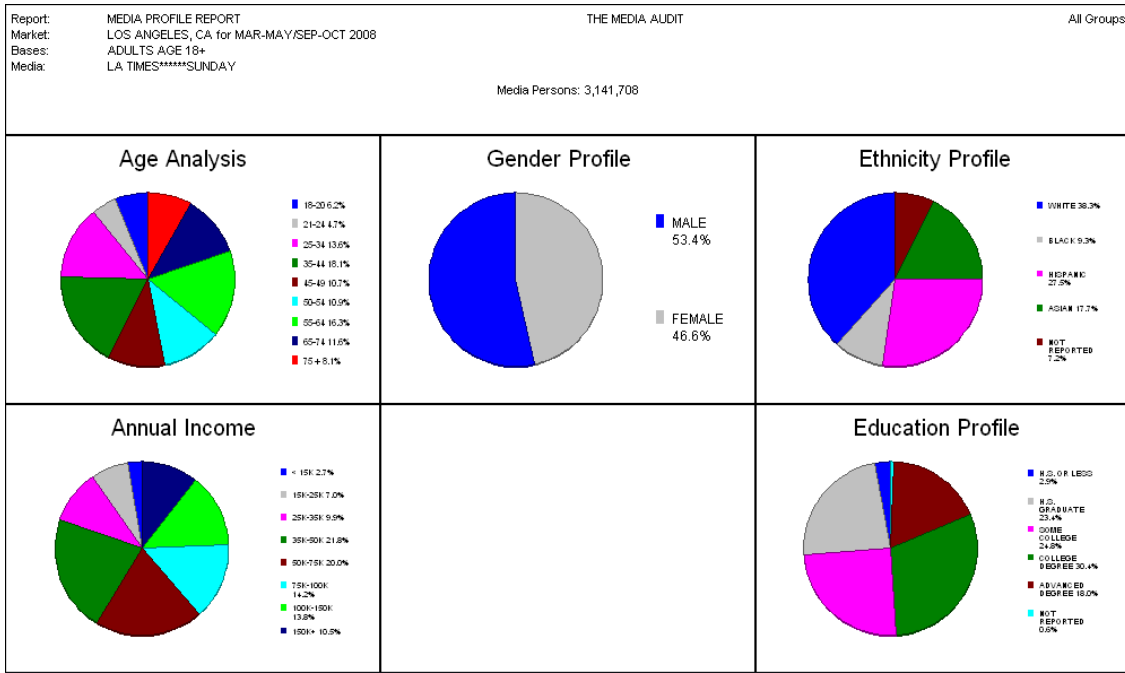


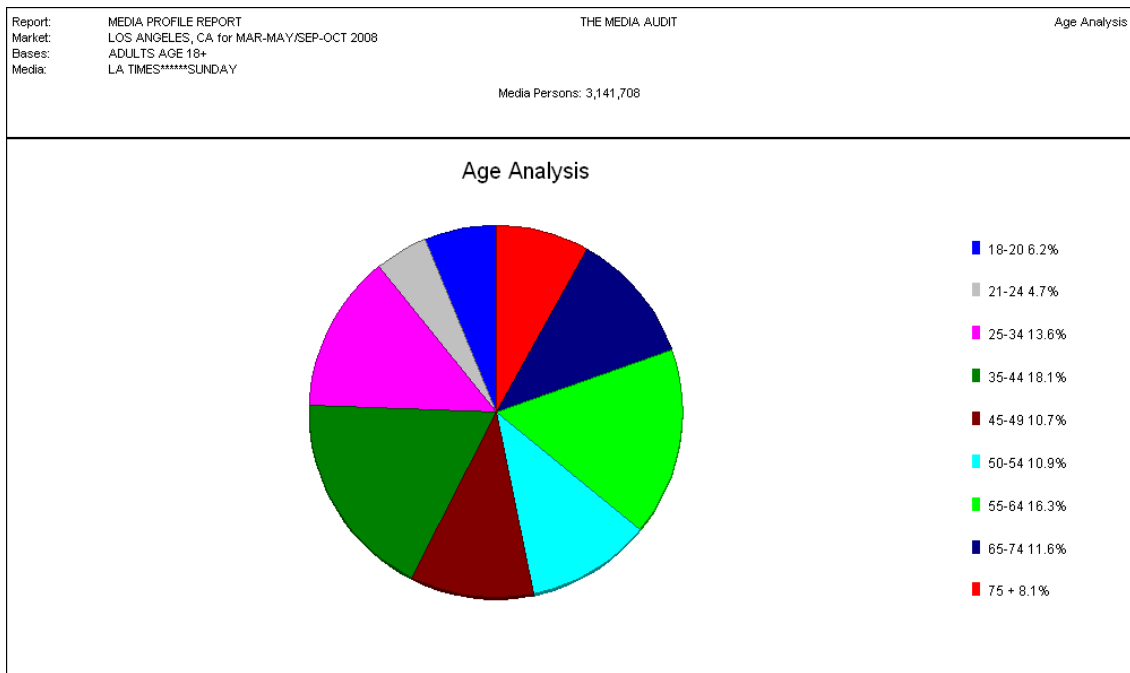
The Media Audit

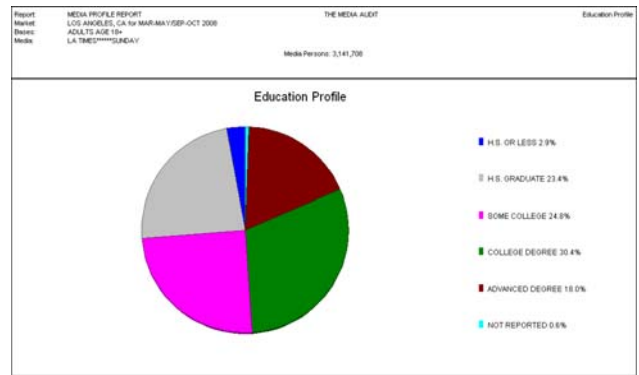
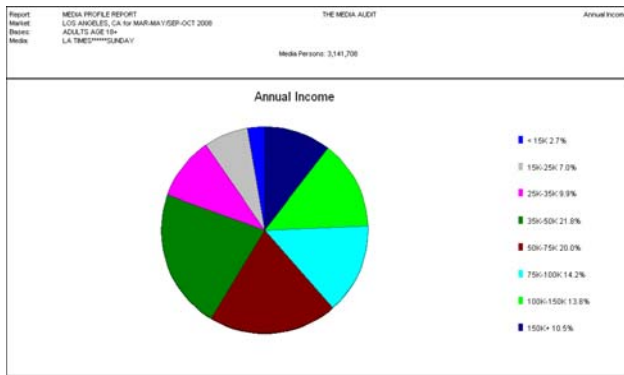
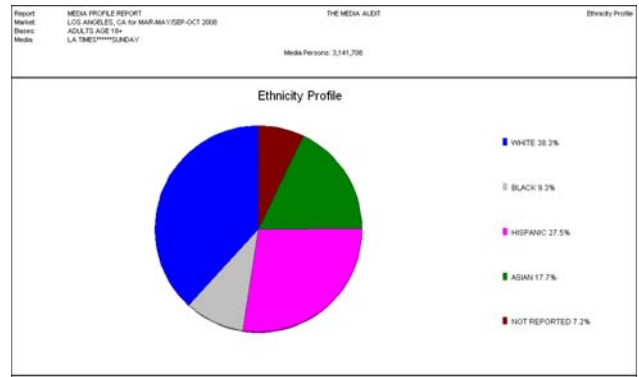
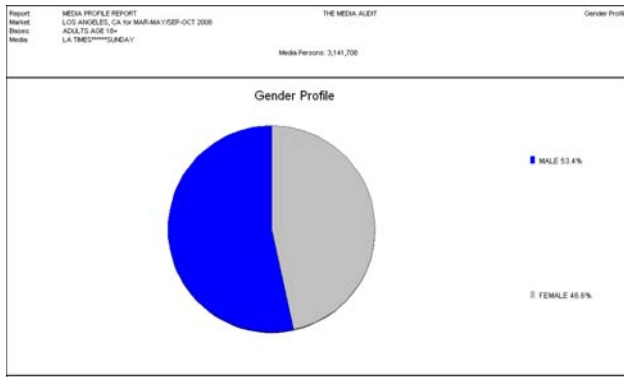
Software Media Profile Report

- **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 Profile Report** analyses can be used to:
 - Determine the media profile of any media audience.



- Each of these different analyses can be printed individually by clicking on any individual pie chart in the analysis as shown below and the following page.





- Each of these Pie Charts can be graphed as Bar Charts by clicking on the GRAPH tool in the tool bar in The Media Audit Software and then clicking on Stacked Bar.
- In addition to each of the demographic groups that are available in the Media Profile Report, you can click on any Target Audience available in The Media Audit to show the percent of any given Target Audience that is reached by the media being profiled such as air travelers...especially those traveling by air frequently...here is an example:
 - Primary Business Air Travelers that are reading the Sunday Edition of the Los Angeles Times.

