

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Complete Demographic Data Now Available For 1000+ Local Media Web Sites

The Media Audit, a syndicated media survey now contains both quantitative and qualitative data on 1000+ local media web sites serving more than 80 markets.

The data available is identical to the demographic profiles of traditional media readers and viewers that have been available for decades and on which most media buying decisions are based. International Demographics, Inc. has been publishing survey reports via The Media Audit for 29 years.

Bob Jordan, Co-chairman of The Media Audit (TMA) said that although his firm is focused exclusively on local markets, other rating firms are doing just as credible a job with national media web sites. "The data that the advertising industry needs about the Internet is growing and maturing daily," says Jordan.

TMA started providing data on local media web sites in 1998 and, according to Jordan, the market had "very little interest in the new data. Everyone thought national survey data was all they needed. Even many local media web sites thought they were selling a national product because they were part of a large corporate group. Today that's changing, says Jordan a 40-year member of the market research industry.

In the last 18 months his firm has signed up 189 local media web site subscribers that include 68 daily newspaper sites, 49 television sites and 64 city guide sites. "As the sites begin to focus on local demographics, agencies, media buying services and advertisers are following," says Jordan.

TMA, a syndicated media ratings service currently covering more than 80 markets, provides both quantitative and qualitative data for media web sites as well as for traditional media. In addition to comprehensive audience profiles, TMA provides trend data on market penetration and market share.

Traditional media - print, broadcast and outdoor - have used TMA data in sales, marketing and management for more than 29 years. In 1998, the surveys started providing data on local media web sites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

TMA has more than 1700 clients that include radio and television stations, cable television networks, cable television operators, daily newspapers, alternative weekly newspapers, city and regional magazines, shopper publications, outdoor billboard companies, and direct mail houses. In addition, TMA clients include local Internet web sites for daily newspapers, television and radio stations, alternative newspapers, shoppers and city guides. The client base also includes more than 500 advertising agencies, media buying services and advertisers.

TMA is a product of International Demographics, Inc., a 29-year-old Houston firm that is engaged exclusively in syndicated, multiple-media surveys conducted at the local market level.

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