

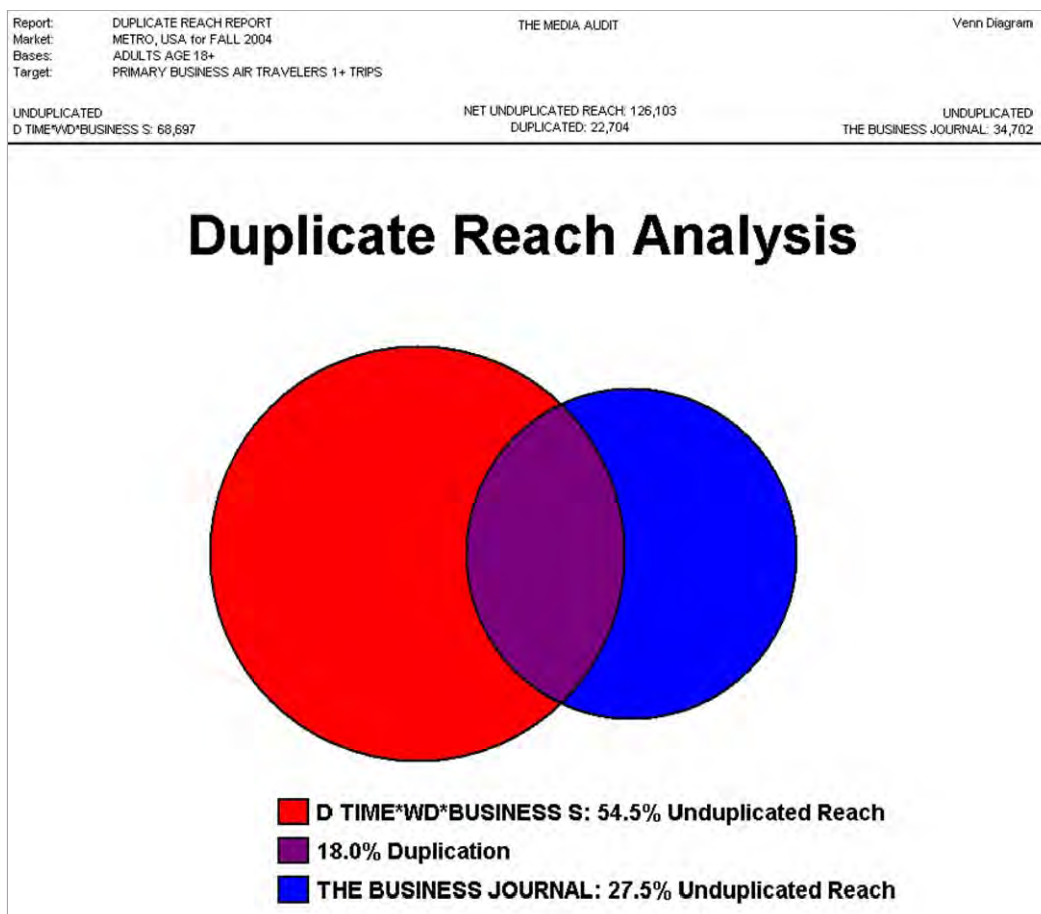
Duplicate Reach—how to create and read

What is a Duplicate Reach Report?

A Duplicate Reach Report is a report that graphically displays the amount of audience duplication that exists between two different media for a single target.

How to Create a Duplicate Reach Report

1. Click on Duplicate Reach from the main menu.
2. At the Media Selection screen, and using the Ctrl key, select the two media that you wish to analyze.
3. At the Target Selection screen, select the single target you wish to analyze.
4. See below for an example of a Duplicate Reach Report, which compares the amount of duplication between readers of a monthly business publication and readers of the business section of a daily newspaper.



The example above illustrates the audience duplication between two media in reaching frequent business travelers, using a Venn Diagram.

Using the above example, 22,704 frequent business travelers are reached by BOTH media (duplicated), while 68,697 frequent travelers are reached only by the daily newspaper's business section, and 34,702 frequent travelers are reached only by the Business Journal.