

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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The Media Audit Celebrates 35th Year Anniversary

The Media Audit celebrated its 35th anniversary on Saturday April 1st, making it the oldest of the local market qualitative service in America.

The Houston based media and marketing research company was co-founded by its current President Bob Jordan and Chairman Jim Higginbotham. Today more than 1,500 clients subscribe to The Media Audit for their planning, buying and selling of media in 85 markets.

One of the few remaining independent media research companies, The Media Audit has grown its business based on three factors

- Quality research
- Strong client service
- Quick and easy presentation software

“We have a great team at The Media Audit.” says Jim Higginbotham, who heads up The Media Audit research. “It has been a most rewarding privilege for me over these past 35 years to work with an outstanding group of motivated and dedicated employees in building the leading privately owned qualitative media research company in North America. Our continued quest for the very best in product quality, software, and customer training and support has been a key factor in our success. Today, our opportunity for continued growth and expansion is boundless.”

Company president Bob Jordan who heads up sales and marketing said “Our mission has been simple...help our clients, advertisers, agencies and media to increase their sales. This means working with them to understand the strengths of their services and how to position those strengths to maximize their benefits. We have long believed in providing our clients with the most experienced and knowledgeable sales people to help train them. It is gratifying to see our client list grow year by year knowing that our efforts are paying off for them.”

In mid 2005, The Media Audit teamed up with Ipsos, the fifth largest media and marketing research company in the world, to respond to a US radio industry request for proposals for electronic media measurement. At the end of 2005, The Media Audit/Ipsos made a proposal to the Clear Channel led

committee, to monitor radio and all other broadcast services using the next generation of Cell Phones known as Smart Phones. Aside from its unique application of the cell phone monitoring device, The Media Audit proposal calls for

- Multi-media measurement including print and outdoor
- Large sample sizes
- Extensive retail and market information collected through a GPS system built into the phones.

The comprehensive multi-media and marketing service is packaged into highly competitive subscription fees.

The Media Audit, a syndicated service of International Demographics, is a multi-media and marketing survey conducted in 85 cities across the US. The 35 year old service is used by more than 250 advertisers and their ad agencies to help define the market and to help shape media campaigns. More than 1,300 media subscribe to THE MEDIA AUDIT to sell their advertising value to the advertisers and ad agencies.

The syndicated study that covers over 450 target items including socioeconomic characteristics, life styles, business decision makers, product purchasing plans, retail shopping habits, travel history, supermarket shopping, stores shopped, products purchased, fast-food restaurants eaten in, soft drink consumption, brands purchased, health insurance coverage, leisure activities, banks used, credit cards used and other selected consumer characteristics important to local media and advertisers.

IPSOS, is the 5th largest media and marketing research company in the world. With offices in 40 countries, its European division has the contract for radio measurement as well as the TV diary measurement in the UK.

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