

Reading your minds



THE FIRST MAGAZINE READER SURVEY FOR SIX YEARS WILL HELP SHAPE THE FUTURE CONTENT OF THE TREASURER, AS **ANDREW LAWSTON** EXPLAINS.

Change is in the air at the ACT, and in the pages of The Treasurer. More than 10,500 treasury, risk and corporate finance professionals are now readers of The Treasurer each month, and we are deepening our relationships with national and international treasury associations, as well as with other professional bodies across the globe. This year, for example, members of ASSET, the Spanish national treasury association, started to receive copies of the magazine.

With The Treasurer now reaching such a wide audience, we felt the time was right

to refresh the magazine's look and content. Our July/August issue will see a bold new design for The Treasurer, which will celebrate personalities in the treasury community, support treasury professionals in their career development and champion thought leadership, as well as continue to deliver practical and technical advice. We hope to achieve this for you through challenging commentary and the use of strong, modern design and photography.

We value our relationship with our readers and that's why, for the first time in over six years, we sent out a survey in

ALMOST 81% OF RESPONDENTS READ EITHER EVERY ISSUE OR AT LEAST FIVE OUT OF 10 ISSUES.

Figure 1: How frequently do you read The Treasurer?

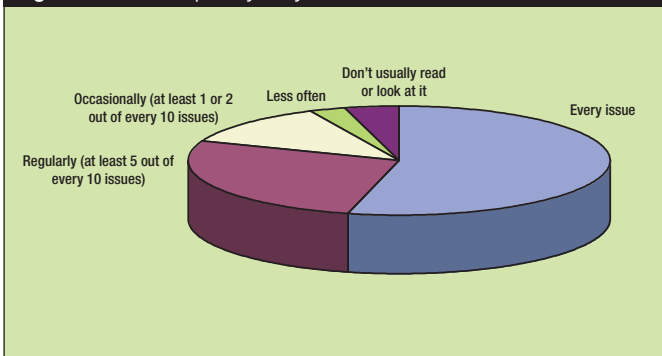


Figure 3: What finally happens to your copy of The Treasurer?



Figure 2: How long do you spend reading your copy of The Treasurer?

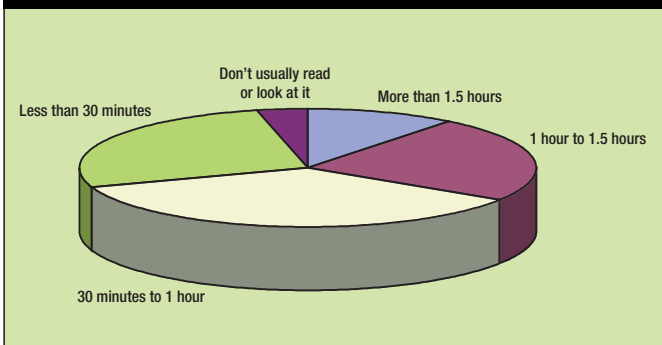


Figure 4: Did you know you can read and download The Treasurer online?

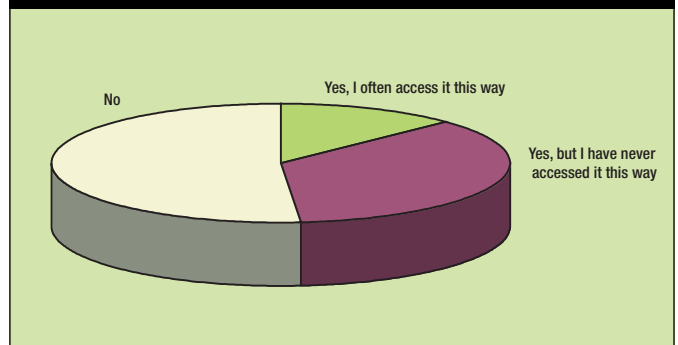


Figure 5: What are your reasons for reading The Treasurer?

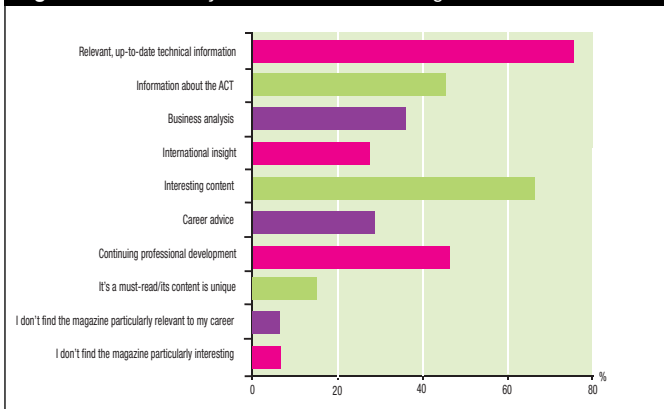
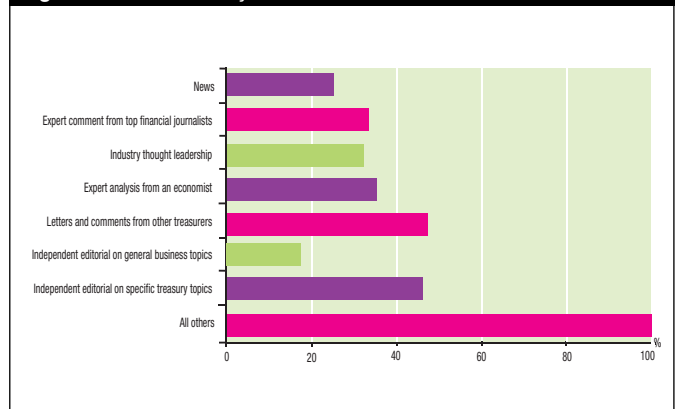


Figure 6: What would you like to see more of in The Treasurer?



April to a selected group of readers, to find out what you think of the magazine and to make sure we take your views into account as we plan the new-look publication.

We received an above-average response rate of 4%, and the results make very interesting reading.

We were pleased to see that almost 81% of respondents read either every issue or at least five out of 10 issues of The Treasurer. With 69% of readers also spending more than 30 minutes reading their copy of the magazine, this points to a high level of engagement from readers, which we will be attempting to maintain and develop with the new-look publication. This engagement was further reflected in what eventually happens to readers' copies of the magazine.

Over half of respondents keep their copies of The Treasurer for future reference or pass the magazine on to someone else to read. Presumably the third of readers who do end up discarding their copies are recycling them, and we publish digital editions of all issues of the magazine, and keep them online for future reference should the need arise.

CONTENT THAT COMPELS We were particularly pleased to find that over three-quarters of respondents pick up The Treasurer looking for relevant, up-to-date technical information. Continuing professional development (CPD), information about the ACT and career advice were other popular reasons members read the magazine, which will continue to provide this content, with a new emphasis on treasury as a career.

International insight has become increasingly important for The Treasurer as we have begun to distribute the magazine to more and more overseas readers. With more than half of the magazine's readers now based outside the UK, an international outlook will continue to be an essential element of your magazine.

The question of what you want to see more of in the pages of The Treasurer was key to this survey, and we were pleased to see a broad range of answers. Just under half of respondents wanted to see more in the way of letters and comments, and this will be a key challenge for the relaunched magazine. We have looked carefully at calls for more expert comment, analysis and independent editorial, and are

AS WELL AS CONTINUING TO PROVIDE CPD, INFORMATION ABOUT THE ACT AND CAREER ADVICE, WE WILL BE PUTTING A NEW EMPHASIS ON TREASURY AS A CAREER.

confident that you will enjoy the wider range of voices that will be contributing to The Treasurer from summer 2012 onwards.

As a monthly publication, The Treasurer is not best placed to break news to our readers, but with the help of the ACT's policy and technical team, we will continue to provide expert commentary on news stories relevant to the treasury community.

THE DIGITAL EXPERIENCE In a world where e-books are outselling paper books and magazines are often described as being under threat from the internet, digital editions and apps, some might be surprised that only 12.7% of The Treasurer's readers currently choose to read or download the magazine online. In fact, this is broadly in line with current media consumption trends.

A 2010 YouGov survey found that 86% of respondents preferred to read their media offline rather than online, while Deloitte's fifth State of the Media Democracy report in 2011 suggested that 60% of people prefer to read information in a printed magazine even when the exact same material can be found on a website. We will certainly be continuing to produce a print edition of The Treasurer for the foreseeable future.

However, there can be no doubt that people are consuming more information online and The Treasurer is committed to continuing the conversation online through the development of its own microsite which will become available during the autumn. The digital version of the magazine, which is available in both PDF and page-turning format, will become more visible on the site. We already have articles from the last 10 years of The Treasurer online, and our digital offering represents a huge information resource on all aspects of treasury.

The results of our reader survey were of great interest, and were very helpful as we work towards a relaunch of The Treasurer with a fresh, authoritative magazine that will reflect the importance of the role of the treasurer in organisations worldwide. Thanks to all of you who took the time to respond, and we hope you enjoy the revamped magazine.

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