

It Matters Who You Know

***H*ow well an editor knows his or her readers can make or break a publication. The time and trouble it takes to gather information will pay for itself in better sales later. Just what do you know about your readers?**

Find your starting point. Look at the list below. Use an X to mark the information that is already known about your readers. Then use a ✓ to mark information that is still needed.

- | | |
|---|--|
| <input type="checkbox"/> <i>Age of average reader</i> | <input type="checkbox"/> <i>Why they like the publication</i> |
| <input type="checkbox"/> <i>Average educational level</i> | <input type="checkbox"/> <i>What they don't like about it</i> |
| <input type="checkbox"/> <i>How many live in urban areas</i> | <input type="checkbox"/> <i>Positions held in the local church</i> |
| <input type="checkbox"/> <i>When they last moved</i> | <input type="checkbox"/> <i>Newspapers they read</i> |
| <input type="checkbox"/> <i>Annual income</i> | <input type="checkbox"/> <i>Feelings about the government</i> |
| <input type="checkbox"/> <i>Ethnic background</i> | <input type="checkbox"/> <i>Feelings about the national church</i> |
| <input type="checkbox"/> <i>Recreational interests</i> | <input type="checkbox"/> <i>Average reading level</i> |
| <input type="checkbox"/> <i>Preferred musical style</i> | <input type="checkbox"/> <i>When they first read the publication</i> |
| <input type="checkbox"/> <i>Length of time as Christians</i> | <input type="checkbox"/> <i>What kind of humor they like</i> |
| <input type="checkbox"/> <i>How they earn a living</i> | <input type="checkbox"/> <i>What they do to relax</i> |
| <input type="checkbox"/> <i>How many children they have</i> | <input type="checkbox"/> <i>Experience with other cultures</i> |
| <input type="checkbox"/> <i>Favorite kinds of books to read</i> | <input type="checkbox"/> <i>Devotional aids used</i> |
| <input type="checkbox"/> <i>How much they pay for magazines</i> | <input type="checkbox"/> <i>Bible studies they attend</i> |
| <input type="checkbox"/> <i>How much they pay for books</i> | <input type="checkbox"/> <i>Other magazines they read</i> |
| <input type="checkbox"/> <i>What their career goals are</i> | <input type="checkbox"/> <i>How they became Christians</i> |
| <input type="checkbox"/> <i>Length of time in their jobs</i> | <input type="checkbox"/> <i>How they get the magazine</i> |
| <input type="checkbox"/> <i>Level of job satisfaction</i> | <input type="checkbox"/> <i>Average household size</i> |