

The desert island question

Most of us have been asked “If you were stranded on a desert island and could have only one book to read, what would it be?” It’s a thought-provoking question that we hope never to contemplate as more than a mind stretching exercise.

Common answers usually include The Bible (or other religious text) or the complete works of Shakespeare. It is probably safe to assume that no industry publication, this one included, makes the list of desert island companions.

If we change the question slightly and ask “If you could receive only one industry publication, which would it be?” your answers take on real meaning. What exactly is it that makes a publication like *CEP* valuable to you?

Improved graphics and changes in editorial content are designed to make *CEP* more reader friendly. Research among our subscribers tells us you want more but shorter articles on a broad range of topics. High on the list of priorities is information about career development, as well as more product information. This month our editors introduce new departments that reflect changes you have told us you would like to see. More new features and departments will appear later this year.

But with myriad choices in publications—from industry specific to general business titles—and with ever-decreasing time to do all the reading you should, is there one magazine that you *always* find time for? If so, which one is it?

There is a very practical reason for these questions. In a competitive advertising market, we must offer advertisers loyal readers who will be exposed to ads that appear in our magazine. The most reliable way to develop readership is to make sure *CEP* is a “must read” on your list. To do that, we will be guided by what you have told us so far and will continue to ask you how we’re doing.



Dave Colby,
Publisher
davec@aiche.org

