

HOW TO READ A GfK MRI COST RANKING REPORT

The Cost Ranking format is a standard research display format that allows multiple variables of related data to be grouped together. Below is a screen capture of a MEMRI Cost Ranking Report, complete with explanations of key numbers. Please note that all numbers are based on Fall 2018 MRI Study and that the projected numbers (000) are expressed in thousands.

Cost Ranking	Matrix View		1
People	Unwgt'd Audience (000)	3533	1277
	Audience (000)	34593	12801
	Comp %	100.00	37.00
	Coverage %	13.96	19.87
	Index	100	142
	Circulation	3388	3388
	RPC	10.21	3.78
	4C CPM	11.17	30.19
InStyle	4C Cost	386400	386400
	Unwgt'd Audience (000)	733	427
	Audience (000)	7096	3800
	Comp %	100.00	53.56
	Coverage %	2.86	5.90
	Index	100	206
	Circulation	1661	1661
	RPC	4.27	2.29
4C CPM	30.34	56.66	
4C Cost	215300	215300	

Audience (000):

Total projected audience expressed in thousands. *Example: 12,801,000 women 25-54 read People Magazine in the last 7 days*

Comp %:

The percentage of a medium's audience that is included in the target. *Example: 37% of People Magazine readers are women 25-54*

Coverage %:

The percentage of the target audience that is reached by the specified media. *Example: 19.87% of all women 25-54 read People Magazine.*

Index:

The likelihood of the target audience to be exposed to a specified media. The index of the average is 100. *Example: Women 25-54 are 42% more likely to have read People Magazine than the 18 + general population.*

4C CPM (cost per thousand):

The cost per thousand for one 4 color insertion in a given publication. *Example: A 4 color ad in InStyle would cost \$56.66 to reach a thousand women 25-54.*

RPC (Reader per copy):

The number of readers generated by the average copy. *Example: The average single copy of InStyle is read by 2.29 women 25-54.*

Circulation:

The average number of copies of a single issue of a newspaper or magazine that are made available to the public expressed in thousands. *Example: InStyle magazine has a circulation of 1,661,000.*

How the numbers are derived

Comp% = 37.00% The percent calculated by dividing the (000) value in the target cell by the (000) value in the base column. $12801/34593=37.00$

Coverage% = 19.87% The percent calculated by dividing the (000) value in the target cell by the (000) in the base row. $12801/64416=19.87$

Index = 142% The percent calculated by dividing either the comp % in the target cell by the comp % in the base cell (37.00/26.00) or by dividing the coverage % in the target cell by the coverage % in the base row (19.87/13.96). Either calculation generates the same result because when the comp % and cov % are expressed in terms of (000), the relationships are identical.

RPC = 4.27% Calculated by dividing the total audience by the circulation = $7096/1661=4.27$

4C CPM = \$56.66 Calculated by dividing the total 4C cost by the total audience = $215300/3800=56.66$