

CRIES FROM THE ATTIC™

KODT READERS...



A little less than fourteen years ago the first issue of **Knights of the Dinner Table** (the comic book) hit the streets. Since that first issue you (the reader) have learned a lot about us through the pages of this magazine.

But until recently, most of what we've known about our readers has been based on hunches, gut feelings and from what we've been able to garner from letters and rubbing elbows with fans at cons.

Now we finally have some hard data to digest. That's right. We've been taking a harder look at you.

Last month a detailed readership survey was conducted by an outside party. All very scientific and over our heads. When we received the final results there were a few surprises.

I'm not going to go over all the data here. It's being compiled to help give potential advertisers more information to base their decisions on.

But I thought I would bullet list some of the highlights.

One thing we've always assumed since day one was that every issue of KODT is read by 3 or so people and that the typical issue gets passed around.

And judging from reader mail it's always been our belief that that the typical reader re-reads each issue of KODT multiple times.

It was nice to learn those hunches bear out.

It was encouraging to learn that so many of you thought we were doing a good job.

Part of the survey went into detailed likes and dislikes of our readers. What you wanted to see cut. And what you wanted to see stay. We're still going over that data.

In the coming months you'll most likely be seeing some changes. Little tweaks. Improvements here and there.

Oh — and one interesting bit of information revealed by the survey? 6.81% of you live in your parents' basement.

Game On!

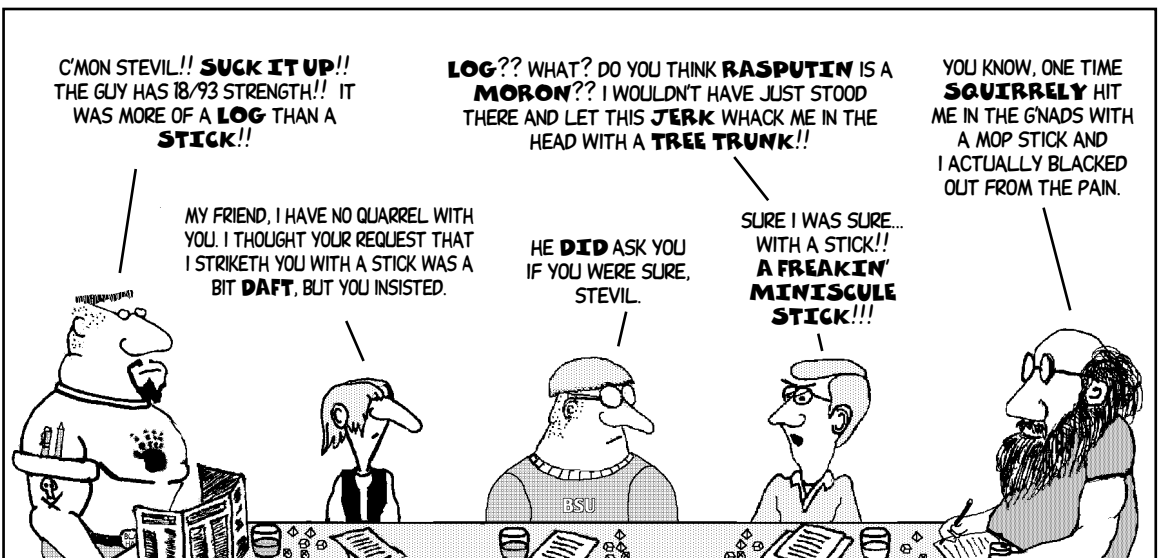
Jolly R. Blackburn

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February 3th, 2008

KODT Readership Survey Results

- "The survey found that readers of the print version of KODT revisit a single issue of the magazine at least 3 times, offering advertisers three additional chances to reach their targeted consumers."
- "The data indicates that KODT is reaching approximately 60% more readers than are purchasing it directly (approximately 5 readers of every 2 subscriptions)."
- "The choice that appeared most often from respondents — KODT is doing a very good job at providing an appealing publication."
- "61% of all respondents are influenced to purchase games based on advertising they see in KODT."
- "89% [of KODT readers] purchase their tabletop games in a brick and mortar store (number one answer)."
- "39% [of KODT readers] spend up to \$30 on each purchase in a brick and mortar store."
- "59% [of KODT readers] spend over \$30 on each purchase in a brick and mortar store."
- "The top three types of tabletop games preferred by KODT readers who purchased in brick and mortar stores are 1) role-playing games, 2) board games, 3) card games."



TEN YEARS AGO THIS MONTH: This panel from **Knights of the Dinner Table** Issue 37 (From the strip: **Carry a Big Stick**) shows Newt's first gaming session with the **Black Hands**.