

Pulse of the West



Panel members love the vital role they play: “I enjoy the surveys, and really appreciate how hard Sunset works to keep the magazine content relevant to its readers’ interests. Thanks for providing a magazine that is interesting, useful, entertaining, and informative. That’s a tall order and you manage to do it all equally well. Kudos!”

“This is fun, I’m happy to be on the panel, thank you for asking my opinion.”

The Sunset Pulse of the West reader panel provides marketers with a unique opportunity to communicate with a highly engaged sample of *Sunset* readers. The panel can deliver quick and reliable results on a wide variety of issues including advertising research, category studies, and consumer trends. With deeply-profiled panel members, studies can be conducted with an extensive range of specific target segments.

The Panel

- *Sunset* online panel with 5,000 readers
- Panel developed with and maintained by Vision Critical (which currently manages panels for other major consumer magazines)
- Panel members complete an extensive profiling questionnaire that allows surveys to be targeted to readers based on demographics and lifestyle interests.
- The panel portal was created consistent with the unique look and feel of *Sunset.com*.

Surveys

- Surveys for marketers covering such issues as...
 - Ad recall
 - Brand awareness
 - Brand preference
 - Product usage
 - Purchase intent
 - Product concept testing

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