



Get ahead of your competition with **THE B2B MAGAZINE** **CRITIQUE** **SERVICE**

Put your magazine in the hands of some of the most respected editors working in b2b journalism today and benefit from their colleague-to-colleague analysis of what you and your staff are doing right and what you could be doing better. Give yourself objective, outside analyses that can show the decision makers in your organization how to take your content to the next level. TABPI and ASBPE have again joined forces to present the 2013 Magazine Critique Service (MCS). By participating, you'll get detailed feedback on specific editorial and design aspects of your publication.

- Improve your publication
- Increase readership
- Stay ahead of the competition
- Keep your staff on track

Why participate?

You know that your publication needs to keep improving. However, not all magazines — especially smaller ones — can afford to pay thousands of dollars to magazine consultants for a full-blown revamp. Our MCS provides the first step for mid-size magazines interested in gauging their current performance. Carefully reviewing the MCS report with your entire staff allows your publication to brainstorm over what's working and what needs improvement. More dynamic editorial and design equates to more credibility with readers and advertisers, who will recognize your publication as the voice for the industry it covers.

How does it work?

You submit two recent issues of your publication, and we'll have our team of editors and designers examine them. Two editors and one designer review each submission, so you'll get a variety of opinions. You will receive a report detailing all the comments from the reviewers.

Who reviews the submissions?

We have an elite squad of real editors and art directors who have the skills, knowledge and experience to help you create a better product. We look for reviewers who have served as competition judges, won awards in their home countries, actively work in their professional associations — people with a passion for the b2b magazine world.

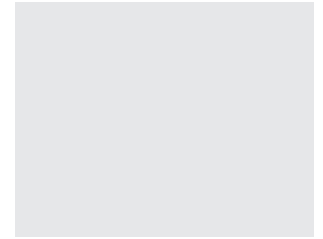
How much does it cost?

Participating in the MCS won't break your budget. For \$675 (\$625 for ASBPE members), we'll have three members of our team evaluate your sample issues page by page, and we'll return the complete results to you





2013 Magazine Critique Service
c/o Trade, Association and
Business Publications International
8870 Lakeview Drive
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USA



in an electronic or binder format, whichever you prefer. To view sample reports, simply visit www.tabpi.org/mcs or www.asbpe.org.

What if I want more?

If you want more feedback, there is information about our Premium Critiques on both organizations' websites — for \$975 (\$925 ASBPE members), you and your staff will get more detailed, interactive feedback from a TABPI/ASBPE-approved editorial consultant.

How long does it take?

Depending on the number of participants, we anticipate that the average processing time will be 8-10 weeks from the time we receive your materials.

Where do I go to get started?

It's quite simple. Visit www.tabpi.org/mcs or www.asbpe.org to download a PDF of the critique form, which includes payment information and shipment details. If you have questions, feel free to email us at info@tabpi.org, and we'll be happy to help.

What's the deadline?

So as to not overwhelm our reviewers, we offer this program only during a select period each year. In 2013, we will accept materials for the MCS through November 22, 2013

