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Cramer-Krasselt Latest to Sign Up for Affinity's VISTA Service

Minneapolis-based firm is second largest independent agency in the U.S.

October 14, 2010 (New York, NY) Cramer-Krasselt, whose clients include Benjamin Moore, Corona, Edward Jones, Heinz, Porsche, Johnsonville and Zicam, is the latest agency to subscribe to Affinity's VISTA Service, which measures the effectiveness of all print campaigns appearing in the country's leading business and consumer magazines.

Cramer-Krasselt will access the VISTA Views custom reporting system for issue-specific print effectiveness scores, historical VISTA norms and AMS Print Ad Ratings, which report the audience delivery of campaigns among those readers recalling specific ads or taking a host of unique actions as a result of exposure.

AMS Print Ad Ratings combine VISTA effectiveness scores with magazine audience estimates provided by Affinity's American Magazine Study. As previously reported, the AMS study has recently expanded to include the measurement of both traditional print publications and all the digital platforms that consumers can now access magazine content and advertising, including iPads, eReaders, magazine Web sites and electronic subscriptions. Audience estimates representing the reach of the entire magazine brand will be available with the Spring 2011 release of the AMS study.

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About Affinity LLC Affinity is a syndicated research firm specializing in magazine media measurement and accountability tracking. Affinity's suite of products include *ProofReader* (campaign pre-testing), The *American Magazine Study* (print and digital magazine audience measurement) and the *VISTA Service* (in-market campaign tracking). In addition, the company offers a host of advisory services tailored to the needs of advertisers, agencies and the financial investment community.