What is a Quick Profile Report?

The Quick Profile Reports are simple one-page reports that profile either a media or a target. The reports are similar to Media and Target Profile Reports but offer greater depth of information and include advanced graphic customization such as customized text, footers and logos. Reports can be used as a quick snapshot of a media or target audience.

There are two types of Quick Profile Reports:
1. **Media Quick Profile Report**: Creates an instant profile of a media including breakouts for age, gender, ethnicity, income and education in addition to median or mean income, age, home value and miles driven per week; total income, and percent who are homeowners.
2. **Target Quick Profile Report:** Creates an instant profile of a target including breakouts for age, gender, ethnicity, income and education in addition to median or mean income, age, home value, and miles driven per week; total income, and percent who are homeowners.

Note that with both options, the printed report can be customized to include a company logo (this first feature is common among all TMA reports) and customized footer image and and/or text. See below for how to create reports.

How to Create a Media Quick Profile Report (or a Target Quick Profile Report)
1. Click on Quick Profile Report from the main menu.
2. Select Media Quick Profile Report or Target Quick Profile Report from the sub menu.
3. At the Media Selection screen (for a Media report) or the Target Selection screen (for a Target report), click on a single media or target to profile and click OK.
4. Your report will be displayed.
5. Click on "Reports" or the arrow keys to scroll through the individual breakouts.
6. To add a logo, custom text or custom footer to the printed report, click on the Options button.

See next page an example of a Media Quick Profile Report and how to read and customize this report.

How to Read a Media Quick Profile Report

Below is an example of a Quick Profile Media Report for a local weekly publication The percentages in this report refer to the % of the media audience that falls into the different demographic categories.

The Median Income for this newspaper audience is $57,188 and the median age is 42 years. 77% of readers are home owners with a median home value of $403,125. The median number of miles driven per week by this audience is 130 miles. To switch from median to mean, click on "Options" and then select "use mean".

The media's total income is calculated by multiplying the number of readers times the income.

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How to Customize a Media Quick Profile Report

The purpose of a Quick Profile Report is to provide a simple and quick one-page "snapshot" of a media or target. By following the below instructions, you an quickly customize your printed report to include a customized footer image and/or text:

How to include a custom or default footer image and text in your printed report:
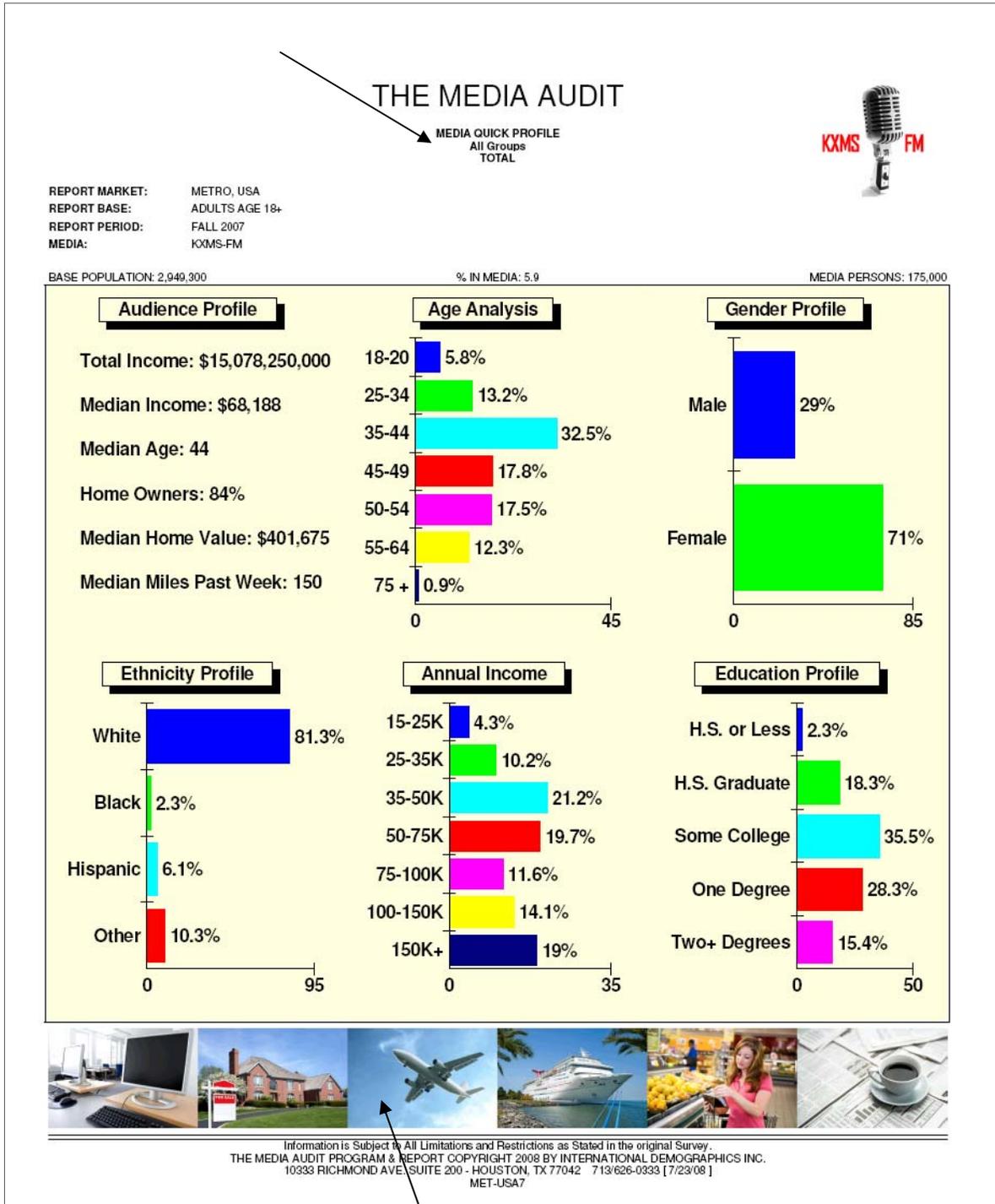
To change footer image from default image:
1. When your Quick Profile Report is displayed, click on "Options" and then "Change Footer Image".
2. In the Logo Options window, select "set image".
3. To insert an image other than the program's default image, select "new image".
4. In the Open window dialogue box, double click on the drive and then folders until the desired image file is found. Highlight the image file you wish to insert into the footer of your report and click "open". To align the image to the left, center, right, or to tile the image (repeat the image multiple times), select "options" again and choose among the layout options (left align, center align, right align, or tile) for the footer image.
5. Click OK when finished. Your new image will appear at the bottom of your printed report.
6. To remove a footer image completely from the printed report, select Options/Change Footer Image/Set Image/No Image.

To add footer text to the printed report:
1. When your Quick Profile Report is displayed, click on "Options" and then "Set Footer Text".
2. In the New Footer Text window, type your text on one or both lines. To adjust the font size and style, click on "font" and make your adjustments.
3. Click OK when finished.
4. The footer text will appear at the bottom of your printed report.
5. An example of a printed report with custom logo is on the next page.

This is an example of a Media Quick Profile Report.

THE MEDIA AUDIT

MEDIA QUICK PROFILE
All Groups
TOTAL

KXMS FM

REPORT MARKET:	METRO, USA
REPORT BASE:	ADULTS AGE 18+
REPORT PERIOD:	FALL 2007
MEDIA:	KXMS-FM

BASE POPULATION: 2,949,300   % IN MEDIA: 5.9   MEDIA PERSONS: 175,000

Audience Profile

Total Income: $15,078,250,000

Median Income: $68,188

Median Age: 44

Home Owners: 84%

Median Home Value: $401,675

Median Miles Past Week: 150

Age Analysis

18-20	5.8%
25-34	13.2%
35-44	32.5%
45-49	17.8%
50-54	17.5%
55-64	12.3%
75 +	0.9%

Gender Profile

| Male | 29% |
| Female | 71% |

Ethnicity Profile

White	81.3%
Black	2.3%
Hispanic	6.1%
Other	10.3%

Annual Income

15-25K	4.3%
25-35K	10.2%
35-50K	21.2%
50-75K	19.7%
75-100K	11.6%
100-150K	14.1%
150K+	19%

Education Profile

H.S. or Less	2.3%
H.S. Graduate	18.3%
Some College	35.5%
One Degree	28.3%
Two+ Degrees	15.4%

Information is Subject to All Limitations and Restrictions as Stated in the original Survey.
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Default image for report footer (can be replaced with
another image or two lines of custom text

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