

Campbell Rinker

Marketing Research for the Nonprofit World

Nonprofit Sector Periodical Survey

Let us help you reach your mission-critical goals. We'd love to have you on board for this important study!

Campbell Rinker has provided market research services to publishers and specifically the publications that serve nonprofits for many years. This study capitalizes on that experience, bringing you together with other such publications so you may benefit from the cost-savings and robust information provided by shared-cost research.

This study is a subscriber survey and more. If a minimum number of publications join in, Campbell Rinker will provide aggregate data on peer publications. Compare and contrast this data with ratings from your own subscribers for insights that are unavailable anywhere else.

One of the main benefits of this project is that, unlike most shared-cost research, this study is highly customizable. Half of the survey is standardized, so that the data is comparable between companies. The other half of the survey is open to whatever line of questioning you'd like to pursue. Campbell Rinker staff will work with you to formulate appropriate and effective questions to meet your organization's specific needs.

This report delivers...

- › Awareness of different publications
- › Attitudes toward specific publications
- › Utilization of content (customized to your publication(s))
- › Utilization of value-added publication services (such as different online tools)
- › Strengths & weaknesses of publications
- › Subscriber preferences for content and delivery
- › Analysis of trends in content and delivery

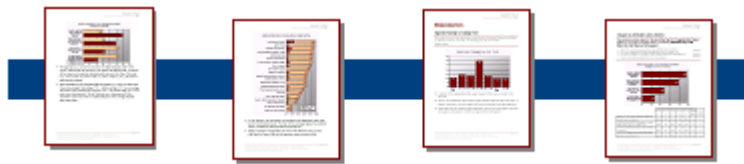


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The resulting report provides you further understanding of your subscribers' changing satisfaction, behavior, preferences, perceptions, and demographics. A report filled with relevant, actionable intelligence can help every publisher during these tough times.

We handle all of the work. We invite your subscribers via email, provide a great prize drawing for respondents, analyze the data, and provide a comprehensive yet easy-to-read report.



Some of the Many Clients We've Served

Abingdon Press, ALS Association, Alliance Defense Fund, Alzheimer's Association, American Center for Law and Justice, American Diabetes Association, American Health Assistance Foundation, American Heart Association, American Red Cross, Arthritis Foundation, Biola University, Catholic Medical Mission Board, Cedarville University, Centennial College, Children's Medical Center of Dallas, City of Hope, ECFA, ECPA, Easter Seals, Evangelical Training Association, Every Home for Christ, Faith Comes By Hearing, Finisher's Project, Focus on the Family, Food for the Hungry, Fred Jordan Mission, Frontiers, Global Impact, Global Mapping International, Greater Europe Mission, Guideposts, Habitat for Humanity, Hale House, Here's Life Inner City, Insight for Living, Integrity Media, International Bible Society, International Mission Board (SBC), InterVarsity Christian Fellowship, Jesus Film Project, Kenneth Copeland Ministries, Leprosy Mission of Canada, Leukemia and Lymphoma Society, Little Company of Mary Hospital, Lutheran Hour Ministries, MAP International, March of Dimes, Medical Assistance Plan International, Mercy Corps, Mercy Home for Boys and Girls, Methodist Children's Home, Metropolitan Ministries Brooklyn, Mission of Mercy, Moody Publishing, Multiple Sclerosis Assn. of America, National Asthma Center, National Jewish Medical and Research Center, Open Doors with Brother Andrew, Oral Roberts University, Plan International, Presbyterian Lay Committee, Prison Fellowship Ministries, Project Hope, St. Jude's Children's Research Hospital, Saint Mary's College, St. Paul Rescue Mission, Salvation Army, Samaritan's Purse, Sonlight Curriculum, Standard Publishing, State University of New York College at Brockport, Teen Challenge, The Alternative with Dr. Tony Evans, The Gideon's International, Thomas Nelson, Through the Bible Publishers, Total Living Network, TransWorld Radio, Turning Point with Dr. David Jeremiah, Tyndale, Union Rescue Mission, Vanguard University, Voice of the Martyrs, Wheat Ridge Ministries, Wheeler Rescue Mission, Women of Faith, Word Publishing, World Emergency Relief, World Gospel Mission, World Harvest Church, World Vision, World Witness, Wycliffe Bible Translators. **Some served through agency partners.**

Our History

Campbell Rinker was founded in 1991 to deliver practical insights through marketing research, enabling clients to speak with a more compelling voice, capture wider support, and wield greater influence.

Campbell Rinker is headquartered in Valencia, California, and has several satellite offices. Campbell Rinker is one of the select few research firms in the United States that specialize in marketing research for nonprofits and the companies that serve nonprofits.

