

TABPI launches editorial research service

CLEVELAND, US: To support the B2B publishing industry's need for high-quality content, in addition to its magazine critique service, Trade, Association and Business Publications International (TABPI) last week announced its new editorial research department. While open to other research proposals, TABPI's editorial research department will initially focus on helping B2B magazines with their annual salary surveys.

Such reports are perennial reader favorites in business magazines and the trade press. While popular, many do not provide enough unique, high-quality data to stand out from the competition or give readers the confidence to take the report into their next salary negotiation.

Many magazines don't even report detailed survey results or their methodology because they lack a sufficient response rate to be statistically significant. With the right incentives, project design and execution, TABPI will help produce a statistically relevant report with third-party validation that will stand out in publication and push readers to websites for the details that are most relevant to them.

The research department is led by TABPI editorial research director David Drickhamer. Most recently, Drickhamer was editorial director for *Material Handling Management* and *Logistics Today* magazines at Penton Media. Prior to that he was editorial research director for *IndustryWeek* magazine, where he executed a wide variety of research projects.

Go to www.tabpi.org/salary.htm or email for more information.

Based in the US, TABPI (www.tabpi.org) is a worldwide organisation dedicated to bringing together editors working for English-language publications worldwide, and encouraging a common dedication to editorial ethics and excellence.

For more, visit: <https://www.bizcommunity.com>