

The Media Audit



Media Day Analysis

Report: MEDIA DAY ANALYSIS, TV BREAKOUT THE MEDIA AUDIT Media Exposure (Percents)
 Market: CHICAGO, IL for RELEASE: FALL 2016
 Bases: ADULTS AGE 18+
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 7,484,957 % In Target: 24.7% Target Persons: 1,849,372

Media	Total Market Minutes	Target Market Minutes	Total Market Percent	Target Market Percent	Minutes Indexed To Market	0	100	200	300
Newspaper	69.98	82.28	9.2	9.9	118				
Radio	151.07	167.47	19.8	20.1	111				
Broadcast TV	114.41	101.43	15.0	12.2	89				
Local Cable	101.68	95.17	13.3	11.4	94				
Satellite TV	48.70	43.75	6.4	5.3	90				
Internet (no Email)	144.50	164.39	18.9	19.8	114				
Email	68.90	71.54	9.0	8.6	104				
Billboards	63.90	105.58	8.4	12.7	165				
Total	763.15	831.61	100.00	100.00					

Understand how best to message a given target by examining the daily minutes spent with media.