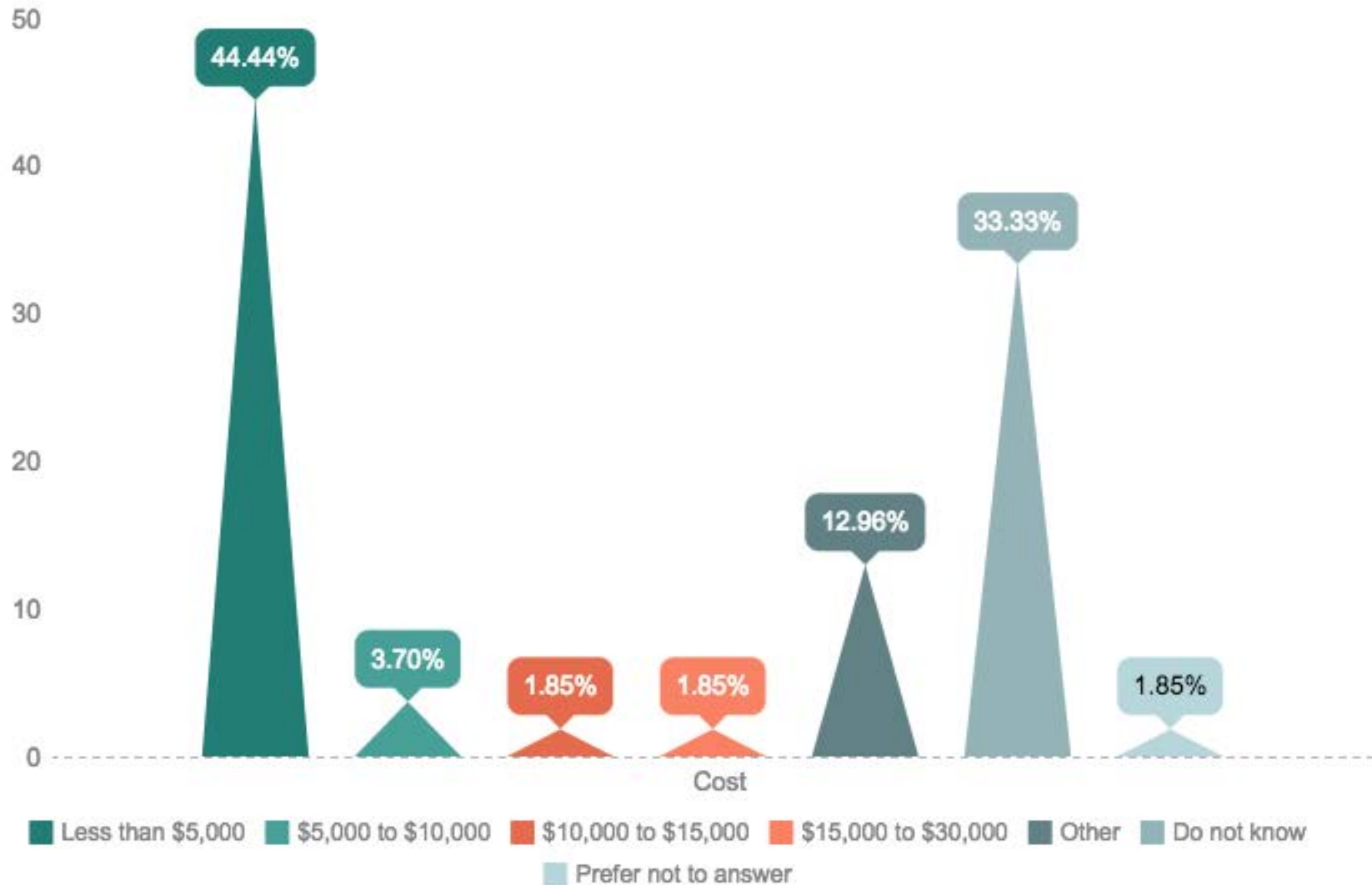
How do you distribute online content or individual stories?



How often is content updated online?

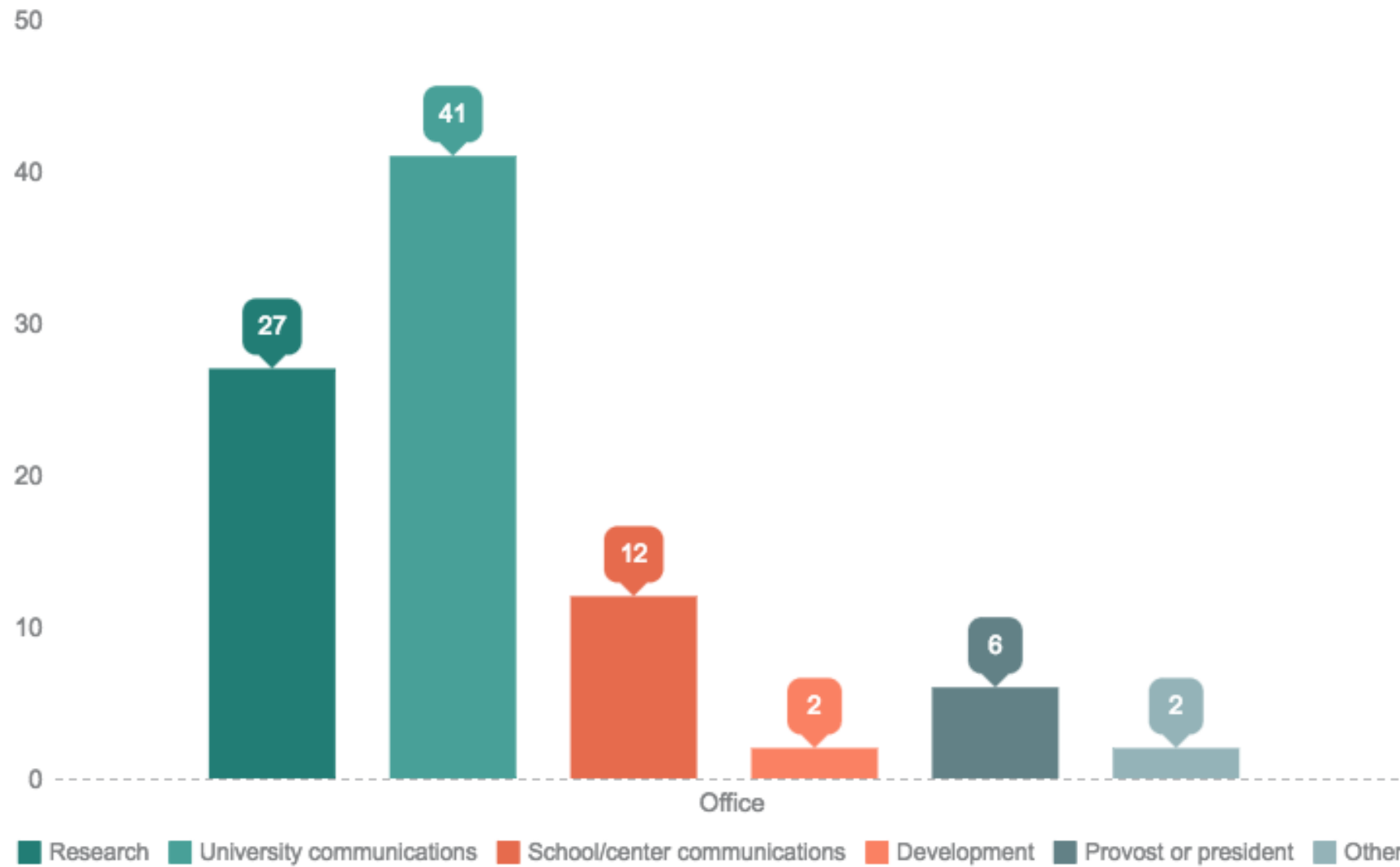


How much does your online content cost?

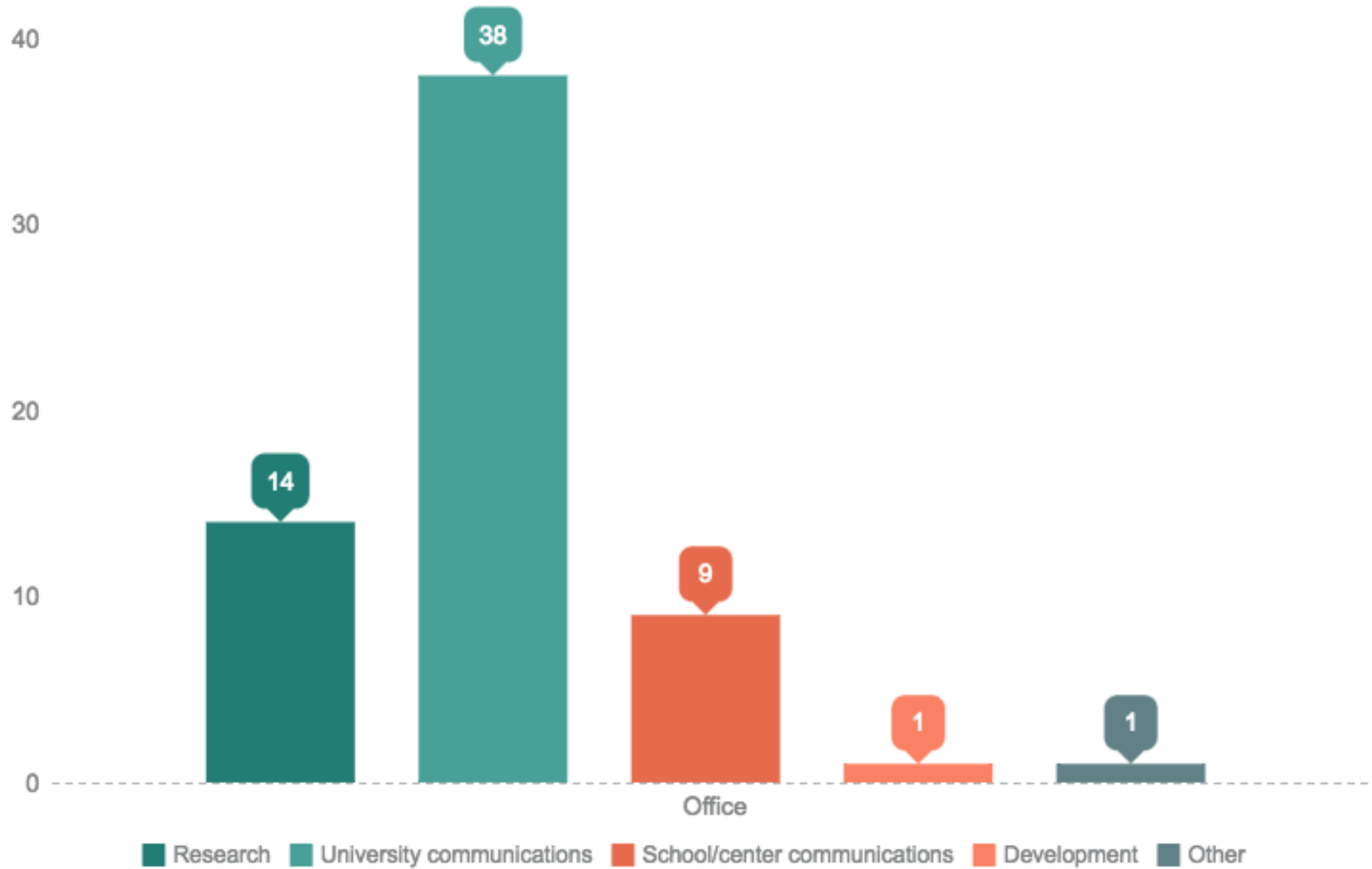


Division of Labor

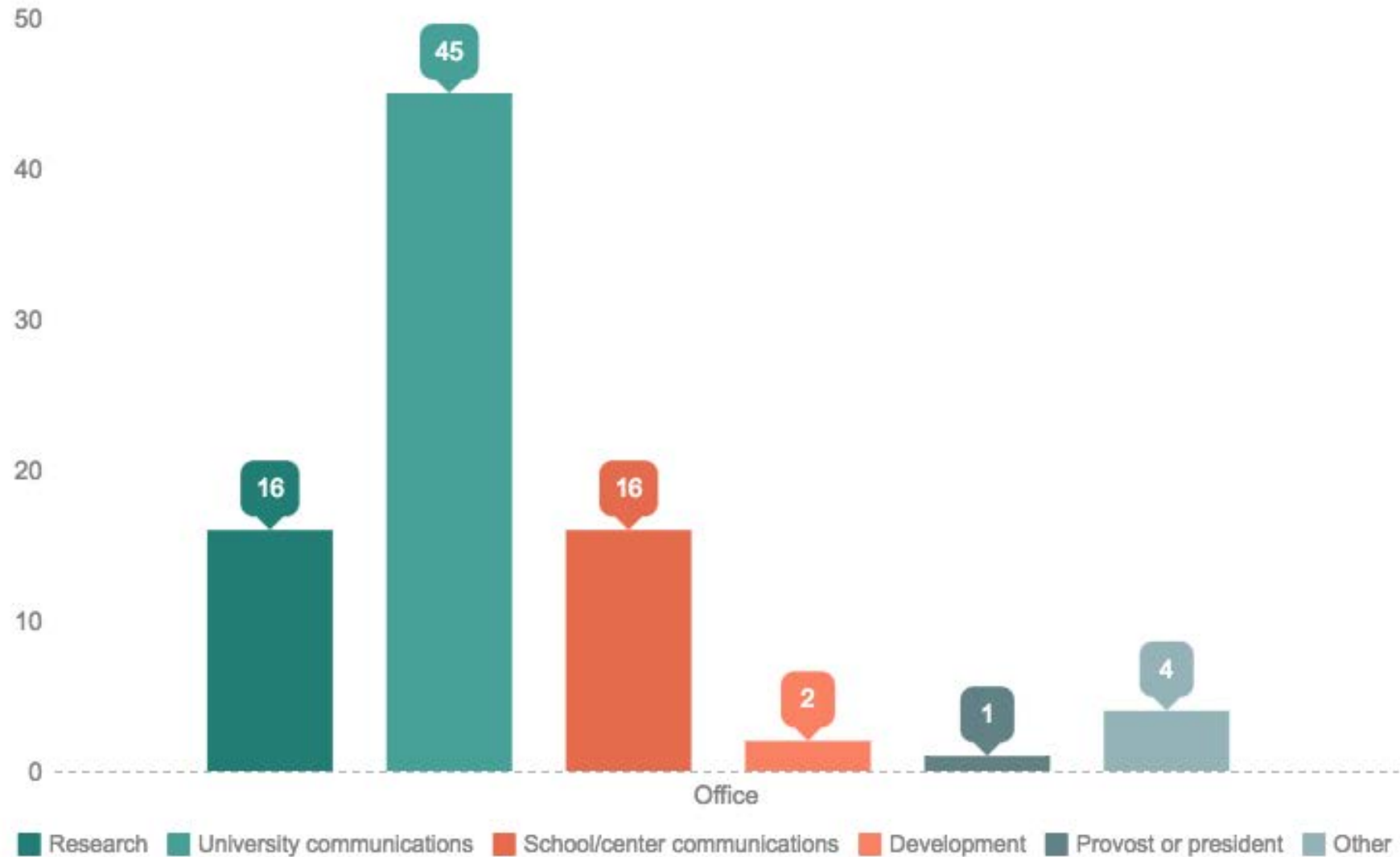
Which office chooses the magazine's content?



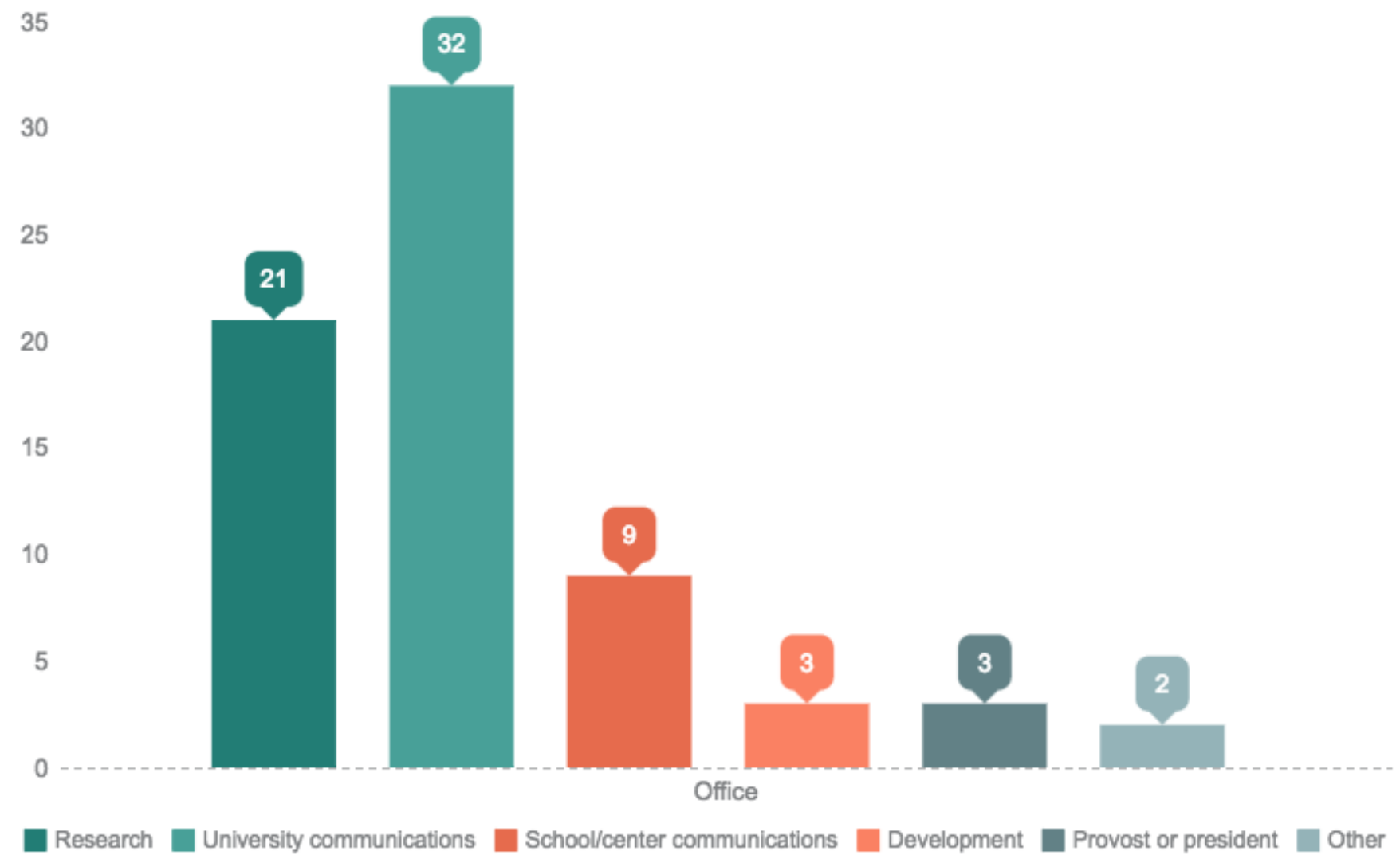
Which office provides the managing editor?



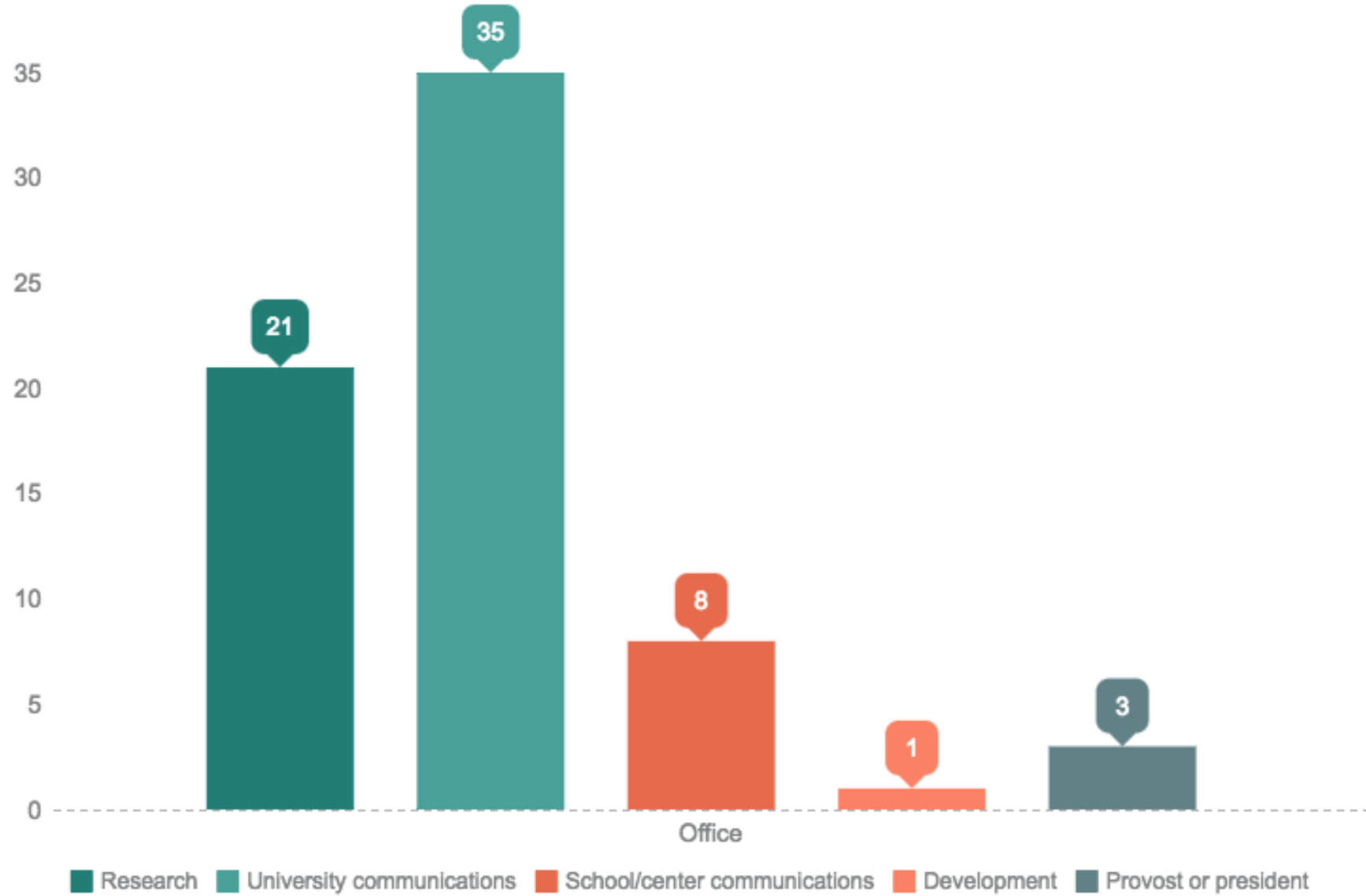
Which office handles reporting and writing?



Which office oversees the magazine's budget?



Which office evaluates readership/looks at return on investment?

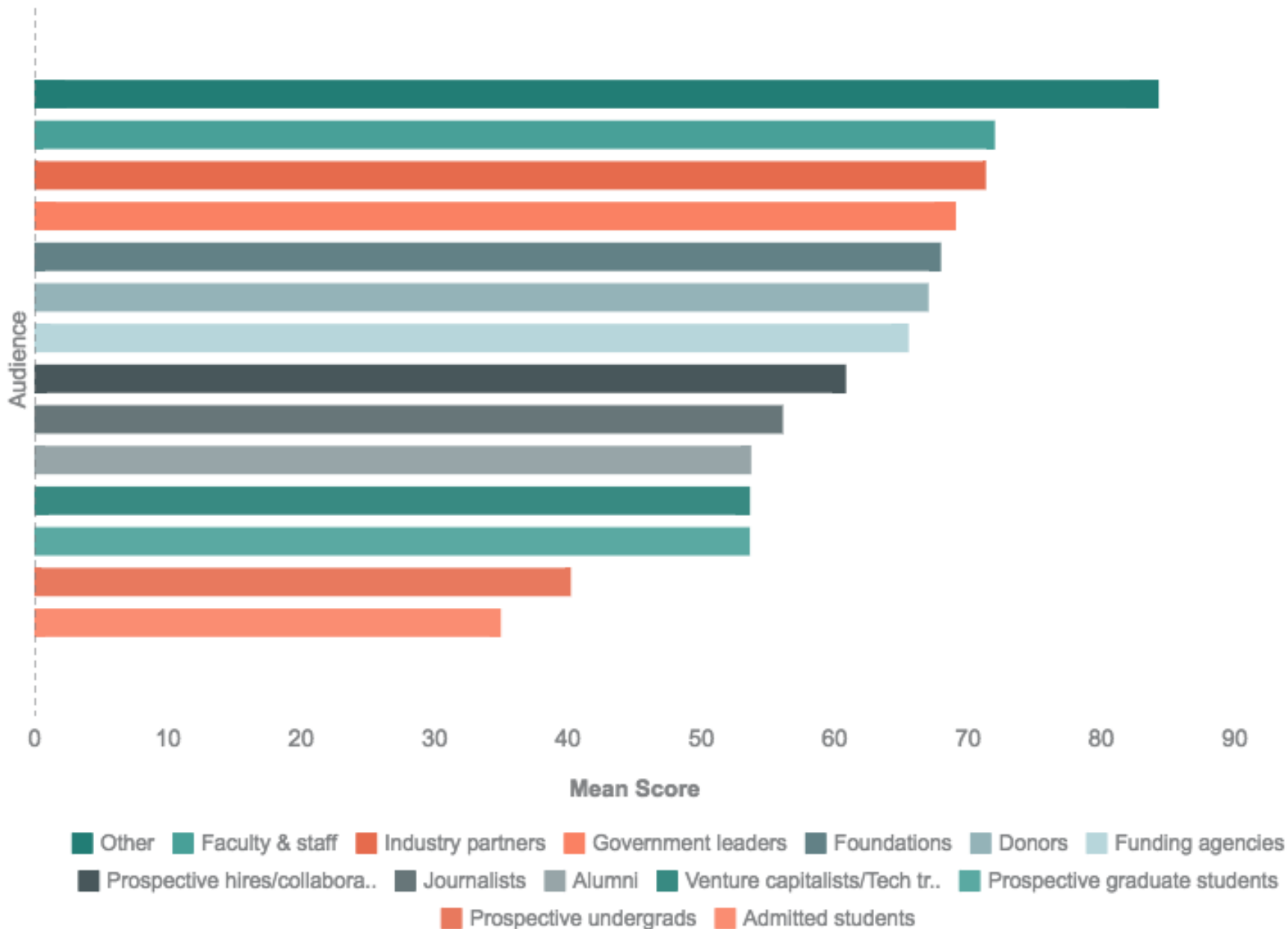


Which office oversees distribution?

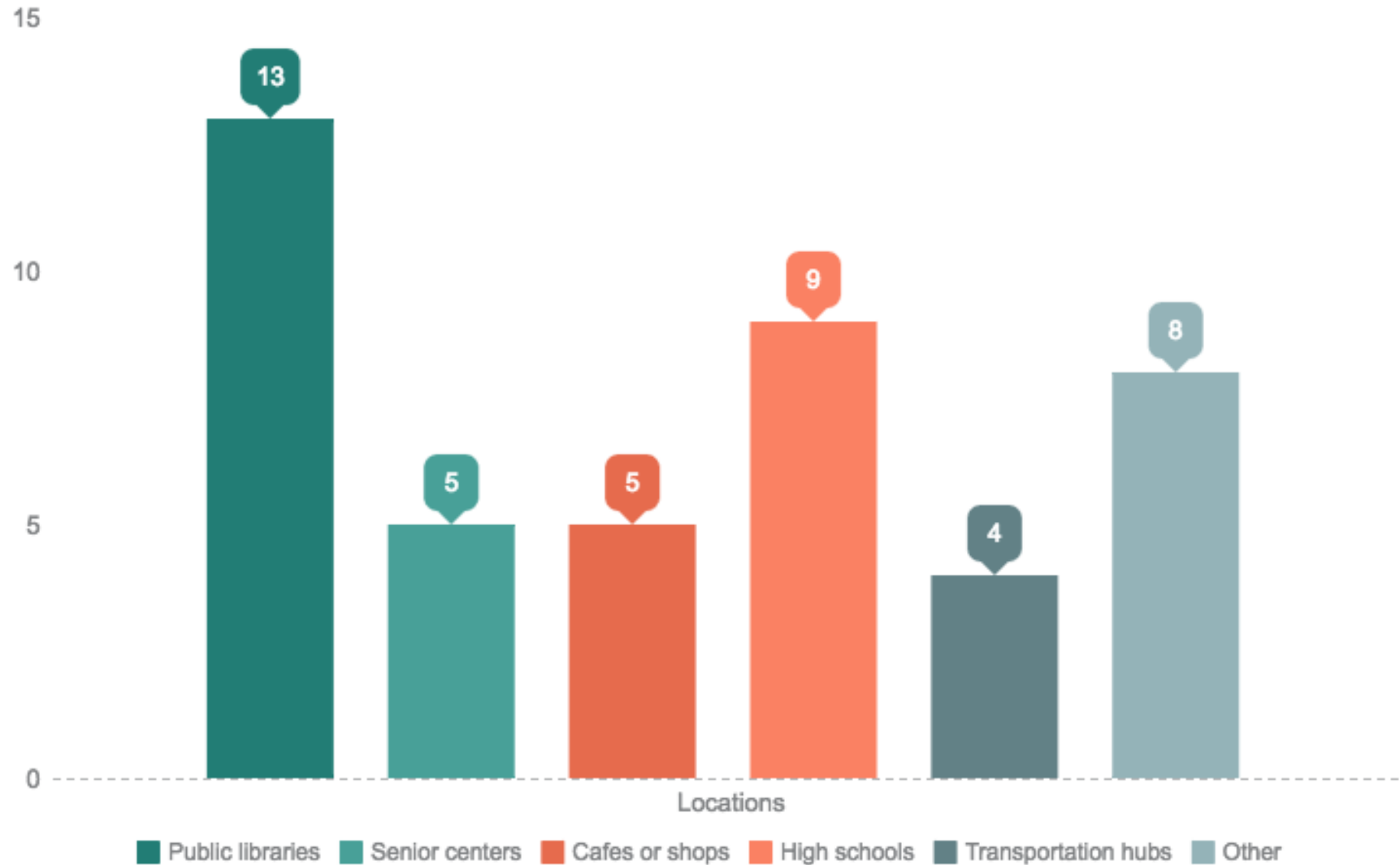


Distribution

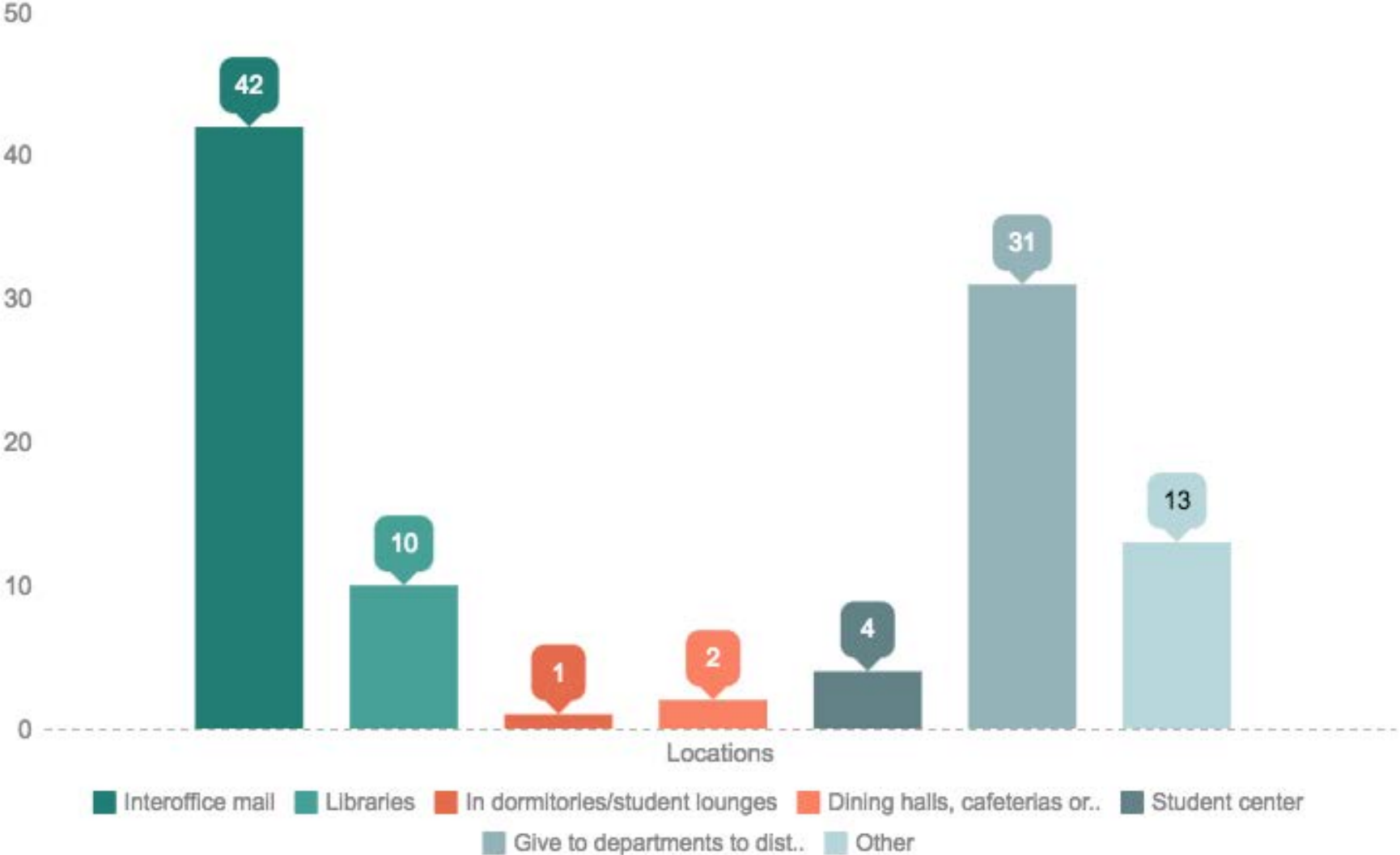
Key Audiences



Where do you distribute your magazine in the local community?



How/where do you distribute your magazine on campus?



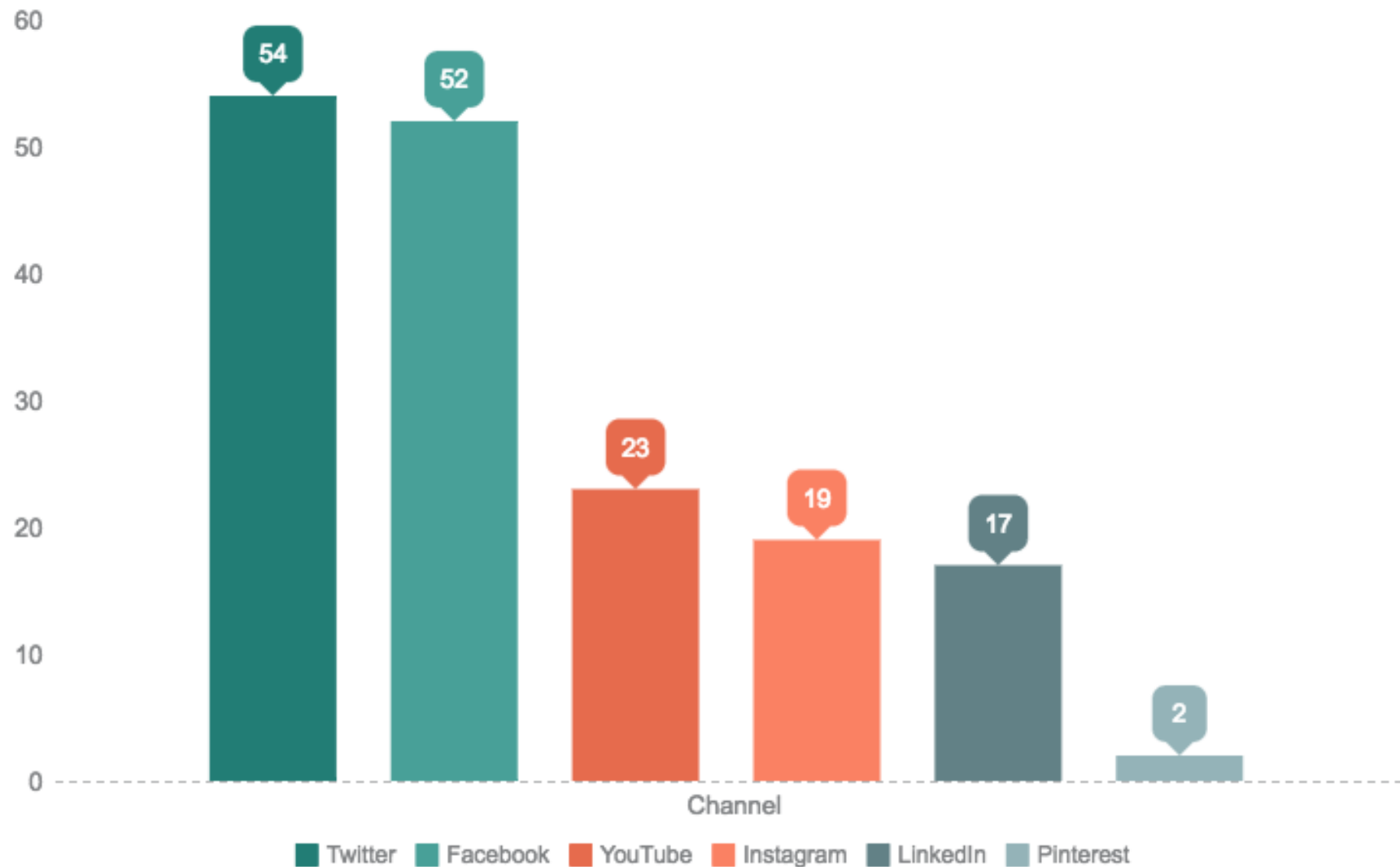
A Few More Things

How do magazine editors spend their time?

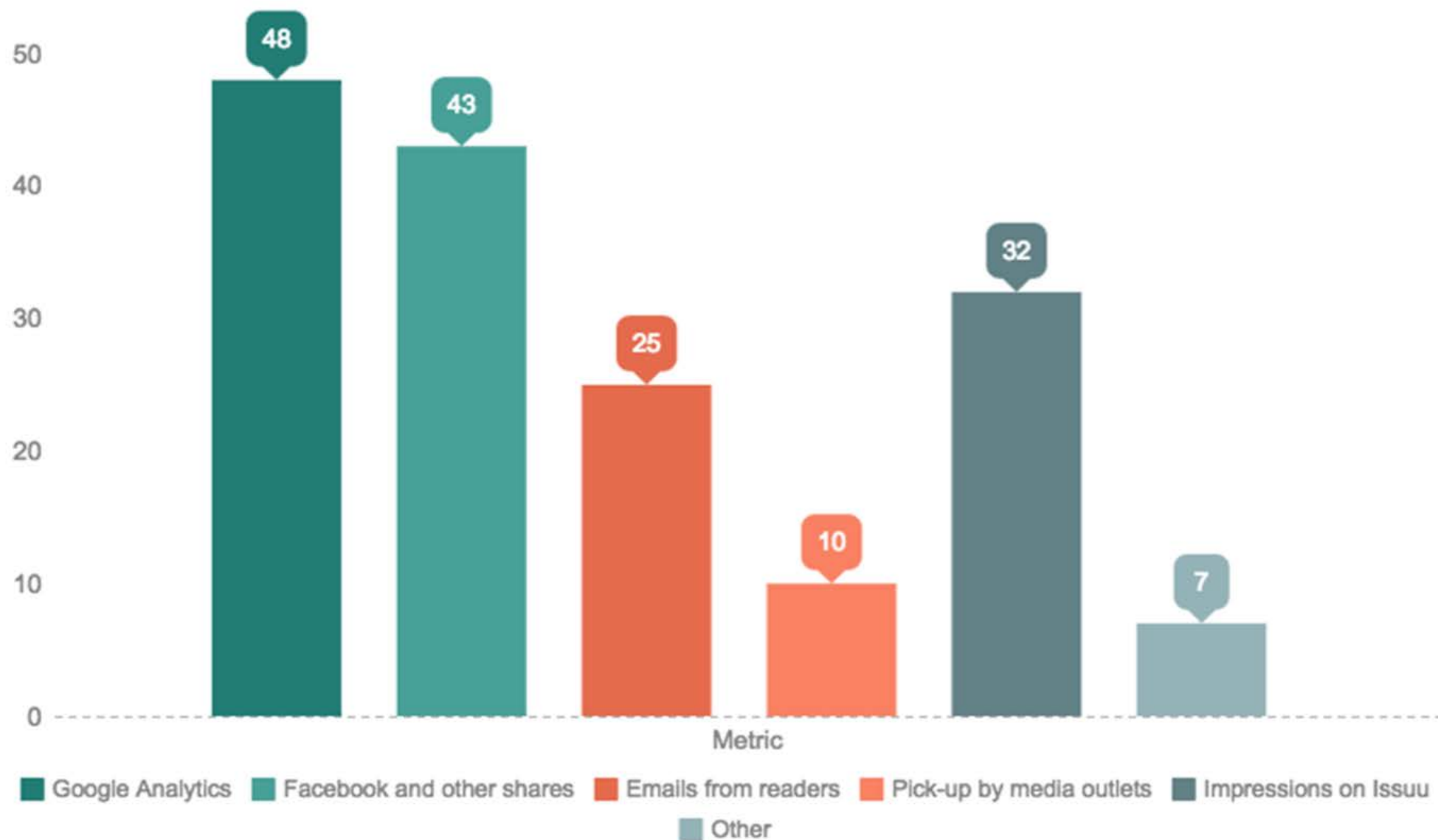


■ Research magazine (36.63%) ■ Writing news releases (14.85%) ■ Other publications (17.82%) ■ Media relations (5.94%)
■ Multimedia or social media (6.93%) ■ Other (17.82%)

What social media do you use to promote your magazine?



Which of the following metrics do you use to assess your print or online editions?



Questions? Comments?