

The Media Audit Software Reach & Frequency 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.
 - **Reach & Frequency Analysis** can be used to:
 - Determine the reach and frequency of a single media or...
 - Determine the reach and frequency of multiple media across different media platforms as in the analysis below.

| THE MEDIA AUDIT REACH & FREQUENCY REPORT | | | | | | | | | |
|---|-----------|-------------|---------------------|-------|-------|---|----------------|-------------------|--|
| REPORT MARKET: SEATTLE-TACOMA, WA | | | | | |  | | | |
| REPORT BASE: ADULTS AGE 18+ | | | | | | | | | |
| REPORT PERIOD: MAR-MAY/SEP-OCT 2008 | | | | | | | | | |
| TARGET: ADULTS AGE 18+ | | | | | | | | | |
| BASE POPULATION: 3,020,009 | | | % IN TARGET: 100.0% | | | TARGET PERSONS: 3,020,009 | | | |
| MEDIA | # OF ADS | COST OF ADS | CUME RATING | REACH | FREQ. | GRPS | COST PER POINT | COST PER THOUSAND | |
| KIRO | 5 | 2,250 | 12.0% | 0.8% | 3.1 | 3.15 | 713.58 | 30.18 | |
| KUBE-FM | 5 | 2,125 | 10.0% | 0.6% | 2.9 | 2.44 | 869.63 | 39.46 | |
| KUOW-FM | 5 | 2,075 | 11.0% | 1.2% | 5.1 | 4.69 | 442.20 | 11.44 | |
| SEAT. TIMES**WEEKDAY | 2 | 3,000 | 24.8% | 10.0% | 1.7 | 16.90 | 177.53 | 5.88 | |
| LATE NEWS*KING C 5 | 5 | 6,250 | 15.0% | 5.5% | 3.1 | 16.80 | 372.06 | 12.32 | |
| # of Ads | 22 | | | | | | | | |
| Cost of Ads | 15,700 | | | | | | | | |
| Persons Reached | 516,993 | | | | | | | | |
| % of Total Target Reached | 17.1% | | | | | | | | |
| Average Frequency | 3.2 | | | | | | | | |
| GRPs | 44 | | | | | | | | |
| Cost Per Point | 356.93 | | | | | | | | |
| Gross Impressions | 1,327,469 | | | | | | | | |
| Cost Per Thousand | 11.83 | | | | | | | | |

- The Persons Reached and the Percent of Target Reached shown above in the single column below the individual media numbers are net unduplicated numbers. For example:
 - The total net unduplicated **Persons Reached** in this analysis that are 18+ equal 516,993 adults.
 - Likewise, the unduplicated **% of Total Target Reached** that are 18+ is 17.1%.
- The Media Audit Software eliminates duplication using any target or media in its Reach & Frequency Program.
 - Regardless of how many media are used in the analysis, The Media Audit Reach & Frequency analysis will not count any respondent more than one time regardless of how many media each respondent read, viewed or listened to in the program.
 - See the example on the back of this page as an example with 15 media in the analysis of adults with Annual Household Income of \$75,000 or more...and proof of the elimination of audience duplication in the analysis.

**5 Radio Stations, 3 Daily Newspapers, 1 Business Journal, 2 Alternative Newsweeklies,
1 Magazine and 3 Late Evening Television News Programs**

| THE MEDIA AUDIT | | | | | | | | | |
|---|----------|-------------|-------------|-------|--------------------|-------|----------------|---------------------------|--|
| REACH & FREQUENCY REPORT | | | | | | | | | |
| REPORT MARKET: SEATTLE-TACOMA, WA | | | | | | | | | |
| REPORT BASE: ADULTS AGE 18+ | | | | | | | | | |
| REPORT PERIOD: MAR-MAY/SEP-OCT 2008 | | | | | | | | | |
| TARGET: ANNUAL HOUSEHOLD INCOME-\$75,000 PLUS | | | | | | | | | |
| BASE POPULATION: 3,020,009 | | | | | % IN TARGET: 37.3% | | | TARGET PERSONS: 1,126,404 | |
| MEDIA | # OF ADS | COST OF ADS | CUME RATING | REACH | FREQ. | GRPS | COST PER POINT | COST PER THOUSAND | |
| KBKS-FM | 5 | 500 | 11.2% | 0.5% | 2.1 | 2.00 | 250.01 | 41.84 | |
| KIRO | 5 | 2,250 | 13.8% | 0.6% | 2.2 | 2.58 | 872.68 | 138.66 | |
| KOMO | 5 | 500 | 14.0% | 0.9% | 3.0 | 3.49 | 143.32 | 17.10 | |
| KUBE-FM | 5 | 2,125 | 11.1% | 0.8% | 3.6 | 3.32 | 640.22 | 63.58 | |
| KUOW-FM | 5 | 2,075 | 14.9% | 1.6% | 5.1 | 6.39 | 324.75 | 22.52 | |
| SEAT. TIMES**WEEKDAY | 1 | 1,500 | 27.4% | 6.2% | 1.0 | 6.16 | 243.62 | 21.63 | |
| NEWS TRIBUNE**WEEKDAY | 1 | 750 | 8.8% | 2.1% | 1.0 | 2.08 | 360.42 | 32.00 | |
| THE HERALD***WEEKDAY | 1 | 575 | 5.7% | 1.3% | 1.0 | 1.33 | 431.92 | 38.35 | |
| PUGET SOUND BUS.JRNL | 1 | 800 | 9.0% | 1.7% | 1.0 | 1.73 | 461.98 | 41.01 | |
| SEATTLE WEEKLY | 1 | 900 | 16.7% | 2.4% | 1.0 | 2.39 | 377.12 | 33.48 | |
| THE STRANGER | 1 | 900 | 16.3% | 2.3% | 1.0 | 2.34 | 383.92 | 34.08 | |
| SEATTLE MAGAZINE | 1 | 950 | 16.8% | 3.4% | 1.0 | 3.45 | 275.37 | 24.45 | |
| LATE NEWS*KING C 5 | 5 | 6,250 | 14.6% | 4.7% | 3.1 | 14.28 | 437.73 | 38.86 | |
| LATE NEWS*KOMO C 4 | 5 | 4,875 | 10.8% | 3.5% | 3.1 | 10.75 | 453.68 | 40.28 | |
| LATE NEWS*KIRO C 7 | 5 | 3,625 | 8.4% | 2.4% | 3.1 | 7.30 | 496.32 | 44.06 | |
| # of Ads | 47 | | | | | | | | |
| Cost of Ads | 28,575 | | | | | | | | |
| Persons Reached | 333,441 | | | | | | | | |
| % of Total Target Reached | 29.6% | | | | | | | | |
| Average Frequency | 2.1 | | | | | | | | |
| GRPs | 70 | | | | | | | | |
| Cost Per Point | 410.65 | | | | | | | | |
| Gross Impressions | 766,601 | | | | | | | | |
| Cost Per Thousand | 37.27 | | | | | | | | |



Analysis of Net Unduplicated Reach

- 47 ads reach 333,441 Target Adults with \$75,000 or More in Annual Household Income.
- Persons Reached = 333,441 or 29.6% of Target Income Group.
- Total Adults with \$75,000 or More in Annual Household Income = 1,126,404
- Target Persons Reached divided by Totals Adults in Target = 333,441/ 1,126,404 = 29.599504 when rounded = 29.6
- If you add the percents in the Cume Rating column in the analysis above, you will get a total of 199.5% which is impossible to achieve...and proof of the elimination of duplication in The Media Audit Reach & Frequency Analysis software program.