

Why are audit numbers **important**?

Why are audit numbers important to me?

You need to know any print media's readership size and their readers' demographic characteristics in order to make wise choices about spending your advertising dollars.

Circulation. Audits. Readership. What do they all mean?

Circulation means the total number of a magazine's paid subscriptions, single copy sales (like on newsstands) and any other requested or purchased copies.

Audits are conducted by independent professional audit bureaus, like The Audit Bureau of Circulations (ABC), BPA Worldwide, or Certified Verification Council (CVC).

Publishers all claim a circulation number. Audits verify those claims for advertisers. Magazines left on a pile to be picked up for free — or sent to an address where no one has subscribed or asked for the magazine — do not qualify because of the likelihood they aren't wanted and won't be read. Audits make sure all magazines included in a media's circulation number were requested by someone.

Readership means the number of people who actually read a magazine during the month. This is probably the most important number to an advertiser.

How do I know how many people read a magazine in the Madison market?

An independent national, Nielsen affiliated, research company called *Scarborough Research* measures consumer behavior in the Madison market. The data is provided to a diverse client base including newspapers, radio, television, cable, advertisers, advertising agencies, sports teams and leagues, and outdoor advertising companies. Magazine readership is included in the study.

How do I know *Scarborough Research* readership surveys are accurate, and not "slanted" to make the media who pay for it look better?

Scarborough Research is "parity" research, which means there is only one survey done for all the media in Madison. Everyone who subscribes gets the exact same survey results.

How can I use those survey results?

Ask any of the media who subscribe to the annual survey to share the information with you. TV, radio, newspaper, magazines — they all have the exact same information.

Can I get information about media that do not subscribe to *Scarborough Research*?

Yes.

Can I trust *Scarborough Research* information?

Yes. *Scarborough Research* is a joint venture between Arbitron, Inc. and The Nielsen Company and is an MRC accredited service that meets the highest data quality standards. *Scarborough Research* is used in 81 local markets and by over 3,500 businesses nationwide.

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What do demographics tell me?

Demographics (or demos) tell you about the characteristics of a medium's viewers, listeners or readers, i.e. gender, age, income, home ownership, presence of children, industry of employment, job title, buying preferences and plans, and much more. This information should help advertisers choose the right media mix to reach their customers.

What is reach?

Reach is the total number of individuals who potentially see an advertising message. Reach can also be referred to as a *rating*, if it's expressed as a percentage of the universe.

What is an index?

An index measures media buying efficiency. It is an indicator of how well advertising reaches select targeted demographics. An index of 100 is considered average. Indexes over 100 are considered above average in performance, with less waste. Those indexes below 100 are considered less than average in efficiency; and more wasteful in terms of media buying efficiency.

What is the difference between a subscriber survey and Scarborough Research?

A subscriber survey can be designed and tabulated in-house, or another company can be hired to do the work. Its purpose is generally to learn about the medium's subscriber preferences — find out what they like and don't like about the product — so content decisions can be made.

Scarborough Research is an independent survey designed to measure the use of all media in any given marketplace. This lets advertisers know how many people are actually seeing their ads.

Scarborough Research Methodological Overview

How does Scarborough Research gather its data?

Scarborough Research collects data in a two-phase study. The first part of the study consists of a *telephone interview* that evaluates newspaper readership, radio listening, media website usage, and demographics. The second part of the study consists of a *mailed consumer booklet* and *TV diary* evaluating shopping behavior, product and service consumption, entertainment, lifestyle and television viewing.

What is the sample size of the respondents?

Scarborough Research contacted 1,261 respondents from February — April 2007, adults 18+ from South Central Wisconsin counties including Columbia, Dane, Dodge and Sauk.

Madison
MAGAZINE

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