

# Mediamark Research & Intelligence

Providing the Sharpest Picture Possible  
of the American Consumer



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## MEDIAMARK RESEARCH & INTELLIGENCE DEBUTS MAGAZINE ADVERTISING RATINGS

**--New Metrics Measure Audience Levels for Print Advertising--**

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**NEW YORK, NY, June 15, 2009**—Mediamark Research & Intelligence (MRI) announced today the launch of AdMeasure, the advertising industry's first-ever ad ratings for major consumer magazines.

By providing reliable advertising audience estimates, AdMeasure will allow marketers to better gauge the effectiveness of their magazine advertising campaigns and will elevate magazine audience measurement granularity to the level of TV and the Internet.

“Historically, a magazine’s total readership was accepted as a proxy for ad exposure,” said Kathi Love, President and CEO of MRI. “But accountability-focused advertisers are demanding more direct measurement of the reach of their ad campaigns. MRI’s AdMeasure sharpens the focus of magazine accountability by moving the needle from measuring the ‘opportunity to see’ a print ad to measuring how many readers actually saw the ad, as well as how many took an action as a result of seeing it. This goes a long way to answering the industry’s desire for greater accountability for print advertising.”

AdMeasure’s print ad ratings are derived from MRI’s *Survey of the American Consumer*, the industry standard for measuring the average issue audience of consumer magazines; the Issue Specific Readership Study, which measures readership for individual issues of magazines; and MRI Starch, the leader in ad readership research.

“Our national *Survey of the American Consumer* was launched in 1979. In 2006, MRI began R & D investing to create our Issue Specific Readership Study and in 2008 we acquired MRI Starch,” continued Love. “The combination of all three studies now allows us to offer AdMeasure. We use our national study to statistically determine what reader variables drive ad readership and then project the MRI Starch data so they reflect an issue’s actual audience profile. Then we overlay the Starch ad readership scores with Issue Specific audience levels to create print ad ratings.”

Time Inc., recognizing the importance of providing advertisers true accountability measures, is the first publisher and Starcom USA is the first media agency to sign up for MRI's AdMeasure.

"When it comes to advertising effectiveness and ROI, the value proposition between consumers and magazine brands has never been stronger," says Betsy Frank, Chief Research and Insights Officer at Time Inc. "The challenge has been demonstrating this accountability to the advertising community, making MRI's AdMeasure a game-changer for magazines."

"As champions for greater accountability within the print advertising industry, we applaud MRI's launch of AdMeasure," said Starcom USA Senior Vice President/Publishing Activation Director Brenda White. "Starcom believes in the power of print advertising, and we recognize the continuing need to demonstrate to our marketer clients the genuine return on investment generated by their print advertising expenditures. AdMeasure is a step in the right direction for substantiating the strength of print that we've always known was there."

AdMeasure will give audience levels for all national ads one-third of a page or larger that appear in the approximately 646 consumer magazine issues measured by MRI Starch. Metrics will include the number of readers who saw, read and took action to a given ad.

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## **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/>