



**PRS**

PROFESSIONAL  
RESEARCH  
SERVICES

**PEER-REVIEWED** professional lists — Top Doctors, Lawyers, Dentists, and Chiropractors are unquestionably some of the most successful sections published in city and regional magazines. Magazines that have published these lists have seen dramatically increased newsstand sales, Web activity, and advertising sales! Furthermore, these features connect with a large number of professionals and their staff, families, and customers. The multiplier effect is quite significant.



**UNTIL NOW**, publishers and editors were faced with conducting this highly laborious and costly peer-review research on their own, or engaging a third-party provider who might not have the best interests of the magazine in mind.

The need for solid research methodology, timely service, and a partner who understands your unique situation has never been greater.

## **Straightforward Methodology**

PRS produces top professional listings through the use of peer-review surveys, mailed directly to local practitioners within a client's target market. Professionals are asked to nominate colleagues they deem best in their given specialties. Once the results are processed, PRS tabulates and licenses the data, providing it in an easy-to-use format to the client for use in their publication.

## **Benefits**

PRS customizes its work to specifically meet the timeliness, geographic locale, and service standards of publishers. With an emphasis on accurate data collection and fact-checking, PRS provides the client and its readers with trusted, high-quality content.

## **A Typical Timeline**

### **Month 1**

- Sign license agreement
- Research Market Area

### **Month 2**

- Approve target list and survey area
- Begin survey

### **Month 3**

- Survey in field

### **Month 4**

- Gather returned surveys and begin tabulation and analysis

### **Month 5**

- Deliver fact-checked and finalized data to magazine

Call us today to help you increase readership and revenue through a partnership with PRS!

.....

**Sofia Pinkhasova**

**Marketing Research Manager**

Professional Research Services

5750 New King Drive, Suite 100

Troy, MI 48098

248.691.1800 x164

[spinkhasova@hour-media.com](mailto:spinkhasova@hour-media.com)

**John Balardo**

**President**

Professional Research Services

5750 New King Drive, Suite 100

Troy, MI 48098

248.691.1800 x101

[jb@hour-media.com](mailto:jb@hour-media.com)



Associate Member of the CRMA