

# Media Profile Report—how to create

## What is a Media Profile Report?

A Media Profile Report creates a quick demographic profile of a single media. The report provides graphs which show the age, gender, ethnicity, education and household income for the media.

## How to Create a Media Profile Report

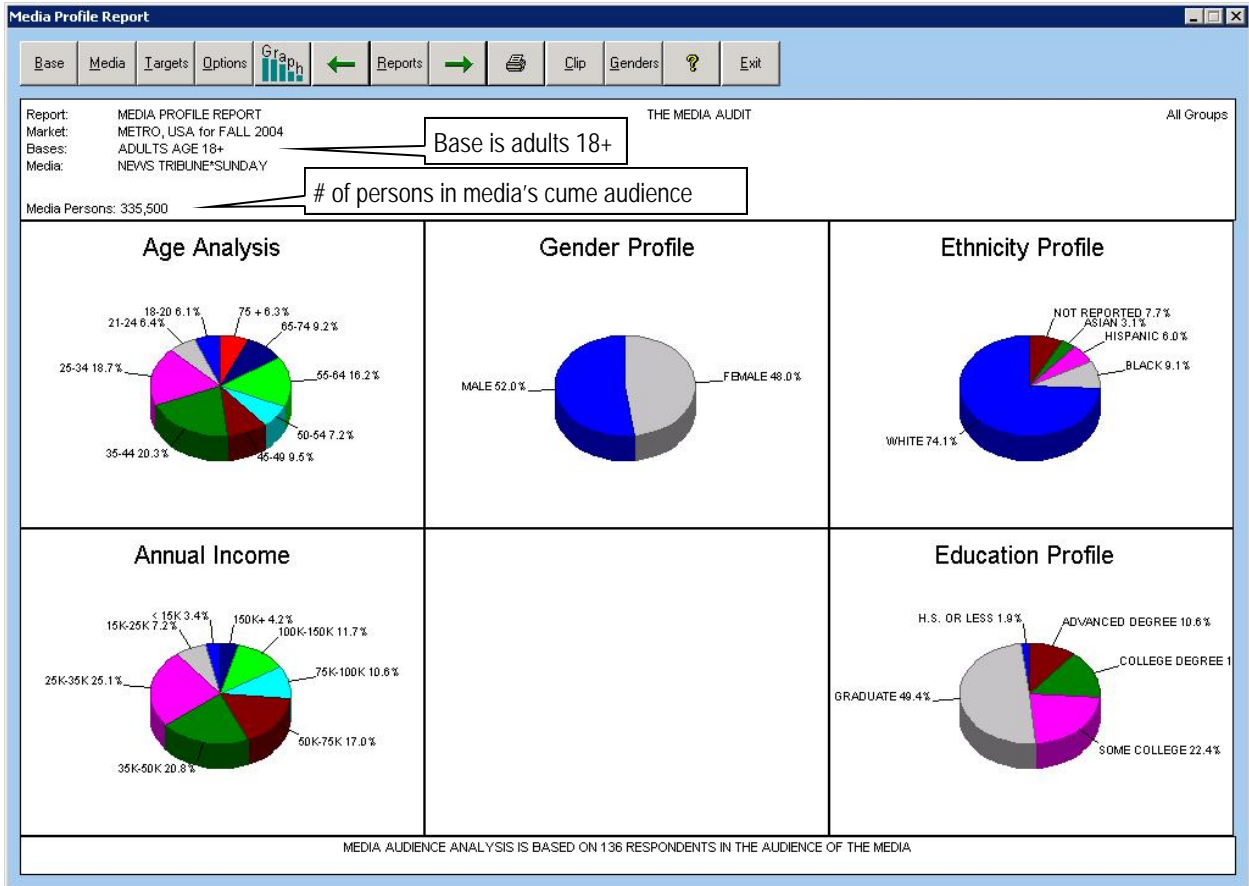
1. Click on Media Profile from the main menu.
2. At the Media Selection screen, select a single media and click OK to confirm your selection.

## Report Options:

1. Bring any of the five reports to full screen by clicking on the individual pie chart with your mouse.
2. Use the arrow buttons to scroll through each of the six reports individually.
3. Click on the GRAPH button to customize the look of the graphs, including fonts and titles.
4. To get a text-only profile of a media, try using Composition Reports.

## How to Read a Media Profile Report

Below is an example of a Media Profile Report. The chart percentages refer to the percent of the media that falls into each of the demographic groups.



# Media Profile Report—how to create a target analysis report

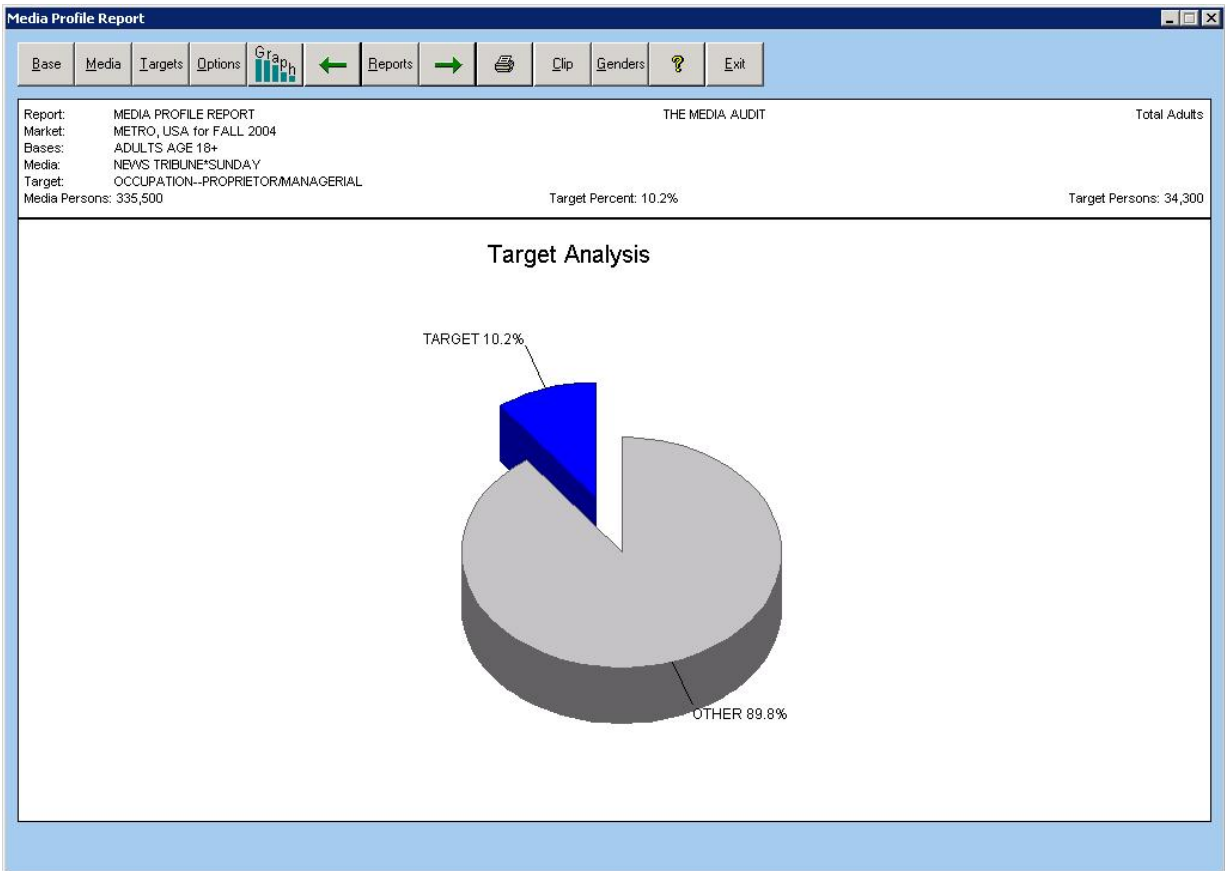
## What is a Target Analysis Report?

A Target Analysis Report allows you to create a single pie chart, illustrating the % of the media's audience that falls into a specific target audience. It is created from within the Media Profile program.

## How to Create a Target Analysis Report

1. Click on Media Profile from the main menu.
2. At the Media Selection screen, select a single media and click OK to confirm your selection.
3. When you have your Media Profile report in view, click on "Targets" on the toolbar to match the media you selected to a single target. The resulting graph provides you with the % of the media's cume audience that is in the target.

## How to Read a Target Analysis Report



Using the above example, 10.2% of the News Tribune Sunday readers in this market are occupied as proprietors or managers. That equals 34,300 readers (target persons) out of the paper's total cume audience of 335,500 (media persons).