2004 Salary and Job Satisfaction Report

with Appendix A

June 2004

Exclusive report for members only

Prepared by
Arcola Research Co.
www.arcola.com
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Research Methods

This report summarizes the results of the American Society for Business Publications Editors (ASBPE) 2004 Salary Survey. The survey was conducted in May 2004 for ASBPE by Arcola Research Company, Montgomery Village, Md. (www.arcola.com)

The population for this study was business publication editors in the United States. The sampling frame was members and non-members of ASBPE whose contact information is on file. The sample was derived from ASBPE membership lists and other contact lists of non-members available to ASBPE.

Invitations

Invitations to participate in the survey were sent via e-mail and via regular mail (when e-mail was not available). The initial sample is shown in Table 1. Approximately 450 e-mail and regular addresses were unusable for a variety of reasons. This reduced the total sample from 4,322 to 3,872.

<table>
<thead>
<tr>
<th>Invitation type</th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>527</td>
<td>2,125</td>
</tr>
<tr>
<td>Mail</td>
<td>20</td>
<td>1,650</td>
</tr>
<tr>
<td>Total</td>
<td>547</td>
<td>3,775</td>
</tr>
</tbody>
</table>

The total response was 606, for a response rate of 15.6%.

Research Procedures

The survey was conducted on the Web. Invitations directed respondents to a Web address and provided them with a user name and password. Results were collected in a database and downloaded. Respondents who answered the survey were offered an opportunity to receive a report of the results. Most preferred to get them.

The data was edited to remove duplicates, to ensure consistency and to correct obvious mistakes. For example, salary data was edited for consistency so that $25K was edited to $25,000.
Organization

The next section of this report presents tables of results. At the top of each page is the question from the survey. The first table shows the frequencies and percentages for the 2004 survey and, when available, similar results from the 2002 survey.

The second table on each page shows the average and the median salary from the 2004 data for each subgroup within the variable. Table 1 is based on all the responses. All other tables excluded respondents who said their job title was writer or “other.” This results in a sample of 556.

At the end of this document, Appendix A shows the questionnaire and responses to the open-ended questions.

Additionally, there are two separate files containing other important data, Appendix B and C. These are posted at www.asbpe.org for members only.

Privacy

The Web survey collected individually identifiable information in the form of an e-mail address and IP address of the respondent. This information was used to check for duplicates and then deleted from the file. No identifying information was on the data file used for tabulations.

For ASBPE
Robin Sherman, Associate Director

For Arcola Research Co.
Debra Dean, President

For more information
www.asbpe.org
info@asbpe.org
**Data Tables**

1. What is your job title? (Please select the closest match.)

<table>
<thead>
<tr>
<th>Job Titles</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Executive level editor</td>
<td>307</td>
<td>51%</td>
</tr>
<tr>
<td>(VP, editor-in-chief, editor, executive editor, editorial director, editor/associate publisher, editor/publisher)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior level editor</td>
<td>184</td>
<td>30%</td>
</tr>
<tr>
<td>(e.g. managing editor, assistant managing editor, senior editor, technical editor, web editor)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid level editor</td>
<td>45</td>
<td>7%</td>
</tr>
<tr>
<td>(e.g. features editor, production editor, senior associate editor, associate editor, news editor)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior level editor</td>
<td>20</td>
<td>3%</td>
</tr>
<tr>
<td>(e.g. editorial assistant, assistant editor, staff editor, copy editor)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>556</td>
<td>91%</td>
</tr>
<tr>
<td>Writer*</td>
<td>16</td>
<td>3%</td>
</tr>
<tr>
<td>Other*</td>
<td>34</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>606</td>
<td>100</td>
</tr>
</tbody>
</table>

Note: * These values were removed from later analysis and tables.

Executive editors were a slight majority in 2004, compared to 42% in 2002. This may account for the more than $9,000 shift in average compensation between 2002 and 2004. (See Table 27 on page 21 for the 2002 number.)

<table>
<thead>
<tr>
<th>Job title</th>
<th>N</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive level editor</td>
<td>307</td>
<td>$82,370.60</td>
<td>$72,489.00</td>
</tr>
<tr>
<td>Senior level editor</td>
<td>184</td>
<td>$52,955.88</td>
<td>$49,000.00</td>
</tr>
<tr>
<td>Mid level editor</td>
<td>45</td>
<td>$46,030.75</td>
<td>$45,800.00</td>
</tr>
<tr>
<td>Junior level editor</td>
<td>20</td>
<td>$35,698.95</td>
<td>$30,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>556</td>
<td>$68,061.22</td>
<td>$60,000.00</td>
</tr>
</tbody>
</table>

Note: Total number differs from the previous table because writers and "others" have been removed from the analysis.

All other tables in this report are based on the 556 editors and exclude writers and "others.”
2. How many publications do you edit, manage or write for?

Table 4 Number of Publications Edit, Manage or Write

<table>
<thead>
<tr>
<th>Number</th>
<th>2004</th>
<th></th>
<th>2002</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>One</td>
<td>234</td>
<td>42%</td>
<td>One</td>
<td>59%</td>
</tr>
<tr>
<td>Two</td>
<td>131</td>
<td>24%</td>
<td>Two</td>
<td>23%</td>
</tr>
<tr>
<td>Three</td>
<td>61</td>
<td>11%</td>
<td>Three or more</td>
<td>18%</td>
</tr>
<tr>
<td>Four</td>
<td>26</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five or more</td>
<td>45</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All others</td>
<td>59</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

In 2004, a lower proportion of editors were responsible for one publication (42%) compared to 2002 (59%), while a higher proportion edited three or more publications. Editors who were responsible for more publications also received more compensation.

Table 5 Number of Publications Edit, Manage or Write by Annual Compensation

<table>
<thead>
<tr>
<th>Number of publications edited</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>$64,604.24</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Two</td>
<td>$64,919.28</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Three</td>
<td>$68,196.80</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Four</td>
<td>$79,211.54</td>
<td>$70,500.00</td>
</tr>
<tr>
<td>Five or more</td>
<td>$80,035.91</td>
<td>$78,000.00</td>
</tr>
</tbody>
</table>

Note: These figures exclude “all others”
3. How many hours do you work on average per week?

Table 6 Hours Worked Per Week

<table>
<thead>
<tr>
<th>Number of hours worked on the average week</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percent</td>
<td>Percent</td>
</tr>
<tr>
<td>Fewer than 40</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>40 hours</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>41 to 45 hours</td>
<td>30</td>
<td>34</td>
</tr>
<tr>
<td>46 to 50 hours</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>More than 50 hours</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>All others</td>
<td>0.4</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

A majority of editors responding to this survey worked more than 40 hours a week. Those who worked longer hours made more money than those who worked 40 hours a week or less.

Table 7 Hours Worked Per Week by Annual Compensation

<table>
<thead>
<tr>
<th>Number of hours worked</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 40</td>
<td>$51,067.88</td>
<td>$48,750.00</td>
</tr>
<tr>
<td>40 hours</td>
<td>$56,312.41</td>
<td>$53,000.00</td>
</tr>
<tr>
<td>41 to 45 hours</td>
<td>$63,421.18</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>46 to 50 hours</td>
<td>$78,312.58</td>
<td>$67,000.00</td>
</tr>
<tr>
<td>More than 50 hours</td>
<td>$103,467.69</td>
<td>$85,500.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude "All others."
4. What percentage of your work supports your publication’s Internet-related activities?

<table>
<thead>
<tr>
<th>Table 8 Percent Supports Internet Related</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number responding</td>
</tr>
<tr>
<td>Average</td>
</tr>
<tr>
<td>Median</td>
</tr>
</tbody>
</table>
5. Regarding your job, compared to 2 years ago, are you...More satisfied now, less satisfied now, about the same; why?

Table 9 Job Satisfaction Compared to a Year Ago

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More satisfied now</td>
<td>221</td>
<td>40%</td>
</tr>
<tr>
<td>Less satisfied now</td>
<td>201</td>
<td>36%</td>
</tr>
<tr>
<td>About the same</td>
<td>133</td>
<td>24%</td>
</tr>
<tr>
<td>All others</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

Editors were about equally likely to be more satisfied now and to be and less satisfied now compared to a year ago. Satisfaction was not closely related to compensation.

Table 10 Job Satisfaction by Annual Compensation

<table>
<thead>
<tr>
<th>Job Satisfaction</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>More satisfied now</td>
<td>$67,859.99</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Less satisfied now</td>
<td>$67,577.51</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>About the same</td>
<td>$69,202.14</td>
<td>$61,800.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “All others.”
6. What are the first three digits of your zip code at work? (Regions derived from first digit of zip code.)

Table 11 Region of the Country

<table>
<thead>
<tr>
<th>Region (Based on first digit of zip code)</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>New England (0)</td>
<td>74</td>
</tr>
<tr>
<td>Northeast (1)</td>
<td>57</td>
</tr>
<tr>
<td>Atlantic (2)</td>
<td>71</td>
</tr>
<tr>
<td>Southeast (3)</td>
<td>39</td>
</tr>
<tr>
<td>Midwest (4, 5, 6, 7)</td>
<td>222</td>
</tr>
<tr>
<td>Mountain (8)</td>
<td>37</td>
</tr>
<tr>
<td>Pacific (9)</td>
<td>54</td>
</tr>
<tr>
<td>No response</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
</tr>
</tbody>
</table>

Note: Regions may not be consistent between the years 2002 and 2004.

The responses in 2004 came mostly from the Midwest, which may have skewed the data, since many publications are based on the East Coast. Since the Midwest usually has lower compensation than the East Coast, this skew may have tended to lower the overall annual compensation number in Table 27 (page 21). Note also that combining New England, Northeast, Atlantic and Southeast accounts for more respondents (241) than the Midwest (222), so variations in compensation may also be affected by the construction of the regional variable.

Table 12 Region of the Country by Annual Compensation

<table>
<thead>
<tr>
<th>Region</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England (0)</td>
<td>$76,670.87</td>
<td>$65,492.50</td>
</tr>
<tr>
<td>Northeast (1)</td>
<td>$79,737.28</td>
<td>$70,000.00</td>
</tr>
<tr>
<td>Atlantic (2)</td>
<td>$77,650.21</td>
<td>$70,000.00</td>
</tr>
<tr>
<td>Southeast (3)</td>
<td>$61,183.21</td>
<td>$46,000.00</td>
</tr>
<tr>
<td>Midwest (4, 5, 6, 7)</td>
<td>$64,201.31</td>
<td>$58,500.00</td>
</tr>
<tr>
<td>Mountain (8)</td>
<td>$53,114.86</td>
<td>$46,000.00</td>
</tr>
<tr>
<td>Pacific (9)</td>
<td>$62,038.89</td>
<td>$55,150.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “No response.”
7. How many years have you been with your current employer?

Table 13 Years with Current Employer

<table>
<thead>
<tr>
<th>Years</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Less than 2 yrs</td>
<td>62</td>
<td>12%</td>
</tr>
<tr>
<td>2 to 4 yrs</td>
<td>152</td>
<td>27%</td>
</tr>
<tr>
<td>5 to 9 yrs</td>
<td>187</td>
<td>34%</td>
</tr>
<tr>
<td>10 to 15 yrs</td>
<td>85</td>
<td>15%</td>
</tr>
<tr>
<td>16 to 20 yrs</td>
<td>35</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

A plurality of respondents had between five and nine years of experience with their current employer. Longer experience with an employer was associated with higher compensation.

Table 14 Years with Employer by Annual Compensation

<table>
<thead>
<tr>
<th>Number of years with current employer</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2 yrs</td>
<td>$52,791.94</td>
<td>$46,250.00</td>
</tr>
<tr>
<td>2 to 4 years</td>
<td>$56,992.26</td>
<td>$48,400.00</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>$68,346.086</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>10 to 15 years</td>
<td>$78,460.36</td>
<td>$68,000.00</td>
</tr>
<tr>
<td>16 to 20 years</td>
<td>$81,564.49</td>
<td>$80,000.00</td>
</tr>
<tr>
<td>Over 20 years</td>
<td>$102,185.46</td>
<td>$93,000.00</td>
</tr>
</tbody>
</table>
8. How many years in total have you worked managing, editing, or writing for business, trade, or association publications?

<table>
<thead>
<tr>
<th>Years</th>
<th>2004</th>
<th></th>
<th>2002</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Years</td>
<td>Percent</td>
</tr>
<tr>
<td>Less than 2 yrs</td>
<td>14</td>
<td>2%</td>
<td>Less than 2 yrs</td>
<td>7%</td>
</tr>
<tr>
<td>2 to 4 yrs</td>
<td>75</td>
<td>14%</td>
<td>2 to 4 yrs</td>
<td>24%</td>
</tr>
<tr>
<td>5 to 9 yrs</td>
<td>143</td>
<td>26%</td>
<td>5 to 9 yrs</td>
<td>28%</td>
</tr>
<tr>
<td>10 to 15 yrs</td>
<td>157</td>
<td>28%</td>
<td>10 to 20 yrs</td>
<td>31%</td>
</tr>
<tr>
<td>16 to 20 yrs</td>
<td>67</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over 20 yrs</td>
<td>100</td>
<td>18%</td>
<td>Over 20 yrs</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

The 2004 sample was more experienced than the 2002 sample, which is consistent with higher job titles. Experience was positively related to compensation.

<table>
<thead>
<tr>
<th>Number years editorial experience</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2 years</td>
<td>$39,571.43</td>
<td>$29,000.00</td>
</tr>
<tr>
<td>2 to 4 years</td>
<td>$42,673.16</td>
<td>$39,200.00</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>$57,476.73</td>
<td>$52,000.00</td>
</tr>
<tr>
<td>10 to 15 years</td>
<td>$69,670.01</td>
<td>$62,660.00</td>
</tr>
<tr>
<td>16 to 20 years</td>
<td>$79,391.90</td>
<td>$78,000.00</td>
</tr>
<tr>
<td>Over 20 years</td>
<td>$95,859.08</td>
<td>$80,500.00</td>
</tr>
</tbody>
</table>
9. How many paid editorial or publishing positions have you held?

### Table 17 Number of Editorial/Publishing Positions

<table>
<thead>
<tr>
<th>Number of Positions</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>One</td>
<td>60</td>
<td>11%</td>
</tr>
<tr>
<td>Two</td>
<td>95</td>
<td>17%</td>
</tr>
<tr>
<td>3 to 5</td>
<td>299</td>
<td>54%</td>
</tr>
<tr>
<td>6 or more</td>
<td>102</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

The number of editorial positions held was positively related to compensation. However, the number of editorial positions held was also related to years of experience, which may explain the higher compensation of those with a larger number of paid positions.

### Table 18 Number of Positions by Annual Compensation

<table>
<thead>
<tr>
<th>Number of paid positions</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>$51,460.42</td>
<td>$44,250.00</td>
</tr>
<tr>
<td>Two</td>
<td>$53,717.23</td>
<td>$50,000.00</td>
</tr>
<tr>
<td>3 to 5</td>
<td>$70,237.13</td>
<td>$61,800.00</td>
</tr>
<tr>
<td>6 or more</td>
<td>$84,562.26</td>
<td>$75,250.00</td>
</tr>
</tbody>
</table>
10. What is your age?

Table 19 Age

<table>
<thead>
<tr>
<th>Age Ranges</th>
<th>2004</th>
<th>Percent</th>
<th>Percent</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 25</td>
<td>11</td>
<td>2%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>25 to 30</td>
<td>73</td>
<td>13%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>31 to 40</td>
<td>193</td>
<td>35%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>41 to 50</td>
<td>147</td>
<td>26%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>51 to 60</td>
<td>117</td>
<td>21%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>61 or older</td>
<td>14</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>No response</td>
<td>1</td>
<td>0.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Age was also positively related to compensation. Median and average compensation increased with each age range until 61 or older, when it fell.

Table 20 Age by Annual Compensation

<table>
<thead>
<tr>
<th>Age</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>$40,098.55</td>
<td>$27,000.00</td>
</tr>
<tr>
<td>25 to 30</td>
<td>$42,182.26</td>
<td>$41,000.00</td>
</tr>
<tr>
<td>31 to 40</td>
<td>$61,799.26</td>
<td>$58,000.00</td>
</tr>
<tr>
<td>41 to 50</td>
<td>$83,687.37</td>
<td>$75,000.00</td>
</tr>
<tr>
<td>51 to 60</td>
<td>$77,725.88</td>
<td>$72,000.00</td>
</tr>
<tr>
<td>61 to older</td>
<td>$60,385.71</td>
<td>$56,000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “No responses.”
11. What is your gender?

Table 21 Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Female</td>
<td>293</td>
<td>53%</td>
</tr>
<tr>
<td>Male</td>
<td>261</td>
<td>47%</td>
</tr>
<tr>
<td>No response</td>
<td>2</td>
<td>0.4%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 22 Gender by Annual Compensation

<table>
<thead>
<tr>
<th>Gender</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>$60613.51</td>
<td>$54000.00</td>
</tr>
<tr>
<td>Male</td>
<td>$76334.34</td>
<td>$66000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude "No response."
12. What is your educational background? (Please check the highest degree attained.)

Table 23 Education

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>No college degree</td>
<td>17</td>
<td>3%</td>
</tr>
<tr>
<td>2 year technical degree</td>
<td>2</td>
<td>0.4%</td>
</tr>
<tr>
<td>Other 2 year degree</td>
<td>3</td>
<td>0.5%</td>
</tr>
<tr>
<td>Bachelors</td>
<td>374</td>
<td>67%</td>
</tr>
<tr>
<td>Masters</td>
<td>144</td>
<td>26%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>15</td>
<td>3%</td>
</tr>
<tr>
<td>No response</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note the small number of persons without a four-year college degree. Table 24 shows that persons without four-year degrees made more money than those with four-year degrees. These results are probably skewed by the small sample size. They should be regarded with caution.

Table 24 Education by Annual Compensation

<table>
<thead>
<tr>
<th>Education</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>No college degree</td>
<td>$76,295.00</td>
<td>$72,000.00</td>
</tr>
<tr>
<td>2-year or associate degree</td>
<td>$60,300.00</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>$65,379.16</td>
<td>$57,000.00</td>
</tr>
<tr>
<td>Master's degree</td>
<td>$71,268.05</td>
<td>$63,000.00</td>
</tr>
<tr>
<td>Doctorate degree</td>
<td>$91,740.00</td>
<td>$90,000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “All others.”
13. If you have a college degree, what area is it in? (If you have a double major or multiple degrees, click all that apply.)

<table>
<thead>
<tr>
<th>Area</th>
<th>2004 Number</th>
<th>2002 Percent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism</td>
<td>262</td>
<td>47%</td>
<td>79%</td>
</tr>
<tr>
<td>English</td>
<td>158</td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td>Business/Marketing</td>
<td>26</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Technical/Scientific</td>
<td>40</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>138</td>
<td>25%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Note: Multiple responses accepted. Percentages are based on N=556.

Table 26 Major Area by Annual Compensation

<table>
<thead>
<tr>
<th>Area</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism</td>
<td>$67,080.14</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>English</td>
<td>$67,131.10</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Business/Marketing</td>
<td>$60,702.54</td>
<td>$57,500.00</td>
</tr>
<tr>
<td>Technical/Scientific</td>
<td>$90,055.00</td>
<td>$72,500.00</td>
</tr>
<tr>
<td>Other</td>
<td>$64,807.10</td>
<td>$58,000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “All others.”

Science and technical degrees attract higher salaries.
14. What is your total annual compensation at the current time? (Please include your salary plus any expected bonus. Do not include the value of benefit plans or stock options. Please enter a number.)

Table 27 Current Annual Compensation

<table>
<thead>
<tr>
<th>Current Compensation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number responding</td>
<td>556</td>
</tr>
<tr>
<td>Average</td>
<td>$68,016.22</td>
</tr>
<tr>
<td>Median</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>2002 Average</td>
<td>Approx. $57,000</td>
</tr>
</tbody>
</table>

Note: Table excludes writers and "others."

15. For comparison purposes, what was your total compensation a year ago? (Please include your salary plus any expected bonus. Do not include the value of benefit plans or stock options. Please enter a number.)

Table 28 Compensation One Year Ago

<table>
<thead>
<tr>
<th>Compensation Year Ago</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>554</td>
</tr>
<tr>
<td>Average</td>
<td>$63,686.56</td>
</tr>
<tr>
<td>Median</td>
<td>$58,000.00</td>
</tr>
</tbody>
</table>

Note: Excludes writers and "others."
16. Are you a member of the American Society of Business Publication Editors (ASBPE)?

Table 29 ASBPE Membership

<table>
<thead>
<tr>
<th>Membership</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Yes</td>
<td>262</td>
<td>47%</td>
</tr>
<tr>
<td>No</td>
<td>294</td>
<td>53%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The 2004 results attracted a higher proportion of ASBPE members than the 2002 survey (47% versus 39%).

Table 30 Membership by Annual Compensation

<table>
<thead>
<tr>
<th>Member</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>$75,954.20</td>
<td>$66,000.00</td>
</tr>
<tr>
<td>No</td>
<td>$60,942.24</td>
<td>$55,000.00</td>
</tr>
</tbody>
</table>
17. What is the nature of your principal magazine?

Table 31 Nature of the Publication

<table>
<thead>
<tr>
<th>Nature of publication</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>High technology, engineering, scientific</td>
<td>151</td>
<td>27%</td>
</tr>
<tr>
<td>Other including business, trade</td>
<td>403</td>
<td>72%</td>
</tr>
<tr>
<td>All others</td>
<td>2</td>
<td>0.4</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Answer categories for this question changed between 2002 and 2004.

The answers to this question differed from 2002 to 2004. However, the proportion of editors from business trade and other publications was approximately the same (72% in 2004 and 77% in 2002).

Table 32 Publication’s Nature by Annual Compensation

<table>
<thead>
<tr>
<th>Nature of publication</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hi tech, engineering, scientific</td>
<td>$74,070.07</td>
<td>$61,000.00</td>
</tr>
<tr>
<td>Other including business, trade</td>
<td>$65,936.57</td>
<td>$60,000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “All others.”
18. Is your organization for-profit or non-profit?

Table 33 Profit or Non-Profit Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>For-profit</td>
<td>404</td>
<td>73%</td>
</tr>
<tr>
<td>Non-profit</td>
<td>152</td>
<td>27%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 34 Profit Status by Annual Compensation

<table>
<thead>
<tr>
<th>For profit or not</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>For-profit</td>
<td>$69,073.488</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Non-profit</td>
<td>$65,206.124</td>
<td>$62,050.00</td>
</tr>
</tbody>
</table>
19. What is your principal magazine’s total circulation?

Table 35 Total Circulation

<table>
<thead>
<tr>
<th>Number</th>
<th>2004</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>LT 10,000</td>
<td>82</td>
<td>15%</td>
</tr>
<tr>
<td>10,000 to 24,999</td>
<td>152</td>
<td>27%</td>
</tr>
<tr>
<td>25,000 to 49,999</td>
<td>154</td>
<td>28%</td>
</tr>
<tr>
<td>50,000 to 79,999</td>
<td>87</td>
<td>16%</td>
</tr>
<tr>
<td>80,000 or more</td>
<td>80</td>
<td>14%</td>
</tr>
<tr>
<td>All others</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 36 Circulation by Annual Compensation

<table>
<thead>
<tr>
<th>Total Circulation</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10,000</td>
<td>$64,224.63</td>
<td>$60,250.00</td>
</tr>
<tr>
<td>10,000 to 24,900</td>
<td>$62,732.37</td>
<td>$59,250.00</td>
</tr>
<tr>
<td>25,000 to 49,900</td>
<td>$59,789.87</td>
<td>$58,000.00</td>
</tr>
<tr>
<td>50,000 to 79,900</td>
<td>$68,887.56</td>
<td>$63,000.00</td>
</tr>
<tr>
<td>80,000 or more</td>
<td>$96,622.76</td>
<td>$73,000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “All others.”

Large circulation publications pay more than smaller ones, particularly when comparing the largest and the smallest. For those in the middle (range between 10,000 and 49,900) the median compensation was more similar. There was a jump in median compensation at a circulation of 50,000 and another at 80,000 or more.
20. What is your principal magazine’s total revenue for the current fiscal year as stated in your budget/business plan?

Table 37 Total Revenue

<table>
<thead>
<tr>
<th>Amount</th>
<th>2004</th>
<th></th>
<th>2002</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Amount</td>
<td>Percent</td>
</tr>
<tr>
<td>Less than $1 million</td>
<td>147</td>
<td>24%</td>
<td>Less than $1 million</td>
<td>25%</td>
</tr>
<tr>
<td>$1 to $3 million</td>
<td>181</td>
<td>30%</td>
<td>$1 million - $2.4 million</td>
<td>25%</td>
</tr>
<tr>
<td>$3.1 to $5 million</td>
<td>60</td>
<td>10%</td>
<td>$2.5 million - $4.9 million</td>
<td>13%</td>
</tr>
<tr>
<td>$5.1 to $7 million</td>
<td>20</td>
<td>3%</td>
<td>$5 million - $9.9 million</td>
<td>7%</td>
</tr>
<tr>
<td>$7.1 to $10 million</td>
<td>18</td>
<td>3%</td>
<td>$10 million or more</td>
<td>6%</td>
</tr>
<tr>
<td>More than $10 million</td>
<td>18</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t Know, Other</td>
<td>162</td>
<td>27%</td>
<td>Don’t know</td>
<td>23%</td>
</tr>
<tr>
<td>Total</td>
<td>606</td>
<td>100%</td>
<td>514</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: 2004 answer categories differed from 2002 categories.

Table 38 Revenue by Annual Compensation

<table>
<thead>
<tr>
<th>Total revenue</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1 million</td>
<td>$57,380.22</td>
<td>$55,000.00</td>
</tr>
<tr>
<td>$1 to $3 million</td>
<td>$70,899.26</td>
<td>$65,000.00</td>
</tr>
<tr>
<td>$3.1 to $5 million</td>
<td>$78,402.85</td>
<td>$72,000.00</td>
</tr>
<tr>
<td>$5.1 to $7 million</td>
<td>$104,494.74</td>
<td>$90,000.00</td>
</tr>
<tr>
<td>$7.1 to $10 million</td>
<td>$97,376.47</td>
<td>$89,700.00</td>
</tr>
<tr>
<td>More than $10 million</td>
<td>$149,831.00</td>
<td>$92,250.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “All others.”

Median compensation increases with the total revenue of the editor’s principal publication. Those who edit publications with total revenues in excess of $10 million made substantially more than those whose publications drew less than $3 million.
21. What is your principal magazine’s total **editorial** budget/business plan for the current fiscal year?

**Table 39 Editorial Budget**

<table>
<thead>
<tr>
<th>Editorial Budget</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>230</td>
</tr>
<tr>
<td>Average</td>
<td>$545,401.32</td>
</tr>
<tr>
<td>Median</td>
<td>$250,000.00</td>
</tr>
<tr>
<td>2002 Average</td>
<td>$705,225.79</td>
</tr>
</tbody>
</table>

Note that only about half of the editors (230) responded to this question. This may have skewed the results. The 2004 average of $545,000 was considerably lower than the average in 2002 ($705,000). Lower response was also a characteristic of Q22 and Q23 on this page. This suggests these results may also be skewed and should be interpreted cautiously.

22. In your principal magazine’s budget/business plan, what percentage of your **total revenue** does your editorial budget represent in the current fiscal year?

**Table 40 Editorial Budget as Percent of Revenue**

<table>
<thead>
<tr>
<th>N</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>27.13</td>
</tr>
<tr>
<td>Median</td>
<td>18.00</td>
</tr>
</tbody>
</table>

23. How many **editorial** pages are budgeted for your principal magazine for your entire current fiscal year?

**Table 41 Editorial Pages**

<table>
<thead>
<tr>
<th>Number of Pages</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>317</td>
</tr>
<tr>
<td>Average</td>
<td>553.97</td>
</tr>
<tr>
<td>Median</td>
<td>475.00</td>
</tr>
</tbody>
</table>
24. Generally, what is your advertising-to-editorial ratio in your principal publication?

Table 42 Advertising to Editorial Ratio

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 40-to-60</td>
<td>138</td>
<td>25%</td>
</tr>
<tr>
<td>40-60 to 45-55</td>
<td>163</td>
<td>29%</td>
</tr>
<tr>
<td>47-53 to 53-47</td>
<td>100</td>
<td>18%</td>
</tr>
<tr>
<td>55-45 to 58-42</td>
<td>54</td>
<td>10%</td>
</tr>
<tr>
<td>60 to 40</td>
<td>44</td>
<td>8%</td>
</tr>
<tr>
<td>Greater than 60 to 40</td>
<td>17</td>
<td>3%</td>
</tr>
<tr>
<td>All others</td>
<td>40</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>556</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 43 Advertising to Editorial Ratio by Annual Compensation

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 40-to-60</td>
<td>$64,110.50</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>40-60 to 45-55</td>
<td>$68,694.07</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>47-53 to 53-47</td>
<td>$69,665.93</td>
<td>$65,000.00</td>
</tr>
<tr>
<td>55-45 to 58-42</td>
<td>$82,933.79</td>
<td>$68,250.00</td>
</tr>
<tr>
<td>60-to-40</td>
<td>$72,143.89</td>
<td>$65,000.00</td>
</tr>
<tr>
<td>Greater than 60-to-40</td>
<td>$62,322.06</td>
<td>$59,500.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude "All others."
25. What is the publication frequency of your principal magazine?

Table 44 Publication Frequency

<table>
<thead>
<tr>
<th>Publication Frequency</th>
<th>2004 Number</th>
<th>2004 Percent</th>
<th>2002 Number</th>
<th>2002 Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>30</td>
<td>5%</td>
<td>Weekly</td>
<td>7%</td>
</tr>
<tr>
<td>Every other week</td>
<td>26</td>
<td>5%</td>
<td>Every other week</td>
<td>4%</td>
</tr>
<tr>
<td>Monthly</td>
<td>324</td>
<td>58%</td>
<td>Monthly</td>
<td>63%</td>
</tr>
<tr>
<td>Quarterly</td>
<td>254</td>
<td>5%</td>
<td>Quarterly</td>
<td>3%</td>
</tr>
<tr>
<td>Six times/yr</td>
<td>63</td>
<td>11%</td>
<td>Six times/yr</td>
<td>12%</td>
</tr>
<tr>
<td>Ten times/yr</td>
<td>17</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All others</td>
<td>71</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note the small sample of editors from weekly or biweekly publications may skew the compensation results. Monthly and quarterly publications account for most of the responses and editors of monthlies have higher median compensation than editors of quarterlies, which is to be expected. Other frequency types had small sample sizes and should be regarded with caution.

Table 45 Publication Frequency by Annual Compensation

<table>
<thead>
<tr>
<th>Publication frequency</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$68,678.77</td>
<td>$54,000.00</td>
</tr>
<tr>
<td>Every other week</td>
<td>$98,204.81</td>
<td>$64,000.00</td>
</tr>
<tr>
<td>Monthly</td>
<td>$68,228.38</td>
<td>$61,750.00</td>
</tr>
<tr>
<td>Quarterly</td>
<td>$55,503.20</td>
<td>$50,000.00</td>
</tr>
<tr>
<td>Six times/yr</td>
<td>$61,425.08</td>
<td>$58,000.00</td>
</tr>
<tr>
<td>Ten times/yr</td>
<td>$66,038.53</td>
<td>$68,600.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude "All others."
26. How many full-time editors/artists are on your editorial staff?

Table 46 Staff Size

<table>
<thead>
<tr>
<th>Number</th>
<th>2004 Number</th>
<th>2004 Percent</th>
<th>2002 Number</th>
<th>2002 Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>61</td>
<td>11%</td>
<td>One</td>
<td>14%</td>
</tr>
<tr>
<td>Two</td>
<td>85</td>
<td>15%</td>
<td>Two</td>
<td>18%</td>
</tr>
<tr>
<td>Three</td>
<td>110</td>
<td>20%</td>
<td>3-5</td>
<td>40%</td>
</tr>
<tr>
<td>Four to five</td>
<td>162</td>
<td>29%</td>
<td>6-10</td>
<td>18%</td>
</tr>
<tr>
<td>6 to 10</td>
<td>92</td>
<td>16%</td>
<td>11-15</td>
<td>5%</td>
</tr>
<tr>
<td>11 or more</td>
<td>45</td>
<td>8%</td>
<td>More than 15</td>
<td>6%</td>
</tr>
<tr>
<td>All others</td>
<td>1</td>
<td>0.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 47 Staff Size by Annual Compensation

<table>
<thead>
<tr>
<th>Number</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>$54,166.03</td>
<td>$50,000.00</td>
</tr>
<tr>
<td>Two</td>
<td>$57,952.29</td>
<td>$55,000.00</td>
</tr>
<tr>
<td>Three</td>
<td>$57,659.17</td>
<td>$56,000.00</td>
</tr>
<tr>
<td>Four to five</td>
<td>$67,083.10</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>6 to 10</td>
<td>$74,663.32</td>
<td>$72,000.00</td>
</tr>
<tr>
<td>11 or more</td>
<td>$119,176.67</td>
<td>$95,000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “All others.”

Median compensation increased with staff size, which is to be expected.
27. How many editors/artists on your full-time staff do you personally manage?

Table 48 Number of Staff Managed

<table>
<thead>
<tr>
<th>Number</th>
<th>2004 Number</th>
<th>2004 Percent</th>
<th>2002 Number</th>
<th>2002 Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero</td>
<td>44</td>
<td>8%</td>
<td>Zero</td>
<td>47%</td>
</tr>
<tr>
<td>One</td>
<td>232</td>
<td>42%</td>
<td>One</td>
<td>19%</td>
</tr>
<tr>
<td>Two</td>
<td>90</td>
<td>16%</td>
<td>2-3</td>
<td>22%</td>
</tr>
<tr>
<td>Three</td>
<td>57</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four to five</td>
<td>76</td>
<td>14%</td>
<td>4-10</td>
<td>10%</td>
</tr>
<tr>
<td>6 to 10</td>
<td>44</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 or more</td>
<td>13</td>
<td>2%</td>
<td>11 or more</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 49 Number Managed by Annual Compensation

<table>
<thead>
<tr>
<th>Number</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero</td>
<td>$53,754.2955</td>
<td>$53,750.00</td>
</tr>
<tr>
<td>One</td>
<td>$53,755.1207</td>
<td>$48,000.00</td>
</tr>
<tr>
<td>Two</td>
<td>$62,385.3667</td>
<td>$61,300.00</td>
</tr>
<tr>
<td>Three</td>
<td>$81,202.2105</td>
<td>$66,500.00</td>
</tr>
<tr>
<td>Four to five</td>
<td>$84,174.7763</td>
<td>$77,400.00</td>
</tr>
<tr>
<td>6 to 10</td>
<td>$110,492.0455</td>
<td>$90,500.00</td>
</tr>
<tr>
<td>11 or more</td>
<td>$113,730.7692</td>
<td>$100,000.00</td>
</tr>
</tbody>
</table>

Median compensation also increased with the number of persons the editor managed.
28. Are the members of the editorial staff who work on ancillary projects paid extra to do so?

Table 50 Paid for Ancillary Projects

<table>
<thead>
<tr>
<th>Extra</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>76</td>
<td>14%</td>
</tr>
<tr>
<td>No</td>
<td>470</td>
<td>84%</td>
</tr>
<tr>
<td>No response</td>
<td>10</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>556</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 51 Paid for Ancillary Projects by Annual Compensation

<table>
<thead>
<tr>
<th>Extra for ancillary</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>$74,185.18</td>
<td>$64,400.00</td>
</tr>
<tr>
<td>No</td>
<td>$66,853.07</td>
<td>$60,000.00</td>
</tr>
</tbody>
</table>

Note: Figures exclude “No response.”

29. How are they paid? (Answered “yes” to paid extra.)

Table 52 How Paid?

<table>
<thead>
<tr>
<th>How paid</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed fee</td>
<td>56</td>
<td>24%</td>
</tr>
<tr>
<td>By commission</td>
<td>14</td>
<td>3%</td>
</tr>
<tr>
<td>Percent of base salary</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>76</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Multiple responses accepted.

Table 53 How Paid by Annual Compensation

<table>
<thead>
<tr>
<th>How paid</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed fee</td>
<td>$76,320.98</td>
<td>$64,400.00</td>
</tr>
<tr>
<td>By commission</td>
<td>$71,341.07</td>
<td>$79,250.00</td>
</tr>
<tr>
<td>% of base</td>
<td>$76,000.00</td>
<td>$58,000.00</td>
</tr>
<tr>
<td>Other</td>
<td>$57,321.00</td>
<td>$54,500.00</td>
</tr>
</tbody>
</table>
Appendix A: Questionnaire
2004 Editorial Salary Survey for Business
Publication Editors

Percentages in this document are based on the total sample (N=606) unless otherwise noted.

S. Your job

1. What is your job title? (Please select the closest match.)
   - Executive-level editor (e.g. VP, editor-in-chief, editor, executive editor, editorial director, editor/associate publisher, editor/publisher) ......................................................... 51%
   - Senior-level editorial (e.g. managing editor, assistant managing editor, senior editor, technical editor, web editor) ................................................................. 30%
   - Mid-level editorial (e.g. features editor, production editor, senior associate editor, associate editor, news editor) ................................................................. 7%
   - Junior-level editorial (e.g. editorial assistant, assistant editor, staff editor, copy editor) ............................................................................................................. 3%
   - Writer/senior writer .......................................................................................... 3%
   - Other ....................................................................................................................... 6%

2. How many publications do you edit, manage or write for?
   - 1 .......................................................................................................................... 46%
   - 2 .......................................................................................................................... 26%
   - 3 .......................................................................................................................... 13%
   - 4 .......................................................................................................................... 5%
   - 5 or more ............................................................................................................ 11%

3. How many hours do you work on average per week?
   - Fewer than 40 hours ......................................................................................... 10%
   - 40 hours .............................................................................................................. 26%
   - 41 to 45 hours ..................................................................................................... 30%
   - 46 to 50 hours ..................................................................................................... 24%
   - More than 50 hours ........................................................................................... 9%

4. What percentage of your work supports your publication’s Internet-related activities? (Please enter a number.)
   - Median = 10% Standard Deviation = 25.4
5. Regarding your job, compared to 2 years ago, are you...

- More satisfied now; why? .................................................. 39%
- Less satisfied now; why? .................................................. 37%
- About the same; why? .................................................... 24%

6. What are the first three digits of your zip code at work?
Regions:
- New England .......................................................... 39%
- Midwest ................................................................. 39%
- Northeast .............................................................. 10%
- Mountain .............................................................. 6%
- Atlantic ................................................................. 12%
- Pacific ................................................................. 10%
- Southeast ............................................................ 7%
7. How many years have you been with your current employer?
   - Less than 2 years: 12%
   - 2 to 4 years: 27%
   - 5 to 9 years: 33%
   - 10 to 15 years: 15%
   - 16 to 20 years: 6%
   - Over 20 years: 6%

8. How many years in total have you worked managing, editing, or writing for business, trade, or association publications?
   - Less than 2 years: 3%
   - 2 to 4 years: 14%
   - 5 to 9 years: 26%
   - 10 to 15 years: 28%
   - 16 to 20 years: 12%
   - Over 20 years: 17%

9. How many paid editorial or publishing positions have you held? (Including your present position.)
   - 1: 11%
   - 2: 18%
   - 3 to 5: 53%
   - 6 or more: 19%

S. About You
10. What is your age? (Please check one.)
    - Under 25: 2%
    - 25-30: 13%
    - 31-40: 34%
    - 41-50: 28%
    - 51-60: 21%
    - 61 or older: 2%

11. What is your gender? (Please check one.)
    - Female: 53%
    - Male: 47%

12. What is your educational background? (Please check the highest degree attained.)
    - No college degree [Goto question Q14]: 3%
    - 2-year technical degree [Goto question Q13]: 0.5%
    - Other 2-year degree [Goto question Q13]: 1%
    - Bachelor's degree [Goto question Q13]: 66%
    - Master's degree [Goto question Q13]: 27%
    - Doctorate degree [Goto question Q13]: 3%
13. If you have a college degree, what area is it in? (If you have a double major or multiple degrees, click all that apply.)

- Journalism/Communications .................................................. 48%
- English .................................................................................. 31%
- Business/Marketing ................................................................. 5%
- Technical/Scientific ................................................................. 7%
- Other .................................................................................... 27%

14. What is your total annual compensation at the current time? (Please include your salary plus any expected bonus. Do not include the value of benefit plans or stock options. Please enter a number.)

Median = $60,000 Standard deviation = $43,606

15. For comparison purposes, what was your total compensation a year ago? (Please include your salary plus any expected bonus. Do not include the value of benefit plans or stock options. Please enter a number.)

Median = $57,000 Standard deviation = $36,740

16. Are you a member of the American Society of Business Publication Editors (ASBPE)?

- Yes [Goto question Q18] ............................................................ 47%
- No ........................................................................................... 53%

S. Your Publication

17. What is the nature of your principal magazine? (Please select the closest match.)

- High technology, engineering, scientific .................................. 28%
- Other (including business, trade) Please specify ...................... 72%

18. Is your organization for-profit or non-profit?

- For-profit ............................................................................... 72%
- Non-profit ............................................................................. 27%
19. What is your principal magazine's total circulation?
   - less than 10,000 .......................................................... 15%
   - 10,000 to 24,999 ......................................................... 27%
   - 25,000 to 49,999 .......................................................... 26%
   - 50,000 to 79,999 .......................................................... 16%
   - 80,000 or more ........................................................... 16%

20. What is your principal magazine's total revenue for the current fiscal year as stated in your budget/business plan? (Please refer to the budget/business plan if necessary. Include printed and electronic formats.)
   - Less than $1 million ...................................................... 24%
   - $1 million to $3 million ................................................ 30%
   - $3.1 million to $5 million ............................................ 10%
   - $5.1 million to $7 million ............................................ 3%
   - $7.1 million to 10 million ......................................... 3%
   - More than 10 million ................................................ 3%
   - Don't know .................................................................. 26%

21. What is your principal magazine's total editorial budget/business plan for the current fiscal year? (Please refer to the budget/business plan if necessary. Including travel, staff, compensation, freelance writers, art budget, etc. Please enter a number.)
   Median = $250,000 Standard deviation = $992,252

22. In your principal magazine's budget/business plan, what percentage of your total revenue does your editorial budget represent in the current fiscal year? (Please refer to the budget/business plan if necessary.)
   % Median = 18% Standard deviation = 25%

23. How many editorial pages are budgeted for your principal magazine for your entire current fiscal year?
   Number of pages: Median = 462 Standard deviation = 467

24. Generally, what is your advertising-to-editorial ratio in your principal publication?
   - Less than 40-to-60 ...................................................... 24%
   - 40-to-60 to 45-to-55 ................................................ 28%
   - 47-to-53 to 53-to-47 ................................................ 17%
   - 55-to-45 to 58-to-42 ................................................ 9%
   - 60-to-40 .............................................................. 8%
   - Greater than 60-to-40 .............................................. 3%
   - Don't know ........................................................... 10%
25. What is the publication frequency of your principal magazine?

- Weekly ................................................................. 6%
- Every other week ...................................................... 4%
- Monthly ............................................................... 57%
- Quarterly ............................................................... 5%
- Six times per year .................................................... 11%
- Ten times per year ................................................... 3%
- Other ................................................................. 13%

S. Your Staff

26. How many full-time editors/artists are on your editorial staff? (Include yourself.)

- 1 ........................................................................ 11%
- 2 ........................................................................ 15%
- 3 ........................................................................ 19%
- 4 to 5 ...................................................................... 30%
- 6 to 10 ................................................................. 16%
- 11 or more ............................................................. 9%

27. How many editors/artists on your full-time staff do you personally manage?

- 0 ........................................................................ 10%
- 1 ........................................................................ 43%
- 2 ........................................................................ 16%
- 3 ........................................................................ 9%
- 4 to 5 ...................................................................... 13%
- 6 to 10 ................................................................. 7%
- 11 or more ............................................................. 2%

28. Are the members of the editorial staff who work on ancillary projects paid extra to do so?

- Yes ............................................................... 13%
- No ................................................................. 84%

29. How are they paid? (Percent of total)

- Fixed fee ........................................................... 24%
- By commission on the project revenue ............... 3%
- Percent of base editorial salary ......................... 7%
- Other (please specify) ...........................................
Appendix A: Open Ended Answers
1. What is your job title?
   Other:
   Advertising Sales
   Art Director
   Art Director
   Art Director
   But I'm A Freelancer
   Director Of Communications
   Director Of Development
   Director Of Marketing
   Director Of Publications
   Director, Internal Communications
   Editorial Services Consultant, CEO
   Electronic Content Editor
   Freelance
   Freelance Copy Editor
   Freelance Copyeditor
   Freelance Editor
   Freelance Reporter/Writer/Editor
   Freelance Writer
   Freelance Writer
   Freelance Writer/Editor
   Internet Editor
   Journalism Professor
   Lead Illustrator
   Manager, Editorial & Production
   Production Manager
   Production Manager
   Project Manager
   Project Manager
   Project Manager
   Senior Editor/Writer
   Web Editor
   Writer/Editor
5. Regarding your job, compared to 2 years ago, are you...

**More satisfied now**

A supervisor who allows more latitude in judgment
Ability to manage vs. Do
Added a new magazine
Always challenging and interesting
Because I left for a position that didn't work out and they took me back.
Because I was promoted to executive editor and have a whole new set of challenges.
Better at it
Better boss, more challenge
Better boss, nice coworkers, more editing.
Better design staff, increased ad sales, improved publication schedule
Better environment
Better pay, better position
Better pay, better title
Better people
Better position
Better publication in a better market
Better relationship with boss
Better staff
Better staffing, improved economy
Better title, more recognition
Better work environment, wider range of responsibility
Better work, better pay
Branching into website editorial more and more.
Business improving, company stable
Change in occupation
Change in publisher, better economic conditions
Changed jobs and coverage area 3 years ago; substantial learning curve involved; now understand the issues, players, etc., better. Also, putting more of my own "stamp" on publication.
Changed jobs, more supportive atmosphere, opportunity to work on more varied projects
Changed priorities
Company is doing better
Company is doing better
Company is doing well; magazine is growing in stature.
Company is growing and my position along with it.
Corrected some long-standing staff morale problems
Decreased work load
Developed and manage a new quarterly section
Doing a greater variety of things
Doing what makes me happy
Economy picking up, opportunities ahead
Editorial in the magazine has gotten better
Exciting
Experience
Feel more competent, enjoy co-workers
Feel more knowledgeable
Fewer hours per week
Flexibility to work from home
Flexible hours, challenging economy
Flexible hours, more money, better benefits and a better work environment
Flex-time, more autonomy and decision-making
Fringe benefits
Goals becoming reality
Good company, good pub, market rising
Good place to work; good staff
Got new job that is closer to home, more responsibility and better pay
Greater range of responsibilities
Greater responsibility
Greater responsibility
Greater variety of responsibilities, more travel
Have a better idea of how to do the job
Have better editors supporting me
Have better job title and more responsibilities
Have broader responsibility
Have just learned to cope.
Have learned to delegate better, allowing me to think more strategically
Higher position, higher pay
I began in the job 2 years ago, so I'm now starting to enjoy how much I've changed the magazine and am getting to know the market/key people in the profession and have a better grasp of the issues about which readers want information.
I enjoy evolving and generating new ideas to gain market share in a very competitive industry
I feel more confident now in my skills. Two years ago, I was an editorial intern.
I get paid the big bucks to sit on my ass
I had an icky boss two years ago and now I don't.
I have a terrific supervisor with loads of publishing experience.
I have more management and creative control. The drawback: the unmanageable workload!
I have more responsibilities, which enable me to offer key input for the magazine's direction.
I have the funding to develop new products
I just got promoted to editor.
I now telecommute 5 days a week
I prefer my current working environment and the expanded scope of the work. But there are new challenges that detract from that a bit. Still, more satisfied.
I recently received a promotion and more responsibility
I was in college two years ago
I'm at a higher level
I'm my own boss, and also teach
I'm working from home now and making a slightly higher salary
Impact of the Internet in achieving influence.
In charge, greater autonomy, top of the masthead
Increased company vision
Increased pay and move to higher management
Interesting assignments, more responsibility
Involved in strategic planning for magazine and new ancillary products, including email newsletter, audio conferences, Web site
Ironed out responsibilities, stable business climate
Ironing out the wrinkles
It's challenging and I feel I'm appreciated for my contributions
I've been promoted rather quickly
I've built a solid clientele and established good rates.
I've gained more knowledge of basic skills, which enables me to apply creativity in design and editorial.
Journal fully archived by PubMed Central and published in a Spanish edition.
Just added writer to staff. Enables me to work on other things
Know more people, sources
Left big corporation to go to a startup
Less internal politics going on
Less involvement with production issues and related technological problems
Less supervision
Made a lot of headway in the assn
Made production and editorial changes to improve work flow/schedules and quality
Magazines have become leaders in their field
Mgmt. Is finally listening to me.
Money
More and better support staff
More autonomy, pay
More challenge
More challenged, but more stressed
More challenges
More challenges, additional publications
More challenges, responsibility, respect...but less time to accomplish all the work
More control over work
More editorial control
More editorial control, higher salary
More engaging work
More experience in the job and a more experienced staff
More freelancing now
More interesting market (I changed jobs).
More interesting subject matter (new magazine)
More interesting topics covered
More leadership, more planning responsibilities
More money, magazines are growing
More money, more responsibility
More money, promotion
More opportunities to do "real" editorial work
More power
More resources available
More responsibilities
More responsibilities
More responsibilities to handle
More responsibilities, publication growing
More responsibility
More responsibility
More responsibility
More responsibility
More responsibility
More responsibility
More responsibility
More responsibility
More responsibility
More responsibility
More responsibility as ranks shrink
More responsibility, a little more pay, more assignments for news stories
More responsibility, creative control
More responsibility, greater oversight
More responsibility, independence
More responsibility, more interesting work
More responsibility, higher salary
More room to make decisions, more creative alliance
More variety, more direct input
More widely read
Moved from an international corporation to a startup
Moved from tech editing to advertising
Moved into freelance, much better than in-house
Moved to china
Much more responsibility. New role with company. New location.
Named managing editor June 2002
New challenges brought on with development of events
New executive management
New management
New office space, a little more money
New opportunities for e-pubs
New position that challenges me
Nice people
No longer managing personnel
Now have a helpful managing editor
Online work is fun
Organization; salary
Our magazine is better
Our owner-operated publishing firm is much more profitable.
Part of a team that started a new magazine 1 year ago. It's a great, creative release.
Promoted to better position
Promoted to editor
Promotion
Promotion, new responsibilities, a new publication
Publications are changing very fast. It's an exciting time to be working as a journalist.
Publications are performing well; winning awards
Publisher is in the black and we are able to do more with magazine
Quality improved, more focus on publishing good content
Received a long overdue raise
Recent hire reduced workload
Recent promotion; more responsibility, involvement
Recent promotion; more responsibility, involvement
Relocation
Salary increases
See more possibilities to expand my role for the publication
Stability, good hours
Stabilizing financial picture
The economy seems to be picking up; our magazine is enjoying greater recognition
The magazine has grown and so have I professionally.
The magazine is improving
The market has been challenging so it has both forced us to look at our position in the
market and try new things and accept new challenges
Things run more smoothly, I'm more confident
This is a small start-up and I own a share of it.
This is my first full-time job beyond college
This job is better fit for my skill set
Troublesome ME left
Two years ago I just started my position as managing editor; now I have a greater
understanding of the industry and a better grasp of what our readers want.
Very capable staff allows our editorial team to initiate increasingly interesting projects
Very happy to be in publishing again; 2 yrs ago was in different field
Was able to delegate more hands-on editorial tasks
Wasn't freelancing then
Wasn't freelancing then
We continue to improve the quality of our products and to come up with exciting new
projects that serve our readers and the bottom line.
We have switched design firms, so production is much easier.
We made some necessary changes
We're more successful
We've made major changes in which we've changed graphic designers and our printer, and we've redesigned the magazine. We've all worked together long enough that there are very few glitches, and the quality of the magazine has improved dramatically.
We've seen some new projects come to fruition. The publication looks much better.
With economy more stable, I feel my position is more stable
Work is more interesting
Working closer to home, more flexibility in hours
Working from home, less stressful, more productive
Working part time, freelance
Writing only, not a lot of time wasting meeting.
Writing only, not a lot of time wasting meeting.
Yes. Less money but more authority. No bureaucracy, reports, second-guessing by management
Less satisfied now

10% pay cut, plus our company doesn't invest in the product
A run of less interesting topics to report on
A significantly increased workload (with no additional staff positions allotted or expected)
has increased stress and reduced morale. I (and my staff) feel much less
appreciated/recognized than we did two years ago.
Ad sales/revenue are tougher now because of the economy
Ad space/revenues have not rebounded, affecting size of magazine
Ad/edit issues; smaller books
Advertising is down
Attrition-related duties increase
Best editor I ever worked under just retired
Budget constraints
Burn out
Burnout
Business constraints and politics play a larger role in my job today, impacting my ability to
lead the editorial team.
Business pressures and continued threats of downsizing
Career opportunities for advancement narrowing
Career stagnation
Company bought by larger, poorer quality company
Company too lean
Compensation does not meet job output
Compensation does not reflect results
Content changes very little; routine is becoming stale
Corporate changes
Corporate reorganization shunted me aside
Current staff not sufficient to do work
Cutbacks caused by poor market conditions
Cutbacks due to economy - went from six issues/year to four, eliminated graphic designer
position; now I do it all again
Cutbacks in staff and resources to the point of affecting quality of product
Declining revenue creates greater pressure to develop new products and enhance existing
tones
Doing much more for same salary
Doing senior editor level work but no promotion or hope of same, work load is insane, no
support staff, management are rotten at communicating and following through with plans.
Economic restraints on the publication
Even though I earn more, I feel more overworked and underappreciated than ever.
Far less print space due to fewer ads; far more unrewarded online projects/requirements;
layoffs of technically expert colleagues; appointment of woefully inexperienced publishing
and editorial leaders unwilling to maintain publication's quality
Fewer dollars are available for freelancers, more pressure to serve our advertisers
inappropriately.
Fewer people, more work, same salary
Fewer support staff and resources due to layoffs and poor economy; declining advertising
revenue due to poor economy
Fewer, lower raises
Folio is down, have had to lay off people
Folios and staffs smaller
Freelancing now as opposed to staff editor
Frustrated with company; job getting stale
Frustration with management
Getting burned out; management changes
Greater budgetary challenges; doing more with the same
Has become more difficult to include a variety of editorial content due to decreased ad
revenues
Haven't had a raise in 3 years; work more; feel like not enough gets done (skeleton crew
here, but I limit my hours; burned out from doing 60-70 hour weeks)
Haven't had a raise in two years
Heavier workload
I don't sense that I'm going anywhere in my career
I have a higher-level position, but I am not making much more than I was previously.
Additionally, I do not have the proper time and resources needed to complete my job
correctly. After having received my master's degree nearly two years ago, I was hoping
I have a new publisher that has no knowledge or interest in our industry or publishing in
general and is cheapening our products.
I have fewer employees to do same amount of work
I have too much to do!
I haven't moved up as much as I thought I would
I like the hours of working part-time, but I'm not moving forward in my profession.
I would like more and different responsibilities
If member volunteer doesn't agree with my decisions, even though my decisions may be
based on good business practices, my decisions are overruled.
I'm a freelancer because I'm unemployed.
I'm bored; I'd like new challenges
I'm doing a lot more work now and don't feel that I'm getting paid commensurately.
I'm having trouble using digital images that people send me and it is a lot of work to sort out
decent shots.
I'm now doing more than one job function
I'm poorly paid.
I'm the editorial arm of a national association. Therefore, in addition to putting out a
publication, I am also a member of the association's management team and am therefore
not spared from all the semantics of my superiors and the volunteer leadership
I'm working harder due to downsizing, pay increases haven't kept pace and expenses (re:
health insurance) have increased.
I'm working harder due to downsizing, pay increases haven't kept pace and expenses (re:
health insurance) have increased.
Inadequate leadership, poor communication, desire for advancement
Increasing demands; trying to figure out e-publishing; harder decisions to make
Internet-related responsibilities interfere with/dilute print publications' quality and timeliness.
I've gone from a senior writer/editor to part-time freelance -- somewhat unwillingly.
Job functions haven't changed, feel stagnated
Job has become more paperwork, less creative
Job security, boredom
Lack of growth potential
Lack of job advancement.
Lack of significant pay raise; lack of opportunity for advancement
Lack of support and resources
Larger workload, downsized positions
Less business
Less control over my workday
Less interesting
Less pay; more work; less chance for advancement
Less staffing
Less teamwork among co-workers
Less time for creativity, shorter production cycles, not replacing staff when there are
vacancies
Less time for quality development
Less work, but the subject matter of the work has become less important and meaningful.
The industry I cover -- electric utilities -- are in a slump, and the intellectual excitement in the industry has all dried up.
Like everyone, I have more work to do and less time to do it in.
Little change in my job activities
Location
Long hours, decrease in real pay because of wage freeze followed by meager raise
Loss of editorial respect
Love what I do, but lack of leadership from publisher is demoralizing
Low freelance wages
Lower pay, less competent owners
Management changes
Management issues, low pay
Minimal salary increases
Money issues
More ad-side involvement in editorial
More advertiser influence
More ancillary products, less staff. Webcasts and e-newsletters aren't what I went to J-school to do.
More bureaucracy that wastes my time
More demands, less help
More internal politics relating to helping the sales department sell ads
More managerial responsibility without authority, and having to squeeze more and more out of our poor journals
More pressure and responsibility for the same salary.
More pressure from sales to prostitute editorial.
More products; fewer staff
More responsibilities, fewer resources.
More responsibilities, fewer resources.
More responsibilities, more headaches. Compensation is the same.
More responsibility, fewer resources at same pay level
More responsibility, little pay increase
More routine, fewer resources, stagnant salary
More stress
More time spent on editorial duties
More work and responsibility, less compensation
More work hours, less pay
More work required for same pay
More work with less people; long hours; no more pay
More work, less pay, no advancement
More work, less staff, smaller budget, more stress.
More work, less time to focus on quality, more focus on Internet, less contact with upper management
More work, less variety, little recognition
More work, more output, less internal recognition of my contributions. The job itself is good.
The environment is borderline toxic.
More work, more publications, less people.
More work, more responsibility, same pay
More work, no more money
More work, no more pay
More work, no salary increase
More work, not satisfied with pay.
More work, reduced pay
More work, same pay
More work, same pay, lousy new boss
More work, same staff
More work, smaller freelance budget
More work, smaller raises
More work; fewer benefits; stagnant pay
Much more work, but not much more money.
My workload has increased significantly. I feel that the high workload is compromising the quality of the two publications that I work on. Additionally, our art budget has been reduced by 50 percent.
Nary a raise nor praise, twice to three times as much work--who wouldn't be dissatisfied?
Near time to work somewhere else
Need new challenges
Negative work environment
New company
No change in job duties since I started here.
No pay raise in two years
NO pay raises, but more work.
No raise in 2 years
No raise or bonus in more than 1 yr
No raises for 3 years
No raises; less travel for coverage
No room for movement
No salary increase for 3 years
No time to be as thorough as I would like
Not enough editorial investment
Not enough salary advancement
Not enough staff; sensitive topic of magazine
Not learning/growing as much
Not making enough Money
Not much of a challenge and am at salary ceiling for my property's revenue category
Pace has grown too fast
Pay cut back. Working same or more hours since company is putting work of people laid off on the remaining workers.
Pay too low
Poisonous internal politics "above" me
Poor economy has left us short-handed and without resources to explore growth opportunities. Also, poor economy has resulted in a salary freeze and reduced benefits for past 3 years, resulting in diminished morale.
Poor management
Poor working conditions
Pressure to come up with non-editorial revenue ideas
Publication generates big revenue; feel compensation is inadequate
Publication has cut back frequency
Pulled in too many directions
Salaries have effectively remained the same or actually decreased, due to increases in healthcare costs.
Salary freeze with more responsibility
Smaller staff, more work, no increase in pay
Smaller staff, too much to do in available time
Spending less time editing, more on ancillary projects
Spread too thin to give adequate attention to each media vehicle I manage
Staff cut in half, but even more work has been added
Staff dynamics
Staff turnover
Stagnant wages despite greater performance expectations
Stagnating
Stagnation, lack of new learning
Supervisory issues
Terrible manager
This past year it was difficult to secure work, both freelance and salaried; the nation’s economy took its toll. I’ve never before experienced such a challenging time securing work.

Tons more work, much smaller staff, low pay--no raise
Too long in the same position
Too many cooks
Too many hours, not enough staff help, not enough money for my job responsibilities as I do corporate management work as well as editorial work
Too much emphasis on profit as opposed to quality and editorial independence
Too much marketing and sales support work, and not enough purely editorial activity.
Too much pressure to write what amounts to advertorial. It has gotten ugly.
Too much time spent on advertiser support
Too much work
Too much work
Too much work with too few resources
Too much work, no reward
Too much work, not enough pay
Too much work, too little staff
Too much work, too little time.
Too much work; too little pay
Tough sales market
Tougher advertising climate
Upper management clueless
Wage, benefit freeze; pressures on edit integrity
Want more skills and scope of work
We’ve gone through several layoffs, and the workload has become pretty unmanageable
Workload has expanded considerably
Workplace morale low, much more work expected for fewer benefits
Would prefer to concentrate strictly on editorial work and writing vs. Fundraising.
About the same

Additional administrative work is balanced out by the ability to work off-site
Always interesting work
Am learning more but there are more negative responsibilities as well
Balance of positives and negatives
Better human resources situation
Better title, but still lacking in the salary realm
Business is expanded but still under funded
Company atmosphere, employee benefits
Constantly evolving technology has increased expectations of turnaround time and broader content, which is exciting but exhausting, since no support staff was hired to deal with the increased workload.
Enjoy it, but too much, so quality is not as high as I would like
Enjoy my work and ongoing projects
Extra work, declining standards, same pay, but good flexibility
Few changes in job
Few new challenges
Flexibility. Good editor to work with.
Greedy conglomerate keeps cutting staff. More work, more hours, same pay.
Heavier work load, but I do have a job that pays pretty well.
I am more satisfied with my abilities, equally satisfied with the job duties, and less satisfied with company politics
I am much more stressed as I am working essentially two jobs now, but at the same time I enjoy the magazines I work on.
I am probably happy with the same things and annoyed with the same things.
I continue to be challenged and allowed to use my creativity in ways that bring success to the magazine. It pleases me to do so.
I enjoy my work and the responsibilities.
I had my first raise last year in 7 years, about a 10% raise
I have a terrible boss
I have always wanted to be managing editor and am very happy to have the job.
I have worked with the same great people for about five years now, and they always make it enjoyable. But not much new has happened.
I left journalism two years ago and miss it.
I left journalism two years ago and miss it.
I liked my old position more, but I make more money in the new position. The two off set each other.
I love the work. I love the industry.
I work in a stable, comfortable environment that is neither too demanding nor completely unchallenging
I'm accomplishing more challenging activities, which I am definitely enjoying more but I still have the same responsibilities as before and the same amount of time to complete them in — basically, I've been asked to do more with the same support and time.
Job description and relative responsibilities remain the same.
Job not changing much
Less than a year ago, better than 2 years ago
Magazine has found its stride, which is satisfying, but the excitement created by the initial changes has faded.
Market has stabilized a bit, but stress hasn't lessened
More money, more work
More work, better publication, fewer resources
My magazine looks and reads better due to longevity in my job, but upper management continues to treat the editors as personal assistants rather than legitimate thought leaders with a seat at the strategy table.
My work continues to be enhanced
New challenges and greater understanding of role
New challenges have been fun, but upper management has not always been supportive of magazine’s future.
No changes, better staff
Not capitalizing on potential for growth
Not much has changed
Not much has changed
Poo market in region for change
Pretty satisfied for several years, not much change in my assignments
Pros: job security, enjoy subject matter, allowed to create new challenges for self, always get newest technology. Cons: salary increases are very incremental, have been w/ same company more than 17 years
Reached a plateau in career, attitude
Relationship with publisher is good, but burnout is getting closer and closer.
Same as 2 yrs. Ago: tiny staff, overloaded monthly editorial package.
Satisfied, but wonder if any new challenges are out there
Seems like the trend is still more and more work with less money, less resources, and fewer staff members
Still a lot of work
Still creating an appropriate working environment
Still same pros and cons
Still struggling to learn industry
The economy seems to be getting better, but it’s not yet reflected in adding resources to our editorial … Yet. But there’s hope!
The job is consistently challenging and rewarding
This is my first year in this job
Though I still have room to grow, career advancement prospects at the company are non-existent; I’m wondering what happens in 3-5 years, but enjoying what I do for now.
Too many staff cutbacks in the last two years have increased the workload, making the job very discouraging.
Unemployed and paid less but doing OK
Very little has changed
Was a freelancer two years ago
We do more with less, but we’re still in business
Work remains interesting, not enough movement in job market
Working with same people all along
Would rather be in another area of journalism.
13. If you have a college degree, what area is it in?

Advertising
Advertising
Also have BS degree in Art/Design
American Studies
American Studies
American studies, with concentrations in English and communications
Anthropology
Anthropology
Anthropology/Sociology
Art
Art History
Art history
Art History, Theatre & Film
Art/Music
B.A/history
Biology
BS-Criminology, MPA-Public Administration
Commercial Illustration
Creative Writing
Creative Writing/Liberal Arts
Criminal Justice
Criminology, public administration, international relations
Dbi major: psychology & sociology
Economics
Economics
Economics
Economics
Economics
Economics & political science
Economics (double major w/English)
Economics and History
Economics/political science
Education
Education
Education
Education
Education
Education, German, and linguistics
Elementary educ
Engineering
Fine Art
Fine arts / international affairs
French
French
French
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French B.A.
General liberal arts
German
Graphic design
Graphic design
History
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History
History and Art History; minor in English
History, Higher Education
History/Spanish
Humanities
Humanities/Film
Humanities/Italian
Interdisciplinary Studies--history, political science, French
International policy
International Relations
Italian
J.D. degree
Japanese
Latin
Law
Law Degree
Law degree (JD)
Liberal Arts
Liberal Arts - Economics
Linguistics
Linguistics
Literature and History
Management
Marine Transportation
Masters in Communication Management
Math
MBA
Mechanical Engineering
Media & Society
Media Studies
Medical technology; Clinical pathology
Modern German History
Music
Music Education
Music Engineering Technology
Music w/ Journalism Minor
Organizational behavior
Philosophy
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Philosophy
Photography
Photojournalism
Poli sci
Political Science
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Political Science
Political Science
Political Science/Latin American Studies
Political Science/Latin American Studies
Politics
Professional Writing
Professional Writing
Psychology
Psychology
Psychology/Sociology
Public Administration and Education
Public relations
Publishing Studies
Religion/literature
Religious studies
Russian
Russian Studies
Secondary Education
Secondary English Education
Social science (BA in economics)
Sociology
Sociology/French
Spanish
Spanish
Spanish/history
Speech
Sports Administration
Theater Design
Theatre Studies/American Studies
Theatre/Psychology
Visual communications
Writing
17. What is the nature of your principal magazine?

Other

Healthcare
(1) educational testing, (2) food, (3) mind-body-spirit topics
Academic
Academic/trade --financial planning
Accounting
Accounting and finance
Accounting association journal
Agricultural trade
Agricultural trade
Agriculture
Agriculture
Agriculture
Agriculture business
Agriculture business
Agriculture, gify industry
Alternative medicine
Alumni magazine
Alumni update
Animal agribusiness & applied research
Apartment industry
Apparel/textile
Appliances, directed at engineers of appliances
Architectural openings industry
Association
Association
Association
Association
Association - medical group practice management
Association (promotional products)
Association member publication
Association membership magazine
Association trade publication
Association/professional
Association/recreational
Auto collision repair , autobody craftsman
Automotive
Automotive
Automotive aftermarket
Automotive aftermarket
Automotive repair
Automotive retail
Automotive-retail business
B to B
B to B
B to B trade
B2B
Beauty
Boating
Building operations and management
Building products distribution
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Business-to-business
Christian trade pub
Church business administration
Cleaning & maintenance industry
Commercial real estate
Commercial real estate b2b publication national in scope
Commercial real estate, commercial insurance
Community business
Confectionery
Construction
Construction and the environment
Consumer
Consumer and trade
Consumer boating title is largest
Consumer sports
Converting/package mfr
Cosmetics manufacturing/business
Covers defense industry worldwide
Criminal justice
Daily business newspaper
Dairy business
Dairy farming
Dental association
Dentistry
Direct marketing
Distribution
E-commerce information for lawyers advising e-businesses
Economic development
Economics
Education
Education association
Education funding
Educational testing
Electric utilities
Electrical
Electrical engineering and contracting
Employee benefits
Energy
Entertainment
Environmental organization
Fast oil change b to b
Finance
Finance
Financial
Financial
Financial services
Financial services
Financial services
Financial services
Financial services
Financial services trade
Financial services trade journal
Financial trade
Floriculture (trade)
Food
Food
Food manufacturing
Food trade--retailing
Food, health, nutrition, grocery
Foodservice
Foodservice trade
For landscape contractors, lawn care professionals, golf course superintendents, pest management professionals, athletic turf managers
Freelancer
Furniture trade industry
Furniture/home accessories
Garment decorating (screen printing/embroidery).
General business
General business, state focus
General interest
Geriatric medicine
Global grain and grain processing industries
Golf
Golf course maintenance
Government
Government
Government
Government association
Health care
Health care
Health care
Health care
Health care
Healthcare

Health care (for physical therapists)...but I don't think it'd be called "scientific"
Health care administration
Health care business
Health policy, health professions
Healthcare
Real estate
Real estate
Real estate appraisal
Real estate practices
Real estate trade
Real estate trade assn
Regional retail liquor business
Restaurant industry trade
Retail
Retail
Retail
Retail
Retail
Retail business magazine
Retail design
Retail design, construction
Retail real estate/outlet shopping centers
Retail sector, trade magazine
Retail security
Retail trade
Retail trade
Retail/wholesale trade
Retailing
Scholarly review journal
Securities industry
Security
Security/defense
Service business
Service industry
Skin care
Small business
Small business
Small business, dry-cleaning
Socioeconomic news/dermatology
Some scientific articles, mostly association related
Special interest
Supermarket industry
Supply chain
Supply chain
Tax
Telecommunications
Trade
Trade
Trade
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Trade
Trade - college athletics
Trade - sign/graphics
Trade -- trucking
Trade (business)
Trade (retail pet industry)
Trade association
Trade association (homeowner association industry)
Trade for home textiles  industry
Trade mag covering manufacturing
Trade magazine
Trade magazine -- alcohol beverage industry
Trade magazine for chefs
Trade magazine for deck builders
Trade magazine serving window and door industry
Trade pub for assn members
Trade pub for plumbing and mechanical contractors
Trade publication
Trade publication - residential construction
Trade, agriculture
Trade, medical, policy, legal
Trade/association
Trade/automotive
Trade/business
Trade-packaged travel
Training and development materials for career professionals
Transportation
Transportation, trade
Transportation
Transportation
Travel
Travel trade
Trucking
Trucking
Trucking
Veterinary association magazine
Video
Water quality improvement
Water quality improvement
Water/wastewater, safety
Wedding business
Weekly business journal
Window coverings/interior decor
Woodworking, manufacturing
25. What is the publication frequency of your principal magazine?
Other:

9
18
11 per year
11 times
11 times
11 times
11 times per year
11 times per year
11 times per year
11 x per year
11/year
11x/yr
13 times per year
13 times per year
14 times per year
15 times per year
15 times per year
16 times per year
17 times per year
18 times per year
18 times per year
20 times per year
20 times per year
24 times per year
30x
3x per year
7 times per year
7x
8 times
8 times
8x
8x per year
9x year
9x/year
Annual
Annual
Bi annual
Bimonthly
Dailies, weeklies, monthlies (11 pubs)
Daily
Daily
Daily
Daily
Daily
Daily
Daily
Daily
Daily
Daily
Daily
Don't work for a magazine publication
Eight times per year
Eight times per year
Eight times per year
Eleven times per year
Five days a week
It's not really a magazine (therefore NA)
Monthly with an extra 176-page annual issue
Monthly, plus three special issues
Nine times
Nine times a year
Nine times per year
Nine times per year
Nine times per year
Nine times per year
Not a magazine! No magazines!
Online -- daily
Real time constant
Seven per year
Seven times per year
Seven times per year
Seven times per year
Seven times per year
Seven times per year
Six times a year plus one bonus issue
Twice monthly
29. How are they paid?

Basically coerced!!
All other editorial/artists are free lancers whose individual fees vary. Some are hourly; some are paid by the piece.
Annual salary
Are not paid
As part of set salary
Base salary; ancillary not accounted
Bonus
Depends on specific project, overtime
Discretionary bonus
Doesn't apply
Don't know
Don't know
Extra pay expressly forbidden
Hourly
I don't understand this question
I said "NO" they are not paid extra ... I shouldn't have seen this question
I'm assuming base salary -- I'm self-employed by contract with this company
I'm not paid by project.
It is considered part of their job, so they do not receive additional compensation. However, they do very little ancillary product work -- that is handled by someone else.
It's considered part of their jobs
It's covered by regular salary
Just salary only
My part-time designer also designs advertisements for my part-time ad rep. They arrange that billing separately.
No additional pay
No compensation other than salary
No extra compensation provided
No extra pay
No pay! Neither money nor comp time nor praise nor thanks.
None
Not
Not
Not paid extra
Not applicable
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid
Not paid extra
Not paid extra
Not paid extra
Not paid extra
Not paid extra
Not paid extra
Not paid extra, salary
Not paid for extra work
Not sure what you mean. It's just part of the job
Not applicable
Occasional bonus
Occasionally, spot bonuses, Otherwise, part of the job -- no extra pay
Part of job description/no compensation
Part of job, so part of pay
Part of salaried duties
Part of salary
Part of the package
Part of their regular duties
Per page
Regular salary
Salaried
Salary
Salary
Salary
Salary employees
Salary only
Sometimes a fixed fee sometimes commission on the project revenue (usually reserved for highest level editor that conceptualizes the project)
Staff Editors do not work on many ancillary products; we do not count the website, conferences, research as ancillary
Straight salary
Straight salary employee
Their salaries cover doing everything
There is no other staff
They are not paid
They are not paid for ancillary projects
They are not paid for extra projects
They're not
They're not compensated for work on ancillary projects--included as salary
They're not.
Use freelancers, no full time staff other than me
Varies ad not all projects are paid
Yearly salary
You work on ancillary projects as part of your regular duties.