

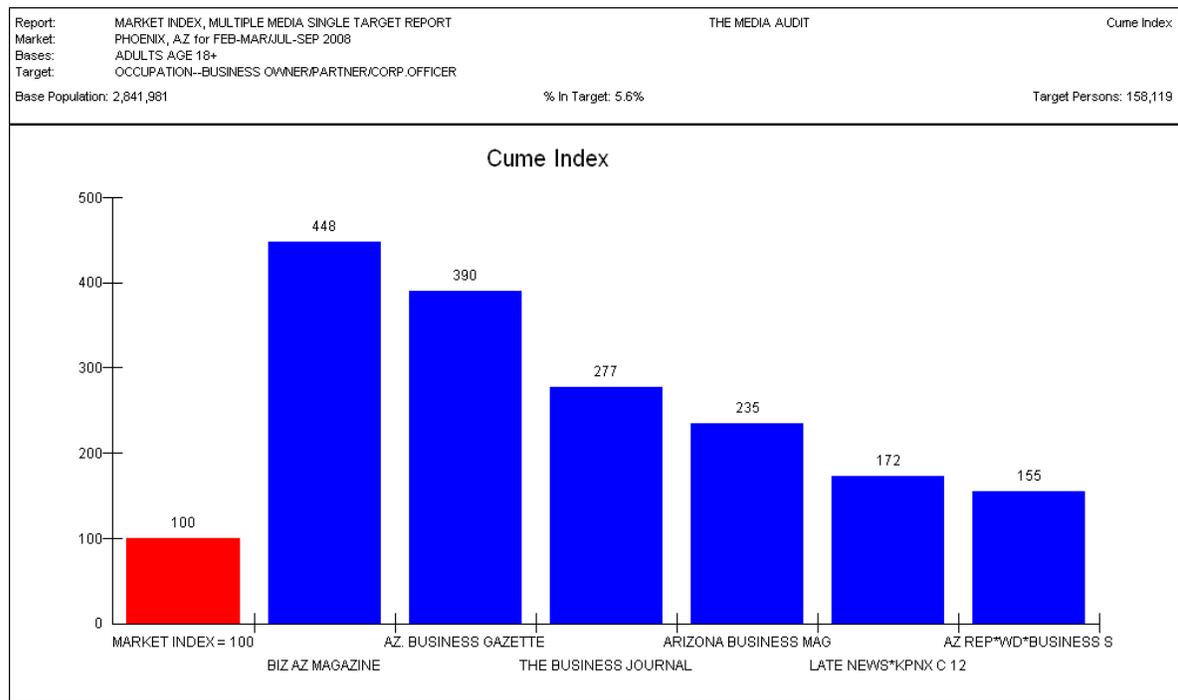
The Media Audit

Software

Multiple Media/Single Target Index Report

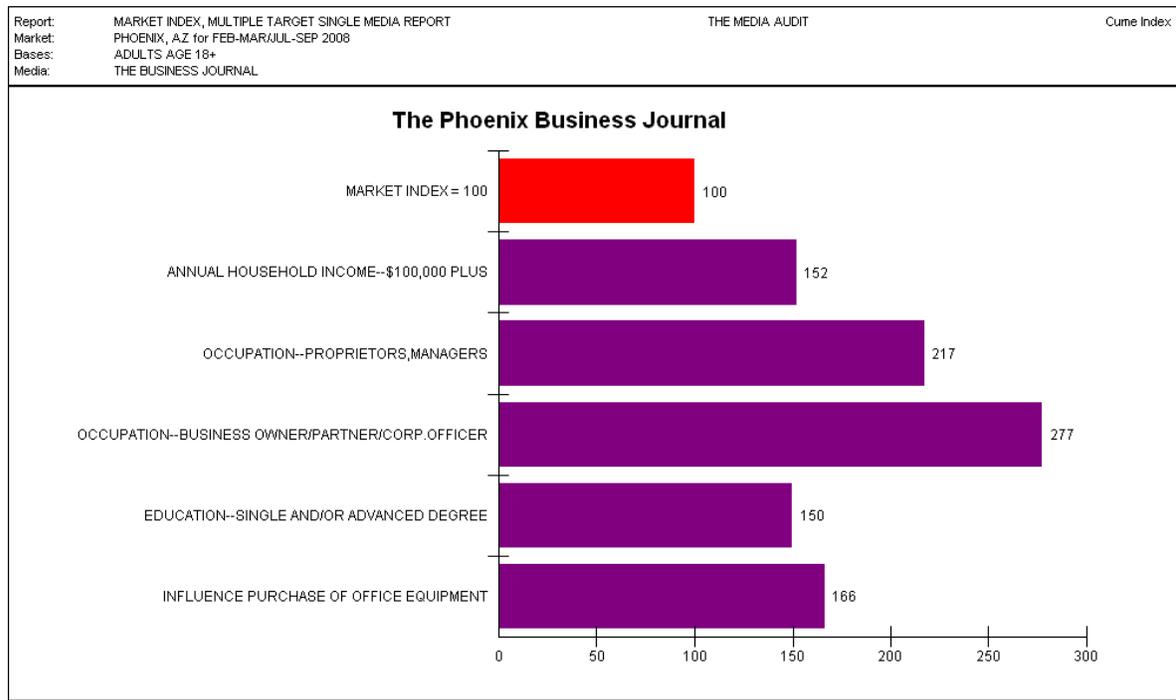
Multiple Targets/Single Media Index Report

- **The Media Audit Software**...can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software program of any qualitative media software program available anywhere.
 - **Multiple Media/Single Target** analyses can be used to:
 - Determine the indexed strength of up to five media in reaching a single target audience.
 - In using index numbers, you should remember that an index number does not tell you anything about how many of any given target audience that any medium is reaching.



- Biz AZ Magazine is the highest ranked medium among these five media with a Cume Index of 448. This suggests that the percent of readers who are business owners/partners or corporate officers is more than four times as high (448 index) when compared to the percent of the general market who are in this target audience.
 - Note that The Media Audit Ranker program can be used to show the *actual reach* for each of these media among the same target audience.
- Including an analysis that shows the ranked reach of these media in your presentation will help you show the advertiser or agency to which you are making a presentation that the media's reach coupled with their indices makes sense and thereby improve your ability to close the sale.
- A reach and frequency analysis will also enhance your overall presentation as well, if the reach of a highly indexed media shows the economy of a schedule with that media.

- **Multiple Targets/Single Media** analyses can be used in much the same manner as the one above, except it will demonstrate the indexed strengths of up to five target audiences with a single media in the same analysis.



- All of the points made in the foregoing page will hold true here...
 - We are still looking at an indexed analysis, and indices don't imply or tell you anything about how many people of each qualitative audience group any media reaches.
 - So it is important to show the reach for each audience to solidify the strength of your proposal. For example, The Phoenix Business Journal reaches...
 - Annual household income \$100,000+ -- 59,045
 - Proprietors, Managers -- 64,614
 - Business Owners/Partners/Corporate Officers -- 35,043
 - Single and/or Advanced College Degree -- 112,188
 - Influence Purchase of Office Equipment -- 54,533