

Affinity Unveils Two New Print Planning Tools

December 15, 2009 (New York, NY) Affinity announces the creation of two print planning tools designed to deliver targeted magazine audience information from its American Magazine Study (AMS). The new platforms are unlike any traditional print planning systems currently used by agency planners, advertisers or publishers.

MagPlan Plus

The first accountability-driven optimizer

To meet today's accountability demands, Affinity is developing a powerful new print planning tool called MagPlan Plus. In addition to accessing audience profiles generated from Affinity's new American Magazine Study, the system will incorporate ad effectiveness data from VISTA, the leading syndicated print effectiveness tracking service. While providing many of the functions typically available to planners, MagPlan Plus will also enable subscribers to generate print optimizations based on advertising effectiveness objectives like campaign recall and reader actions. (Existing systems optimize print schedules based on reach or cost efficiency.)

According to Tom Robinson, managing director of Affinity, "By leveraging our extensive VISTA ad effectiveness database, MagPlan Plus will be the industry's first accountability-driven optimizer. Instead of using ad effectiveness metrics solely to evaluate the past performance of a campaign, MagPlan Plus will allow planners to create print schedules based on the projected effectiveness of their new campaigns, optimizing a magazine schedule for campaign recall, or even specific reader actions like visiting an advertiser's Web site or purchase intent."

MagPlan

Increasing print consideration among potential buyers

At a time when some are questioning the vitality of traditional media like print, Affinity is also creating a way for a broad base of users to easily evaluate print based on the medium's ability to deliver an advertiser's target audience. Affinity's MagPlan will enable a wide range of potential print buyers to quickly determine the reach of 150 leading titles against specific demographic and psychographic targets. MagPlan will be Web-based, as well as accessible through a variety of mobile applications. With a user-friendly interface that requires no training, AMS audience projections through the MagPlan system will be available to advertisers, agencies, media planning shops and Affinity's publisher clients at no charge.

Adds Robinson, "MagPlan will make it easy for someone to determine a magazine's reach against their target audience. By eliminating the substantial research costs typically associated with the print planning process, MagPlan will go a long way toward making print more top-of-mind when someone sits down to plan their overall media schedule."

Affinity is developing both new platforms in partnership with Gilles Santini, the world-renowned marketing scientist who was a leading architect behind many traditional media planning systems. MagPlan is scheduled to be available in the first quarter of next year, while MagPlan Plus will be launched in the second quarter after extensive beta tests with Affinity's clients.

* * *

About Affinity LLC Affinity is a syndicated research firm specializing in print measurement and accountability tracking. Affinity's suite of products include *ProofReader* (print pre-testing), The *American Magazine Study* (print audience measurement) and *VISTA* (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.