

# Hippocampus Magazine

Reader Survey 2012

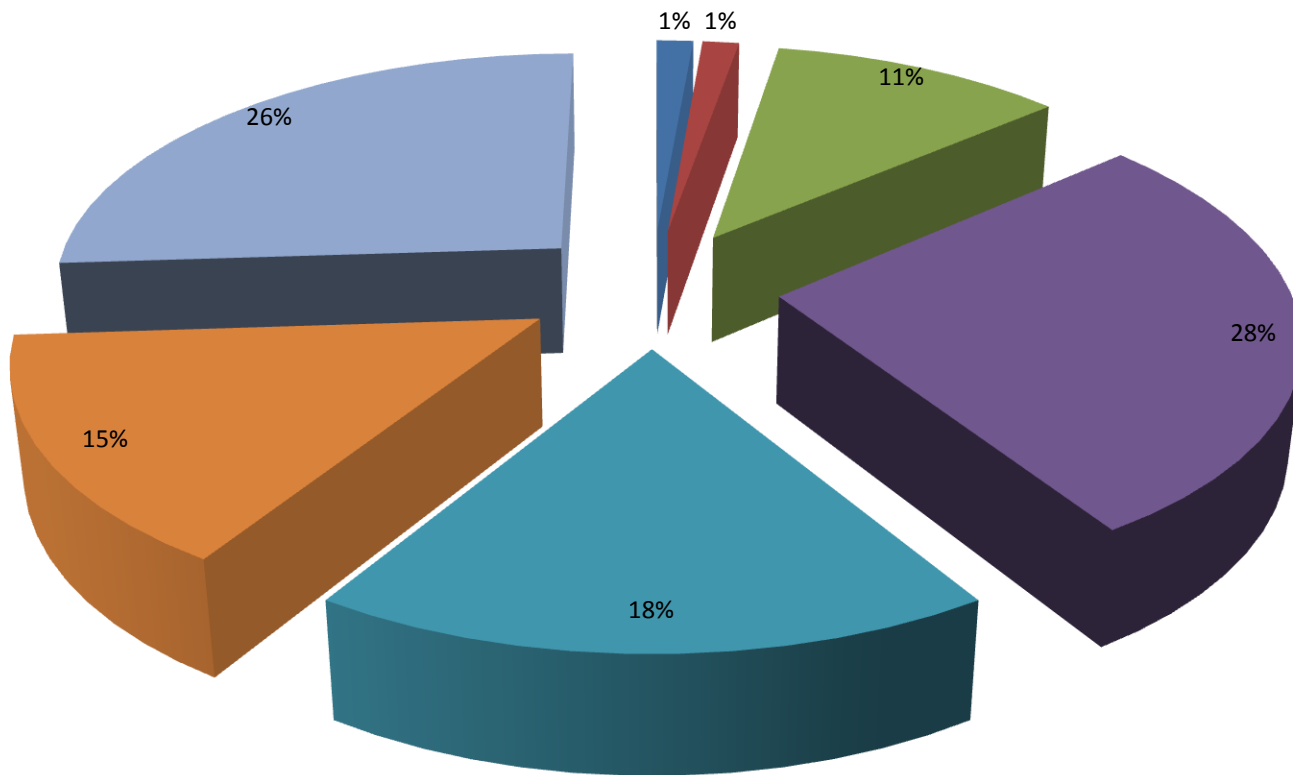
# Sample Size

- 73 responses
- Survey live between January and March 2012

# Who are our readers?

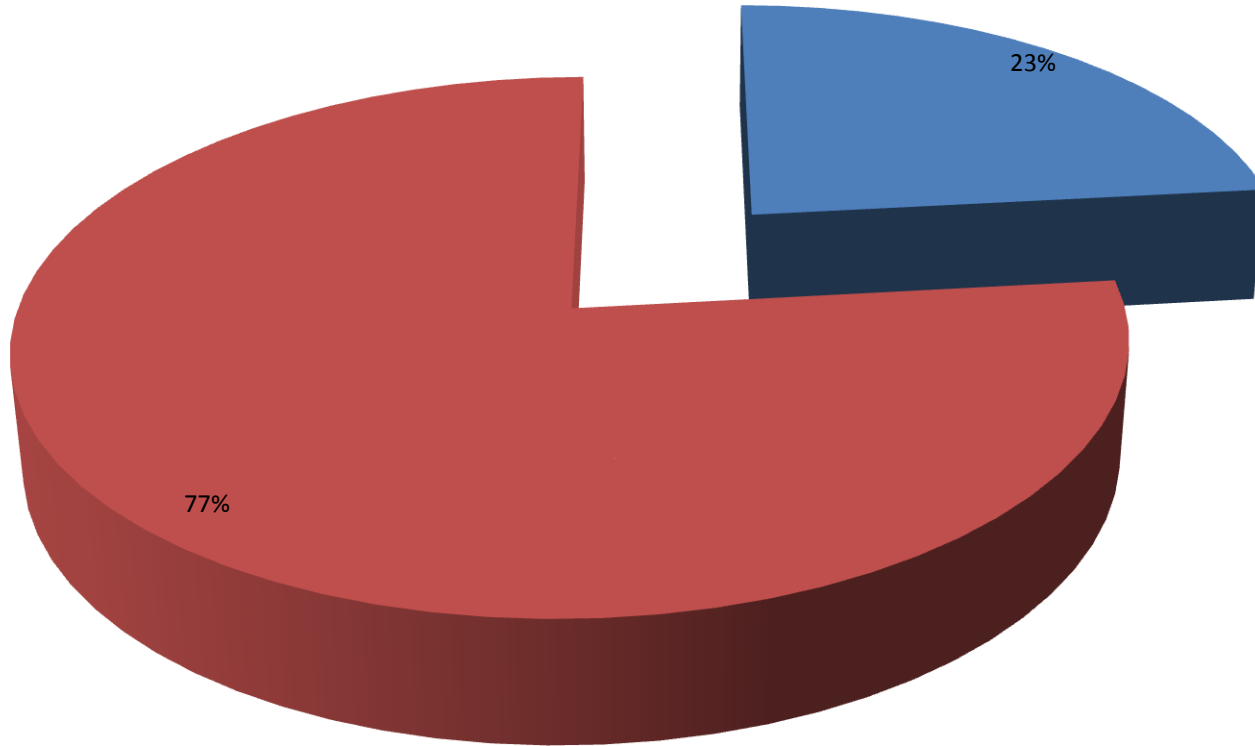
## Hippocampus Readers by Age

■ 17 or younger ■ 18 to 20 ■ 21-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60 or older

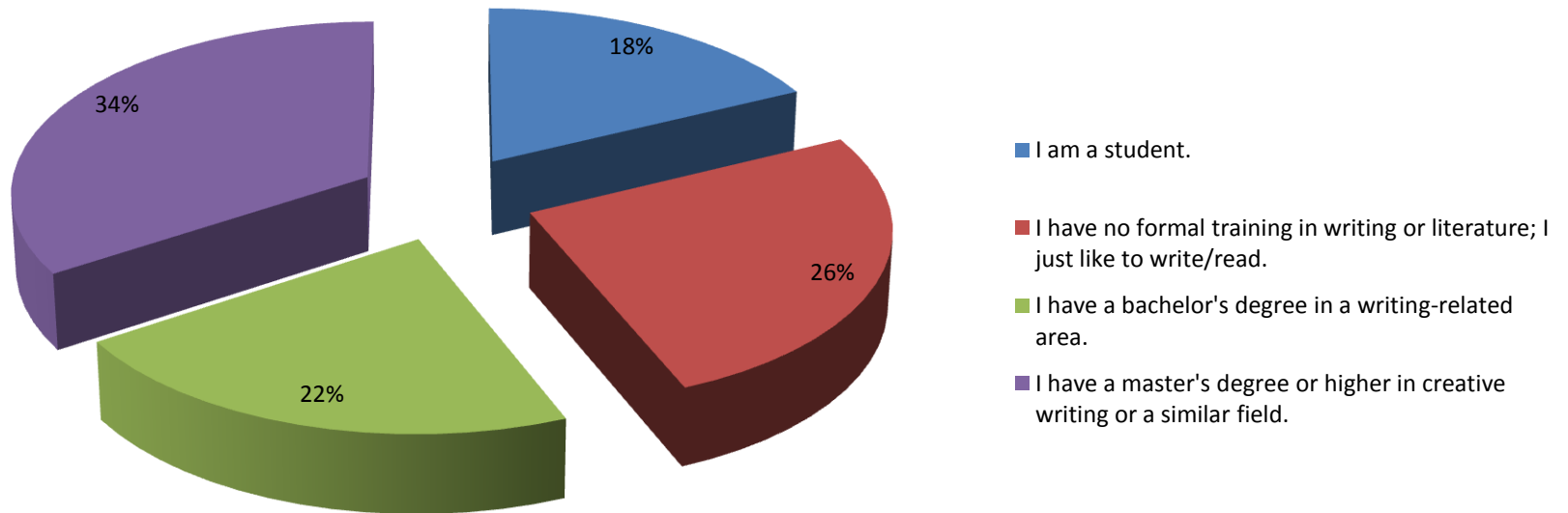


# Hippocampus Readers by Sex

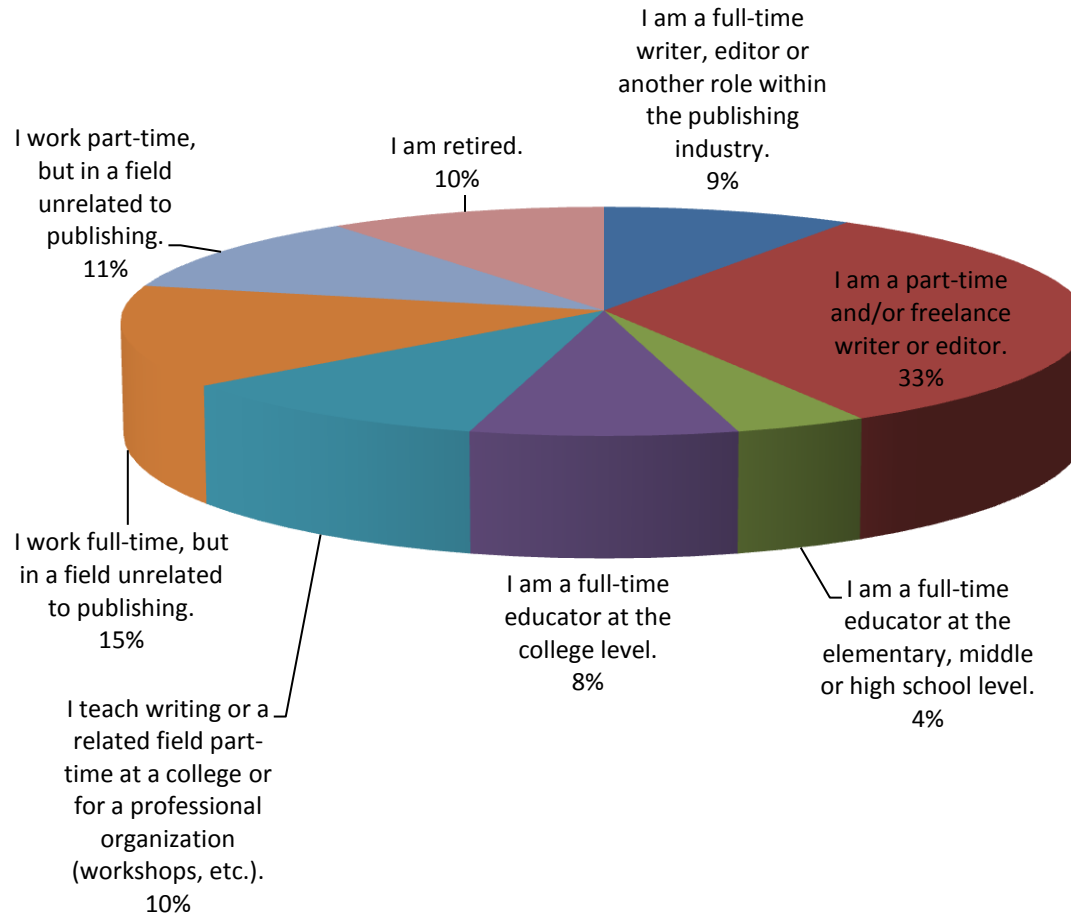
■ Male ■ Female



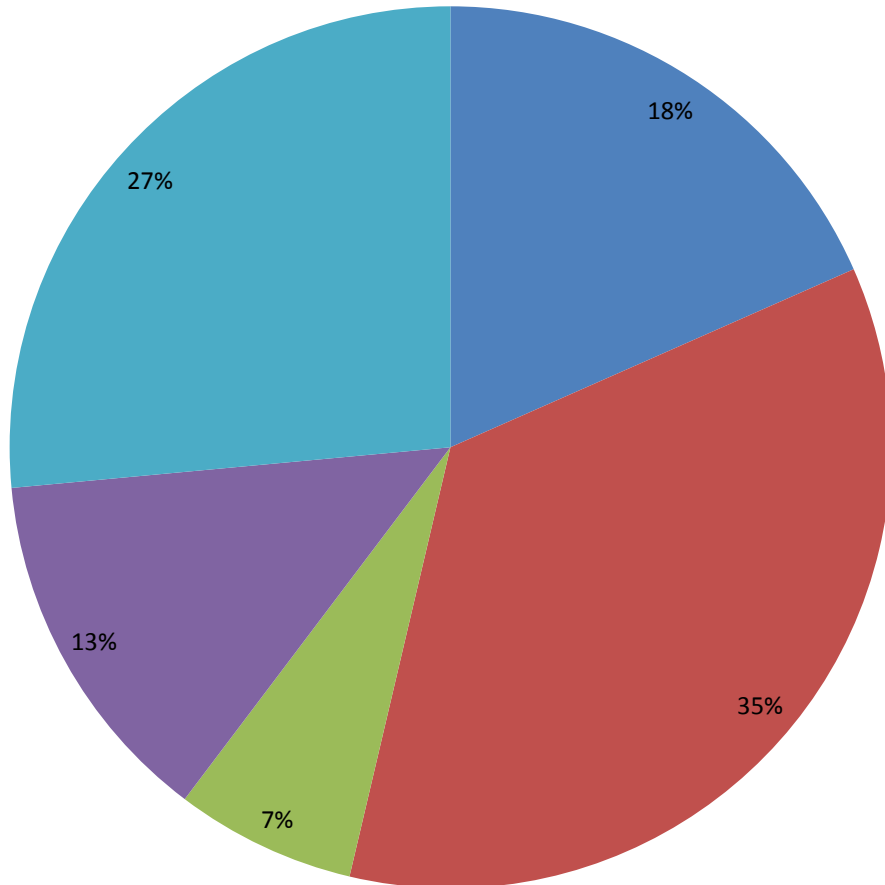
# Educational Background of Readers



# Reader Professions



# Publishing Experience of Readers



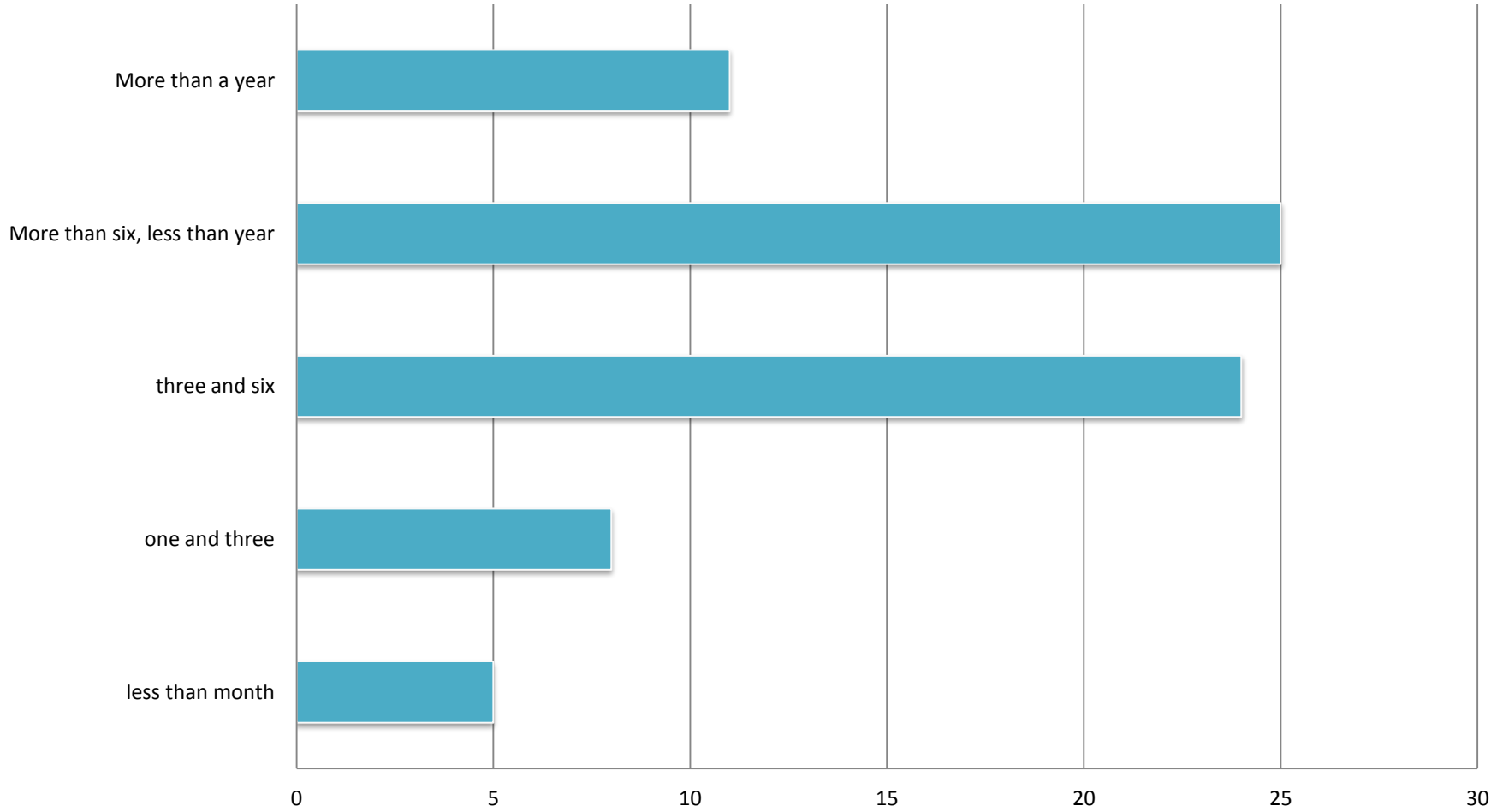
- I have been published in an exclusively print literary magazine at least once.
- I have been published in an online or print/online hybrid literary magazine at least once.
- I have self-published a book.
- I have been published by a traditional publisher (indie or major).
- I have a blog.

# How do our readers interact?

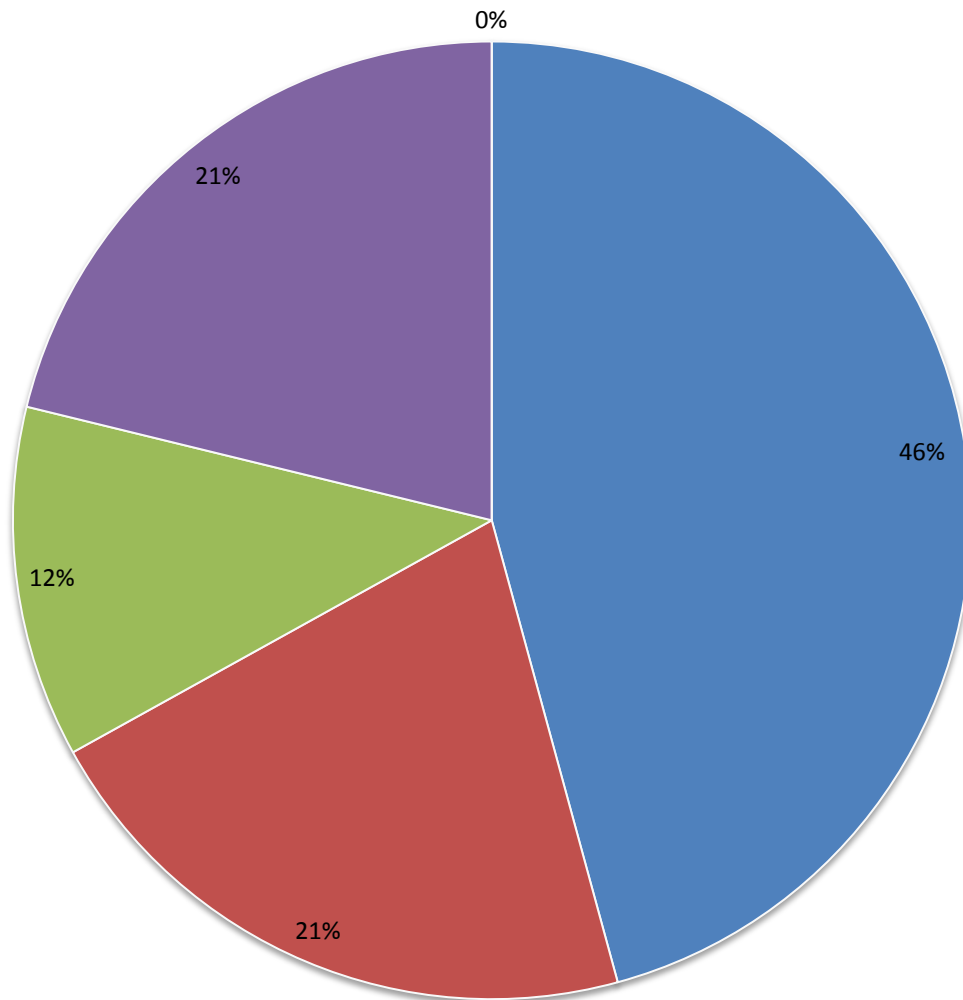
- How often do they read Hippocampus?
- How long have they known about us?
- Do they participate socially?



## Length of Time Reading Hippocampus

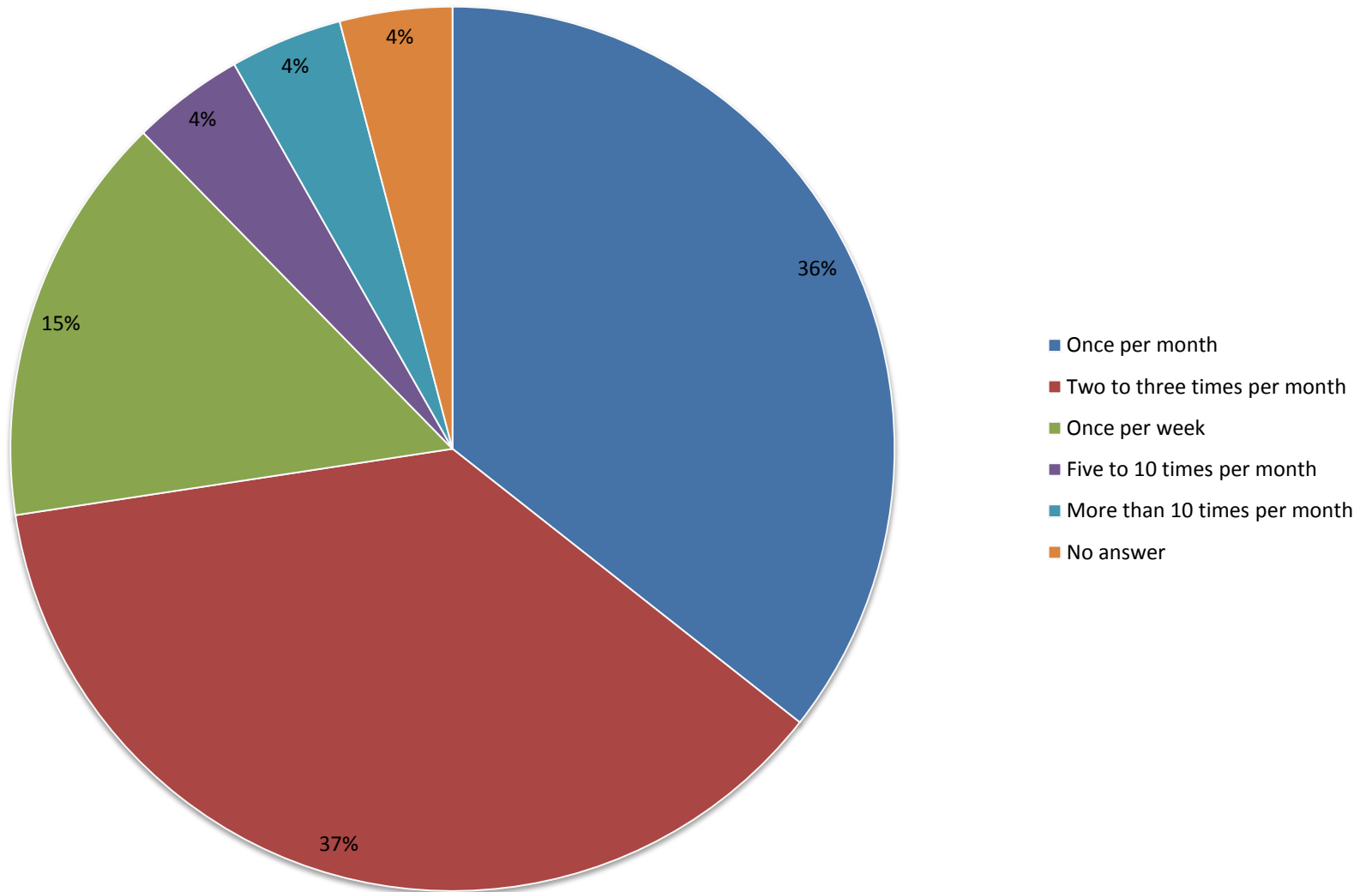


## Reader Relationship with Hippocampus

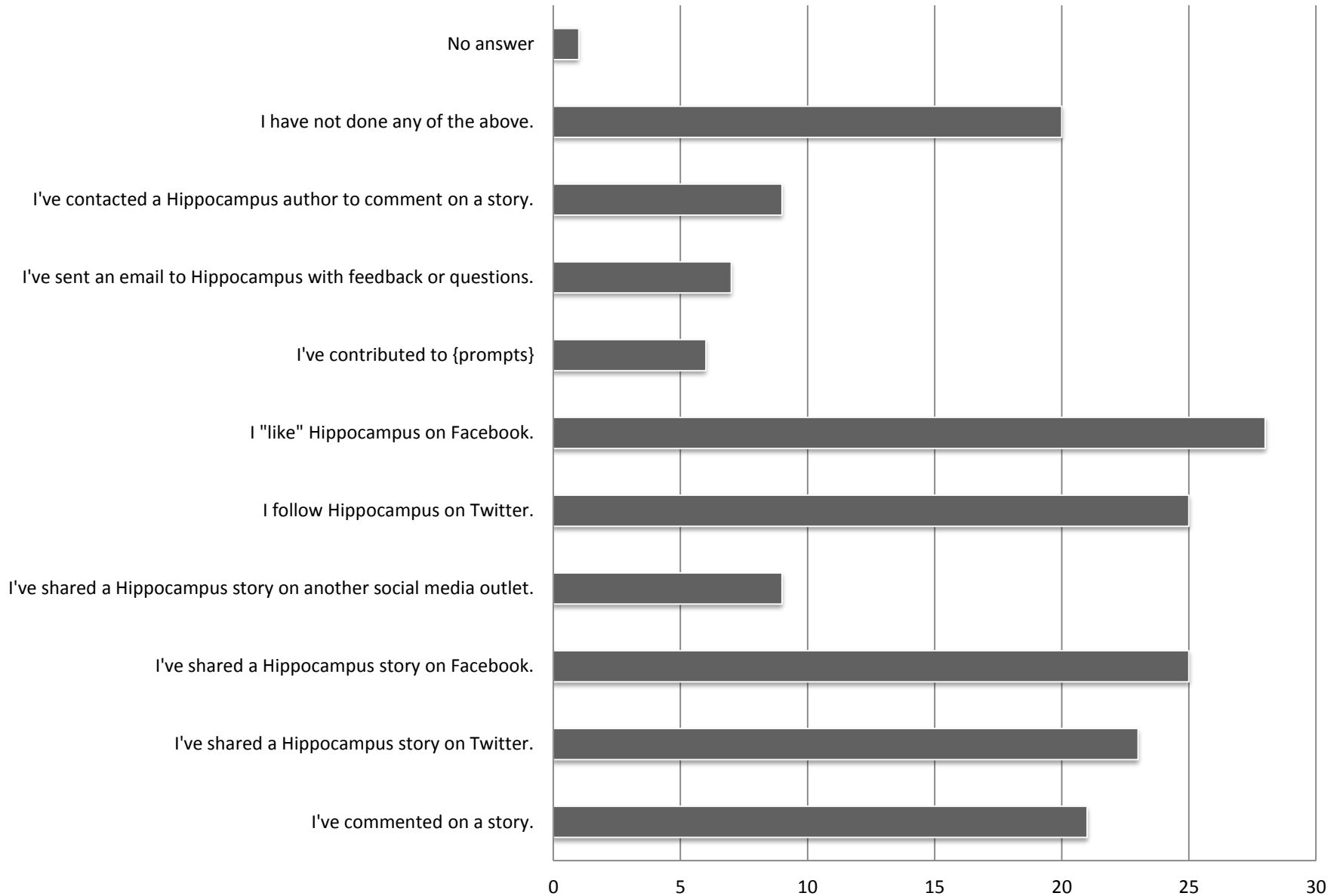


- I have read at least one story/article at Hippocampus Magazine.
- I have submitted to Hippocampus Magazine one or more times but my submission was declined.
- I have submitted to Hippocampus Magazine one or more times and my submission is still under consideration.
- I have been published in Hippocampus Magazine (or have a selection forthcoming).
- I just discovered Hippocampus magazine and have yet to read or submit.

# Reader Visits to Hippocampus Website



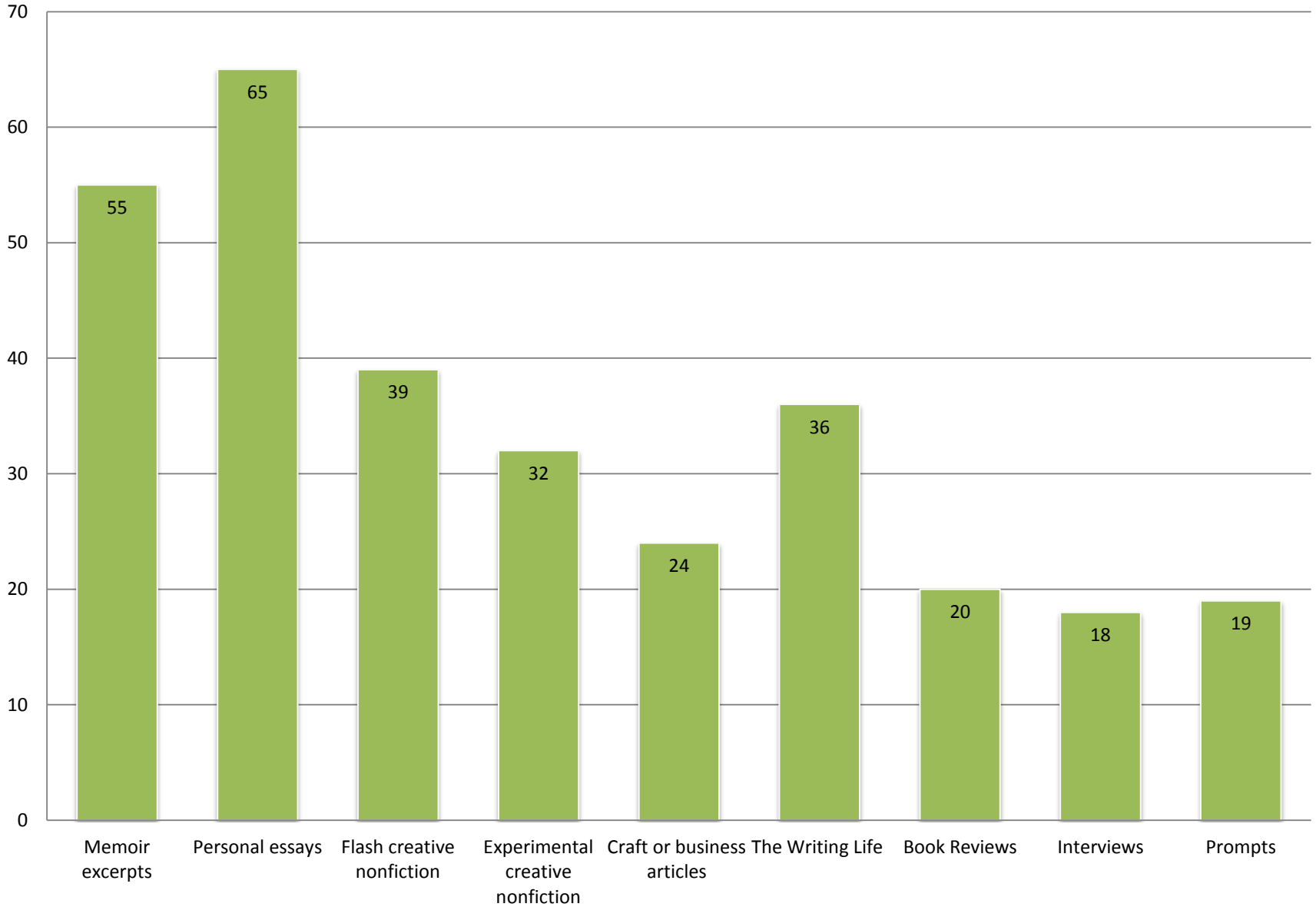
# Interaction with Hippocampus Magazine



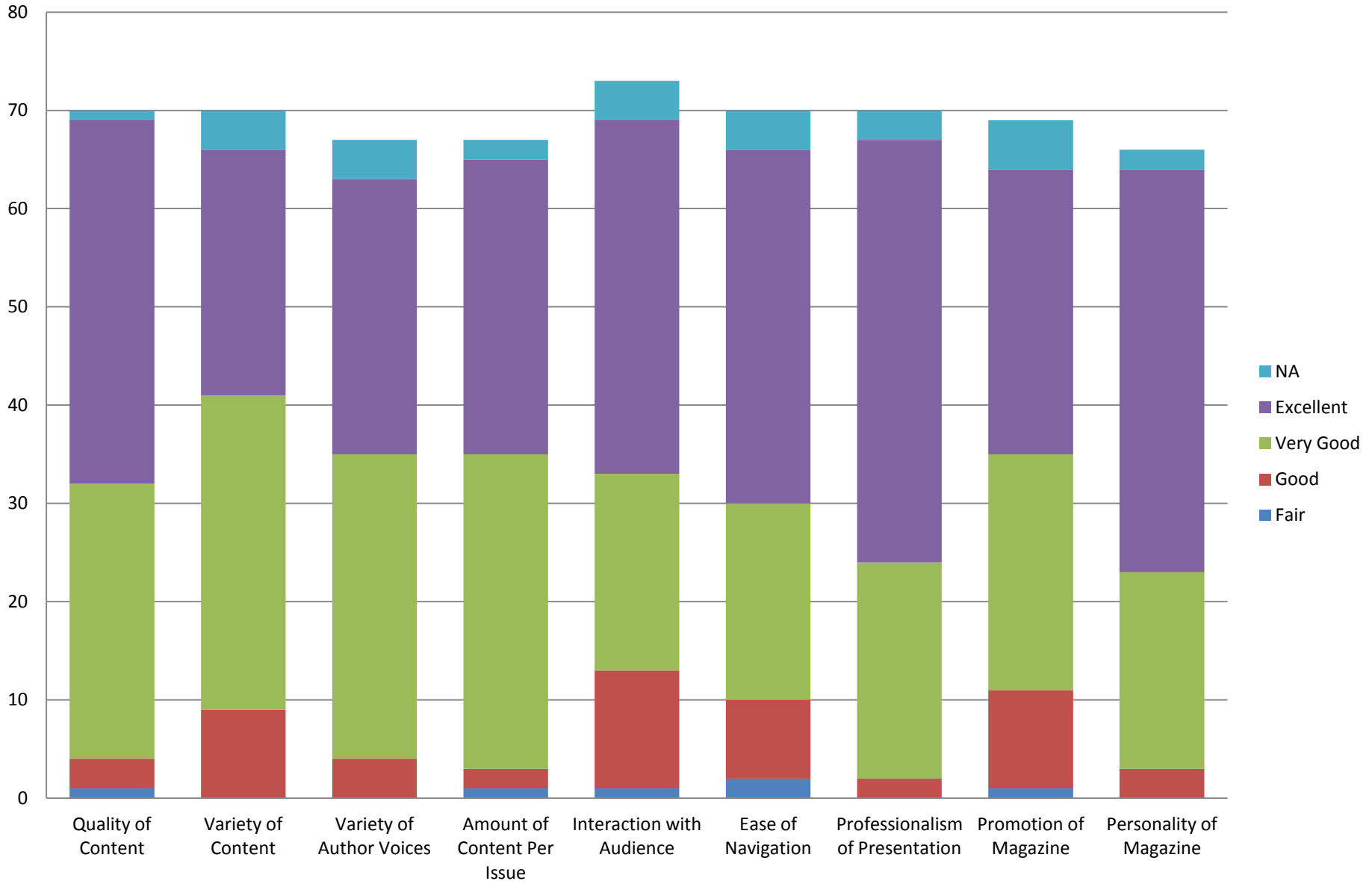
# What do our readers want? Like?

- What type of content do they prefer?
- How do they feel about our:
  - Website
  - Interaction
  - Look and feel
  - Variety
  - Personality

# Content Preferences of Hippo Readers



# Various Ratings of Content and Marketing



For more information...

[www.hippocampusmagazine.com](http://www.hippocampusmagazine.com)

info@hippocampusmagazine.com