



Anonymous reader survey Q1/2015-PDF

Dear COSSMA readers,

we would like to find out as much as possible about your reading habits and preferences through this questionnaire, in order to create a targeted content and to provide you with the optimal customer service.

We guarantee that your answers will stay anonymous and that we will only use the information to your own best interests.

At the end of our survey we will be happy to send you the final report with useful information for our business. As an additional thank you, you will receive a free non-binding online-subscription of one of our professional magazines.

The questionnaire consists of 6 sections. None of the questions are obligatory. You will require approximately 10 minutes completing all questions. This is a writeable PDF. On the last page there is a field 'Send per email'. Please click that field to send the questionnaire to us at the latest by the end of this month. However, you can also send the PDF file to: kundenbefragung@health-and-beauty.com

Thank you very much for your support,

Your COSSMA team

PS.:

We are looking forward to be able to provide you with your desired professional information and to offer an even better specified customer service. At the end of our survey we will be happy to send you the final report with useful information for your business. As an additional thank you, you will receive a free of charge non-binding online-subscription of one of our professional magazines for one year.



Part 1: Readers' general information

► 1.01: Please enter your age:

- ☐ < 30 years ☐ 30–39 years ☐ 40–49 years ☐ 50–59 years ☐ > 60 years

► 1.02: Please enter your gender:

- ☐ female ☐ male

► 1.03: Which languages do you speak? (multiple answers possible)

- ☐ Chinese ☐ German ☐ English ☐ French ☐ Portuguese
☐ Russian ☐ Spanish ☐ Other: _____

► 1.04: What mobile devices do you usually use at home? (multiple answers possible)

- ☐ Mobile phone ☐ Smartphone ☐ Tablet ☐ Laptop ☐ E-book reader
☐ MP3-Player ☐ Other: _____

Part 2: Reader and preferences

► 2.01: In which of these tasks do you feel are you best at? (a maximum of 8 answers is possible)

- ☐ Administration ☐ Analysis ☐ Repairing things ☐ Making inventions
☐ Financial aspects ☐ Turn ideas into reality ☐ Put plans into praxis ☐ Developing concepts
☐ Integrating concepts ☐ Being creative ☐ Create order ☐ Organising
☐ Planning ☐ Problem solving ☐ Taking risks ☐ Teaching
☐ Being a part of a team ☐ Writing ☐ Technical aspects ☐ Interpersonal relationships

► 2.02: Which criteria of a book and/or professional magazine determines the decision of buying it? (multiple answers possible)

- ☐ Appealing cover ☐ Well known author ☐ Well known publisher
☐ Pictures/illustrations ☐ Thickness of the book ☐ Booksellers recommendation
☐ Recommendation of friends ☐ Topic for further training ☐ Good review
☐ Controversial topic ☐ Online-Service ☐ List of sources
☐ Discount/special offer ☐ Font size ☐ Other: _____

Part 3: Reader and education

► 3.01: Please select the highest educational qualification you have achieved.

- ☐ A-Level ☐ Higher education ☐ University ☐ Other: _____

► 3.02: Please name the university/training center and the city which you studied?

► 3.03: Have you taken part in any professional further educational courses in the last 2 years? If 'yes', how long did it take?

- ☐ One-day seminar/congress ☐ Weekend seminar ☐ Training for several days
☐ Training for several weeks ☐ Online seminar/class ☐ I haven't taken part in any further education
☐ Other: _____



► **3.04: Who offered the further education course?**

- ☐ Publishers ☐ Companies ☐ Fair organizer ☐ Private training providers
☐ Associations ☐ Other: _____

► **3.05: Are you interested in taking part of any professional educational courses in the next two years?**

- ☐ Yes ☐ No

► **3.06: If 'yes', which topics should the professional further educational course include?**

► **3.07: What possibilities to keep yourself up-to-date do you use at home and/or at work?**

(Give your answer on a scale from 'very important' to 'not important'. Multiple answers possible)

	Very important		Not important	
Field service visit	☐	☐	☐	☐
e-Learning	☐	☐	☐	☐
Trade fair visit	☐	☐	☐	☐
Professional magazines	☐	☐	☐	☐
Forums	☐	☐	☐	☐
Manufacturers training	☐	☐	☐	☐
Internet	☐	☐	☐	☐
Newsletter	☐	☐	☐	☐
Trade fair congress	☐	☐	☐	☐
Social media platforms	☐	☐	☐	☐
Web based seminars	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐

► **3.08: How do you get your information on further education offers? (multiple answers possible)**

- ☐ Industry associations ☐ Cossma website ☐ Own initiative ☐ Recommendation
☐ Professional magazines ☐ Forums in general ☐ Internet ☐ Trade fair visit
☐ Newsletter ☐ Post mailing ☐ Company websites ☐ Social media
☐ Other: _____

► **3.09: Do you know the COSSMA online seminars? If 'yes', how did you hear of it?**

(multiple answers possible)

- ☐ Industry associations ☐ Community ☐ Own initiative ☐ Recommendation ☐ Forums
☐ Professional magazines ☐ Internet ☐ Trade fair visit ☐ Newsletter ☐ Post mailing
☐ Social media ☐ Company website ☐ Other: _____ ☐ I don't know it

► **3.10: Have you once before taken part in a COSSMA online seminar?**

- ☐ Yes ☐ No



Part 4: Reader and reader's behavior

► 4.01: Which specialized media do you use?

(Give your answer on a scale from 'very important' to 'not important'. Multiple answers possible.)

	Very important		Not important	
Beauty Forum	☐	☐	☐	☐
Cosma	☐	☐	☐	☐
Cosmeticsdesign.com	☐	☐	☐	☐
Cosmetics & Toiletries	☐	☐	☐	☐
Eurocosmetics	☐	☐	☐	☐
Expressions cosmétiques	☐	☐	☐	☐
Formes de Luxe	☐	☐	☐	☐
Happi	☐	☐	☐	☐
Internet	☐	☐	☐	☐
Kosmetika	☐	☐	☐	☐
Personal Care Europe	☐	☐	☐	☐
Premiumbeautynews.com	☐	☐	☐	☐
SPC	☐	☐	☐	☐
Söfw	☐	☐	☐	☐
Web based seminars	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐

► 4.02: For how long have you been reading professional magazines of the Health and Beauty publishing house? (Cosma, Beauty Forum, Medical Beauty Forum)

- ☐ _____ years ☐ I do not read any magazine of the Health and Beauty publishing house.

► 4.03: Which criterion is important to you in a professional magazine? (Multiple answers possible)

- | | | |
|---|--|--|
| ☐ General topics | ☐ Image selection | ☐ Industry data |
| ☐ Brochures/advertisements | ☐ Specialized topics/hints on specialized | ☐ Digital reading capability |
| ☐ Online advanced training | ☐ Classified advertisement market | ☐ Coupling with online services |
| ☐ Market review | ☐ Fair report | ☐ Practical examples |
| ☐ Product information | ☐ Discounts/vouchers | ☐ Clearly arranged structure |
| ☐ Other: _____ | | |

► 4.04: What professional information is especially important to you during your daily work day? (Multiple answers possible)

- | | |
|--|--|
| ☐ Competition observation, new end products | ☐ Marketing topics (market figures, trends, requirements) |
| ☐ Information on the methods of testing | ☐ Information about engineering, production and processes |
| ☐ Innovations, product development, patents | ☐ Information gathered from research and development |
| ☐ Cosmetic legislation | ☐ Basic knowledge of cosmetic chemistry and dermatology |
| ☐ Company news | ☐ Information regarding the packaging of the cosmetics |
| ☐ Other : <u>asdfkljasldkfj</u> | |



► **4.05: How do you respond to advertisements?**

- | | |
|---|---|
| ☐ I read every advertisement | ☐ I read individual ads |
| ☐ View ads at a glance | ☐ I completely ignore advertisements |

► **4.06: How much time do you give yourself to read professional magazines?**

- | | | | |
|---|---|---|---|
| ☐ < 10 min. daily | ☐ 10–20 min. daily | ☐ 30–60 min. daily | ☐ > 1 hour daily |
| ☐ I do not read every day. But when I do, I read the whole magazine. | | ☐ Other: _____ | |

► **4.07: What information service of a professional magazine do you consider as very important?**

(Give your answer on a scale from 'very important' to 'not important'. Multiple answers possible.)

	Very important		Not important	
Updated directories (e.g. business directories, price lists ...)	☐	☐	☐	☐
Contact exchanges and exchanges with colleagues	☐	☐	☐	☐
Information about events, fairs, seminars, further training	☐	☐	☐	☐
Newsletters	☐	☐	☐	☐
Databases and online archives	☐	☐	☐	☐
Video podcasts, Web-TV	☐	☐	☐	☐
Audio podcasts, audio books	☐	☐	☐	☐
Online communities, chatrooms, blogs, discussion forums	☐	☐	☐	☐
Online seminars	☐	☐	☐	☐
Mobile services, that are usable with a smartphone	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐

► **4.08: Which statement describes your reading habit the best? (Multiple answers possible.)**

- ☐ First I read the editorial, then the content, and only then the articles that appeal to me the most.
- ☐ First I read the content, then the chosen article, and only then the rest.
- ☐ I search through all pages: the pictures and colors are what catch my interest in an article.
- ☒ I swipe through the magazine starting from the last page and going to the first.
- ☐ I prefer short and compact articles.
- ☐ I prefer long articles that are in detail.
- ☐ I like extra long reportages which get published over several magazines.
- ☐ Reading makes me happy.
- ☐ I only read when I have to.

► **4.09: Which statement describes your online reading the best? (Multiple answers possible)**

- ☐ I miss detailed articles in the online information offer.
- ☐ I enjoy to inform myself by watching web TV pieces.
- ☐ I like to have the chance to use online forums to share information and thoughts.
- ☐ I use the search function in the online offer.
- ☐ I like to use the QR code, to access further information.
- ☐ I only click on news when they have something to do with my profession.
- ☐ I enjoy being able to use my information offer anytime online.
- ☐ I provide myself with an overview online, as I find intensive reading on the computer inconvenient.



► **4.10: Where do you read your professional magazines mostly?** (Multiple answers possible)

- ☐ At work ☐ In public transportation ☐ At home ☐ On business trips

Other: _____

► **4.11: How do you usually read your professional magazines?** (Multiple answers possible)

- ☐ On paper ☐ Online on my PC as an e-paper ☐ On a tablet as an e-magazine

- ☐ On my e-book reader ☐ On my smartphone ☐ Other: _____

Part 5: Reader and job

► **5.01: In which country do you work?** _____

► **5.02: What position do you have at work?**

- ☐ Head of department ☐ Field management ☐ CEO
☐ Owner of the company ☐ Project management ☐ Adviser/employee

☐ Other: _____

► **5.03: In which company division do you work?**

- ☐ Purchase ☐ Export ☐ Research/development
☐ Marketing ☐ Production ☐ Distribution

☐ Other: _____

► **5.04: In what field is your business mainly active?**

- ☐ Production and development of cosmetics as well as distribution
☐ Production and development of cosmetics (but no distribution)
☐ Distribution of cosmetics (but no production)
☐ Production, development, and distribution of manufacturing plants, process technology, laboratory equipment
☐ Supplier of raw materials for cosmetics
☐ Supplier of cosmetic packaging
☐ Management consulting
☐ Other: _____

► **5.06: How would you characterize your business?**

- ☐ Very small business (< 10 workers) ☐ Small business (11–50 workers)
☐ Medium business (51–249 workers) ☐ Large business (> 250 workers)
☐ Multinational company

► **5.07: Which social media does your company use?** (Multiple answers possible)

- ☐ Facebook ☐ Xing ☒ Linked In ☐ Twitter ☐ Youtube ☐ Other: _____

► **5.08: Does your company send newsletters to its customers?**

- ☐ Yes, as a printed version ☐ Yes, as an e-mail ☐ No



► **5.08: Which advertising media do you use in your company?** (Multiple answers possible)

- | | | | |
|---|---------------------------------------|--|---|
| ☐ Letters | ☐ E-mail | ☐ Own events | ☐ Own homepage |
| ☐ Fax | ☐ Fairs | ☐ Newsletter | ☐ Bulk mail |
| ☐ Social media platforms | ☐ Phone | ☐ Ads in professional magazines | ☐ Web based seminars |
| ☐ Ads in the daily newspaper | ☐ Other: _____ | | |

► **5.09: Which purchasing channels do you use at work?** (Multiple answers possible)

- ☐ Field service ☐ Internet platform ☐ Catalogue ☐ Store ☐ Other: _____

► **5.10: Which professional trade fairs do you visit?** (Multiple answers possible)

- | | | |
|--|---|--|
| ☐ Beauty Düsseldorf | ☐ Beauty Forum Munich | ☐ Beauty Forum Swiss (Zurich) |
| ☐ China Beauty Week | ☐ Cosmoprof Asia | ☐ Cosmetic Business |
| ☐ Cosmoprof Bologna | ☐ In-Cosmetics | ☐ Luxe Pack |
| ☐ Make up in ... | ☐ PCD/ADF | ☐ Sepawa |
| ☐ SCS Formulate | ☐ I do not visit fairs | ☐ Other: _____ |

► **5.11: What motivates you to visit professional trade fairs?** (Multiple answers possible)

- | | | |
|---|--|---|
| ☐ Exchange with colleagues | ☐ Selection of suppliers | ☐ Direct purchase |
| ☐ Evaluation of the market | ☐ Product | ☐ Observation of competition |
| ☐ Contact care | ☐ Customer care | ☐ Congress |
| ☐ Placing orders/buying | ☐ Increasing the level of awareness | ☐ Further training |
| ☐ Other: _____ | | |

Part 6: Reader and COSSMA

► **6.01: How did you become aware of the professional magazines of the Health and Beauty publishing house?** (Multiple answers possible)

- | | | | |
|--|--|-----------------------------------|---------------------------------------|
| ☐ Ads | ☐ E-mail newsletter | ☐ Facebook | ☐ Colleagues |
| ☐ Post mailings | ☐ Editorial reports | ☐ Websites | ☐ Other: _____ |

► **6.02: Would you like to appear in our ads 2015 as a testimonial?**

- ☐ Yes, please contact me: _____ ☐ No

► **6.03: Would you like to receive the final evaluation of this questionnaire per email?**

- ☐ Yes, my e-mail address is: _____ ☐ No

► **6.04: Would you like to subscribe to the free COSSMA newsletter, in order to receive information on market and product news, industry trends, events, fairs and exhibitors as well as professional further training courses?**

- ☐ Yes, my e-mail address is: _____ ☐ no

► **6.05: Would you like to receive a one year online subscription of one of our professional magazines free of charge and without obligation as a thank you for your help?**

(Please select only one of the listed three professional magazines; it is not allowed to choose a yearly online subscription of our professional magazine that you have already subscribed to as online membership, neither will it lead to a discount)

Yes, I would like to subscribe to the chosen professional cosmetic magazine as a yearly subscription with access to the restricted topics portal, useful guidance, convenient downloads and helpful videos, exciting live online seminars, for a period of 1 year, free of charge and without obligation.

☐ BEAUTY FORUM (DE) ☐ COSSMA (DE) ☐ medical BEAUTY FORUM (DE)

In order to send you a one year online subscription free of charge we require following details:

Name, surname: _____

Address: _____ ZIP-code/city: _____

Phone number: _____

E-mail address: _____

Date and signature: _____

We will solely use your personal contact details to send you your access data for your online subscription. The usage of your online subscription will start in March 2015 and will automatically end after 1 year.

Please return via email

Thank you for filling out our questionnaire!

We are engaged in applying all information for a fairly aimed content and the best possible customer service, so that the reading of our professional magazines and the visit to our exhibit fairs will be a unique and fantastic experience for you!

Please click the field 'send per e-mail' to send the questionnaire to us at the latest by the end of this month. However, you can also send the PDF file to: kundenbefragung@health-and-beauty.com

Thank you for your support,
Your COSSMA team