



The Association of Business Media Companies

American Business Media Digital Workflow Survey

The ABM Production/Manufacturing Technology Committee mailed a survey to over 100 members of the association with production related titles to track b2b publishing companies in regard to digital workflows. Thirty-two surveys were returned which represented a 30 percent return.

The results of the survey indicate that virtually every respondent is using Computer to Plate Technology. In fact, only two respondents said they are currently receiving less than 50% of their ads digitally. The move to a PDF workflow appears to be taking hold with 50% of respondents preferring PDF files. Some other survey highlights:

1. 72% of publishers archive their ads internally.
2. 72% of ads arrive correct.
3. 93% of publishers correct ads with problems when possible.
4. 35% of advertisers charge for corrections.
5. 80% are transmitting "locked down" files to the printer.
6. 84% of publishers are accepting digital transmission of ads.

March 2003

American Business Media Digital Workflow Survey

Results

1. Who archives your digital ads? You - 72%; Printer - 16%; 3rd Party - 12%
2. Do you correct ads with problems? Yes - 93%; No - 7%
3. What percent (estimated) of ads arrive correct? 73% average
4. Do you charge for corrections? Yes - 35%; No- 65%
5. Have you had to hire additional staff since incorporating CTP? Yes - 6%; No - 93%
6. Have you reduced staff since incorporating CTP? Yes - 25%; No - 75%
7. What kind of proofs do you submit to your printer for edit pages?
 - Non-Swop certified (ink jet, lasers, etc): 64%
 - SWOP certified (matchprint, Epson stylus, etc): 25%
 - None: 11%
8. What kind of proofs do you prefer from advertisers?
 - Non-Swop certified (ink jet, lasers, pdf, etc): 13%
 - SWOP certified (matchprint, Epson stylus, etc): 87%
9. How is editorial content supplied to your printer?
 - Electronic Transmission (FTP, WamNet, etc): 65%
 - CD or Other Hard Media: 35%
10. How is edit proofed at Printer? (# of mentions)
 - Bluelines: 17
 - Remote Proofing: 6
 - Color Proofs: 9
 - No editorial proofs: 4
11. What type of editorial files do you transmit to your printer?
 - Post RIP (Rampage, etc): 33%
 - PDF: 30%
 - Tiff-It: 4%

 - Native Apps (Quark, Postscript, photoshop, etc): 33%
12. What type of advertising files do you prefer to receive?
 - PDF: 44%
 - Tiff-It: 13%
 - Native Apps Quark, photoshop, etc): 41%
 - Film: 2%
13. What type of advertising files do you transmit to your printer?
 - Post RIP (Rampage, etc): 33%
 - PDF: 38%
 - Tiff-It: 7%

 - Native Apps (Quark, Postscript, photoshop, etc): 22%

14. Do you accept digital transmission of ads?
Yes - 84%; No - 16%
15. Do you place partial ads on pages?
Yes - 87%; No - 13%
16. What job position handles partial ad placement? (# of mentions)
- Production Manager 7
 - Graphic Designer 5
 - Art Director 3
 - Prepress Technician 3
 - Editorial 1
 - Art Department 1
 - Page Assembly Technician 1
 - Prehouse 1
 - Creative Director 1
 - Outside file preparer 1
 - Layout Artist 1
 - Magazine Group 1
 - Ad Production 1
 - Ad Director 1
 - Electronic Print Services Coordinator 1
 - Prepress (internal) 1
 - No Answer 3
17. Do you charge to copydot film?
Yes - 28%; No - 72%
18. Have you extended your deadlines due to CTP?
Yes - 18%; No - 82%
19. Have you shortened your deadlines due to CTP?
Yes - 26%; No - 74%
20. What job position in your company pre-flights ads? (# of mentions)
- Production Manager 7
 - Production Coordinator 4
 - Graphic Designer 4
 - Pre Press Operator 3
 - Film House 1
 - Publisher 1
 - Art Director 1
 - Ad Service Technician 1
 - Prep House 1
 - Digital Systems Analyst 1
 - Outside File Preparer 1
 - Studio Manager 1
 - Printer 1
 - Graphic Technical Services 1
 - Digital Ad Specialist 1
 - Electronic Print Services Coordinator 1
 - In plant 1
 - None 1
21. What job position in your company handles order entry for ads? (# of mentions)
- Advertising Sales Coordinator 7
 - Production Manager 6
 - Advertising Production Manager 3
 - Advertising Services 3
 - Order Entry 2
 - Accounting 1

Marketing Services 1
ATEX order entry 1
Managing Editor 1
Receptionist 1
Administration 1
Ad Traffic Manager 1
Ad Detail 1

22. What job position in your company pre-flights editorial? (# of mentions)

Graphic Designer 6
Art Director 5
Prepress Technician 4
Page Assembly Technician 1
Production Manager 1
Managing Editor 1
Layout Artists 1
Studio Manager 1
Designer 1
Digital File Specialist 1
Editorial Production 1
Production Coordinator 1
Electronic Print Services Coordinator 1
NA 1

23. What job position in your company handles billing for ads? (# of mentions)

Accounting 13
Advertising Services 4
Billing Department 3
Ad Production Manager 2
Ad Traffic Manager 2
Production Coordinator 2
Marketing Services 1
Production Associate 1
Controller 1
Bookkeeper 1
Administration 1

24. What job position in your company scans editorial color? (# of mentions)

Prepress Scanner 10
Graphic Designer 6
Art Director 5
Managing Editor 2
Film House 1
Publisher 1
Production Technician 1
Prep House 1
Editorial Production 1
Outside 1
Editorial Artist 1

25. What job position handles printer instructions? (# of mentions)

Production Manager 15
Production Director 4
Publisher 2
Graphic Designer 2

Associate Editor 1
Art Director 1
Marketing Services 1
Production Coordinator 1
Director of Manufacturing 1
Managing Editor 1
Magazine Group 1
Advertising Production 1
EPS Coordinator 1

26. Do you use a computerized layout program?

Yes - 53%; No - 47%

If yes, which one?

Impoze 3
ALS 2
PM 7.0 1
Mag Pro 1
Pagemaker 1
Mag Force 1

About Your Company

Total number of publications:

1-9 60%
10-19 26%
20-100 14%

Frequency: 402 total publications

Weeklies - 16%
Bi-weeklies and Monthlies - 46%
Less than monthly - 38%

Number of Publications With Print Quantities

0-30,000 - 205
30-60,000 - 93
60-100,000 - 48
100,000+ - 27

Sizes

Standard - 246
Tabloid - 74
Digest - 8

Printing % CTP

100% - 30
83% - 1
80% - 1

% of ads received digitally

100% - 5
99% - 3
98% - 3
97% - 2
95% - 1
93% - 1

90% - 5
85% - 4
80% - 1
75% - 1
50% - 1
30% - 1

Preflighting Software

Flight Check – 18
Pitstop - 6
enfocuss – 2
Don't know – 2
Apps - 2
Ad Check 1
Apago 1
Like PS 1
Quark 1
Adobe 1
Acrobat 1
Markscout 1
NA

Software Platforms Used

Production:

Mac - 11
Quark – 10
MSG - 3
PC – 3
Photo Shop – 3
Illustrator - 2
PageMaker – 2
QPS - 2
Ad System/pka (pc) - 1
Synapse - 1
Mag Pro - 1
Flight Check - 1
ALS - 1
NA - 3

Prepress:

Mac – 12
Quark – 6
Adobe Acrobat - 3
Rampage – 2
PC - 1
OPI - 1
ORIS - 1
Distiller - 1
Page Flow - 1
Pit Stop - 1
Filghtcheck - 1
NA - 6

Billing:

PC – 12
MSG - 7
MAC - 3

Datatrax - 2
Peoplesoft - 1
FileMaker - 1
Pro for MAC - 1
Lawson - 1
Proprietary - 1
Ad Mark - 1
NA - 2