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The impact of income-generating strategies at newspapers: a study of Geld

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APPENDIX A

Questions posed to the interviewees:

Concerning advertising:

- In what way or to what extent are the articles in Geld related to corporate image advertising? In other words, to what extent is the article in effect a free advertisement, even if expert personal finance advice is given in it?
- You cut out the middleman – the advertising agencies. Why does this work as a strategy?
- Usually advertising agencies have ways of measuring readership. How is readership measured in this case?
- If readership can't be measured, how do advertisers know that it is worthwhile to advertise in Geld? Do they know the facts or do they act on perceptions and the persuasions of sales people?
- What do the advertisers consider important when considering buying space in Geld (i.e. Cost per thousand readers or *who* reads the advertisement)?

Concerning the editor/manager:

- What is a good job description of a modern editor?
- In what way are you a journalist and in what way a manager?
- Do you feel allegiance to the news or the business side of the magazine?
- Why does editorial support for your advertisers seem to be your main concern?

Concerning content:

- What were the primary factors that resulted in changing the editorial approach of Geld?

- In what ways has changing your editorial approach influenced the long-term financial viability of Geld?
- What is your editorial mission?
- How do you decide who writes articles and/or columns for the magazine?
- Why do you make use of freelance writers and experts to write articles for Geld (i.e. why not use the full-time financial journalists already in the employ of Rapport)?
- What is your editorial mix?
- Would you consider publishing 'fluff' to please the advertisers?
- Is Geld 'used' by advertisers for more than placing ads? (i.e. do advertisers know that the free placement of an article as 'news' or 'personal finance advice' has far more credibility with readers than an advertisement? Is it free advertising in the guise of personal finance articles?)
- Is Geld in this respect used as a free-for-all to the detriment of the audience?

Concerning the marketing effort:

- What were the primary factors that resulted in changing the marketing approach of Geld?
- In what ways has changing your marketing approach influenced the long-term financial viability of Geld?
- What are the implications of the new approach for Geld and Rapport (i.e. how has the marketing of Geld impacted on income, volume, circulation, editions published, content)?
- To what extent has the state of the economy/market been the cause of this new approach?
- How do you persuade the advertisers to buy advertising space in Geld?
- Do you give the advertisers what they want?
- How do you create a good environment for advertisers?
- How do you give your advertisers 'added value'?

- Do you make promises to advertisers, i.e. to place an advertisement next to editorial, even editorial covering products of that company?
- To what extent does marketing rely on the demographics of Rapport?
- What is the strategy to attract the money of advertisers to Geld?

Concerning the audience:

- Who is the audience of Geld?
- By how many is the magazine read?
- Did you 'create' an audience for the advertisers, i.e. is your audience a market or a commodity that is marketed and sold to your advertisers?
- How do you know what the audience wants?
- Do you give the advertisers what they want and *only then* give the audience what they want from what is available according to the advertisers?
- How do you avoid that Geld becomes a free-for-all to the detriment of the audience (consumer)?