

How to Read an MRI Reach and Frequency

Reach Frequency: 2005 Fall MRI weighted by Population (000) *						
Media	Unit	Scale	Cost	1		
1 American Hunter	4C	100.00	38720	1		
2 Baby Talk	4C	100.00	128130	2		
3 Bicycling	4C	100.00	43415	1		
4 People	4C	100.00	216200	3		

Number of insertions for each magazine
E.g. There are 3 insertions selected for People in Schedule 1.

Unit: Type of insertion selected. You can select from 4 Color, (4C), 2 Color (2C), Black and White (BW), 4 Color Bleed (4CBW), 2 Color Bleed (2CBW), Black and White Bleed (BWBC) and User's

Scale: Allows you to scale the audience of a magazine, usually to decrease/increase an audience based on a

Cost per insertion
E.g. One insertion of People magazine is \$216,200.

Total Cost: Total combined cost of all insertions in schedule.

Total Insertions: Total number of insertions in a schedule

Gross Impressions: Total number of chances an ad has of being seen by a target.

Gross Rating Points: Accumulation of rating points delivered by all media in schedule. A rating point is equivalent to one percent of the given population within the target

	Sch: 1
Base : All	
Population: 215800 (000)	
Respondent Count: 25651	
Total Insertions	7
Total Cost	986995
Gross Impressions	136694
Gross Rating Points	63
CPM Gross Impressions	7.22
Reach Percent	35.23
Average Frequency	1.80
Net Reach	76022
CPM Net Reach	12.98

CPM Gross Impressions: The cost of achieving 1000 impressions (includes duplicated readers)

Reach Percent: Percentage of target reached.

Avg. Frequency: Number of times a person in target sees ad.

CPM Net Reach: Cost of reaching a thousand different people in target.

Net Reach: Number of different people exposed to the schedule at least one time

How the Numbers are Derived	
Total Cost=986995	Calculated by multiplying the cost per insertion for each magazine by the number of insertions for each magazine, added together= $38720*1= 38720$ $128130*2= 256260$ $43415*1= 43415$ $216200*3= +648600$ 986995
Gross Impressions (000)=136694	Calculated by multiplying the net reach by the average frequency= $76022*1.80$
Gross Rating Points=63	Calculated by multiplying the reach % by the average frequency= $35.23*1.80$
CPM Gross Impressions=7.22	Calculated by dividing the total cost of the schedule by the total Gross Impressions= $986995/136694$
Reach Percent=35.23	Calculated by dividing the Net Reach by the Target Population= $76022/215800$
Avg Frequency=1.80	Calculated by dividing the Gross Rating Points by the Reach Percent= $63/35.23$
Net Reach (000)=75057	Calculated by multiplying the Target Population by the Reach Percent= $215800*35.23$
CPM Net Reach=12.98	Calculated by dividing the Total Cost by the Net Reach= $986995/76022$