

Dynamic Chiropractic PracticeINSIGHTS

READER SURVEY

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY:

This survey was initiated on November 2, 2010 and completed on November 5, 2010 by MPA Media, publishers of *Dynamic Chiropractic*, *DC PracticeINSIGHTS*, *Nutritional Wellness*, *To Your Health* and *DC Canada*. This survey was sent out to 11,372 DC PracticeINSIGHTS readers. The response rate was approximately 2 percent.

DISCUSSION:

This survey was created to establish DC PracticeINSIGHTS readers' reading habits and preferences. In the first question, we asked readers what percentage of each issue they read. A total of 77 percent of respondents read half or more of each issue with 18 percent reading almost all, 28 percent reading most and another 31 percent reading about half. Overall, each respondent read some percentage of DC PracticeINSIGHTS.

Next, we asked readers to give us their impression of various aspects of DC PracticeINSIGHTS. Here, 83 percent of readers had a favorable overall impression of the readability of articles, 79 percent agreed they were able to navigate well through the sections of the magazine and nearly three-fourths (74 percent) had a positive impression of the magazine's artwork style. Two-thirds of respondents had either an excellent or good impression of the usefulness of the magazine's information (66 percent) and of the magazine's editorial content (65 percent).

In the next series of questions, we asked our readers to rate several magazine covers. Readers rated the following two covers the highest, with 78 percent stating that they liked each cover or liked them very much.





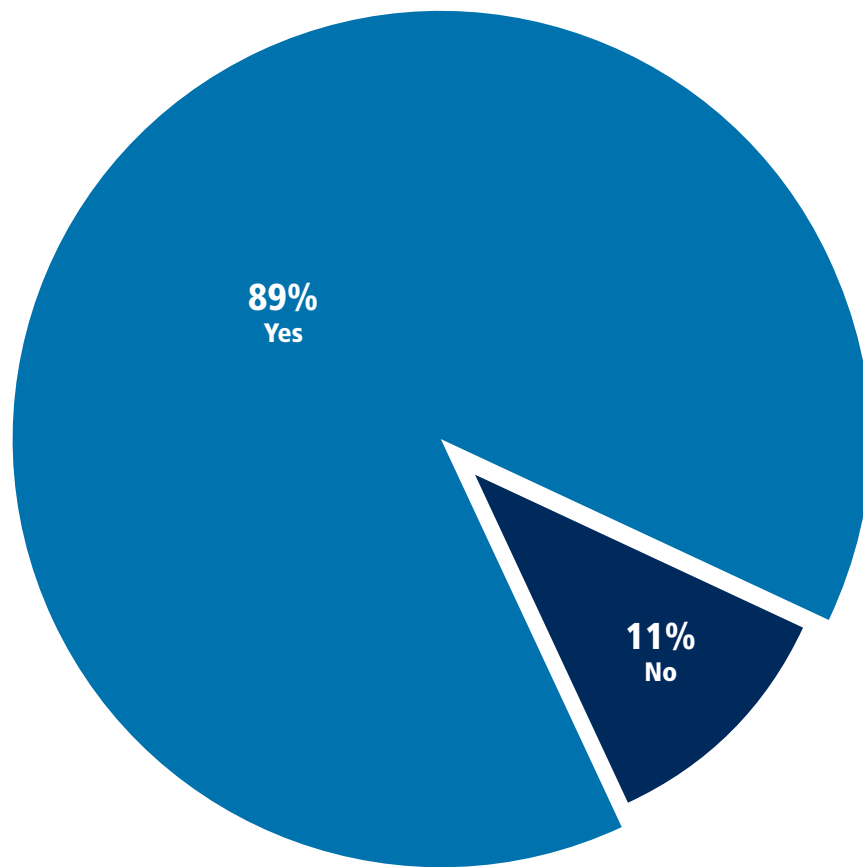
As these two covers represented the top reader picks, it is clear that DC PracticeINSIGHTS readers prefer a cover with a real-life image. Perhaps readers could relate more to the top rated cover, which features a newborn grasping an adult finger, than more abstract covers.

Readers were particularly pleased with DC PracticeINSIGHTS' product listings. Two-thirds (66 percent) agreed that the product listings made them aware of products/services or companies they did not know about. Another 64 percent agreed that these product listings "provide good information about products and service I might be interested in." Forty-two percent of readers agreed that the information in the product listings has an impact on their buying decisions. More than a third (38 percent) then went on to purchase products and services listed in DC PracticeINSIGHTS' product listings.

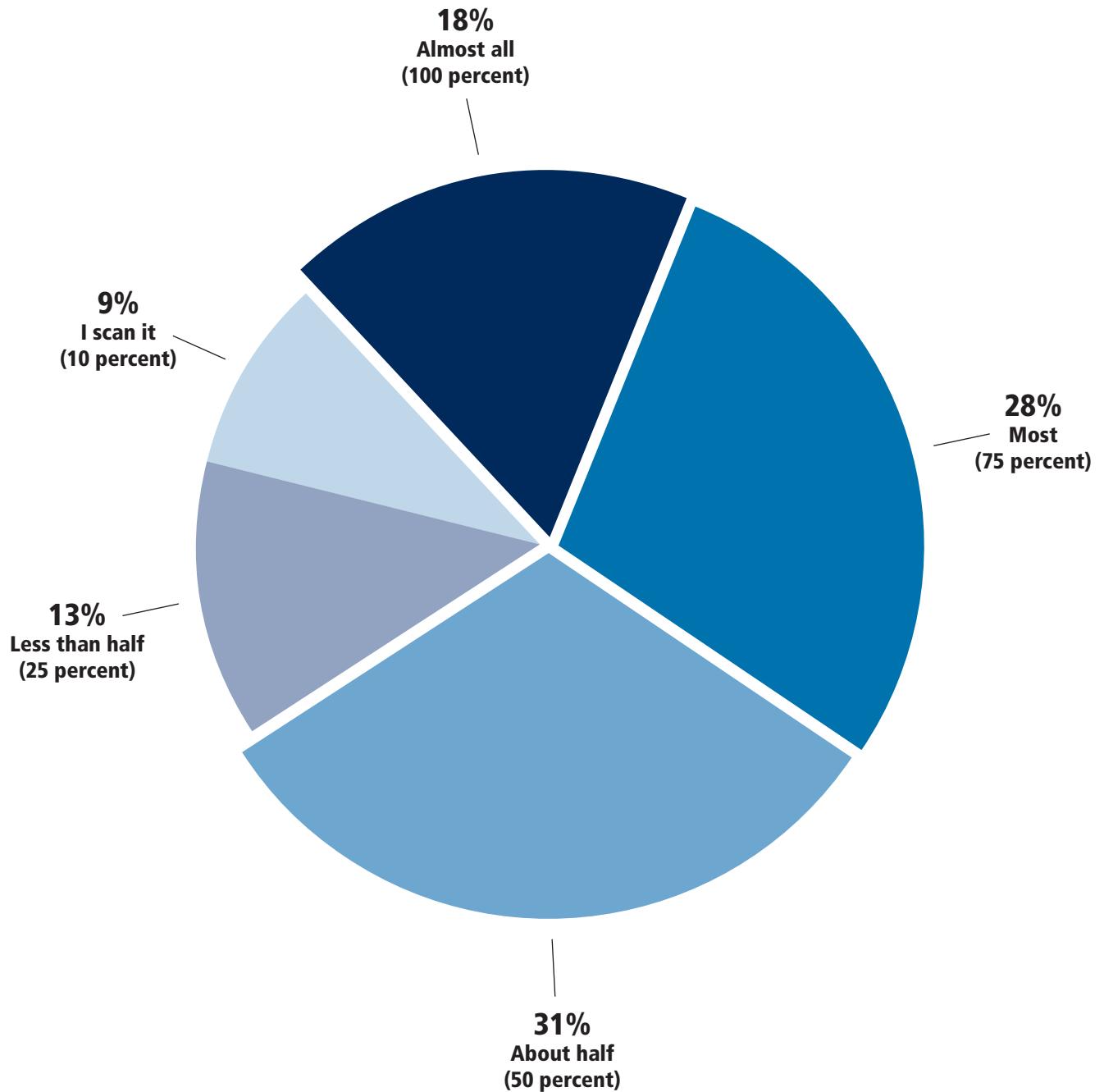


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1. Do you receive Dynamic Chiropractic PracticeINSIGHTS magazine?



2. What percentage of each issue of Dynamic Chiropractic PracticeINSIGHTS do you read?

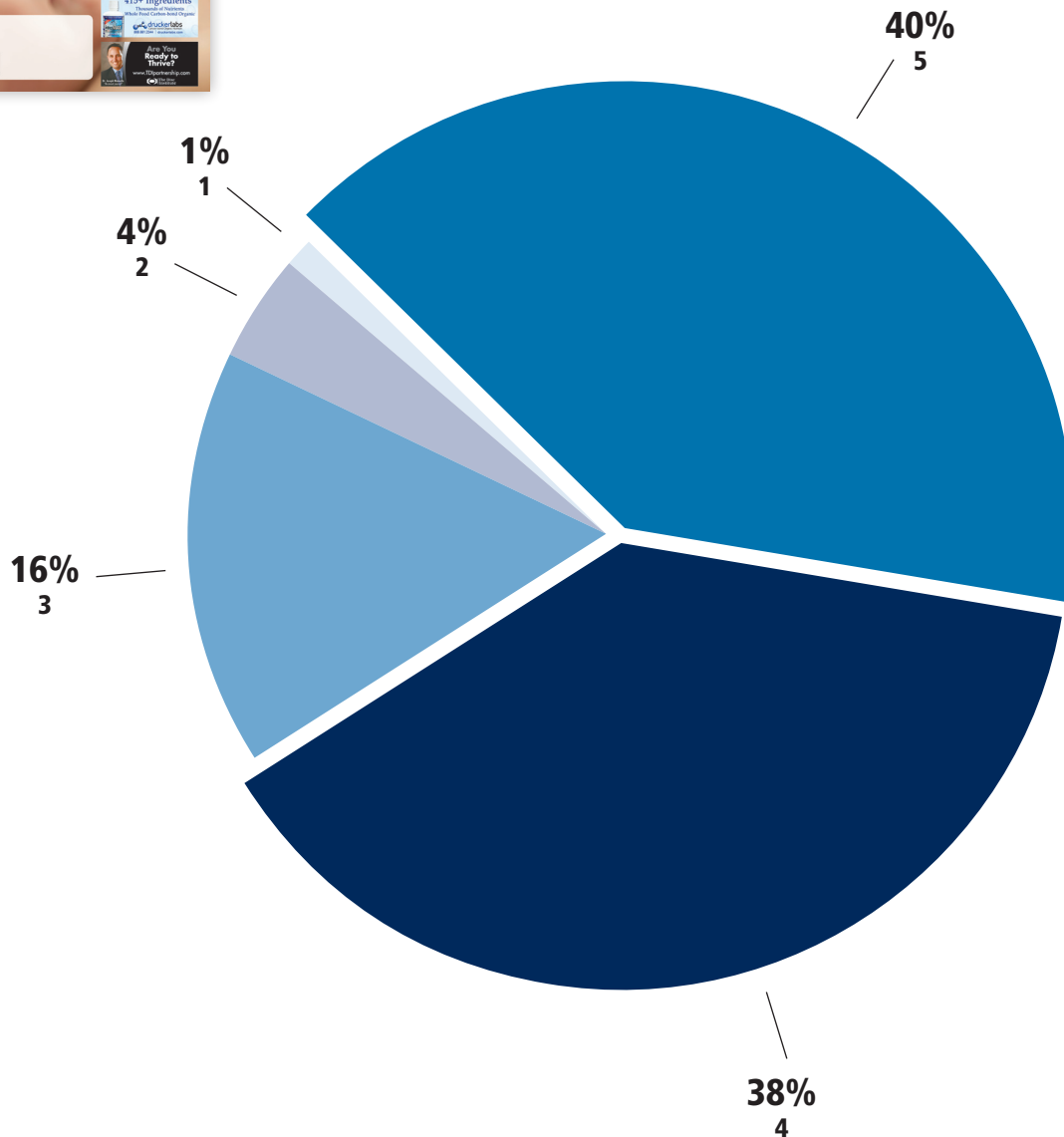


3. Please answer the following questions on a scale of 1 to 5 regarding your impression of Dynamic Chiropractic PracticeINSIGHTS. 5 = excellent, 1 = poor

	5	4	3	2	1
Your overall impression of the editorial content.	16%	49%	30%	4%	1%
Your overall impression of the artwork style.	22%	52%	22%	3%	1%
Your overall impression of the readability of articles.	24%	59%	15%	1%	1%
Your impression of the usefulness of the information.	16%	50%	23%	9%	2%
Your ability to navigate through the sections of the magazine.	25%	54%	16%	4%	0%

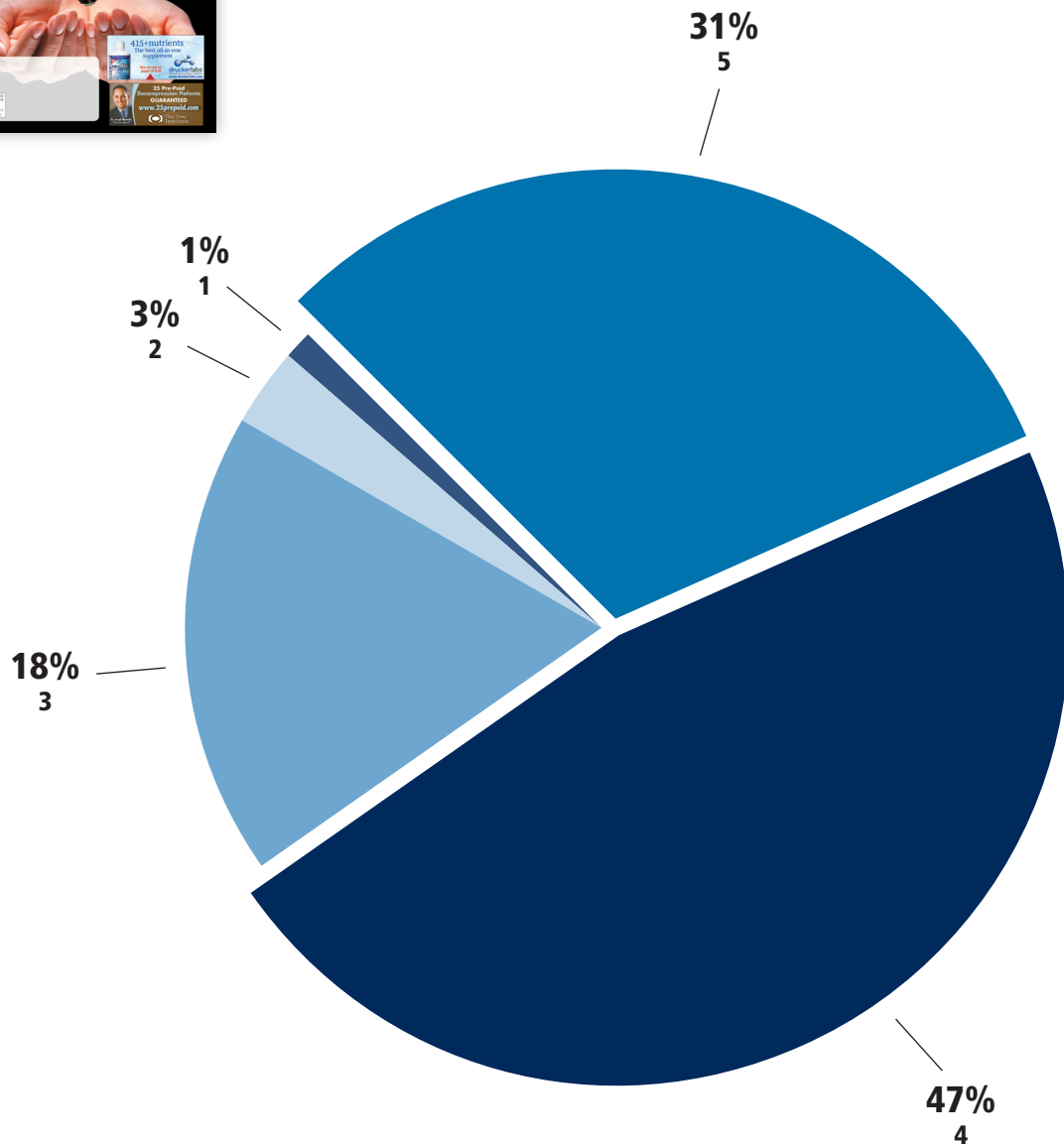


4. Please rate the following magazine cover on a scale of 1 to 5.
5 = I like the cover very much, 1 = I do not like the cover



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7. Please rate the following magazine cover on a scale of 1 to 5.
5 = I like the cover very much, 1 = I do not like the cover



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8. How well do you agree with the following questions regarding the product listings found in Dynamic Chiropractic PracticeINSIGHTS?

5 = totally agree, 1 = totally disagree

	5	4	3	2	1
Dynamic Chiropractic PracticeINSIGHTS' product listings provide good information about products and services I might be interested in.	12%	52%	30%	4%	3%
These product listings make me aware of products/services or companies I did not know about.	17%	49%	27%	6%	2%
I have purchased products and services listed in these product listings.	12%	26%	23%	14%	25%
Information in these product listings have an impact on my buying decisions.	9%	33%	33%	14%	11%
Your ability to navigate through the sections of the magazine.	25%	54%	16%	4%	0%



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SUMMARY:

Chiropractors who receive and read DC PracticeINSIGHTS have a very positive overall impression of the magazine as a whole. DC PracticeINSIGHTS' readers appreciate the readability, artwork style and navigation of the magazine. When presented with several different cover options to review, DC PracticeINSIGHTS readers related most to real-life images, rather than abstract covers.

Finally, our readers confirmed that DC PracticeINSIGHTS' product listings provide them with valuable information and influence their buying decisions. This information will be used to further enhance the DC PracticeINSIGHTS publication to better serve our readers.

