



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Solicitation

NUMBER
DNR214067

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
DEAN WINGERD 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE

VENDOR

SHIP TO

DIVISION OF NATURAL RESOURCES
 PROCUREMENT OFFICE

324 4TH AVENUE
 SOUTH CHARLESTON, WV
 25303-1228 304-558-3397

DATE PRINTED
04/18/2014

BID OPENING DATE: 05/15/2014

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 1						
ADDENDUM IS ISSUED:						
1. TO CHANGE THE BID OPENING DATE TO THURSDAY MAY, 15 2014 AT 1:30PM						
2. TO PROVIDE RESPONSES TO VENDOR'S QUESTIONS REGARDING THIS RFP. QUESTION AND ANSWER PAGES ARE ATTACHED.						
3. TO PROVIDE A COPY OF THE REVISED PRICING PAGE FOR THIS RFP. SEE APPENDIX D ATTACHED.						
4. TO PROVIDE ADDITIONAL INFORMATION FOR THE VENDOR COMMUNITY REGARDING THIS RFP. SEE ATTACHED APPENDIX A, B, C, AND E.						
5. TO PROVIDE ADDENDUM ACKNOWLEDGMENT. THIS DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR BID. FAILURE TO SIGN AND RETURN MAY RESULT IN THE DISQUALIFICATION OF YOUR BID.						
***** END OF ADDENDUM NO. 1 *****						

SIGNATURE		TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE	

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

SOLICITATION NUMBER: DNR214067
Addendum Number: 1

The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

1. To change the bid opening date to May 15, 2014 at 1:30pm.
2. To provide responses to vendor questions regarding this RFP.
3. To provide a copy of the revised pricing page.
4. To provide additional information regarding this RFP. See attachments.
5. To provide Addendum Acknowledgment form.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

Technical Questions

DNR214067

- Q. 1. Who is the target demographic for the magazine? Age, Gender, Household income, education.
- A. 1. The target demographic would include an increase in a younger audience in the 25-45 categories with a higher disposable income base. Demographics including families with children would be desirable. Accomplishment of this goal without a loss of our older readership would be most ideal.
- Q. 2. Has DNR conducted research recently to understand the current target audience and the editorial desires of the target audience?
- A. 2. The last research conducted was in 2007. See Appendix A.
- Q. 3. How do you measure the relevance of the magazine to its readers?
- A. 3. Magazine relevance should be to feature aspects of West Virginia's people, art, architecture, landscape, nature, history, science, wildlife, oddities while keeping in line with the mission statement of the DNR. Basically anything West Virginian.
- Q. 4. Can you provide information regarding Wonderful West Virginia magazine readership including:
- Total circulation for the last 10 years
 - News stand sales for the last 10 years
 - Current iPad version readership
- A. 4. See Appendix B
- Q. 5. What percent of the current readership is out-of-state?
- A. 5. See Appendix C
- Q. 6. Attachment C: Cost Sheet - Would you please confirm that all of the following costs should be included in the line item "Total all inclusive fee for editorial/design services for "Wonderful West Virginia" magazine per standard issue?"
- Fee for content development
 - Fee for design development

- Costs for any third-party expenses for photography or content development
 - Direct costs such as travel
- A. 6. Confirmed all of these costs would be included in Attachment C Cost Sheet. Please see question and answer number 8 for a revised cost sheet.
- Q. 7. Are there other costs that should be included in the above line item, specifically printing costs?
- A. 7. No other costs should be incorporated. The DNR maintains a separate printing contract.
- Q. 8. Regarding the Bid Scenario, would you please clarify in detail what costs should be included in the line item, "Fee for editorial/design services for "Wonderful West Virginia" Magazine per standard issue? How is this different from "Total all inclusive fee for editorial/design services for "Wonderful West Virginia" magazine per standard issue?"
- A. 8. See revised Cost Sheet in Appendix D
- Q. 9. Would you please clarify the content required for signature pages?
- A. 9. The term signature in this contract refers to a total of 8 pages being the same as 4 pages front and back. The content would not be any different than in a normal magazine.
- Q. 10. Scope - Are you open to any new suggestions regarding the name of the magazine?
- A. 10. We are also open to new ideas. However, the name has been Wonderful West Virginia since January 1970 and carries great brand equity.
- Q. 11. Are you open to any new suggestions regarding the graphic treatment of the name and cover design?
- A. 11. Yes.
- Q. 12. Does the DNR desire to increase circulation and or increase circulation among a specific demographic audience?
- A. 12. Yes, circulation increases among all demographics is desired keeping in mind the mission statement of the DNR.

"To provide and administer a long-range comprehensive program for the exploration, conservation, development, protection, enjoyment and use of the natural resources of the State of West Virginia."

Q. 13. Role of WV Division of Natural Resources - Would you please outline the role of the WV Division of Natural Resources in the development process? For example, is the division's role primarily planning input and approvals or does the division supply some content, images, etc.?

A. 13. The role of the DNR is somewhat limited. Occasionally, an article could come from our Wildlife and Parks division along with some photos available from the Tourism and Communications Division under the Department of Commerce. However, the winning vendor is responsible fully for the content and development of such. Unsolicited articles received would be sent to the vendor/editor for consideration.

Q. 14. Budget - Do you have a budget or budget range for total all-inclusive fee for editorial services for "Wonderful West Virginia" magazine per standard issue?

A. 14. The best price we can get while maintaining and increasing the quality of the product.

Q. 15. Other - When was the last time the magazine was reformatted? Why did this reformat take place?

A. 15. The last cover design change was completed in July of 2010. There was also a font change in 2007

Q. 16. What is the print quantity of the magazine? Does this quantity vary by month?

A. 16. See Appendix E

Q. 17. What is the process for mailing the magazine to paid readers? Who is responsible for this process?

A. 17. The process is handled through our printing and mailing contract and is coordinated by the DNR.

Q. 18. Are there limitations that DNR places on the number of advertisements obtained for each issue of the magazine?

A. 18. Yes there are limitations in order to maintain our not-for-profit status. We can only use up to about 10% of the magazine pages for advertisements. Currently we offer placement as defined on Appendix F.

Q. 19. We've noted that some stories/articles carry bylines from contributors and that a variety of different photographers are given photo credits. Are these articles or photographs submitted to the DNR or the vendor or are they solicited by DNR or the vendor?

A. 19. Both. At times we request photography from specific individuals but the majority is contributed. All content and development is the responsibility of the vendor. Unsolicited articles and photography received would be sent to the vendor/editor for consideration.

Q. 20. How often is the vendor required to obtain competitive print quotes for the printing of the magazine?

A. 20. Never. The DNR maintains a separate printing contract.

Q. 21. How is the magazine marketed to new prospects?

A. 21. The magazine is marketed primarily through radio and print advertising around certain holidays and through manned booths at fairs and festivals.

Q. 22. Regarding Section 5.3 where it states "Vendors must have experience in all editorial functions of, at least, the frequency of a monthly magazine..." Does this mean any vendor who has not published a single magazine title on a monthly basis will not be considered? In other words, we currently publish 1.5 magazines per month but they are for five different publication titles. Does this meet your requirement?

A. 22. Section 5.3 that reads, " Vendors must have experience in all editorial functions of at least the frequency of a monthly magazine, including, but not limited to, layout, design, securing writers and stories, editing, proofreading, and securing photographs and photographers."

Is modified to read:

"Vendors must have experience in all editorial functions including, but not limited to, layout, design, securing writers and stories, editing, proofreading, and securing photographs and photographers. Prospective vendors must demonstrate the completion of such functions at a minimum of once a month."

The successful vendor must provide quality editorial, design and layout services for the "Wonderful West Virginia" magazine. Normal publication is monthly with occasional special issues. The regular magazine consists of 32 pages plus cover, four pages. The size is 8 ½" by 11" full printed inside pages on 70 lb. Forestry Stewardship Council (FSC) Number 1 grade gloss text and 80 lb. FSC Number 1 cover gloss paper. The printing

is four color processes throughout with fifth and sixth color at the editor's discretion. Post card inserts 15" x 5 3/4" printed two sides; one color on 90 lb. white index with two perforations will be in each issue. Final issue notices will be bound with 11" x 17" 90 lb. white index sheet of paper; printed two sides, two colors. From time to time, the editor may be required to design one or more flyers to be inserted or blown in designated issues of the magazine. Size 11" x 17" folded once to 8 1/2" x 11", process color, two (2) sides to be bound at the centerfold of the magazine. Additional eight-page signatures may be required for some issues. Printing process is sheet-fed offset lithography with binding saddle stitched, 11" way with two long crown 5/8" stitches.

The editor or design firm will provide the printer with vertical frame digital photographs in CMYK measuring at least 9 x 12 inches at 300 dpi and horizontal frame digital photographs in CMYK measuring at least 11 x 17 inches at 300 dpi, and artwork scanned at 1200 dpi.

The editor or design firm will then provide a complete layout in digital format. Editor will check digital proofs and indicate corrections necessary by the printer. Successful vendor must be available to meet with the printer for press check. If errors are found at this point the successful vendor shall be responsible for any changes for new plates. The DNR publisher or his or her designee shall have final approval of each issue.

Q. 23. Can I continue to submit questions to you via email through Monday, April 14, 2014 by 5:00 EST?

A. 23. Yes, you can continue to submit questions via email through the deadline of Monday, April 14, 2014 by 5:00 EST.

Q. 24. Are we expected/able to give a short visual presentation as part of the oral presentation of this RFP? If so, what technical capabilities will be present in the room for projecting our presentation?

A. 24. Oral presentations will be held at the DNR headquarters on the 2nd floor. A visual presentation is not required but a projector/screen could be available if desired. If requiring a projector it would be best if the vendor brought their own to ensure usability. It is up to the vendor to use the time how they wish keeping in mind the components outlined in Section 6. If equipment is needed we would request that arrangements be made a few days prior to the schedule oral demonstration.

Oral demonstration dates will be scheduled later in the process.

Q. 25. How much time will be allotted for the oral presentation?

A. 25. Each vendor may have up to 2 hours but would not have to use the full time allotted. Also, see question #24.

Q. 26. In Section 3, item #8 reads "REQUIRED DOCUMENTS: All of the items checked below must be provided to the Purchasing Division by the Vendor as specified below." On our copy no boxes are checked. Is that correct?

A. 26. That is correct nothing is checked so nothing is required. This contract is a services contract.

Q. 27. Similarly in Section 3, on item #50 there are no boxes checked on our copy. Is that correct?

A. 27. That is correct nothing is checked. No reports would be required.

Q. 28. In Section 4, item #2 reads "Issues are printed on a monthly schedule with occasional special issues." Does this mean special issues in addition to the 12 editions of the magazine? If so, how many special issues do you anticipate printing in one year? Will our company be paid extra for these special issues?

A. 28. Occasionally the State Parks division will put out a special issue devoted only to State Parks. Likewise in the past the Department of Commerce's Communications Division has put out a special issue. We have not completed a special issue in several years. Any special issues would be compensated based upon the bid amount on the cost sheet for "Total all inclusive fee for editorial/design services for "Wonderful West Virginia" magazine per standard issue. Basically the vendor would be compensated for 13 issues instead of 12.

Q. 29. Regarding Section 4.5 and the Vendor Sample Article, has Wonderful West Virginia ever published an article on Gen. Chuck Yeager hunting in West Virginia and/or his participation in the annual Governor One Shot Doe Hunt?

A. 29. To our knowledge this has not been covered.

Q. 30. In Section 5.3 it reads "Successful vendor must be available for to meet with printer for press check. If errors are found at this point the successful vendor shall be responsible for any changes for new plates." Does this only apply to editorial and/or design errors that we are responsible for? Does this also apply to any errors made by the DNR? Does this also apply to any errors made by the printer?

A. 30. The vendor would be responsible for errors in regards to editorial/design content and not the results of DNR or printer error.

Q. 31. Regarding the Oral Presentation, when will a decision be made as to whether or not this will be part of the RFP process?

A. 31. The oral presentation will be conducted. After proposals are received the oral presentation will be conducted as a part of the evaluation. Schedules will be determined and arranged with each individual vendor. The timeline will allow time for additional preparation for the presentation. Points will be determined per the point scale in Section 6.

Q. 32. In Section 4, item #2 regarding the digital iPad version, what is meant by "solicit picture or video content for articles?" As for video, will we be required to video record any content? If so, will we be paid extra?

A. 32. Currently all photography in the print version is provided to the iPad vendor as part of the process of creating the iPad version.

Many times we offer additional photography or video content that is only available in the iPad version. Photography already obtained but not used in the print version may be requested from the vendor to be used in the iPad.

In addition many times articles might feature a particular subject or event. The vendor might be asked to inquire of their contacts from the article if the article subject has any additional photography or video that can be used. In most cases the subject is happy to provide us with additional video content.

The vendor is not required to shoot or obtain video for each article as a part of this contract.

Q. 33. From page 23, Section 5.3 - "Vendor's must have experience in all editorial functions of, at least, the frequency of a monthly magazine, including but not limited to, layout, design, securing writers and stories, editing, proofreading, and securing photographs and photographers." Should this be interpreted that only someone who is or has produced a single monthly magazine is eligible and that anyone not having produced a single monthly magazine is ineligible? Will the production of other printed pieces on a regular basis qualify as "monthly editorial function" (i.e. annual reports, newspaper inserts in excess of 20 pages, or college course catalogs). Is there a volume of annual revenue that would be an equivalent?

A. 33 See the answer to question #22. No revenue would equate to an equivalent.

- Q. 34. The Cost Sheet – Is there no requirement to spend a certain amount on the outside expenses of writing and photography?
- A. 34. There is not requirement for this. The vendor can pay in whatever manner or amount they desire. The DNR will pay to the vendor what is bid as the contract price on Attachment C.
- Q. 35. Will preference be given to agencies that agree to use only articles written by West Virginian writers? Is it possible to advertise specific rates paid to writers on the magazine's webpage and allow people to submit articles through the webpage? Could the submissions be visible by both DNR and the agency? Could all articles considered for publication be submitted this way?
- A. 35. No preference will be given to vendors bidding that only WV writers will be used. It would be possible to advertise what rate is paid by the vendor to prospective writers. A portal might be developed to allow submission of articles. This would need to be explored more fully. Also, the fees paid are the responsibility of the vendor. All articles would need to be edited and arranged with photographs appropriately. Keep in mind many of our articles are about topics the vendor develops and requests to be written by someone specifically.
- Q. 36. Will preference be given to agencies that agree to use only photos taken by West Virginian photographers? Is it possible to advertise specific rates paid to photographers on the magazine's webpage and allow people to submit photos through the webpage? Could the submissions be visible by both DNR and the agency? Could all photos considered for submission be submitted this way?
- A. 36. No preference will be given to vendors bidding that only WV photographers will be used. It would be possible to advertise what rate is paid by the vendor to prospective photographers. A portal might be developed to allow submission of photographs. This would need to be explored more fully. Also, the fees paid are the responsibility of the vendor. Keep in mind many of our photographs are submitted with articles developed by the vendor and requested to be taken by someone specifically as a part of the article.



Department of Commerce

Key findings

Current subscribers of Wonderful West Virginia magazine are very pleased with the quality and content of the publication. There is a great loyalty to the magazine.

All survey results indicated nearly identical top 10 suggested story choices for current and potential readers, calendar of events, fairs and festivals, historical attractions, history of West Virginia, outdoor recreation, photo gallery, small towns, West Virginia State Parks and wildlife viewing.

Current and past subscribers were very vocal in their dedication to the publication, with 40 percent of current subscribers being subscribers having subscribed 12+ years, while 44.4 percent of former subscribers let their subscription expire after 1-2 years.

Online subscriptions are not an option for the majority of current subscribers with 77 percent strongly disagreeing when asked if they would consider an online-subscription.

Of the current subscriber surveys received, 76 percent have a computer in their home. That number went up with former (89 percent) and possible subscribers (88 percent).

The demographic make up of the current Wonderful West Virginia subscriber is male (54.8 percent) over the age of 65 (47.3 percent).

The top story choice for potential subscribers is Outdoor Recreation while the top story choice for current subscribers is the History of West Virginia and former subscribers top choice being WV State Parks.

The majority of current subscribers (73.3 percent) indicated they are West Virginia residents.



Department of Commerce

Introduction

Wonderful West Virginia magazine showcases a great variety of people and places that make our state unique. The monthly magazine is published by the West Virginia Division of Natural Resources, with editorial content developed by Cannon Graphics Inc. of Charleston W.Va.

Objective

The primary purpose of this research was to develop a readership survey for three audiences: current, former and potential subscribers.

The questionnaire for this study was designed by the Marketing and Communications staff at the Department of Commerce with input from the staff of Wonderful West Virginia magazine. Questionnaires were inserted into the May issue of the magazine for current subscribers. There was a total of 2,744 returned from the current 35,000 subscribers. Surveys were also sent to 1,000 former subscribers with a copy of the May issue. Of those sent to former subscribers, a total of 329 surveys ~~was were~~ returned either via online or hard copy. Potential subscribers were designated as people indicating an interest in West Virginia by the West Virginia Division of Tourism's monthly e-newsletter and as visitors to the state at Welcome Centers on Interstate 64 and Interstate 77. Visitors were shown a copy of the magazine and then given a magazine following the survey. Others were shown a copy online or had a physical copy in-hand. There was a total of 403 people interviewed and a total of 1,377 returned online and mail in surveys.

Goals

The goals of this project were to provide to Wonderful West Virginia with the following:

- Updated demographic data on current subscribers.
- Likes and dislikes of current and former subscribers.
- Insight as to why former subscribers let their subscriptions expire.
- General information on public awareness and perception of the magazine.
- Indications of new avenues to reach new subscribers and audiences.

Appendix A - DNR214067



Department of Commerce

Survey Execution

A valid survey sample of all subscriber groups was received.

Current Subscribers

Of current subscribers more were received by mail (2325) and 419 were completed online for a total of 2744 responses.

Former Subscribers

A total of 329 surveys was received from former subscribers. A total of 1000 former subscribers were mailed a free magazine in May with a survey in place in the magazine. There were a total of 75 return mailed and 254 online surveys completed by former subscribers.

New and Potential Subscribers

The survey was promoted through the WV Division of Tourism e-newsletter and by links from all West Virginia Department of Natural Resources Web sites. A total of 1377 responses was received, making it a valid sample. There was a total of 403 one-on-one intercept interviews conducted by Jinyang Den, Ph.D., assistant professor of recreation, parks and tourism resources at West Virginia University and his students during April and May at West Virginia Welcome Centers on I-79 and I-68. Interviewers showed respondents the April Wonderful West Virginia magazine and asked the agreed upon questions.

Subscription Length

Of the current subscribers (40.2 percent) were longtime readers of Wonderful West Virginia magazine with subscriptions of 12+ year. Of the former subscribers most (40.2 percent) let their subscription expire after only 1-2 years. Of the former subscribers only 36.7 percent indicated their subscription was a gift. Other reasons for letting it expire were financial and time constraints.

Total

Valid sample	Current		Former		Never		
	Mail	Online	Mail	Online	Mail	Online	Interception
Sample size	2325	419	75	254	28	1349	403
Total mail	2428						
Total online	2022						
Total interception	403						
Grand total	4853						

1. Subscription length

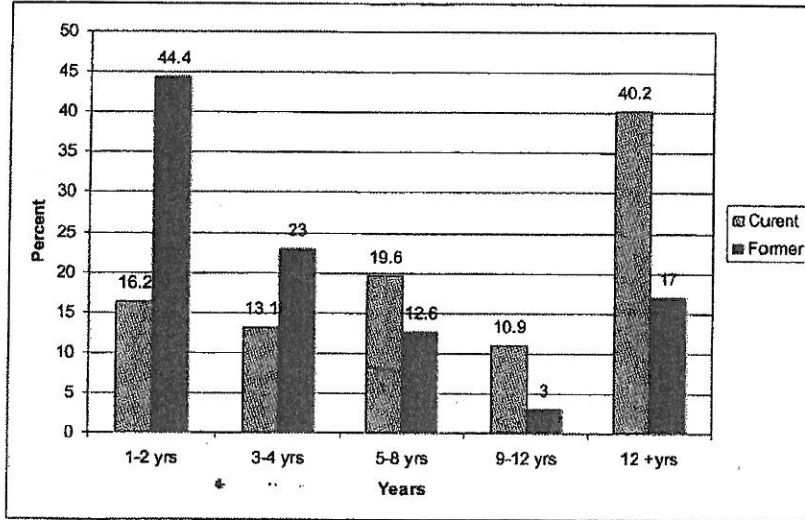
	Current						Former					
	Mail		Online		Total		Mail		Online		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
1-2 yrs	277	12.4	150	36.8	427	16.2	7	14.9	53	60.2	60	44.4



Department of Commerce

3-4 yrs	284	12.7	62	15.2	346	13.1	11	23.4	20	22.7	31	23.0
5-8 yrs	444	19.9	74	18.1	518	19.6	10	21.3	7	8.0	17	12.6
9-12 yrs	254	11.4	34	8.3	288	10.9	1	2.1	3	3.4	4	3.0
12 +yrs	974	43.6	88	21.6	1062	40.2	18	38.3	5	5.7	23	17.0
subtotal	2233	100.0	408	100.0	2641	100.0	47	100.0	88	100.0	135	100.0

Note. Missing data for each category are excluded.



Appendix A - DNR214067



Department of Commerce

Impression of the magazine

Current Subscribers

These subscribers strongly agree (83.2 percent) that they subscribe because of the photography in the magazine. When asked if they enjoy the overall appearance of the magazine 79.3 percent strongly agreed. When asked about an online edition of the magazine 73.6 percent of the current subscribers strongly disagreed while 39 percent of potential customers were neutral about this topic.

Former Subscribers

79.9 percent of former subscribers received the magazine because of the photography in the magazine. Of the former subscribers, 61.4 percent indicated the cover of the magazine entices them to open it and read more. Fifty-three percent indicated they read the magazine from cover to cover.

Visitor's Impression of the Magazine

Of the respondents intercepted at West Virginia Welcome Centers, 56.3 percent indicated they enjoyed the overall appearance of the magazine. The cover enticed 43.2 percent to open it and read more. Of those interviewed, 27.3 percent saw it as a useful resource and 18.6 percent would recommend it to their family and friends.

3. Participants' impression about the magazine

3.1 Current subscribers' impression about the magazine (mail/online/combined)

	Strongly disagree %	Mildly disagree %	Neutral %	Mildly agree %	Strongly agree %	Mean
3. I subscribe because of the articles in the magazine	1.4	0.7	4.0	28.1	65.8	4.56
	1.4	1.4	7.3	27.8	62.2	4.48
	1.4	0.8	4.5	28.1	65.3	4.55
4. I subscribe because of the photography in the magazine	1.6	0.4	1.9	12.9	83.3	4.76
	1.6	1.4	4.6	10.1	82.3	4.70
	1.6	0.5	2.2	12.5	83.2	4.75
5. I enjoy the overall appearance of the magazine	1.5	0.2	2.3	16.5	79.5	4.72
	1.4	1.4	3.5	15.5	78.3	4.68
	1.5	0.4	2.5	16.3	79.3	4.71
6. the subscription rate of the magazine is a good value	1.5	1.2	9.5	21.4	66.4	4.50
	0.5	1.9	11.9	19.2	66.4	4.49
	1.4	1.3	9.8	21.1	66.4	4.50
7. If available I would change to an online subscription in place of the print edition	76.5	10.2	9.9	1.5	1.8	1.42
	56.0	13.9	16.7	6.8	6.6	1.94
	73.6	10.7	10.9	2.3	2.5	1.49
8. I would like to see more articles in the magazine	2.5	5.2	44.6	27.0	20.7	3.58
	1.4	4.9	40.4	33.1	20.2	3.66
	2.3	5.1	44.0	27.8	20.7	3.59
9. I would like to see more photographs in the magazine	1.6	3.3	30.5	32.4	32.2	3.90
	1.4	3.3	27.7	37.2	30.4	3.92
	1.6	3.3	30.1	33.0	31.9	3.90
10. The cover of the magazine entices me to open it and read more	1.4	0.9	7.9	25.1	64.8	4.51
	0.5	0.8	7.4	25.7	65.6	4.55
	1.3	0.9	7.8	25.2	64.9	4.52
11. I read the magazine from	1.6	3.0	5.5	22.5	67.4	4.51



Department of Commerce

cover to cover	1.1	4.1	11.1	21.2	62.5	4.40
	1.5	3.2	6.3	22.3	66.7	4.49
12. This magazine is a useful resource	1.2	1.3	15.9	29.3	52.2	4.30
	0.5	1.4	12.0	27.9	58.2	4.42
	1.1	1.3	15.4	29.1	53.1	4.32
13. I would not object to more advertising in this magazine if it meant more stories and photos	17.4	12.6	23.4	24.7	21.8	3.21
	13.0	13.8	26.3	29.0	17.9	3.25
	16.8	12.8	23.8	25.3	21.3	3.22

Note. 1. Sample size for mail questionnaires and online survey ranges from 2237 to 2307 and 367 to 370, respectively. 2. Values in the first, second, and third row refer to mailed survey, online survey, and the combination of the two.

3.1.1 Current subscribers' impression about the magazine in order of "strongly agree" (combined)

	Strongly Disagree (%)	Mildly Disagree (%)	Neutral (%)	Mildly Agree (%)	Strongly Agree (%)
4. I subscribe because of the photography in the magazine	1.6	0.5	2.2	12.5	83.2
5. I enjoy the overall appearance of the magazine	1.5	0.4	2.5	16.3	79.3
11. I read the magazine from cover to cover	1.5	3.2	6.3	22.3	66.7
6. the subscription rate of the magazine is a good value	1.4	1.3	9.8	21.1	66.4
3. I subscribe because of the articles in the magazine	1.4	0.8	4.5	28.1	65.3
10. The cover of the magazine entices me to open it and read more	1.3	0.9	7.8	25.2	64.9
12. This magazine is a useful resource	1.1	1.3	15.4	29.1	53.1
9. I would like to see more photographs in the magazine	1.6	3.3	30.1	33	31.9
13. I would not object to more advertising in this magazine if it meant more stories and photos	16.8	12.8	23.8	25.3	21.3
8. I would like to see more articles in the magazine	2.3	5.1	44	27.8	20.7
7. If available I would change to an online subscription in place of the print edition	73.6	10.7	10.9	2.3	2.5

Appendix A - DNR214067



Department of Commerce

3.2 Former subscribers' impression about the magazine (mail/online/combined)

	Strongly disagree %	Mildly disagree %	Neutral %	Mildly agree %	Strongly agree %	Mean
3. I subscribe because of the articles in the magazine	1.9	0.0	5.6	25.9	66.7	4.56
	0.0	1.9	13.9	42.1	42.1	4.24
	0.4	1.5	12.2	38.8	47.1	4.31
4. I subscribe because of the photography in the magazine	1.9	0.0	0.0	11.5	86.5	4.81
	0.0	0.9	5.7	15.1	78.3	4.71
	0.4	0.8	4.5	14.4	79.9	4.73
5. I enjoy the overall appearance of the magazine	4.1	0.0	0.0	16.2	79.7	4.68
	0.0	0.9	5.1	25.7	68.2	4.61
	1.0	0.7	3.8	23.3	71.2	4.63
6. the subscription rate of the magazine is a good value	2.8	1.4	5.6	28.2	62.0	4.45
	0.5	2.8	30.5	33.8	32.4	3.95
	1.1	2.5	24.3	32.4	39.8	4.08
7. If available I would change to an online subscription in place of the print edition	53.7	17.9	17.9	3.0	7.5	1.93
	41.1	19.6	20.1	12.1	7.0	2.24
	44.1	19.2	19.6	10.0	7.1	2.16
8. I would like to see more articles in the magazine	1.4	1.4	37.5	38.9	20.8	3.76
	1.9	1.4	40.4	42.7	13.6	3.65
	1.8	1.4	39.6	41.8	15.4	3.68
9. I would like to see more photographs in the magazine	1.4	2.7	23.3	41.1	31.5	3.99
	0.9	1.9	24.9	37.6	34.7	4.03
	1.0	2.1	24.5	38.5	33.9	4.02
10. The cover of the magazine entices me to open it and read more	2.7	2.7	9.5	14.9	70.3	4.47
	0.0	1.4	10.0	30.3	58.3	4.45
	0.7	1.8	9.8	26.3	61.4	4.46
11. I read the magazine from cover to cover	4.2	2.8	9.7	13.9	69.4	4.42
	0.5	4.7	13.5	34.0	47.4	4.23
	1.4	4.2	12.5	28.9	53.0	4.28
12. This magazine is a useful resource	2.7	2.7	16.4	24.7	53.4	4.23
	0.5	1.4	14.5	35.5	48.1	4.29
	1.0	1.7	15.0	32.8	49.5	4.28
13. I would not object to more advertising in this magazine if it meant more stories and photos	12.2	13.5	16.2	31.1	27.0	3.47
	11.6	18.1	22.3	28.8	19.1	3.26
	11.8	17.0	20.8	29.4	21.1	3.31

Note. 1. Sample size for mail questionnaires and online survey ranges from 52 to 74 and 209 to 215, respectively. 2. Values in the first, second, and third row refer to mailed survey, online survey, and the combination of the two.

3.2.1 Former subscribers' impression about the magazine in order of "strongly agree" (combined)

	Strongly Disagree (%)	Mildly Disagree (%)	Neutral (%)	Mildly Agree (%)	Strongly Agree (%)
4. I subscribe because of the photography in the magazine	0.4	0.8	4.5	14.4	79.9

Appendix A - DNR214067



Department of Commerce

5. I enjoy the overall appearance of the magazine	1.0	0.7	3.8	23.3	71.2
10. The cover of the magazine entices me to open it and read more	0.7	1.8	9.8	26.3	61.4
11. I read the magazine from cover to cover	1.4	4.2	12.5	28.9	53.0
12. This magazine is a useful resource	1.0	1.7	15.0	32.8	49.5
3. I subscribe because of the articles in the magazine	0.4	1.5	12.2	38.8	47.1
6. the subscription rate of the magazine is a good value	1.1	2.5	24.3	32.4	39.8
9. I would like to see more photographs in the magazine	1.0	2.1	24.5	38.5	33.9
13. I would not object to more advertising in this magazine if it meant more stories and photos	11.8	17.0	20.8	29.4	21.1
8. I would like to see more articles in the magazine	1.8	1.4	39.6	41.8	15.4
7. If available I would change to an online subscription in place of the print edition	44.1	19.2	19.6	10.0	7.1

3.3 Never-subscribers' impression about the magazine

3.3.1 Never-subscribers' impression about the magazine (Interception at I-68 and I-79 Welcome Centers)

Appendix A - DNR214067



Department of Commerce

Visitors' impression about the magazine (in order of strongly agree)

	Strongly disagree %	Mildly disagree %	Neutral %	Mildly agree %	Strongly agree %
I enjoy the overall appearance of the magazine	3.0	.8	7.9	32.0	56.3
The cover of the magazine entices me to open it and read more	2.0	4.3	13.8	36.6	43.2
This magazine is a useful resource	1.4	3.3	25.4	42.5	27.3
I would like to see more photographs in the magazine	4.8	11.2	34.5	25.8	23.8
I would like to see more articles in the magazine	4.2	10.7	46.9	23.6	14.7
The subscription rate of the magazine is a good value	2.6	8.9	41.4	26.0	21.1
I would recommend to my friends and/or family members	3.2	7.7	36.4	34.1	18.6
I would not mind seeing more advertising in this magazine if it meant more stories and photos	10.1	13.5	36.9	25.5	14.0
I would subscribe the magazine	14.1	16.1	39.1	20.1	10.7
I would pay for an online subscription if I subscribe it	25.4	26.9	30.9	10.6	6.3

3.3. 2 Never-subscribers' impression about the magazine (in order of strongly agree) (online survey)

	Strongly disagree %	Mildly disagree %	Neutral %	Mildly agree %	Strongly agree %
I enjoy the overall appearance of the magazine	3.7	0.0	0.0	11.1	85.2
The cover of the magazine entices me to open it and read more	0.0	0.0	0.0	14.8	85.2
I read the magazine from cover to cover	0.0	3.7	18.5	18.5	59.3
This magazine is a useful resource	0.0	0.0	7.4	40.7	51.9
I would like to see more photographs in the magazine	0.0	0.0	26.9	26.9	46.2
I would not mind seeing more advertising in this magazine if it meant more stories and photos	7.4	7.4	33.3	22.2	29.6
The subscription rate of the magazine is a good value	0.0	0.0	37.5	41.7	20.8
I would like to see more articles in the magazine	3.8	0.0	46.2	34.6	15.4
I would pay for an online subscription if I subscribe it	64.0	16.0	20.0	0.0	0.0

Appendix A - DNR214067



Department of Commerce

Topics of Interest

For Current subscribers, the following were their top 10 areas of interest: History of West Virginia, Historical Attractions, WV State Parks, Small Towns, Interesting West Virginians, Wildlife Viewing, Photo Gallery, Outdoor Recreation, Calendar of Events and Unique Restaurants.

Former subscribers indicated an interest in: WV State Parks, History of WV, Small Towns, Outdoor Recreation, Historical Attractions, Photo Gallery, Wildlife Viewing, Calendar of Events, Fairs and Festivals and Interesting West Virginians.

Possible subscribers liked the following, Outdoor Recreation, WV State Parks, History of WV, Calendar of Events, Fishing, Fairs and Festivals, Small Towns, Historical Attractions, Tourism Attractions, and Wildlife Viewing.

All three groups shared an interest in the following, History of WV, WV State Parks, Historical Attractions, Small Towns, Interesting West Virginians, Calendar of Events and Outdoor Recreation.

4. Interesting topics

Appendix A - DNR214067



Department of Commerce

Topics	Current (%)			Former (%)			Never (%)			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Interception	
Outdoor Recreation	54.3	81.6	58.1	54.1	86.4	78.2	64.3	87.5	69.7	81.4
Arts & Artisans	39.1	45.1	39.9	39.2	40.5	40.1	32.1	32.9	32.3	32.7
Wildlife Viewing	66.7	73.5	67.7	62.2	73.2	70.4	67.9	62.5	47.1	50.2
WV State Parks	76.0	84.3	77.2	77.0	90.9	87.4	78.6	77.3	56.8	67.9
Interesting West Virginians	72.4	70.0	72.1	75.3	63.6	66.3	46.4	42.4	31.3	47.0
Extreme Sports	5.2	7.0	5.4	8.1	9.1	8.8	7.1	12.6	22.2	18.3
Fairs & Festivals	49.0	68.9	51.7	54.8	71.8	67.3	57.1	66.1	50.4	52.2
History of WV	87.9	86.2	87.7	91.9	81.4	84.0	78.6	60.3	51.5	57.6
Specialty Shops	25.6	40.8	27.7	27.0	35.9	33.7	32.1	31.6	26.0	37.9
Historical Attractions	76.4	84.7	77.5	74.3	76.4	75.9	71.4	62.4	51.8	51.2
Small Towns	71.3	86.8	73.4	85.1	80.0	81.3	60.7	70.4	38.9	51.7
Tourism Attractions	48.3	73.0	51.7	50.7	66.8	62.6	60.7	62.3	46.8	51.1
B&B	26.3	33.5	27.3	23.3	32.3	29.9	28.6	30.1	27.0	32.8
Museums	39.0	49.7	40.5	35.1	42.7	40.8	32.1	37.1	33.9	40.0
Unique Restaurants	51.2	64.6	53.0	46.6	59.1	55.8	29.6	55.5	40.4	46.0
County Spotlights	45.6	67.8	48.7	47.3	61.4	57.8	39.3	44.2	14.1	40.9
Calendar of Events	52.9	70.5	55.3	58.1	72.7	69.0	50.0	61.8	38.4	54.9
Photo Gallery	60.9	74.9	62.8	55.4	75.9	70.7	71.4	52.9	35.6	45.0
Flora & Fauna	45.3	53.0	46.4	25.7	44.5	39.8	28.6	27.8	24.0	23.6
Bookshelf	33.5	31.9	33.3	29.7	21.8	23.8	21.4	15.8	11.1	23.0
Recipes	36.4	55.9	39.1	35.1	55.0	50.0	39.3	50.1	26.5	45.3
Hunting	27.7	40.0	29.4	35.1	45.5	42.9	21.4	43.4	22.7	36.8
Fishing	32.4	53.5	35.3	40.5	63.6	57.8	35.7	54.6	26.3	53.3



Appendix A - DNR214067

Department of Commerce

4.1 Topics that are of most interest to current subscribers (ordered by importance)

Order	Topics	No (%)	Yes (%)
1	History of WV	12.3	87.7
2	Historical Attractions	22.5	77.5
3	WV State Parks	22.8	77.2
4	Small Towns	26.6	73.4
5	Interesting West Virginians	27.9	72.1
6	Wildlife Viewing	32.3	67.7
7	Photo Gallery	37.2	62.8
8	Outdoor Recreation	41.9	58.1
9	Calendar of Events	44.7	55.3
10	Unique Restaurants	47.0	53.0
11	Tourism Attractions	48.3	51.7
12	Fairs & Festivals	48.3	51.7
13	County Spotlights	51.3	48.7
14	Flora & Fauna	53.6	46.4
15	Museums	59.5	40.5
16	Arts & Artisans	60.1	39.9
17	Recipes	60.9	39.1
18	Fishing	64.7	35.3
19	Bookshelf	66.7	33.3
20	Hunting	70.6	29.4
21	Specialty Shops	72.3	27.7
22	B&B	72.7	27.3
23	Extreme Sports	94.6	5.4

Appendix A - DNR214067



Department of Commerce

4.2 Topics that are of most interest to former subscribers (ordered by importance)

Order	Topics	No (%)	Yes (%)
1	WV State Parks	12.6	87.4
2	History of WV	16.0	84.0
3	Small Towns	18.7	81.3
4	Outdoor Recreation	21.8	78.2
5	Historical Attractions	24.1	75.9
6	Photo Gallery	29.3	70.7
7	Wildlife Viewing	29.6	70.4
8	Calendar of Events	31.0	69.0
9	Fairs & Festivals	32.7	67.3
10	Interesting West Virginians	33.7	66.3
11	Tourism Attractions	37.4	62.6
12	Fishing	42.2	57.8
13	County Spotlights	42.2	57.8
14	Unique Restaurants	44.2	55.8
15	Recipes	50	50.0
16	Hunting	57.1	42.9
17	Museums	59.2	40.8
18	Arts & Artisans	59.9	40.1
19	Flora & Fauna	60.2	39.8
20	Specialty Shops	66.3	33.7
21	B&B	70.1	29.9
22	Bookshelf	76.2	23.8
23	Extreme Sports	91.2	8.8

Appendix A - DNR214067



Department of Commerce

4.2 Topics that are of most interest to never- subscribers (ordered by importance)

Order	Topics	No (%)	Yes (%)
1	Outdoor Recreation	18.6	81.4
2	WV State Parks	32.1	67.9
3	History of WV	42.4	57.6
4	Calendar of Events	45.1	54.9
5	Fishing	46.7	53.3
6	Fairs & Festivals	47.8	52.2
7	Small Towns	48.3	51.7
8	Historical Attractions	48.8	51.2
9	Tourism Attractions	48.9	51.1
10	Wildlife Viewing	49.8	50.2
11	Interesting West Virginians	53.0	47.0
12	Unique Restaurants	54.0	46.0
13	Recipes	54.7	45.3
14	Photo Gallery	55.0	45.0
15	County Spotlights	59.1	40.9
16	Museums	60.0	40.0
17	Specialty Shops	62.1	37.9
18	Hunting	63.2	36.8
19	B&B	67.2	32.8
20	Arts & Artisans	67.3	32.7
21	Flora & Fauna	76.4	23.6
22	Bookshelf	77.0	23.0
23	Extreme Sports	81.7	18.3

Appendix A - DNR214067



Department of Commerce

Demographic and Background of Readers

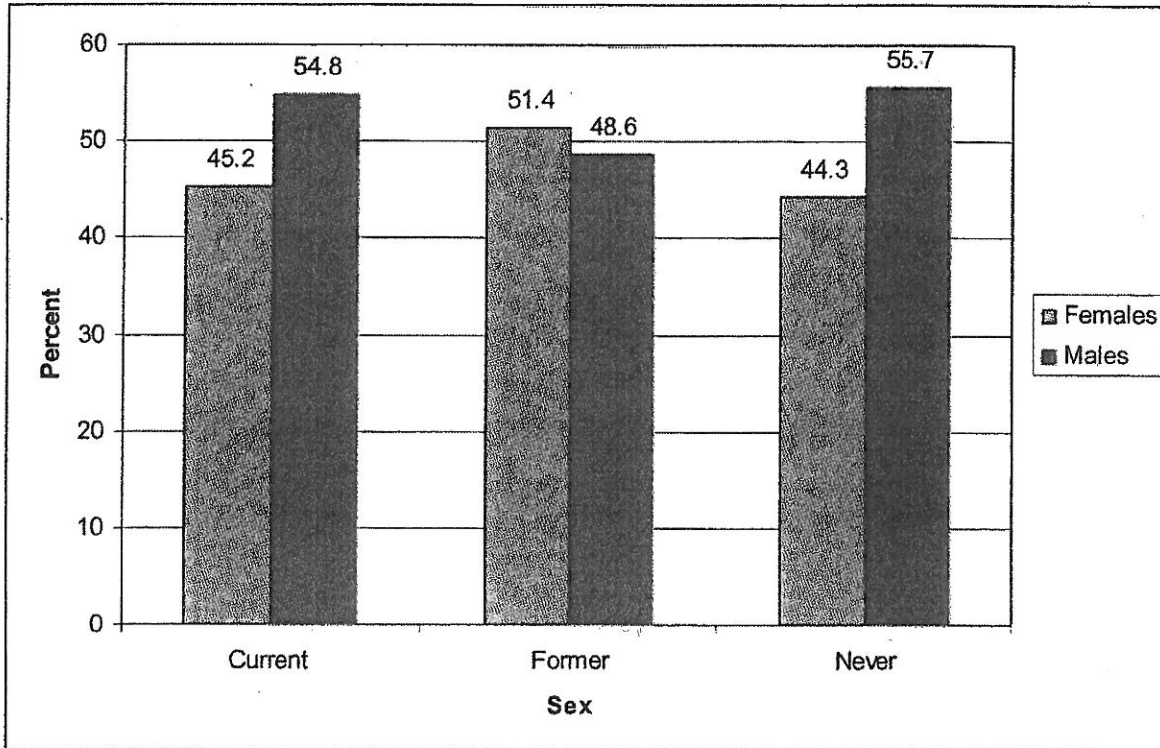
Gender

The current subscriber of the magazine is predominantly male (54.8 percent) while former readers are mostly female (51.4 percent). Of the possible future subscribers the larger number was male (55.7 percent).

5.1 Gender

Gender	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Interception	
Female	933	160	1093	30	119	149	15	380	163	558
Male	1121	205	1326	43	98	141	11	470	222	703
Total	2054	365	2419	73	217	290	26	850	385	1261
	45.4	43.8	45.2	41.1	54.8	51.4	57.7	55.3	42.3	44.3
	54.6	56.2	54.8	58.9	45.2	48.6	42.3	44.7	57.5	55.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note. 1. Missing data are excluded. 2. Values in the first row refer to frequencies and values in the second row (shaded boxes) refer to percents.



Appendix A - DNR214067



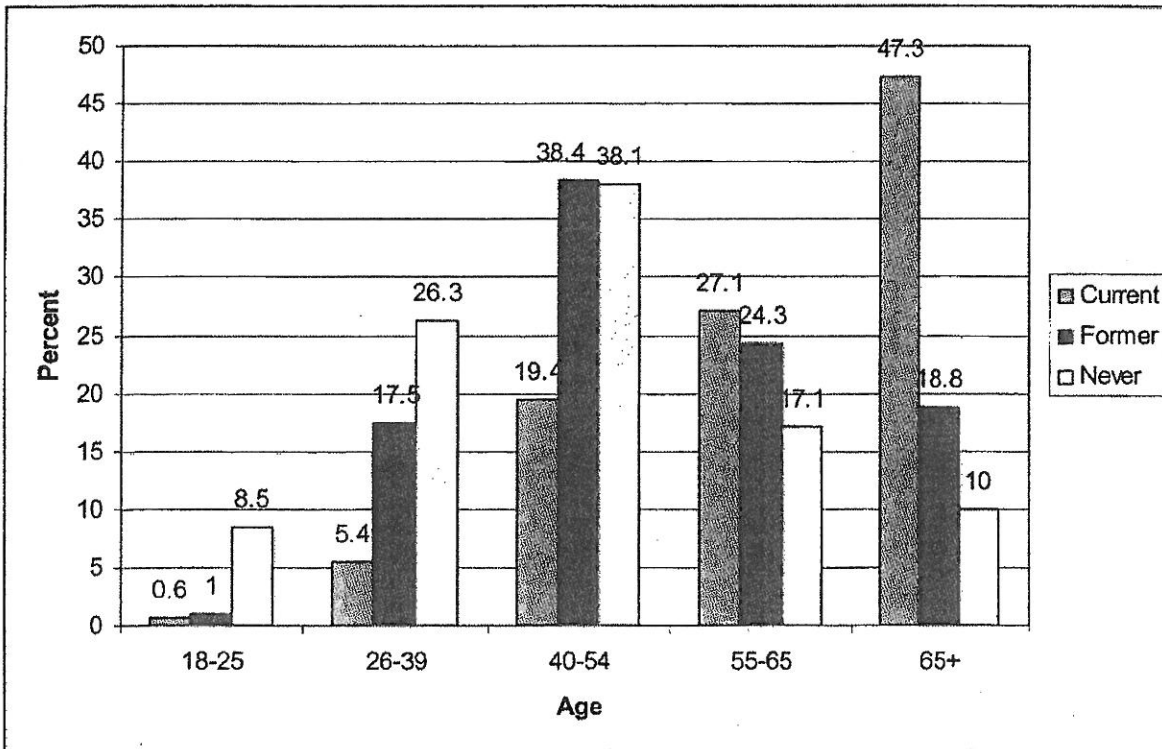
Department of Commerce

Age

The average age of the current subscriber is 65+ years of age (47.3 percent). Of former subscribers, 38.4 percent were between the ages of 40-54 and possible subscribers were also between the ages of 40-54 (38.1 percent).

5.2 Age

Age	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Interception	
18-25	6	11	17	0	3	3	0	48	60	108
26-39	3	30	66	1	50	51	5	272	55	332
40-54	36	165	54	14	229	175	192	320	142	263
55-65	168	102	715	20	51	71	10	138	68	216
65+	270	63	1248	46	9	55	5	30	92	127
Total	523	171	2636	74	218	292	26	851	387	1264
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0





Department of Commerce

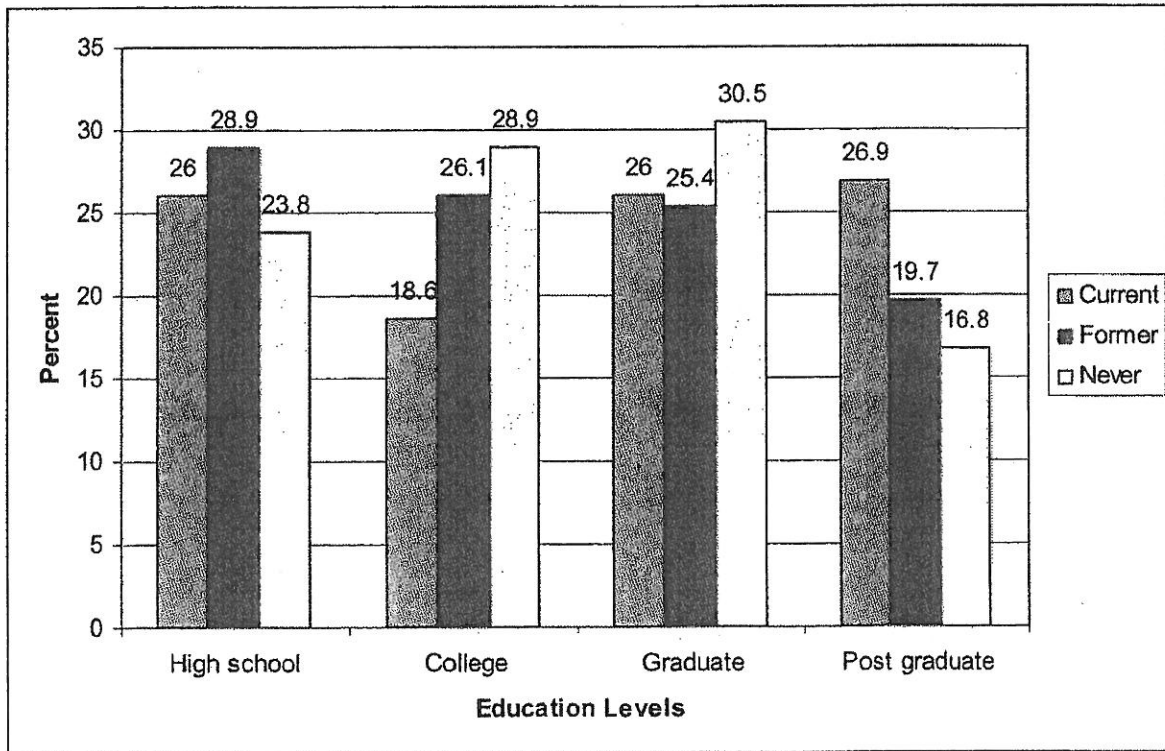
Education

The education of readers was all very similar. Current subscribers were post graduate (26.9 percent), high school graduate (26 percent) and college graduate (26 percent). The former subscriber was very similar with high school graduates leading at 28.9 percents and 26.1 percent indicating they attended college while 25.4 graduated from college. Of potential subscribers, 30.5 percent were college graduates and 28.9 percent were attending or had attended college.

5.3 Education

	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Interception	
High School	581	87	668	21	61	82	9	276	14	299
	27.1	24.0	26.0	31.8	28.0	28.9	36.0	32.7	3.6	23.8
College	395	83	478	16	58	74	5	224	134	363
	18.4	22.0	18.6	24.2	26.6	26.1	20.0	26.5	34.7	28.9
Graduate	553	116	669	13	59	72	6	233	144	383
	25.8	32.0	26.0	19.7	27.1	25.4	24.0	27.6	37.2	30.5
Post graduate	616	76	692	16	40	56	5	112	94	211
	28.7	21.0	26.9	24.2	18.4	19.7	20.0	13.3	24.4	16.8
Total	2145	362	2507	66	218	284	25	845	386	1256
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note. Missing data are excluded.



Appendix A - DNR214067



Department of Commerce

Income

Current subscribers preferred not to answer this question (24.5 percent) and 18.1 percent make \$21,000-40,000. Former subscribers (23.8 percent) earn \$41,000-60,000, as did the possible subscribers (27 percent).

5.4 Income

Note.

	Current			Former			Never			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
\$10,000-20,000	157	16	173	8	8	16	2	66	68	
	7.1	4.4	6.7	11.0	8.7	5.5	7.1	7.7	7.7	
\$21,000-40,000	405	64	469	16	49	65	7	179	186	
	18.2	17.6	18.1	21.9	22.6	22.4	25.0	21.0	21.1	
\$41,000-60,000	382	76	458	19	50	69	6	232	238	
	17.2	20.9	17.7	26.0	23.0	23.8	21.4	27.2	27.0	
\$61,000-80,000	226	61	287	5	32	37	2	117	119	
	10.2	16.8	11.1	6.8	14.8	12.8	9.1	13.7	13.5	
\$81,000-100,000	175	40	215	6	18	24	4	76	80	
	7.9	11.0	8.3	8.2	8.3	8.3	14.3	8.9	9.1	
\$100,000+	298	52	350	5	21	26	1	50	51	
	13.4	14.3	13.5	6.8	9.7	9.0	3.6	5.9	5.8	
Prefer not to answer	580	55	635	14	39	53	6	133	139	
	26.1	15.1	24.5	19.2	18.0	18.3	21.4	15.6	15.8	
Total	2223	364	2587	73	217	290	28	853	881	

Missing data are excluded.

Appendix A - DNR214067



Department of Commerce

Age of Children in Household

Across the board, current (79.9 percent), former (56 percent), possible subscribers (48.8 percent have no children in their households.

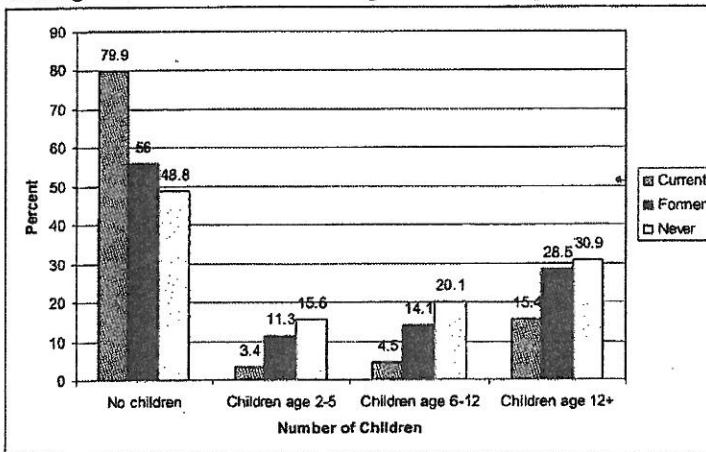
5.5 Age of children in household

Note.

	Current (%)			Former (%)			Never (%)			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
No children	82.3	65.2	79.9	81.1	47.5	56.0	71.4	48.1	48.8	
Children age 2-5	3.0	6.2	3.4	5.4	13.4	11.3	7.1	15.9	15.6	
Children age 6-12	3.6	10.1	4.5	2.7	18.0	14.1	7.1	20.6	20.1	
Children age 12+	13.9	25.0	15.4	13.7	33.6	28.5	22.2	31.2	30.9	

1.

Missing data are excluded. 2. Total percent is not equal to 100 due to rounding and multiple choices by some respondents.





Department of Commerce

Internet Use

Of current subscribers, 76.4 percent have a personal computer in their home. Of these subscribers 48.6 percent use the Internet more than once a day and 63.6 percent have Internet access at their home. Only 43.3 percent have made an online purchase for business or personal use in the past 3 months.

Former subscribers use computers a little more, with 89 percent having a personal computer in their home and 68.5 using the Internet more than once a day. There are many who have Internet access (76.6 percent) and 58.6 percent have made online purchases for business or personal use in the past 3 months.

Of possible new subscribers, 88.9 have a personal computer in their home and 71.2 use the Internet more than once a day. Internet use increases with 78.9 percent accessing the Internet at home and 59.4 making an online purchase for business or personal use in the past 3 months.

6. Internet use

Internet	Current (%)			Former (%)			Never (%)			Total	use
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined		
Household has a personal computer	73.7	92.3	76.4	87.9	89.3	89.0	72.0	89.3	88.9		
Use internet more than once a day	43.7	75.5	48.3	43.1	75.4	68.5	41.7	72.1	71.2		
Internet access at home	60.1	84.3	63.6	62.1	80.5	76.6	70.8	79.1	78.9		
Online purchase for business or personal use in the past 3 months	39.2	67.2	43.3	39.7	63.7	58.6	50.0	59.7	59.4		
(interception only)											
							No (%)	Yes (%)			
Household has a personal computer								36.1		63.9	
Use internet more than once a day								28.6		71.4	
Internet access at home								34.4		65.6	
Online purchase for business or personal use in the past 3 months								56.6		43.4	



Department of Commerce

Magazine Preferences

Hours spent reading magazines in an average week

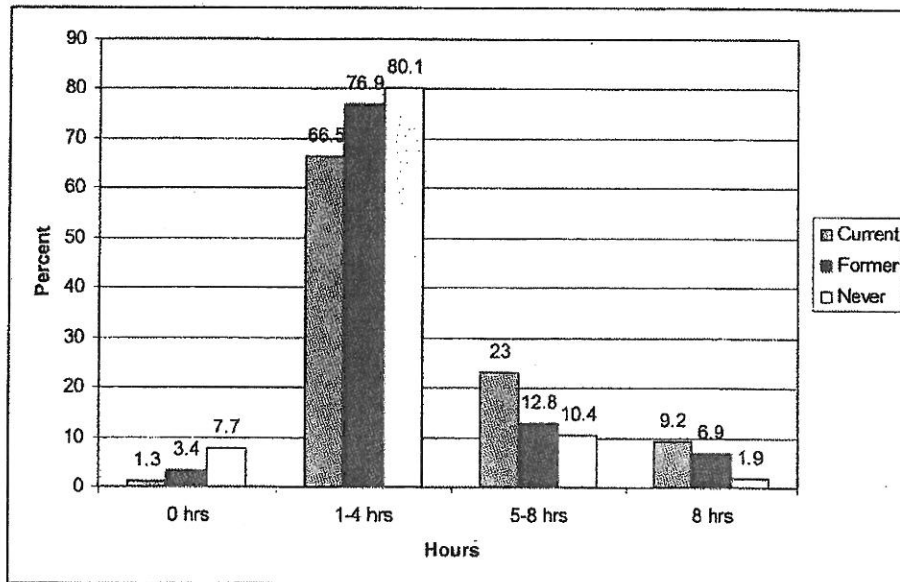
Current subscribers spend on the average 1-4 hours in any given week reading magazines (66.5 percent) They spend 0 hours reading online magazines (85.4 percent) and on an average read 4+ magazines in an average month (40.5 percent). They enjoy special interest or hobby, news and women's magazines. They prefer articles that are 3-4 pages in length (53.4 percent).

Former subscribers spend an average of 1-4 hours reading magazines in an average week (76.9 percent). They read very little of online publications (68.4 percent). They will read 3-4 magazines (41 percent) in an average month and enjoy special interest or hobby, Women's or sports magazines. They prefer articles that are 1-2 pages in length (50.4 percent).

Potential subscribers spend 1-4 hours (80.1 percent) in an average week reading magazines. They spend more time (42.7 percent) 1-4 hours reading online publications and read 1-2 magazines in an average month. They enjoy special interest or hobby, Women's and sports publications and prefer reading articles that are 1-2 pages in length (51.4 percent).

7.1 Hours spent reading magazines in an average week

	Current (%)			Former (%)			Never (%)			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
0 hrs	1.2	1.6	1.3	2.7	3.7	3.4	7.1	7.7		7.7
1-4 hrs	64.8	76.8	66.5	68.5	79.7	76.9	67.9	80.5		80.1
5-8 hrs	24.1	16.6	23.0	17.8	11.1	12.8	21.4	10.0		10.4
8 hrs	9.9	4.9	9.2	11.0	5.5	6.9	3.6	1.8		1.9
Total	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0		100.0

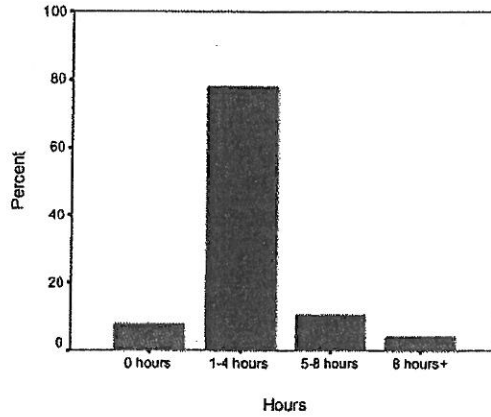


Appendix A - DNR214067



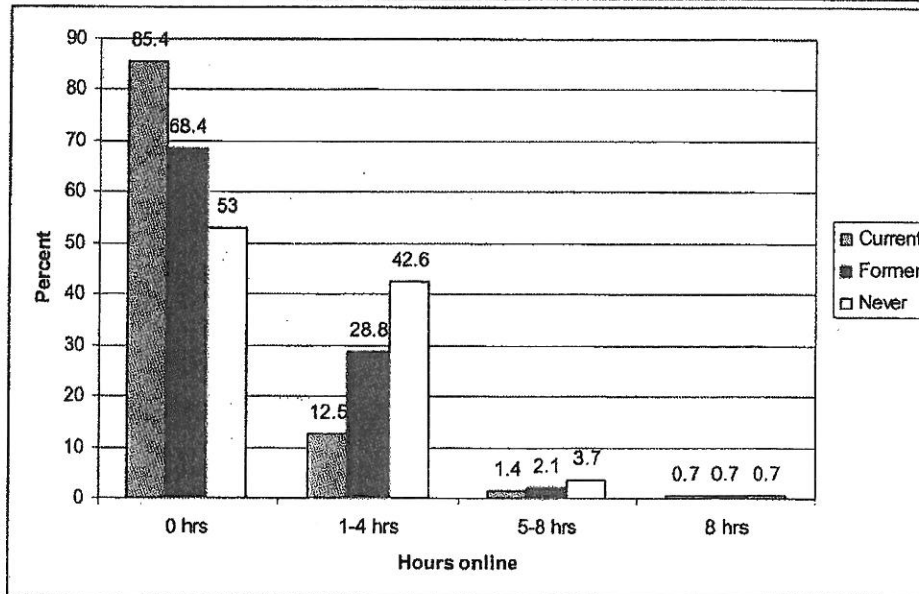
Department of Commerce

Interception



7.2 Hours spent reading online magazines in an average week

	Current (%)			Former (%)			Never (%)			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
0 hrs	88.3	68.5	85.4	82.4	64.1	68.4	89.3	51.7	53.0	
1-4 hrs	9.9	28.0	12.5	14.0	33.2	28.8	10.7	43.7	42.6	
5-8 hrs	1.2	2.7	1.4	0.0	2.8	2.1	0.0	3.8	3.7	
8 hrs	0.6	0.8	0.7	2.9	0.0	0.7	0.0	0.7	0.7	
Total	100.0	100.0	100.0	100.0	100.1	100.0	100.0	99.9	100.0	

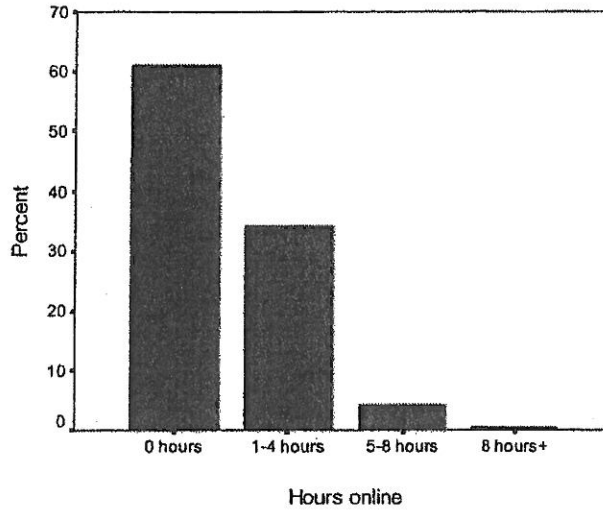


Appendix A - DNR214067



Department of Commerce

Interception

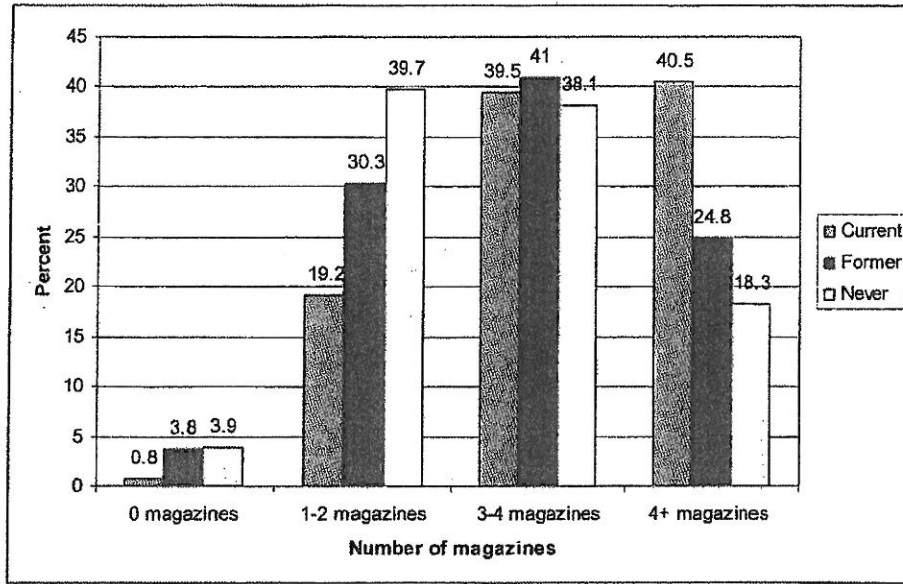


7.3 Number of different magazines being regularly read in an average month

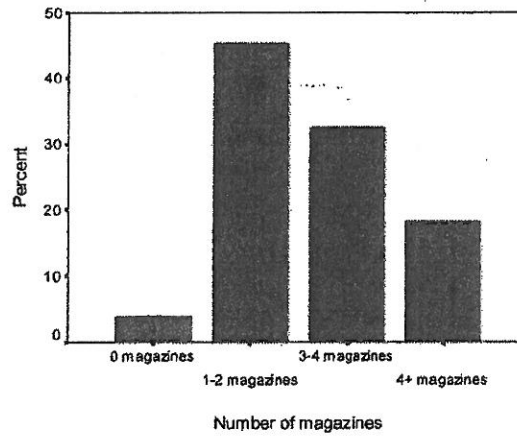
	Current (%)			Former (%)			Never (%)			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
0 magazines	0.8	0.8	0.8	8.2	2.3	3.8	7.1	3.8	3.9	
1-2 magazines	17.7	28.1	19.2	12.3	36.4	30.3	25.0	40.2	39.7	
3-4 magazines	38.9	42.8	39.5	43.8	40.1	41.0	28.6	38.4	38.1	
4+ magazines	42.5	28.3	40.5	35.6	21.2	24.8	39.3	17.6	18.3	
Total			100.0			100.0			100.0	



Department of Commerce



Interception



Appendix A - DNR214067



Department of Commerce

Types of magazines being regularly read or look at

Types	Current (%)			Former (%)			Never (%)			Total	of
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined		
Do not read	0.8	1.6	0.9	4.1	1.4	2.1	3.7	2.5	2.5		
Men's	9.5	15.2	10.3	15.3	20.7	19.3	11.1	22.0	21.7		
Women's	30.1	27.7	29.8	30.1	40.6	37.9	44.4	42.4	42.4		
Trade/professional	22.8	30.2	23.9	25.0	25.4	25.2	7.4	21.3	20.9		
Computer	2.8	9.8	3.7	4.1	8.3	7.2	0.0	9.8	9.5		
Celebrity	6.4	9.0	6.8	4.1	8.3	7.2	11.1	14.2	14.1		
Sports	24.8	24.5	24.7	22.2	30.9	28.6	25.9	25.8	25.8		
Special interest/hobby	32.8	66.0	54.6	50.7	65.4	61.7	55.6	58.0	57.9		
Business	13.2	13.3	13.2	9.6	8.8	9.0		10.2	9.8		
News	43.6	34.8	42.4	43.1	25.4	29.7	29.6	25.3	25.5		
Other	44.5	44.6	44.5	45.2	35.9	38.3	29.6	38.4	38.2		

magazines being regularly read or look at (interception only)

	No (%)	Yes (%)
Special Interest/Hobby	52.5	47.5
Trade/Professional	66.9	33.1
Women's	68.8	31.2
News	70.9	29.1
Sports	71.2	28.8
Men's	78.6	21.4
Business	83.6	16.4
Computer	87.8	12.2
Celebrity	90.7	9.3
Do not read	96.8	3.2
Others		11.9

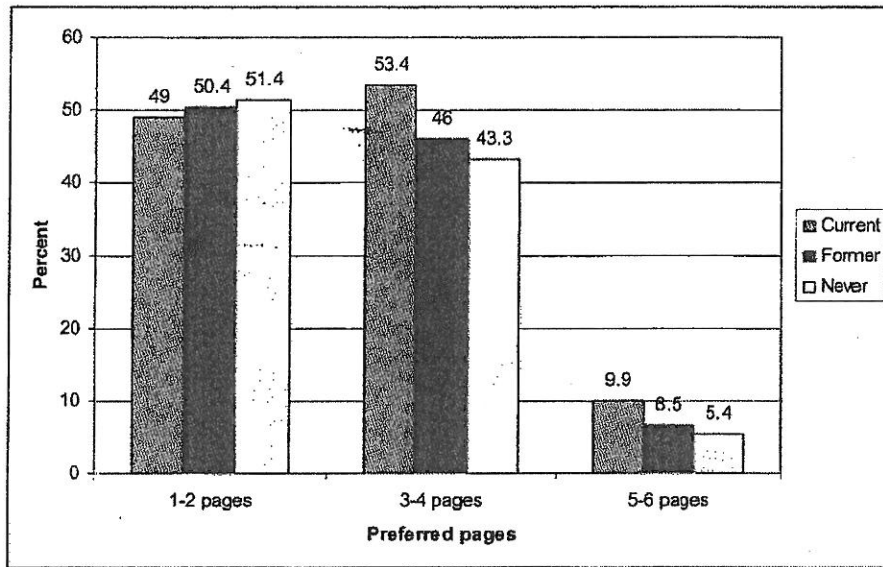
Appendix A - DNR214067



Department of Commerce

7.1 Preferred article length to read

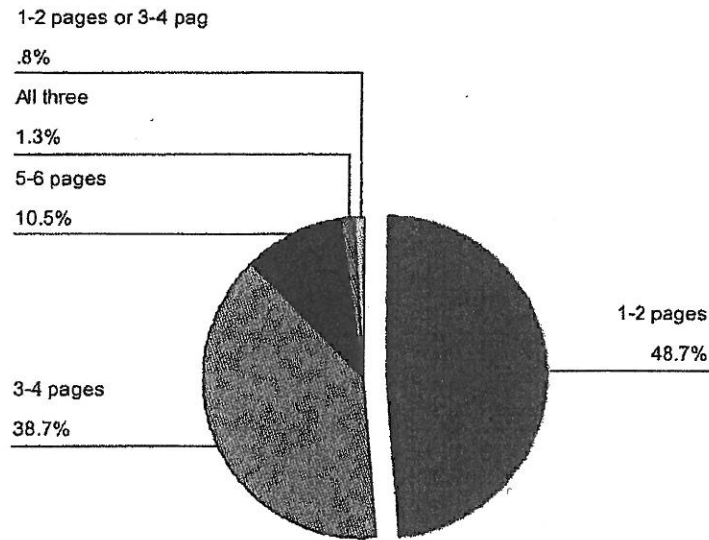
	Current (%)			Former (%)			Never (%)			Total
	Mail	Online	Combined	Mail	Online	Combined	Mail	Online	Combined	
1-2 pages	50.0	43.7	49.0	43.8	52.3	50.4	45.8	51.6	51.4	
3-4 pages	53.9	50.6	53.4	53.1	43.9	46.0	58.3	42.8	43.3	
5-6 pages	10.6	5.8	9.9	15.4	3.7	6.5	0.0	5.6	5.4	



Interception only



Department of Commerce



Residency

Of current subscribers, 57.8 percent live in West Virginia. Of former subscribers, 73.3 percent live in the state while 58.7 percent of potential subscribers live in the state.

There are strong ties to the state with 81.7 percent of former subscribers having lived in the state and 85.5 percent with family living in West Virginia.

Potential subscribers have a strong bond with the state, too, with 64 percent of respondents indicating they used to live in the state and 77 percent saying they have family living in the state.

Respondents

People responding to the survey came from 48 states with the largest coming from:

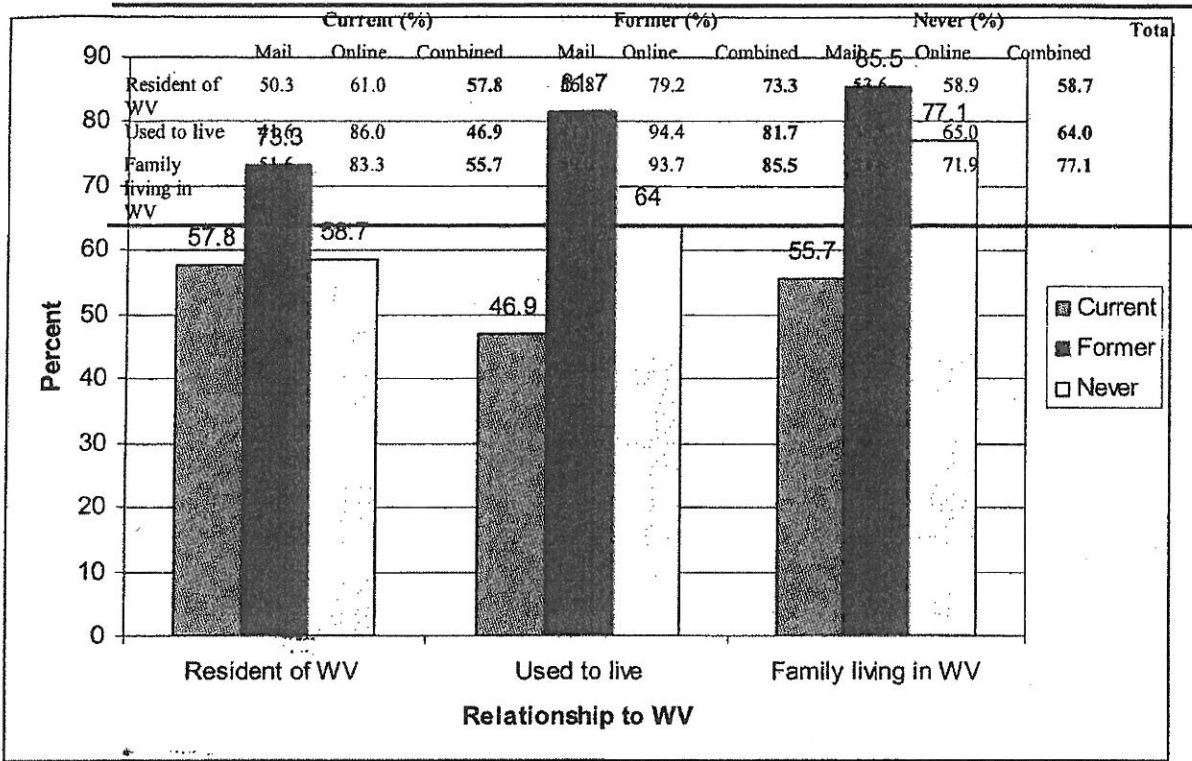
West Virginia	49.7 percent
Ohio	8.2 percent
Virginia	7.6 percent
Florida	6.7 percent
Maryland	4.5 percent

8. Residency

Respondents being a resident of WV or not



Department of Commerce

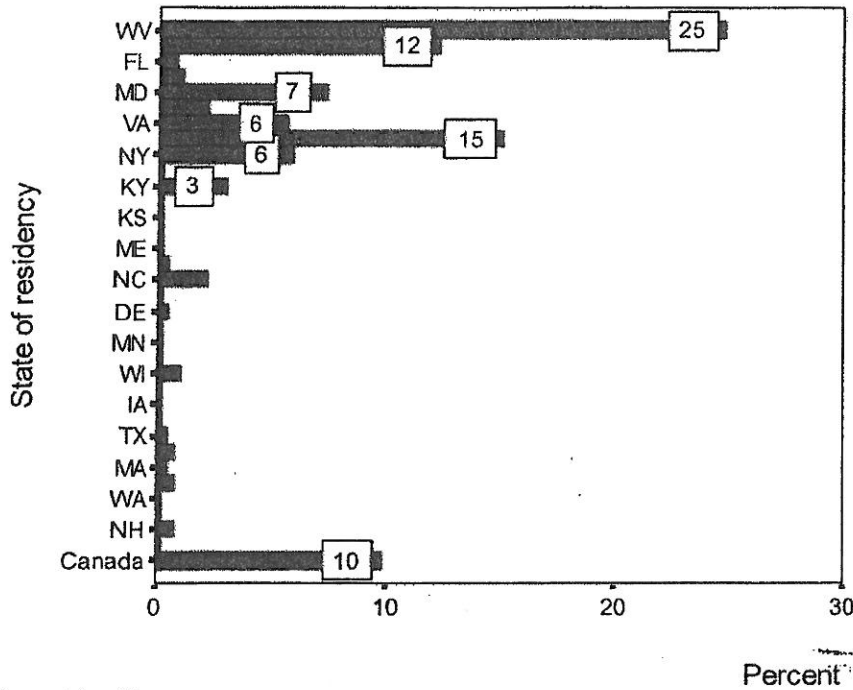


Interception

Appendix A - DNR214067



Department of Commerce



Current (mail)

State of residency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AL	10	.4	.4	.4
	AK	5	.2	.2	.6
	AZ	18	.8	.8	1.4
	AR	1	.0	.0	1.5
	CA	34	1.5	1.5	2.9
	CO	11	.5	.5	3.4
	CT	4	.2	.2	3.6
	DE	10	.4	.4	4.0
	DC	5	.2	.2	4.2
	FL	155	6.7	6.7	10.9
	GA	24	1.0	1.0	12.0
	HI	1	.0	.0	12.0
	ID	1	.0	.0	12.1
	IL	15	.6	.6	12.7
	IN	15	.6	.6	13.4
	IA	2	.1	.1	13.5
	KS	4	.2	.2	13.6
KY	20	.9	.9	14.5	
LA	9	.4	.4	14.9	
ME	1	.0	.0	14.9	
MD	103	4.4	4.4	19.4	

West Virginia Department of Commerce • 90 MacCorkle Ave., SW • South Charleston, WV 25303 • 304-558-2003 • FAX: 304-558-5053

Equal Opportunity Employer

Appendix A - DNR214067



Department of Commerce

MA	8	.3	.3	19.7
MI	18	.8	.8	20.5
MN	1	.0	.0	20.6
MS	3	.1	.1	20.7
MO	5	.2	.2	20.9
NV	3	.1	.1	21.0
NH	4	.2	.2	21.2
NJ	8	.3	.3	21.5
NM	5	.2	.2	21.8
NY	25	1.1	1.1	22.8
NC	71	3.1	3.1	25.9
OH	189	8.1	8.1	34.1
OK	4	.2	.2	34.3
OR	3	.1	.1	34.4
PA	87	3.7	3.8	38.2
RI	1	.0	.0	38.2
SC	29	1.2	1.3	39.5
SD	2	.1	.1	39.5
TN	21	.9	.9	40.5
TX	32	1.4	1.4	41.8
UT	5	.2	.2	42.1
VT	1	.0	.0	42.1
VA	175	7.5	7.5	49.7
WA	10	.4	.4	50.1
WV	1148	49.4	49.4	99.8
WI	1	.0	.0	99.8
WY	2	.1	.1	99.9
Canada	2	.1	.1	100.0
Total	2311	99.4	100.0	
Missing System	14	.6		
Total	2325	100.0		



Department of Commerce

Conclusion and Summary

The Commerce staff believes this reader survey has given the magazine staff a clear direction for editorial content and story selection. Every issue should contain at least one if not more of the top choices for story ideas from current subscribers. If a goal is to grow the subscription base, then stories should be included that are of interest to these busy younger people and that are of the length they like. The less popular sections should be eliminated such as the Book Shelf. If possible showcase and review one or two book selections a month instead of including an entire page dedicated to the Book Shelf.

There were several surveys from older readers indicating the glossy, bright white paper the magazine is printed on is very hard for them to read.

It is the suggestion of Commerce to review all of the surveys to get an insight into the comments provided. There were many paragraphs written concerning love of the magazine and comments that were in the best interest of the magazine staff. There was nothing negative and the respondents see the magazine as a great representative of the state they love. It is the suggestion of Commerce Communications to include this theme of West Virginia pride in any advertising considered for the magazine with possible testimonials.

Commerce Communications suggests developing an advertising and marketing plan for the magazine focusing on in-state sales. A breakdown of current subscribers by county show there is possible growth in populated counties such as Kanawha, Putnam, Cabell and Wood.

Magazine Readership Appendix B

	Subscription		
	Mailed Per Year	Bulk Mailed/YR	iPad Subscribers
Jan-Dec 2004	474,836	44,200	n/a
Jan-Dec 2005	433,551	42,556	n/a
Jan-Dec 2006	410,961	37,713	n/a
Jan-Dec 2007	399,999	40,295	n/a
Jan-Dec 2008	394,450	42,515	n/a
Jan-Dec 2009	382,724	33,892	n/a
Jan-Dec 2010	370,769	29,109	n/a
Jan-Dec 2011	361,929	32,364	n/a
Jan-Dec 2012	348,424	28,706	n/a
Jan-Dec 2013	339,166	27,807	464

Current Out-of-State Readership
Appendix C

WV	14973
VA	2038
OH	1815
FL	1458
MD	1092
PA	776
NC	688
CA	412
SC	374
TX	373
GA	347
TN	250
MI	205
KY	193
NY	188
IN	165
IL	158
NJ	150
CO	137
AZ	134
AL	120
DE	120
MO	104
WA	94
LA	85
MA	75
CT	66
KS	52
NV	49
NM	47
DC	47
OK	44
MS	38
WI	37
MN	35
OR	33
AR	32
IA	30
NH	27
NE	26
WY	25
AK	24
MT	23
ID	22
UT	21
ME	18
VT	14
HI	12
SD	8
AP	8
ND	7
AE	7
RI	5
GU	2
PR	2

Appendix D Revised Cost Sheet

Attachment C:

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

In the event the DNR elected to include additional signature pages these are the prices in the contract DNR would pay. The DNR printing contract requires a minimum 4 page signature be added.

Total all inclusive fee for editorial/design services for
"Wonderful West Virginia" magazine per standard issue
A standard issue is 32 inside pages and 4 cover pages \$ _____

Cost for an additional 4 page signature \$ _____

Cost for an additional 8 page signature \$ _____

Bid Scenario (30 points):

For bid evaluation purposes only, the vendor is asked to submit a quote on the following hypothetical scenario:

Total all inclusive fee for editorial/design services for
"Wonderful West Virginia" magazine per standard issue
A standard issue is 32 inside pages and 4 cover page A \$ _____

Cost for one (1) additional 4 page signature page B \$ _____

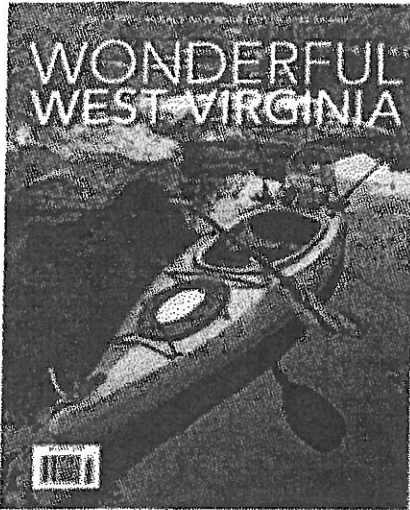
BID SCENERIO SUB TOTAL (A+B): \$ _____

The quantities listed above in the bid scenario are for bid evaluation purposes only. Actual quantities may vary.

If applicable, sign and submit the attached Resident Vendor Preference Certificate with the proposal.

Monthly Print Quantity Appendix E

<u>Year</u>	<u>Month</u>	<u>Order</u>
2012	January	36,000
	February	36,000
	March	36,000
	April	36,000
	May	34,500
	June	34,500
	July	34,000
	August	35,000
	September	34,000
	October	34,000
	November	33,000
	December	33,000
2013	January	32,500
	February	32,500
	March	32,000
	April	32,000
	May	32,000
	June	32,300
	July	32,300
	August	32,000
	September	32,000
	October	32,000
	November	32,000
	December	32,000



WONDERFUL WEST VIRGINIA

Celebrating Our State

Contact: Bryan Hoffman
Wonderful West Virginia
324 Fourth Avenue
South Charleston, WV 25303-1224
Phone: 304.558.3315
E-Mail: Bryan.M.Hoffman@wv.gov

Circulation: 30,000

Wonderful West Virginia is the state's premier showpiece magazine. Since 1970, it has showcased "The best of West Virginia" with breath-taking photographs and intriguing articles about nature, state history, recreation, art, and interesting people.

Wonderful West Virginia's circulation includes 30,000 subscribers who live in all 50 states and 3,000 bulk. Slightly more than half of the magazine's subscribers (approx. 16,000) are West Virginia residents. Thousands live in neighboring states, including VA, OH, MD, PA, and NC.

Significantly, *Wonderful West Virginia's* subscribers are deeply loyal and on average have renewed their subscriptions for more than 12 years. Both in-state & out-of-state readers use the magazine in selecting travel destinations. Bed-and breakfast proprietors, artisans, and many other article subjects report an increase in business after they are featured in *Wonderful West Virginia*.

Key Demographics:	Male	54.8%
	Female	45.2%
	Median Age	40-65
	Median Income	\$41,000-\$60,000

Advertising Opportunity: January – December (monthly publication)

Costs:	Inside Front: 5" x 8"		Inside Back: 8.5" x 11"		Back Cover 7.5" x 8.3"	
	No bleed		¼" Bleed Top/Right/Bottom		No Bleed	
	Frequency – Rate		Frequency – Half		Frequency – Half	
	1x	\$750	1x	\$850 \$1,500	1x	\$1,000 \$2,000
	3x	\$2,100	3x	\$2,500 \$4,000	3x	\$3,000 \$5,000
	6x	\$4,000	6x	\$5,000 \$7,500	6x	\$5,500 \$10,000
	12x	\$7,500	12x	\$10,000 \$15,000	12x	\$11,000 \$20,000

Added Value: Feature Articles;
Upcoming events can be listed in our calendar;
Free banner ad/website link on WonderfulWV.com;
iPad Version capabilities to add video commercials

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED BY
THE 1ST OF THE MONTH; 2 MONTHS PRIOR TO THE PUBLICATION MONTH**

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DNR214067

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|---|--|
| <input type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor’s representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Company

Authorized Signature

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012