



norstat

COVER COMPASS



BETTER TITLE PAGES FOR A LARGER CIRCULATION

Magazines are subject to massive competition. More than half of all general-interest magazines are sold retail. In this case, the purchase decisions are usually made spontaneously and within a few seconds. For successful journals, it is important to stand out from the masses of other titles at the newspaper retailer. An appealing title page is the key for increasing the circulation.

NORSTAT COVER COMPASS HELPS YOU TO

- \\ evaluate current topics and different layouts for each new issue
- \\ gather comprehensive feedback within a few days
- \\ identify the optimal layout
- \\ compare the approval ratings of previous covers with the present alternatives
- \\ estimate the corresponding sales figures

HIGH COMPARABILITY - MAXIMUM FLEXIBILITY

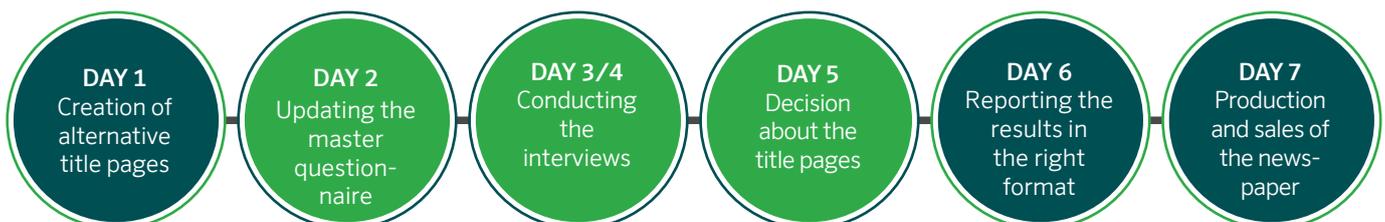
Our Cover Compass is characterized by combining best-practices in data collection with an efficient project management.

HIGH QUALITY STANDARDS

Our research is characterized by an uncompromising consistency. Only if the methodology is steady, the measurements are comparable and can become a dependable source of information.

EFFICIENT PROJECT MANAGEMENT

Once we have configured Cover Compass in line with your specific requirements (e.g. frequency of publication, target group), we'll fit our process seamlessly into your editorial work flow.



● Client ● Norstat



MEANINGFUL DATA - THE RIGHT REPORTS FOR BETTER DECISIONS

We strive to present the results in an actionable way, so you can instantly make the right decisions.



TABLES

Our tables provide detailed in-depth information about the results. These can be embedded easily into other reports and presentations.



CHARTS

Visualizing the most important facts allow you to grasp the content immediately. Priority is given to stressing relevant and significant results.



DASHBOARDS

Our tailor-made dashboards meet all your requirements. You can analyse the data wherever you are and at any time – just a click away!



WANT TO FIND OUT MORE?
GET IN TOUCH WITH US!

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