



PROTOTYPING CONSUMER PUBLICATIONS

WHY PROTOTYPE

Although advertisers and their agencies use the syndicated publication audience measurement services (MRI, SMRB, etc.) to evaluate their media plans and schedules, there are many more publications available than are being measured.

An acceptable alternative to being measured is to develop a prototype. That is, create an audience level and comprehensive profile of a publication's audience within the same survey sample as the measured publications.

THE PROTOTYPE PROCESS

The prototype process combines reader characteristics developed in your proprietary reader profile study, with the current syndicated research survey (MRI for example) respondent base, to estimate "average issue audience" and reflect a comprehensive picture of your readers and their reading behavior.

Host publications (vehicles), having similar reader characteristics to yours, are identified, in the MRI survey for example, and their readers are selected to represent your publication's audience in the MRI database.

The evaluation and identification of your "host vehicles" would be done using the industry-accepted Sum of the Delta Square method, from MRI-measured publications whose readership patterns and demographic profiles are similar to yours.

PROTOTYPE ADVANTAGES

- Advertiser/Ad agency MRI subscribers are able to include your publication in their media plan evaluations without the need to make a sales call or provide reader profile research.
- Detailed product, life style and competitive publication data are available.
- Run Ad schedule Reach & Frequency/Optimization analysis.
- Use the industry standard, MRI survey as your research base.
- Give your sales staff the same information that competitive publications are using.

PROTOTYPE REQUIREMENTS

- A current reader profile survey
- Access to the MRI database

With 20 years of prototyping experience, CGC will work with you to develop and market your prototype.

CGC - - A FULL SERVICE RESEARCH FIRM

CGC is a full service research organization that prides itself on offering a wide range of marketing and media research capabilities at a reasonable cost:

- Research design
- Questionnaire development
- Data collection & processing
- A 200 station telephone center
- High speed data imaging
- Personal & mail interviewing
- Data interpretation & analysis
- Qualitative Research

Whether you are interested in retaining your market lead, increasing your market position, or eyeing a new opportunity, we look forward to discussing your goals and needs. The Cyber Group can help you to generate special insights to help improve your marketing decisions.