

Mediamark Research & Intelligence

Providing the Sharpest Picture Possible
of the American Consumer



MRI DOUBLES TO 5,000 ITS WEEKLY SURVEYS FOR ISSUE-SPECIFIC MAGAZINE AUDIENCE DATA

--MRI's *Issue Specific Readership Study* Now Surveys 260,000 Adults Annually--

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NEW YORK, NY, March 9th, 2009—Mediamark Research & Intelligence (MRI) has doubled to 5,000 the number of consumers it surveys online each week for its *Issue Specific Readership Study*, the first continuous, syndicated study to deliver granular metrics on the audiences of individual issues of major consumer magazines.

As a result, MRI now surveys 260,000 U.S. adults each year to produce data showing the total audience for individual issues of approximately 195 magazines. These data enable marketers to measure the total reach of their magazine ad campaigns, as well as their campaigns' reach within key demographic targets such as age, education level, gender and income.

“By increasing the sample size of the *Issue Specific Readership Study*, advertisers receive more robust data on the audiences of magazine issues carrying their ad campaigns,” said Kathi Love, President and CEO of MRI. “These are the sort of granular metrics print advertisers increasingly need and demand. Accordingly, the magazine industry has long sought this type of data in order to better compete with other media for their fair share of advertisers’ budgets.”

Until MRI began generating weekly issue-specific audience data in 2007, the industry relied solely on an average issue audience estimate delivered twice-yearly in MRI's *Survey of the American Consumer*, which is the industry currency for measuring print readership. Now, advertisers, agencies and publishers have issue-specific data to help them more closely gauge a print ad campaign's effectiveness. Moreover, they can access the effect of seasonality on an ad campaign's reach and determine if repeating annual issues results in a lift in total audience.

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from its *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group AG, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>