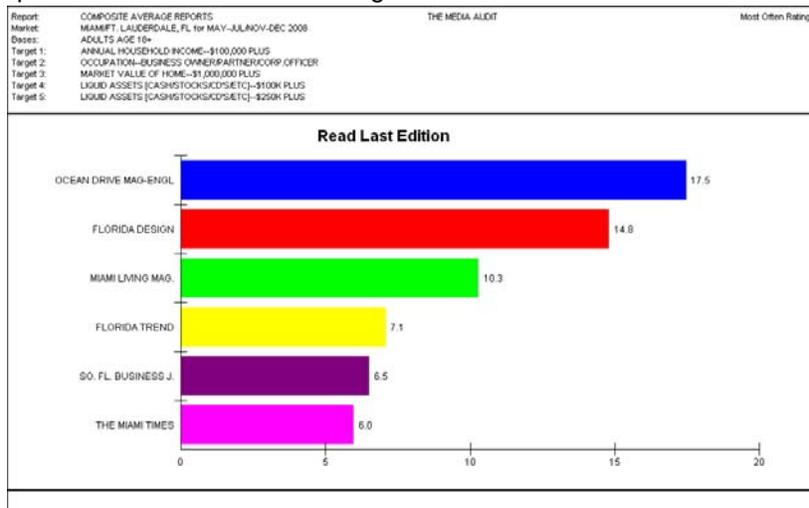


The Media Audit Software Composite Average Reports

- **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 of any qualitative media software program available anywhere.
 - **Composite Average Reports** can be used to:
 - Provide a logical means for media analysis when multiple targets beyond two are needed for decision purposes. In cases where three or more targets are needed as a base, the sample size is usually compromised; therefore, this report uses an alternative method of averaging the rating or indices and then ranking each media on the "average".
 - By creating a "composite" report consisting of multiple targets, you can more narrowly define who you are trying to reach and which media are best suited to reach the intended target audience.

Report: COMPOSITE AVERAGE REPORTS							THE MEDIA AUDIT				Cume Ratings
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008											
Bases: ADULTS AGE 18+											
Target 1: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS											
Target 2: OCCUPATION--BUSINESS OWNER/PARTNER/CORP. OFFICER											
Target 3: MARKET VALUE OF HOME--\$1,000,000 PLUS											
Target 4: LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS											
Target 5: LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS											
Media	Target #1	Target #2	Target #3	Target #4	Target #5	Composite Average	0	8	16	24	
OCEAN DRIVE MAG-ENGL	20.8	26.3	33.5	18.0	20.5	23.8					
FLORIDA DESIGN	14.7	21.5	42.6	16.1	17.3	22.4					
SO. FL. BUSINESS J.	11.4	17.4	26.7	10.7	9.5	15.2					
MIAMI LIVING MAG.	10.9	13.5	26.1	9.7	8.6	13.8					
THE MIAMI TIMES	10.5	6.2	18.2	13.7	15.1	12.7					
FLORIDA TREND	7.4	12.8	12.6	8.3	11.2	10.5					

- Ocean Drive Magazine (English Edition) is the most logical choice in reaching people who can afford to buy a home where the sale price is over \$1,000,000...
 - Ocean Drive Magazine is number one in reaching every target audience except one...where Florida Design is number one and Ocean Drive Magazine is number two. Also, note the composite average column for this publication is 23.8%.
 - If a second publication is desired, Florida Design would be the most logical selection because it is number two in every target audience except one where it is number one with a composite average of 22.4%...
 - And Ocean Drive Magazine is number two in reaching that target audience.
- The graph below shows how each magazine does in Read Last Edition.



- Putting this report together is a very simple and quick task. It is very much like a Ranker Report except, you can select multiple target audience categories up to a maximum of five targets rather than just one target.
- You can also click on the arrows in the tool bar to move or change the analysis to other dimensions to Most Often, which you can change in the graph title by clicking on Graph Titles and change Most Often to Read Last Edition as well as create a different look and colors for the bar graphs as indicated above for Read Last Edition of the media selected.
- You can change the colors to one color for each bar graph or any multiple of colors for the different bars.
- In the graph selections there are other selections that can be used for other looks, for example:
- Horizontal Bar
 - Toggle 2D/3D
 - Graph Titles
 - Graph Label Fonts
 - Graph Colors (Bar/Slice)
 - Rotate 3D Graph
 - Bar Graph Size/Width
 - Graph Background
 - Export Graph
 - Graph Defaults
 - Save Graph Options

- Load Graph Options