

Overview In 2005, Affinity introduced a new accountability currency into the print planning and buying process with the launch of its *VISTA Print Effectiveness Rating Service*. Today, the industry's leading advertising agencies and more than 100 individual publishers rely on *VISTA* effectiveness scores to evaluate the performance of unique print campaigns and publications, and to position the overall effectiveness of the magazine medium.

Based on market feedback and client requests, Affinity is now launching the *American Magazine Study* - a new magazine audience measurement service that will work in tandem with its existing *VISTA Service*. Audience estimates for the leading business and consumer publications will be delivered through Affinity's *VISTA Views* reporting platform, providing real-time print ad ratings to the industry. In addition, the magazine audience data will be available as a stand-alone print planning tool through traditional data suppliers, enabling users to generate reach and frequency simulations and print planning optimizations.

In response to the increasing budget pressures on both print buyers and sellers, Affinity's *American Magazine Study* will be an affordable alternative to historical audience measurement studies, by employing a contemporary and cost-effective online methodology, and by taking a print-centric approach to the data collection process.



Modern Magazine Measurement The *American Magazine Study* will differ from legacy research techniques in a number of compelling ways. First and foremost, the AMS approach will not waste a minute of a reader's time or a dollar of a client's budget on collecting data that does not directly impact the bottom line of magazine marketers and agency print planners. The study will generate average-issue audience

estimates for 150 magazines that garner the dominant share of print ad revenues and represent the largest circulations. Purchase behavior and intent will be captured for a comprehensive list of magazine advertising categories, as well as a series of questions focusing on the magazine-related lifestyle activities of readers. In addition, a series of recontact studies will be scheduled that will be designed to provide more detailed information about key print categories like apparel, packaged foods and prescription drugs, as well as a study that will quantify the total impact of unique magazine brands, measuring Web sites, broadcast properties and other branded offerings beyond the printed page. Clients will also have the ability to field custom studies generating proprietary results that can be appended to the master *American Magazine Study* database.

Unlike traditional approaches, AMS will employ a cutting-edge, Web-based methodology that will be sustainable in a future where consumer dynamics and technology are constantly evolving. Relying on the expertise of *Knowledge Networks*, a pioneer and leader in fielding nationally representative Internet surveys, Affinity will leverage the speed and flexibility of the Web to deliver accurate and statistically sound audience estimates that are projectable to both Internet and non-Internet populations.

Status Report Affinity is currently in the field with the largest test of its kind to fine-tune the methodological approach to the *American Magazine Study*. Among the variables being tested are single/dual sample frames, frequency of reading vs. recency, varied magazine screening approaches and incentive levels. Results of the test will be available in September, when Affinity will be sharing the findings with the industry and discussing the utility of the data on a client-specific basis. At this time, Affinity will also apply for accreditation from the *Media Rating Council* (MRC). The *American Magazine Study* is expected to be released in the 1st quarter of 2010.