
13 Key Measures to Evaluate Periodical Publishing Effectiveness

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Effective management of magazines and journals involves measuring much more than circulation and advertising sales. It's shortsighted to think only in financial terms. For this reason, track other key measures that affect your publishing program.

A key measure is a number that has a significant impact on the operation of your periodical. A key measure can be any number (or statistic) that you think is important enough to track over time.

Joseph M. Juran, a highly regarded quality expert, indicates that "saying it in numbers is the most effective remedy for language problems."

If you track these numbers over time, you will see a pattern emerge. You will be able to draw inferences as you observe the patterns emerging from the numbers. You can then make adjustments if you need to remedy a situation.

For some problems, if you can't measure them, then you can't fix them. Therefore, I suggest tracking these 13 measurements for your periodicals.

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| 1. Number of Manuscripts Received | 7. Editorial/Advertising Page Ratio |
| 2. Reviewing Cycle Time from Submission to Acceptance/Rejection | 8. Paid Advertising/In-House Advertising Page Ratio |
| 3. Acceptance/Rejection Rates | 9. Number of Paid Subscriptions |
| 4. Number of Accepted Articles in the Editorial Pipeline | 10. Number of Controlled Subscriptions |
| 5. Percentage of Magazine Articles Staff Written | 11. Number of Issues Mailed |
| 6. Number of Pages Printed | 12. Number of Mail Dates Met |
| | 13. Renewal Rates |
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About John B. McHugh

John B. McHugh is a publishing management consultant and industry commentator. He has held management positions at Houghton Mifflin, Richard D. Irwin, and Wadsworth, Inc. At the American Society for Quality, McHugh served as Publisher and Director of Programs.

McHugh's articles have appeared in *Association Publishing*, *Association Trends*, *The Book Marketing Update*, the *COSMEP Newsletter*, *Independent Publishing*, the *PMA Newsletter* and *Small Press*. McHugh also conducts on-site training workshops for publishers.

Other McHugh Publications of Interest:

Managing Publishing Rights: Acquiring, Protecting and Selling, 158 pp., 1998. \$90.00. Item M-16

Permissions Management for Requestors and Grantors: Dealing with Copyright and Fair Use, 62 pp., 1996. \$70.00. Item M-14

Publishing Management for Nonprofit Organizations: Principles for Associations, Foundations and Societies, 162 pp., 1997. \$85.00. Item M-15

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Electronic Rights for Publishers: Protecting Your Interests, 31 pp., 1996. \$22.00. Item MP-7

Book Publishing Contracts: An Introduction, 68 pp., 1996. \$70.00. Item M-13

Managing Book Acquisitions: An Introduction, 100 pp., 1995. \$65.00. Item M-12

College Publishing Market, Third Edition, 100 pp., 1995. \$65.00. Item M-11