

HOW TO READ A GfK MRI REACH & FREQUENCY

Media	Unit	Scale	Cost	Coverage	1x CPM	1
1 People	4C	100.00	386400	13.96	11.17	1
2 Good Housekeeping	4C	100.00	520160	7.28	28.85	2
3 Better Homes & Gardens	4C	100.00	653100	12.98	20.30	1
4 Vogue	4C	100.00	202242	4.23	19.91	3

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.

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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 $386400 * 1$ $520160 * 2$ $653100 * 1$ $202242 * 3$
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 = $2686546 / 70855$