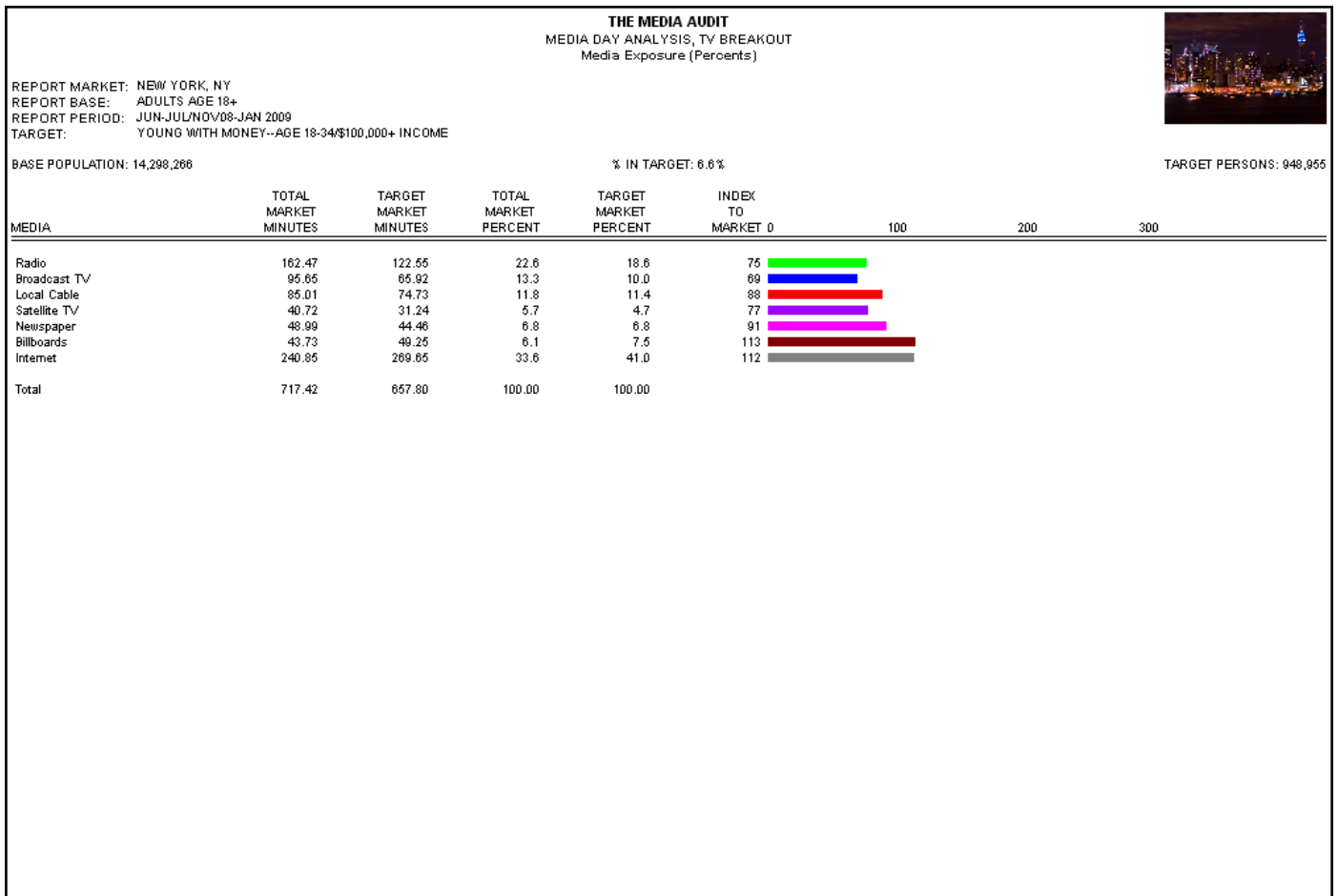


The Media Audit

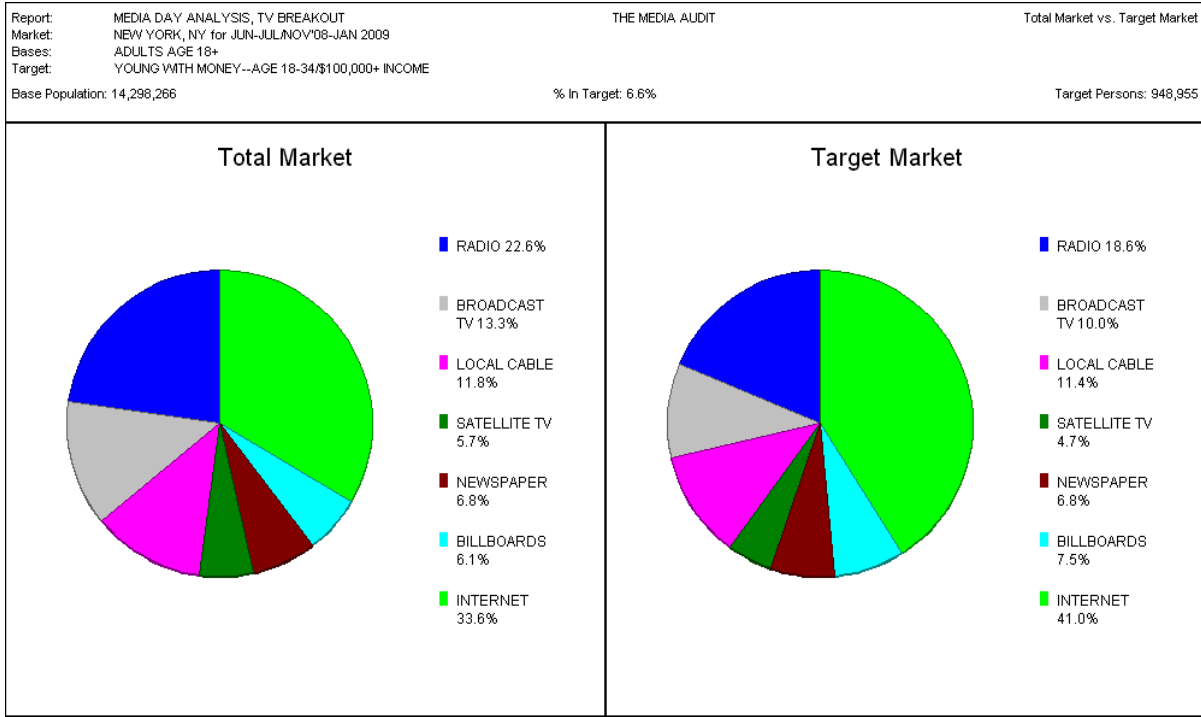
Software Media Media Day Analysis

- **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.
- **Media Day Analysis** can be used to:
 - Determine the degree of media exposure for any target audience for each of the following media:
 - Radio
 - Television
 - Local Cable
 - Satellite
 - Newspaper
 - Billboards
 - Internet



- Total market minutes is the number of minutes everyone spends with each media.
- Target market minutes is the number of minutes the target audience spends with each media i.e. in the analysis above "Young with Money -- 18-34 year olds with \$100,000+ Income".
- Total Market Percent is percent of everyone using each media.
- Target Market Percent is the percent of the Target Market using each media.
- Index to the Market for each media.

Side by Side Graphic Analysis of the Total Market vs. the Target Market



Note the comparative strengths between the Total Market and The Target Market for Young adults with Money – Age 18-34 with \$100,000+ Annual Income.

- Also note the strength of Radio and Internet with this young affluent target audience.
- Depending on your graphic presentation preferences, there are nine different ways to present the results of a Media Day Analysis of these major media strengths in reaching a target audience...
 - Some in multiple comparisons on the same page as shown here and in the foregoing page...
 - And others with the different analyses on two separate pages.

