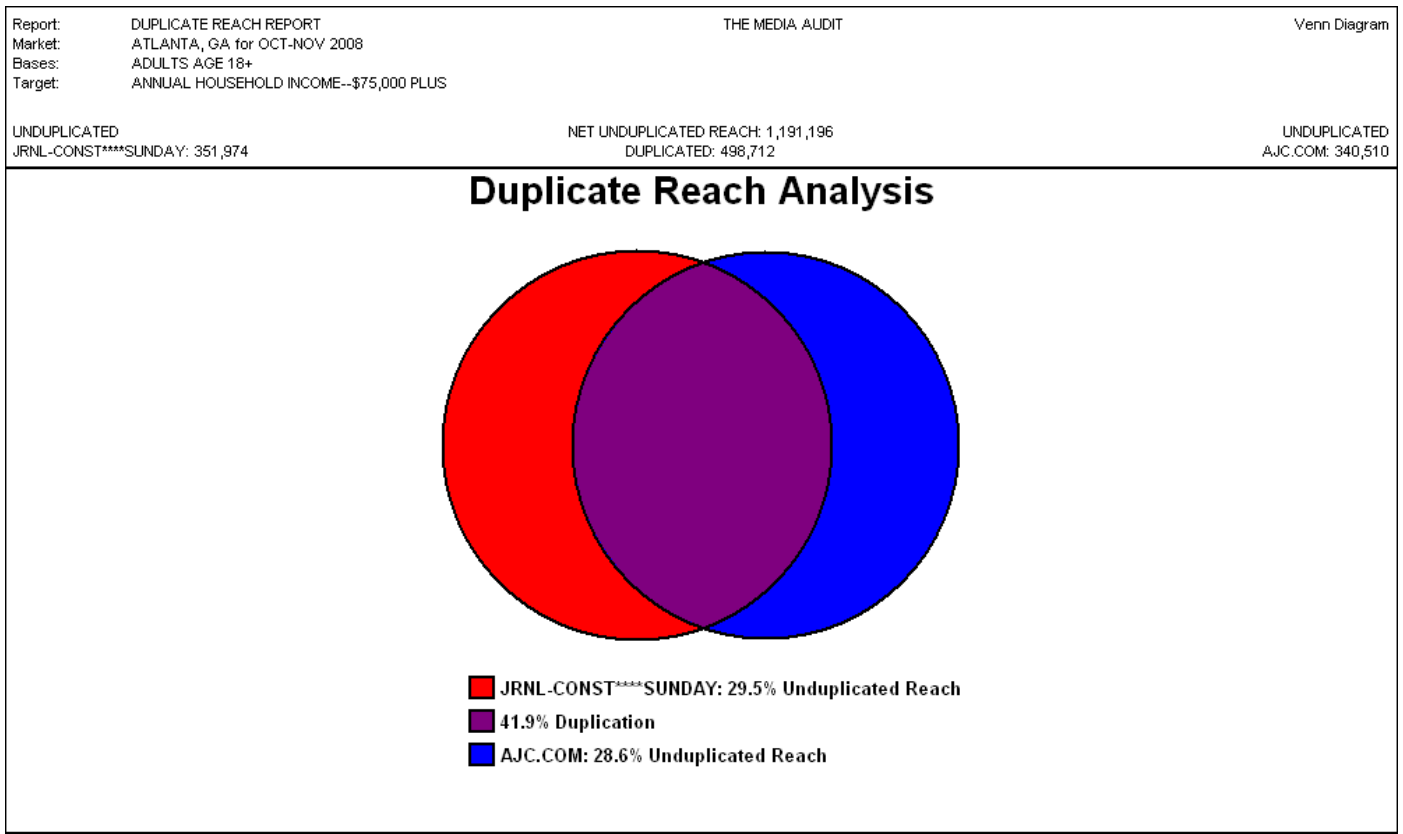


## The Media Audit Software Duplicate Reach Analysis

- **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.
  - **Duplicate Reach Analysis** can be used to:
    - Determine the degree of duplication between one media and another and how much your media adds to the reach of the other media or vice versa.
    - Determine how much duplication between your primary media and your website.



The purpose of this analysis is to show the amount of duplication between one media and another. The percent of duplication in this case, 41.9% of adults with \$75,000 + family income, which defines the increased frequency of exposure that will occur between advertising in the Sunday edition of the Atlanta Journal Constitution and their website AJC.com.

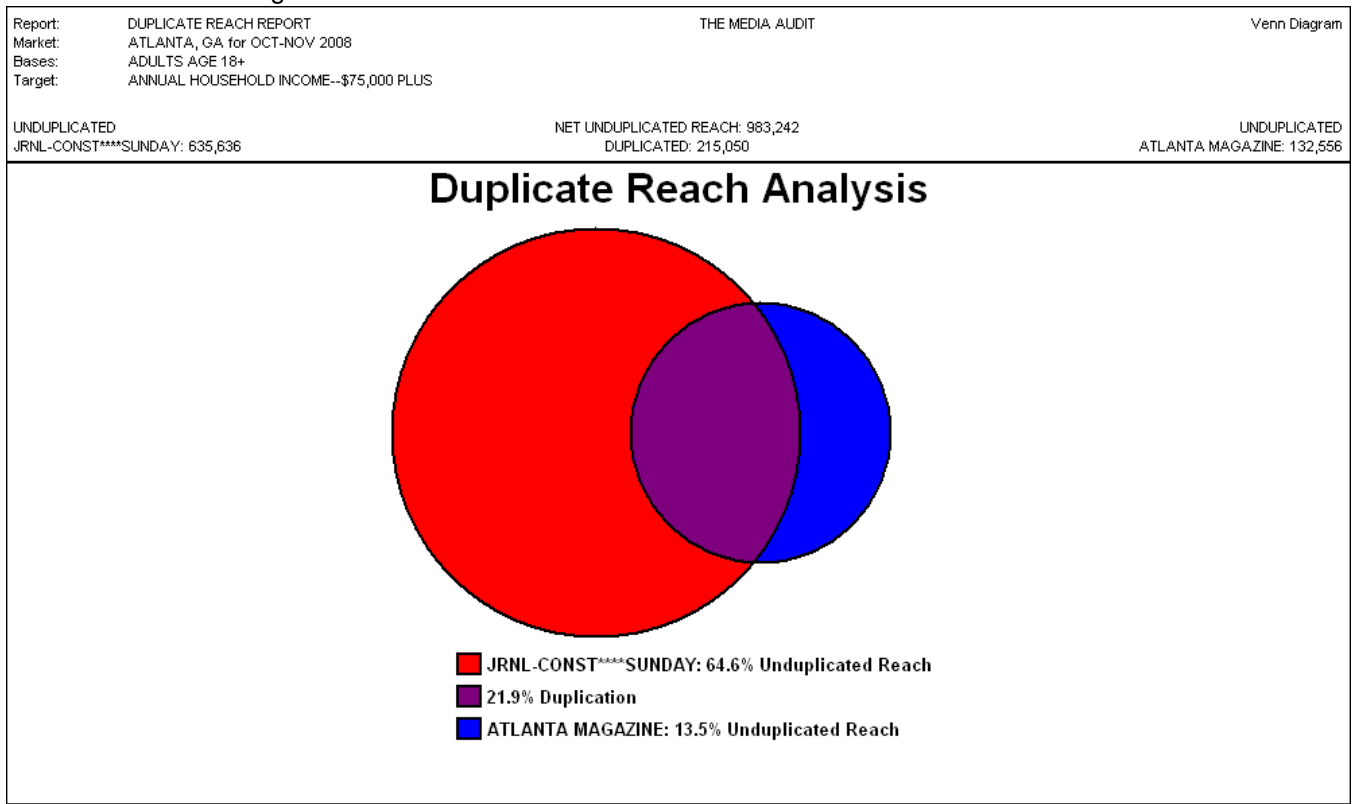
The number of adults for each classification is defined at the top of the graph:

- Net Unduplicated Reach of the two media is 1,191,196
- Duplicated Reach is 498,712
- Unduplicated Reach of the Atlanta Journal Constitution Sunday edition is 351,974
- Unduplicated Reach of AJC.com is 340,510

The percentages of duplication and unduplicated reach are defined below the graph:

- Journal Constitution Sunday edition percentage is 29.5%
- Duplicated reach is 41.9%
- AJC.com is 28.6

The Duplicate Reach analysis can be used for any two combinations of different media. It doesn't have to be the primary media and its website. It can be the primary media and a television news program or a radio station or another print media ...for example the Atlanta Journal Constitution and Atlanta Magazine.



This program in The Media Audit Software is very easy to use. Click on Duplicate Reach, and then click on the two media that you want to analyze. All you need to do after that is click on Print...and you have an analysis ready for your presentation.

- Net unduplicated Reach of the two media is 983,242
- Duplicated Reach is 215,050
- Unduplicated Reach of the Atlanta Journal Constitution Sunday edition is 635,636
- Unduplicated Reach of the Atlanta Magazine is 132,556

The percentage of duplication and unduplicated reach are:

- Journal Constitution Sunday edition is 64.6%
- Duplicated reach is 21.9%
- Atlanta Magazine is 13.5%