


The Media Audit Software Reach & Frequency 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.
 - **Reach & Frequency Analysis** can be used to:
 - Determine the reach and frequency of a single media or...
 - Determine the reach and frequency of multiple media across different media platforms as in the analysis below.

THE MEDIA AUDIT REACH & FREQUENCY REPORT									
REPORT MARKET: SEATTLE-TACOMA, WA									
REPORT BASE: ADULTS AGE 18+									
REPORT PERIOD: MAR-MAY/SEP-OCT 2008									
TARGET: ADULTS AGE 18+									
BASE POPULATION: 3,020,009			% IN TARGET: 100.0%			TARGET PERSONS: 3,020,009			
MEDIA	# OF ADS	COST OF ADS	CUME RATING	REACH	FREQ.	GRPS	COST PER POINT	COST PER THOUSAND	
KIRO	5	2,250	12.0%	0.8%	3.1	3.15	713.58	30.18	
KUBE-FM	5	2,125	10.0%	0.6%	2.9	2.44	869.83	39.46	
KUOW-FM	5	2,075	11.0%	1.2%	5.1	4.69	442.20	11.44	
SEAT. TIMES**WEEKDAY	2	3,000	24.8%	10.0%	1.7	16.90	177.53	5.88	
LATE NEWS*KING C 5	5	6,250	15.0%	5.5%	3.1	16.80	372.06	12.32	
# of Ads	22								
Cost of Ads	15,700								
Persons Reached	516,993								
% of Total Target Reached	17.1%								
Average Frequency	3.2								
GRPs	44								
Cost Per Point	356.93								
Gross Impressions	1,327,469								
Cost Per Thousand	11.83								

- The Persons Reached and the Percent of Target Reached shown above in the single column below the individual media numbers are net unduplicated numbers. For example:
 - The total net unduplicated **Persons Reached** in this analysis that are 18+ equal 516,993 adults.
 - Likewise, the unduplicated **% of Total Target Reached** that are 18+ is 17.1%.
- The Media Audit Software eliminates duplication using any target or media in its Reach & Frequency Program.
 - Regardless of how many media are used in the analysis, The Media Audit Reach & Frequency analysis will not count any respondent more than one time regardless of how many media each respondent read, viewed or listened to in the program.
 - See the example on the back of this page as an example with 15 media in the analysis of adults with Annual Household Income of \$75,000 or more...and proof of the elimination of audience duplication in the analysis.

**5 Radio Stations, 3 Daily Newspapers, 1 Business Journal, 2 Alternative Newsweeklies,
1 Magazine and 3 Late Evening Television News Programs**

THE MEDIA AUDIT									
REACH & FREQUENCY REPORT									
REPORT MARKET: SEATTLE-TACOMA, WA									
REPORT BASE: ADULTS AGE 18+									
REPORT PERIOD: MAR-MAY/SEP-OCT 2008									
TARGET: ANNUAL HOUSEHOLD INCOME-\$75,000 PLUS									
BASE POPULATION: 3,020,009					% IN TARGET: 37.3%			TARGET PERSONS: 1,126,404	
MEDIA	# OF ADS	COST OF ADS	CUME RATING	REACH	FREQ.	GRPS	COST PER POINT	COST PER THOUSAND	
KBKS-FM	5	500	11.2%	0.5%	2.1	2.00	250.01	41.84	
KIRO	5	2,250	13.8%	0.6%	2.2	2.58	872.68	138.66	
KOMO	5	500	14.0%	0.9%	3.0	3.49	143.32	17.10	
KUBE-FM	5	2,125	11.1%	0.8%	3.6	3.32	640.22	63.58	
KUOW-FM	5	2,075	14.9%	1.6%	5.1	6.39	324.75	22.52	
SEAT. TIMES**WEEKDAY	1	1,500	27.4%	6.2%	1.0	6.16	243.62	21.63	
NEWS TRIBUNE*WEEKDAY	1	750	8.8%	2.1%	1.0	2.08	360.42	32.00	
THE HERALD***WEEKDAY	1	575	5.7%	1.3%	1.0	1.33	431.92	38.35	
PUGET SOUND BUS.JRNL	1	800	9.0%	1.7%	1.0	1.73	461.98	41.01	
SEATTLE WEEKLY	1	900	16.7%	2.4%	1.0	2.39	377.12	33.48	
THE STRANGER	1	900	16.3%	2.3%	1.0	2.34	383.92	34.08	
SEATTLE MAGAZINE	1	950	16.8%	3.4%	1.0	3.45	275.37	24.45	
LATE NEWS*KING C 5	5	6,250	14.6%	4.7%	3.1	14.28	437.73	38.86	
LATE NEWS*KOMO C 4	5	4,875	10.8%	3.5%	3.1	10.75	453.68	40.28	
LATE NEWS*KIRO C 7	5	3,625	8.4%	2.4%	3.1	7.30	496.32	44.06	
# of Ads	47								
Cost of Ads	28,575								
Persons Reached	333,441								
% of Total Target Reached	29.6%								
Average Frequency	2.1								
GRPs	70								
Cost Per Point	410.65								
Gross Impressions	766,601								
Cost Per Thousand	37.27								



Analysis of Net Unduplicated Reach

- 47 ads reach 333,441 Target Adults with \$75,000 or More in Annual Household Income.
- Persons Reached = 333,441 or 29.6% of Target Income Group.
- Total Adults with \$75,000 or More in Annual Household Income = 1,126,404
- Target Persons Reached divided by Totals Adults in Target = 333,441/ 1,126,404 = 29.599504 when rounded = 29.6
- If you add the percents in the Cume Rating column in the analysis above, you will get a total of 199.5% which is impossible to achieve...and proof of the elimination of duplication in The Media Audit Reach & Frequency Analysis software program.