

MacAddict

READER SURVEY

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6. On a scale of 1 to 5 (1 being least important, 5 being most important), rank each of the factors that compel you to read *MacAddict*:

- ___ Attitude and personality of editorial staff
- ___ Quality of writing
- ___ Quality of page layout and design
- ___ Quality of photography
- ___ Technical depth of product coverage
- ___ Honesty, integrity, and frankness of product coverage
- ___ Timeliness of product coverage
- ___ Magazine's help in making product purchasing decisions
- ___ Magazine's help in fixing technical problems
- ___ Brand recognition
- ___ Entertainment value
- ___ Cover lines and words
- ___ Cover subject

7. Considering all of the magazines you read, how would you rank *MacAddict* on a 1 to 5 scale (1 being the least favorable rating) in terms of consumer value? ___

8. Considering all of the magazines you read, where does *MacAddict* fit on your list of favorites (1 being least favorite, 5 being most favorite)? ___

9. What do you think of the overall design of the magazine?

- a) It's cool, I like it.
- b) I think the design is too busy.
- c) I think the design is too clean.
- d) It's just OK.

10. Do you find the tone of the writing to be:

- a) The right mix of fun and informative
- b) Too serious
- c) Too silly

11. In regard to the organization of *MacAddict*:

- a) It is easy to find exactly what I am looking for.
- b) I wish it were easier to find what I am looking for.

12. On a scale of 1 to 5 (1 being the least favorable rating), which of the following are you interested in purchasing?

- ___ The last 12 issues in PDF format on a single disc
- ___ *MacAddict*-branded stickers, posters, calendars, shirts, hats, and so on
- ___ A monthly electronic version of the magazine that would replace the print version
- ___ A less expensive, Discless newsstand option

13. How would you rate the Disc content (choose one):

- a) Love it! It's vital to my enjoyment of the magazine.
- b) I appreciate it most of the time.
- c) I occasionally find it useful.
- d) I couldn't care less about it.

14. What do you think about the Disc interface?

- a) It's stunning and easy to use.
- b) It could look better, but it's easy to use.
- c) It could use an upgrade.

No purchase is necessary to win. You need not complete the survey to enter the contest (except for your contact information). The odds of winning depend upon the number of entries received. Future Network USA cannot be responsible for lost, late, misdirected, or incomplete entries. The prize is nontransferable and no substitutions will be allowed. Winners will be determined by a random drawing of all valid entries and the decision of Future Network USA shall be final. This contest is open to residents of the United States only. Return of any prize or prize notification as undeliverable will result in disqualification and an alternate winner will be selected. Winners are responsible for paying any income taxes on the value of the prize received. Void in Rhode Island, Puerto Rico, and where prohibited by law.

MacAddict

BONUS READER SURVEY

Xtreme Pro Gold Edition III!

But Wait! There's More!

Thanks for filling out and mailing this month's *MacAddict* Reader Survey which began on page 95 and wrapped up on the left third of this page! Good luck on the drawing!

But we're not done with you yet! We want to know even *more* about your most intimate habits! Your deepest thoughts! Your darkest secrets! So, fill out the form below and mail it (in a separate envelope from the *MacAddict* Reader Survey!) to *MacAddict* Bonus Reader Survey Xtreme Pro Gold Edition III, 150 North Hill Dr., Brisbane, CA 94005! No photocopies, please!

All submissions received before May 26, 2003, will automatically be entered in a random drawing for a genuine 50-pin SCSI cable autographed by our very own *MacAddict* staff! In ink!



High-school nickname _____

Snail-mail address _____

Spam-receptacle address _____

1. What's your opinion of Apple's decision to discontinue the free iTools service and replace it with the \$99-per-year .Mac?

- a) It was a venomous, bait-and-switch, money-grubbing ploy by the grasping capitalist vermin who count Apple's beans.
 - b) Anything that can help keep Apple afloat is OK with me.
 - c) Big %\$#@!ing deal. I spend that much per month on beer, dude.
 - d) The Canadian Rockies in fall. Mmm, elk!
- Note: If you chose d), may we gently suggest that you consider adjusting your meds?*

2. On a scale of 1 to 5 (1 being least important, 5 being most important, 3 being yellow, and 2 and 4 floating cold and lonely in the vast emptiness of space), rate the reasons that you use a Mac:

- ___ I simply prefer to be infinitely cooler than the lower 97 percent of computer users.
- ___ Its interface is as beautiful as I am.
- ___ Its interface is as easy as I am.
- ___ It makes me think of fruit. I like fruit.
- ___ It makes me think of sex. I like sex.
- ___ It makes me think of lower-case *i*'s. I like lower-case *i*'s.
- ___ I enjoy being an oppressed minority.
- ___ "Velocity Engine" has such a nice, Jules Verne ring to it.
- ___ The idea of boosting Bill Gate's fortune makes me want to puke.
- ___ It goes well with my black turtleneck, jeans, and receding hairline.
- ___ Large selections of software confuse me.
- ___ Quark and Photoshop don't run on peecees. Oh, wait. They do. Never mind.
- ___ Nothing gives me more pleasure than staring at a perpetually spinning rainbow-colored beach ball.

3. Where did you get the MP3 files that are in your iTunes Library?

- a) I personally ripped each and every MP3 file from CDs that I legitimately purchased myself.
- b) I am a liar.

Note: Multiple answers are allowable in question 3.

4. On a scale of 1 to 5 (1 being least important, 5 being most important, 3 being periwinkle, and 2 and 4 exhibiting existential angst that makes Johnny Sartre and Al Camus look like SpongeBob SquarePants), rate the importance of the following things you do with your Mac:

- ___ Convincing guys in chat rooms that I'm really a Vassar coed.
- ___ (If you actually are a Vassar coed) Convincing guys in chat rooms that I'm really a Vassar coed.
- ___ Using Excel's DDB (double declining balance) function to calculate the depreciation of my 401k plan.
- ___ Selling my copy of OS 8.6: *The Missing Manual* on eBay.
- ___ Hiding my secret collection of bootleg J. Lo JPEGs.
- ___ Selecting fonts and adjusting leading to expand my term papers to the required page count.
- ___ Creating a pixel-shaded 3D model of that honey or hunk who won't go out with me.
- ___ Posting cranky commentary about my missing Disc sleeve on MacAddict.com's forum.

5. If you were trapped in an elevator with Steve Jobs, you would (choose all that apply):

- a) Sweat.
- b) Thank him for making my life worth living.
- c) Ask to borrow the keys to the Gulfstream V.
- d) Offer a backrub.
- e) Entertain him with my collection of Scully, Spindler, and Amelio knock-knock jokes.

One example of e): "Knock-knock." "Who's there?" "John Scully." "John Scully who?" "Exactly."

No purchase is necessary to win. (Though we certainly don't mind if you buy a few extra copies of this issue.—Ed.) You do not need to complete the survey to enter the contest (except for your contact information). (But we'll have more fun reading it if you do.—Ed.) The odds of winning depend upon the number of entries received. (Well, duh. It is a random drawing, after all—we trust you learned enough in high school math to figure this one out.—Ed.) Future Network USA cannot be responsible for lost, late, misdirected, or incomplete entries. (Or anything else sent through the USPS.—Ed.) The prize is nontransferable and no substitutions will be allowed. (Well, if your heart is really set on an autographed RS-232 cable, we might be able to oblige.—Ed.) Winners will be determined by a random drawing of all valid entries and the decision of Future Network USA shall be final. (Not even Justice Scalia or Judge Judy could change our decision.—Ed.) This contest is open to residents of the United States only. (Even Rik's relatives in Poznan and Grudziadz are ineligible.—Ed.) Return of any prize or prize notification as undeliverable will result in disqualification and an alternate winner will be selected. (Don't blame us. Blame your mail carrier and his 40-ounce lunch.—Ed.) Winners are responsible for paying any income taxes on the value of the prize received. (Yeah. Sure. Like you're worried.—Ed.) Void in Rhode Island, Puerto Rico, and where prohibited by law. (If you're from Lil' Rhody or the Isle of Enchantment, write your congressperson. Oh, yeah...Puerto Ricans don't have one. Sorry.—Ed.)