



**Today's Magazine Marketplace** is evolving at lightspeed. Consolidation, downsizing and a stricter eye on shrinking research budgets have created a host of new challenges. An environment where innovative, cost-effective alternatives to traditional thinking rule.

Enter **Experian Simmons** and **Affinity**, two companies partnering to provide a new print planning solution as dynamic as the times.

Currently relied on by the country's leading advertisers and agencies, Experian Simmons' National Consumer Study empowers users to create advertising targets based on detailed product usage and brand level data, as well as unrivaled psychographic insights.

Now add to the mix Affinity's new American Magazine Study - a contemporary, Web-based

approach to magazine audience measurement. Introducing two high-quality resources combined in one powerful database, offering advertisers, agencies and publishers a total solution to today's print planning needs.

This new database relies on a state-of-the-art integration process to bring magazine audience projections from Affinity's American Magazine Study together with the media behavior, product usage and brand data from Experian Simmons' NCS. And at a price point that can only help the cause in these challenging times.



For information about how to put the combined AMS and Experian Simmons database to work for your company, please contact your local Experian Simmons or Affinity representative.

## **AFFINITY & EXPERIAN SIMMONS**

The Right Plan for Today's Magazine Marketplace