



G A S P M E D I A P T Y L T D

GASP Media Reader's Survey Research Report

September 2012

The logo for Sold Magazine, featuring the word "sold." in a bold, lowercase, sans-serif font. The period is a solid red dot.



Sold Magazine have engaged an independent market research business, Customer Return, to facilitate the survey on their behalf

Executive Summary

- Sold Magazine gets into the hands of decision makers and enjoys a high level of reader advocacy and the highest degree of reader recognition.
- The favourite article topics (in order) were clearly sales, marketing and personal development related topics with readers preferring to read the magazine (not online) and sharing information of interest from publications.
- Amongst a range of options, advertising is easily the leading priority for industry spend, with a preference towards print, as opposed to digital.

Introduction

In an increasingly competitive advertising market where there may be unsubstantiated claims of levels of reader recognition, readership and satisfaction made to advertisers, GASP Media wanted an independently verified analysis to assess its' standing against other real estate magazines.

Specifically, the research was conducted to:

- Provide independent verification of the level of readership of industry magazines. This verification aims to support GASP Media's focus on the need to 'insist on audited media' and the certainty such transparency brings for advertisers.
- Provide some feedback as to the areas of most interest for readers, to assist in setting the priorities for articles in future editions, and to provide a more customer focused publication.
- Assess the satisfaction level of subscribers / readers, identifying what is most valued and where any opportunities for improvement may lie.

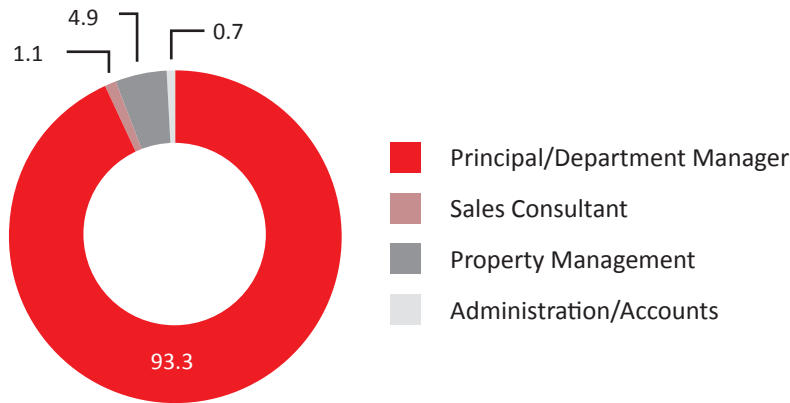
Methodology

- Data was captured via hard copy questionnaires that were printed on the flip side of the fly-sheet accompanying a magazine mail-out. Printed copies were also inserted into the issues placed into the delegate satchel at the 2012 Australian Real Estate Convention (AREC).
- The questionnaire was received by a mix of principal/department managers, sales consultants and property managers, and administration staff of real estate businesses.

Question 1:

What is your job title?

(figures in %)



93% of survey respondents were either principals or department managers, highlighting the point that Sold Magazine gets into the hands of the decision makers within the businesses receiving the magazine.

Question 2:

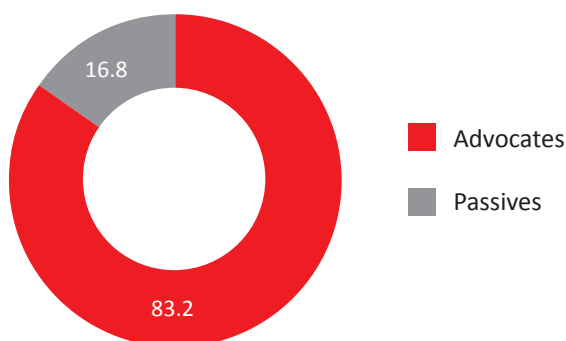
Do you feel that Sold Magazine contains articles & information that are useful to your role?

82% of respondents gave a 9 or 10 rating, demonstrating a high level of reader advocacy

Question 3:

On a scale of 1-10, with 1 being 'not at all' and 10 being 'absolutely', would you feel comfortable recommending Sold Magazine to others?

(figures in %)

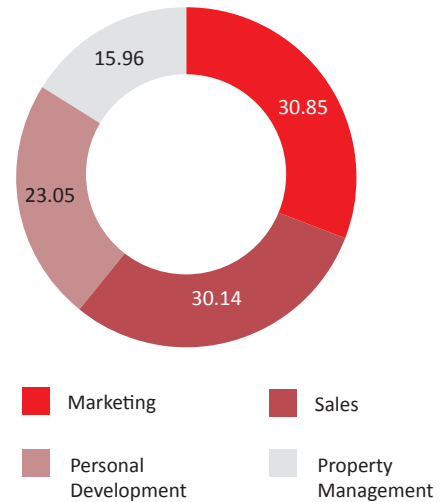
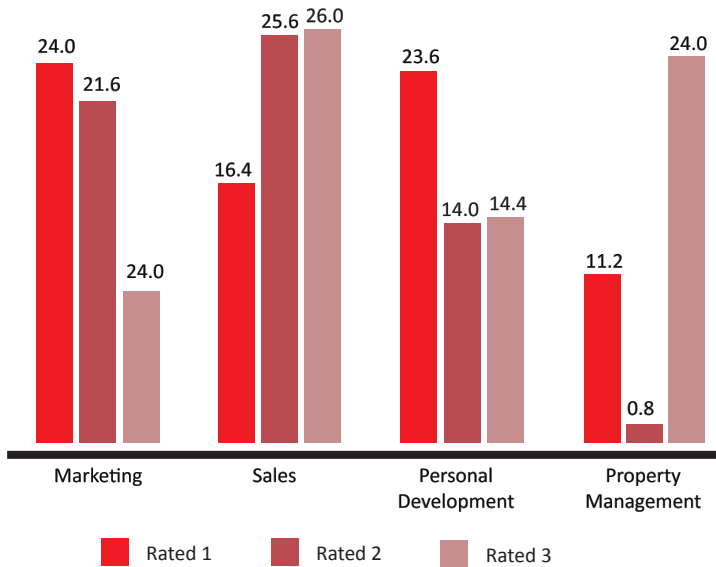


89.6% of readers gave a 9 or 10 rating (out of ten) to the question of 'would you feel comfortable recommending Sold Magazine to others?' demonstrating a high level of reader advocacy. The remaining readers provided a 7 or 8 rating (deemed as 'passives') with no 'detractors' (a rating of 6 or below) being recorded in response to this message.

Question 4:

In order of preference from 1 'most favourite' to 8 'least favourite', please indicate your favourite article topics

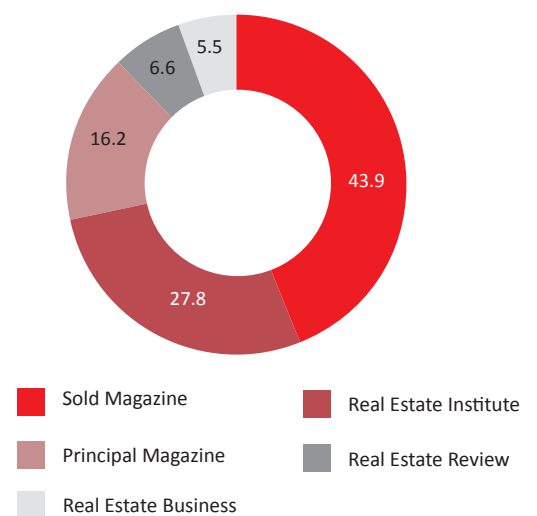
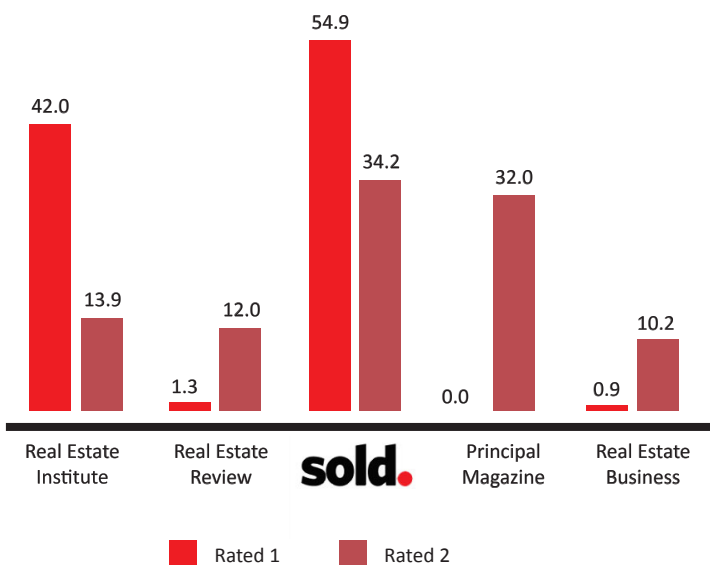
(figures in %)



The favourite article topics (in order) were clearly sales, marketing and personal development related topics. Respondents were more neutral towards property management, case studies and market/industry updates and less enthusiastic towards technology/social media and training/human resources.

Question 5

In order of preference from 1 'most' to 5 'least', please indicate what real estate media you recognise and use most



89.1% of readers indicated that Sold Magazine was either their most or second most recognised publication amongst a choice of five publications. The second most recognised publications were from State based Real Estate Institutes, with only 56.4% recognising them in their top two.

Question 6

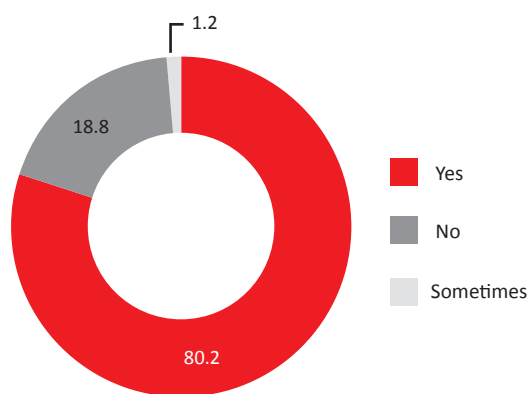
How do you prefer to consume this information?

100% of readers preferred to read their articles via the magazine and not the internet.

Question 7

Does your office, either informally or through sales meetings, share information of interest from publications?

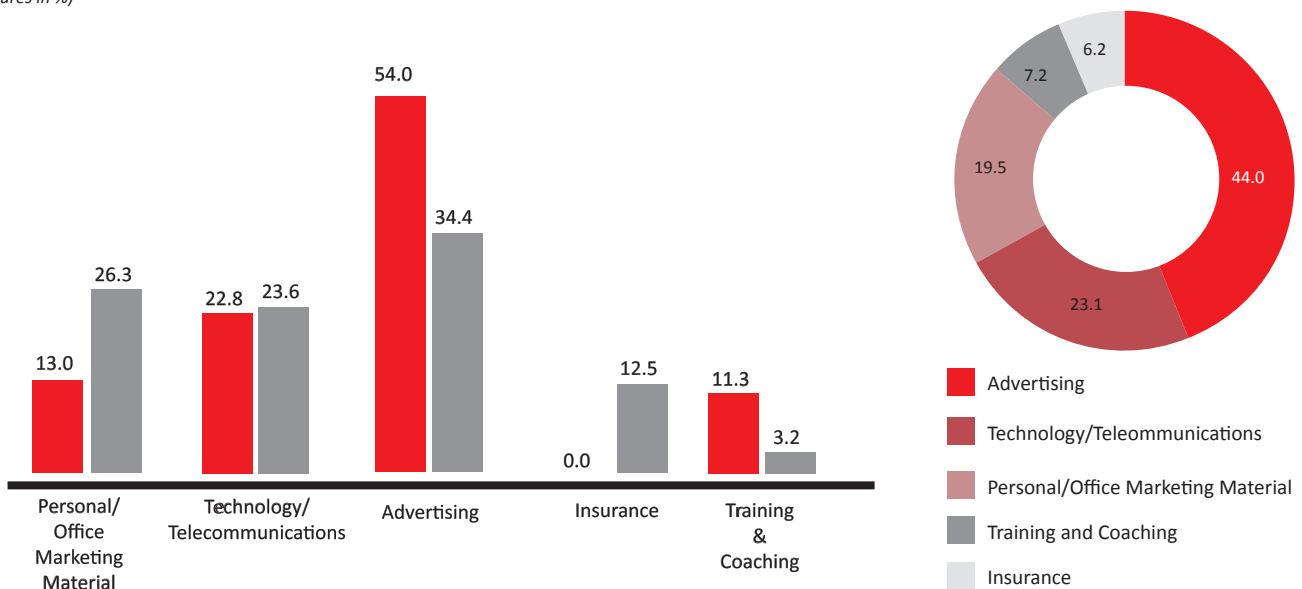
(figures in %)



Question 8

Broadly speaking, where do you prioritise your overall spend

(figures in %)




Nearly 90% of people rated advertising as their first or second priority for overall spend (amongst 6 options), with 29% more (64.4% of respondents) spending 60% or more of their advertising spend on print, as opposed to digital.

Conclusions

- Sold Magazine gets into the hands of the decision makers within the businesses receiving the magazine.
- Sold Magazine enjoys a high level of reader advocacy.
- The favourite article topics, which has reader and advertiser implications, were clearly sales, marketing and personal development related topics.
- Amongst a choice of five publications, Sold Magazine enjoys the highest level of magazine recognition by over 30%.
- Amongst respondents, reading a magazine is universally preferred to consuming the information over the internet.
- Sold Magazine enjoys a high degree to 'shareability', with the majority of readers sharing articles of interest within their office.
- Advertising is the preferred method of spend, with nearly one third more respondents spending 60% or more of their advertising spend on print, as opposed to digital.

Appendix




THE MAGAZINE FOR REAL ESTATE PROFESSIONALS

If undelivered, please return to:
Gasp Media Pty Ltd, PO Box 3747 Tuggerah NSW 2259

PRINT POST
352583/00730

POSTAGE PAID AUSTRALIA



find the one

Talk to our talent team
www.recd.com.au

gasp! G A S P M E D I A P T Y L T D

To change postage details please visit www.sold-magazine.com.au or complete this panel and fax this flysheet to: **(02) 4353 6866**

Name _____

Address _____

_____ State _____ Postcode _____

Phone () _____ Fax () _____

Email _____

Sold Magazine Reader's Survey

Please complete this brief survey and fax back to (02) 4353 6866

1. What is your job title?

Principal/Department Manager

Sales Consultant

Property Management

Administration/Accounts

4. In order of preference from 1 'most favourite' to 8 'least favourite', please indicate your favourite article topics:

___ Marketing

___ Market/Industry updates

___ Sales

___ Personal Development

___ Technology/Social Media

___ Training/Human Resources

___ Case Studies about other Agents

___ Property Management

7. Does your office, either informally or through sales meetings, share information of interest from publications?

Yes

No

Sometimes

2. On a scale of 1-10, with 1 being 'not at all' and 10 being 'absolutely', do you feel that Sold magazine: (circle one)

Is easy and enjoyable to read

1 2 3 4 5 6 7 8 9 10

Contains articles and information that are useful to your role

1 2 3 4 5 6 7 8 9 10

Delivers on the brand promise of "list more, sell more, be more efficient"

1 2 3 4 5 6 7 8 9 10

Comments: _____

5. In order of preference from 1 'most' to 5 'least', please indicate what real estate media you recognise and use most;

___ A Real Estate Institute magazine - NSW / VIC / TAS / SA / WA / NT / QLD / ACT (circle one)

___ Real Estate Review

___ Sold Magazine

___ Principal Magazine

___ Real Estate Business

___ Other - please specify _____

Comments: _____

8. Broadly speaking, where do you prioritise your overall spend from 1 'highest' to 6 'lowest':

___ Personal / office marketing material

___ Technology / telecommunications

___ Advertising (Print ___% - Digital ___%)

___ Insurance

___ Training and Coaching

___ Other - please specify _____

Comments: _____

3. On a scale of 1 - 10, with 1 being 'not at all' and 10 being 'absolutely', would you feel comfortable recommending Sold Magazine to others? (circle one)

1 2 3 4 5 6 7 8 9 10

6. How do you prefer to consume this information?

Magazine


Internet - PC or tablet (circle one)

9. If there was one thing that Sold Magazine does best or could do better, what would that be?

Comments: _____

Thanks for your time today. We appreciate your input in helping Sold Magazine to deliver even better content to you so that you can 'list more, sell more and be more efficient!'

We will be communicating the actions that we will be undertaking as a result of your feedback in the next edition of Sold. Thanks again and enjoy the rest of your day!



Sold Magazine have engaged an independent market research business, Customer Return, to facilitate the survey on their behalf.