



15 Questions for Planning a Publication

Purpose

1. What is the publication's specific objective(s)/desired outcome(s)?
2. Is this the best way to accomplish those objectives?

Audience

3. Who is the specific target audience for this publication? (men, fathers, women, mothers, high-risk heart, overweight, general public)
4. What is the audience's profile and characteristics? (age, sex, lifestyle, work habits)
5. What are the audience's specific needs? (support, information)
6. What is the size of the audience? Quantity of publication?

Content

7. What message(s)/information are mandatory for the publication to be complete?
8. What will other departments provide in terms of copy, outline, rough written draft, sample documents?

Design

9. Should this piece fit within a consistent graphic format already developed? Should this piece be the prototype for such a format?

Distribution/Response

10. How will the publication be distributed? (Bulk mail, office distribution, no mail needed, self mailer or in envelope)
11. Is this the best way to reach the audience in terms of distribution?
12. What limitations does this present for size/design of the piece?
13. Is a response required? If yes, what should the mechanism be?

Budget

14. What is the total budget for this project?
15. Is that amount reasonable to accomplish the above objectives?