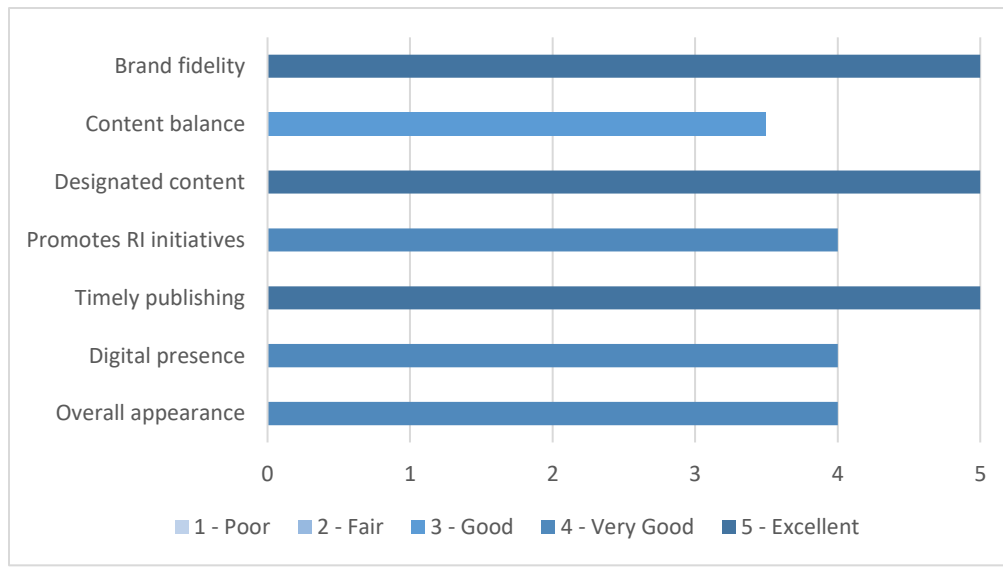


## Regional Magazine Internal Review Rotary Taiwan



### Reader Survey Overview/Highlights

- Response rate/number of respondents
  - 80 (lower medium range of response rates) – sent to 15,169
- Overall satisfaction rate is very good – 93% readers indicated that they are very satisfied, satisfied or that their magazine meets their expectations, 21% extremely satisfied which is slightly higher than average of all magazines, the dissatisfaction rates are much lower than average of all magazines – 7%
- Overall quality rate is still very good with 21% excellent and 40% good which is a little lower than the average rates of the other magazines; the rate for respondents saying the magazine quality is just average is 37% and is significantly higher than the average of all magazines.
- The respondents read the magazine regularly – 55% some articles (lower than average of all magazines) and 28% cover to cover (much higher than average) – and they spend a good amount of time reading, with most respondents spending between 11 and 20 minutes; 21% spend 21 to 30 minutes and another 21% spend even over an hour (this rate is much higher than for the other magazines); there is a preference for access to both print and digital with 55%.
- The majority of respondents is satisfied with layout/design, cover, writing, and ease of reading as well as with the relevance of content for their Rotary experience. There are 12% of respondents rating the diversity of topics as poor or terrible (significant difference to the other magazines) and some respondents also seem to be unhappy with the people represented in the magazine.
- The reader participation opportunities are mostly rated as average/good.

### Internal Review Highlights

**Internal review shows excellent compliance with designated content, very good responsiveness and excellent timeliness as well as adherence to brand standards.**

- Magazine creates a lot of good original content with a variety of global and regional projects and initiatives as well as event reports.

- Magazine publishes instructional content about RI programs and services like grants.
- Magazine has a well-structured and professional layout, including graphic elements and a lot of photos.
- The digital presence is well structured and includes a lot of information about Rotary International, Rotary in Taiwan and the magazine as well as a news section and videos.
- The digital magazine flip through version is easy to access and navigate and can be downloaded.
- The support for RI initiatives and events like Polio, DEI, Environment and Convention promotion is very good.

**Overall, the magazine is a very good membership magazine. The layout is clear and professional. The meeting and event reports are thorough and there is a lot of information about regional activities and projects as well as some general interest essays. With its mix of stories and reports, the magazine helps keeping our members informed and engaged.**

### **Action Steps**

- Explore publishing even more content concerning bigger regional and **international** projects – share more details of how clubs planned and conducted their projects and the successes they had, different data to show outcomes and impact. Also focus more on the beneficiaries and let them talk about their experience. Respondents like to get inspired by ideas from around the world and from club projects and like to learn more about issues, causes and people served.
- Respondents are also interested in learning more about Rotary International news. Maybe add interviews with RI leadership.
- Explore publishing longer focus sections with several features concerning one general interest topic like mental health or one Area of Focus and connect them to Rotary’s activities in this field.
- Consider using different formats like portraits of interesting members and interviews more often.
- The magazine has a lot of pages. Explore publishing less meeting reports or make the reports more concise.
- The reader participation opportunity could be expanded by publishing letters/messages to the editor if possible.
- The digital flipbook interactive opportunities could be enhanced by including active links to RI web pages, club webpages or the magazine webpage leading to extra content and information, embedded videos and links in the table of contents leading directly to the articles listed.
- The digital presence can be further enhanced by adding a selection of articles from the magazine issues and even extra articles.
- In general, try to use less photos and instead pick only the best, most meaningful photos that help tell the story. (action photos) Big events covered like institutes show a lot of typical photos of people standing still holding a certificate or check and huge group photos. Not a lot of action or snap shots there. This could be enhanced or at least consider publishing less of these types of photos.
- Please be mindful with old logos – webpage <https://taiwan-rotary.org/links/> Rotary International Taiwan