

## INTRODUCTION

**SCOPE OF REPORT:** This study was conducted among pathologists and other supervisory laboratory personnel who receive CAP TODAY. Each person was asked to rate the advertising and editorial content, and return the marked issue to us. Data for editorial content appear first. Advertisements are categorized by size and color, with the first two groups pertaining to tabloid page units. The ratings represent:

■ **ADVERTISING:** Degree to which an ad is *helpful in understanding the product.*

■ **EDITORIAL:** Likelihood of *reading the article.*

This report is based on data from 104 recipients of CAP TODAY. Respondents to studies such as this one are representative of the readership, which generally follows the circulation. The following segments are included in this study.

	STUDY			TOTAL	
	CIRC.	SAMPLE		CIRC.	SAMPLE
<b>EMPLOYMENT-%</b>			<b>REGION-%</b>		
Pathologists: lab dir., dept. dir., associate dir., other	40	39	Northeast	18	17
Non-MD lab dir., mgr., adm.	27	29	North Central	27	28
Section manager, supervisor & chief technologist	33	40	South	35	33
			Pacific & Mountain	20	22

**SPECIAL QUESTIONS:** Respondents were asked as to their reading of CAP TODAY. Shown here are cumulative results from the past 57 studies, a sample of about 5,700.

■ **FREQUENCY:** 74% read each **issue**  
23%.....2-3 out of every 4 issues  
3%.....seldom if at all

■ **THOROUGHNESS:** 52% look at almost all **pages**  
28%..... about 75% of pages  
14%..... 50% of pages  
6%..... 25% or so