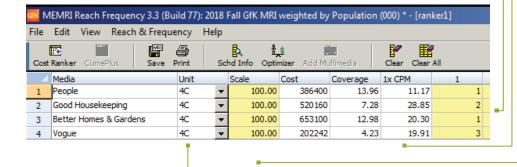


HOW TO READ A GFK MRI REACH & FREQUENCY



Number of insertions for each magazine. E.g There are 3 insertions for Vogue in schedule 1.

Cost per insertion

E.g. One insertion in Vogue costs \$202.242..

Scale: Allows user to scale the audience of a magazine up or down.

Unit: Type of insertion selected. You can select from 4 Color (4C), 2 Color (2C), Black and White (BW), 4 Color Bleed (4CBW), 2 Color Bleed (2CBW), Black and White Bleed (BWBC) and User.

Total Ad Placements	7	_
Total Cost	2686546	-
Gross Impressions	134244	-
Gross Rating Points	54	-
CPM Gross Impressions	20.01	-
Average Frequency	1.89	
Net Reach	70855	-
Reach Percent	28.60	-
Eff (3+) Reach Percent	7.45	-
CPM Net Reach	37.92	-
CPM Eff (3+) Reach	145.63	•

Total Ad Placements Total number of insertions in a schedule

Total Cost: Total combined cost of all insertions in schedule.

Gross Impressions: Total number of chances an ad has of being seen by a target.

Gross Rating Points: Accumulation of rating points delivered by all media in schedule. A rating point is equivalent to one percent of the given population within the target.

CPM Gross Impressions: The cost of achieving 1000 impressions (includes duplicated readers)

Avg. Frequency: Number of times a person in target sees ad.

Net Reach: Number of different people exposed to the schedule at least one time

Reach Percent: Percentage of target reached.

Effective (3+) Reach Percent: Percent of target who has seen the ad 3+ times

CPM Net Reach: Cost of reaching a thousand different people in target.

CPM Effective (3+): Cost of reaching a thousand different people in the target 3+ times.

HOW TO READ A GFK MRI REACH & FREQUENCY CONT.

How the numbers are derived

Total Cost=\$2,686,546

Calculated by multiplying the cost per insertion for each media by the number of insertions for each media, added together

386400*1

386400*1 520160*2 653100* 1 202242*3

Gross Impressions (000)=134244	Calculated by multiplying the net reach by the average frequency=70855*1.89
Gross Rating Points=54	Calculated by multiplying the reach % by the average frequency=28.60*1.89
CPM Gross Impressions=20.01	Calculated by dividing the total cost of the schedule by the total Gross Impressions = 2686546/134244
Reach Percent=28.60	Calculated by dividing the net reach by the target population = 70855/247786
Avg Frequency=1.89	Calculated by dividing the Gross Rating Points by the Reach Percent = 54/28.60
Net Reach (000)=70855	Calculated by multiplying the target population by the reach percent = 247786*28.60
CPM Net Reach=37.92	Calculated by dividing the total cost by the net reach = 2686546/70855