

# Submission Form — 2011 Magazine Critique Service

Office  
use only

Your Name: \_\_\_\_\_

Your Title: \_\_\_\_\_ Your Email (required): \_\_\_\_\_

Magazine Name: \_\_\_\_\_

Publishing Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province/Region: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Magazine URL: \_\_\_\_\_

Magazine's average circulation (rounded to nearest 1,000): \_\_\_\_\_

Issues being submitted: \_\_\_\_\_

I prefer to receive my final report in the following format (circle one): Binder / PDF file

## Payment

\_\_\_\_\_ STANDARD CRITIQUE: Please charge my credit card \$675.00 U.S.

\_\_\_\_\_ STANDARD CRITIQUE: I am an ASBPE member. Please charge my credit card \$625.00 U.S.

\_\_\_\_\_ PREMIUM CRITIQUE: Please charge my credit card \$975.00 U.S.

\_\_\_\_\_ PREMIUM CRITIQUE: I am an ASBPE member. Please charge my credit card \$925.00 U.S.

\_\_\_\_\_ Check or money order enclosed, in U.S. funds.

\_\_\_\_\_ I need a receipt of payment. I prefer my receipt (check one) \_\_\_\_\_ mailed \_\_\_\_\_ faxed \_\_\_\_\_ emailed

\_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express

Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Note: You may list payment information on one separate copy of this form for security purposes.

## Submission instructions

This magazine critique service is open to trade, association and business magazines published in English. Magazines should accept paid advertising. Please select two representative copies of your magazine to submit.

Prepare four envelopes, each one containing the two issues of your magazine that you have chosen. Seal each envelope and tape a copy of this form to the front of each envelope. **We suggest enclosing within each envelope one or two sheets with the following information for our reviewers:**

- A short description of your magazine, your mission statement, and your audience/readership.
- A description of your staff size and any recent changes to the publication (new staff members, recent redesign, change in circulation, and so forth).
- What you feel are your magazines top two or three strengths and weaknesses.
- A short statement as to what you are hoping to glean from this experience. This may include specific items that you'd be particularly interested in hearing from the critiquers on — design, readability, reporting strength, feature treatments, etc.



We estimate the process will take approximately 8-10 weeks from the time that we receive your submissions until you receive your written report. The TABPI website, located at [www.tabpi.org](http://www.tabpi.org), includes two sample reports, so you know what you can expect from this program.

Mail submissions so as to arrive in our offices on or about December 20th, 2011. Please make checks payable to TABPI. Our Taxpayer ID# is 20-0636434. Ship completed entries and payment to:

2011 Magazine Critique Service  
c/o TABPI  
8870 Lakeview Dr.  
Cleveland, OH 44138  
USA

Questions? Email us at [info@tabpi.org](mailto:info@tabpi.org) or call 440-238-7880.