

Affinity's AMS Print Ad Ratings

Affinity's AMS Print Ad Ratings report the audience delivery of issue-specific ads appearing in the country's leading publications

- Affinity's AMS Print Ad Ratings combine VISTA ad effectiveness scores with audience estimates from Affinity's American Magazine Study to report issue-specific ad delivery.
- AMS Print Ad Ratings rely on a multivariate segmentation approach that was developed by world-renowned media mathematician, Gilles Santini. The integration process incorporates an extensive battery of key demographics, reader engagement metrics and source of copy data to bring the AMS and VISTA databases together for each individual title reported.
- Unlike competitive services, the AMS Print Ad Ratings segmentation process is totally transparent. (For a copy of the detailed AMS Print Ad Ratings methodology, please contact your Affinity representative.)
- AMS Print Ad Ratings report the number of readers who recalled an issue-specific ad, correctly associated the advertised brand with the insertion, as well as the number of readers who took, or planned to take, a host of specific actions as a result of being exposed to the campaign.
- AMS Print Ad Ratings are available exclusively to VISTA subscribers through Affinity's VISTA Views reporting system.
- AMS Print Ad Ratings are available for every VISTA study fielded from January 2009 through today. As new waves of the AMS study are released, AMS Print Ad Ratings will reflect the most current AMS audience estimates.

For more information about Affinity's AMS Print Ad Ratings, [click here](#) or contact Affinity at 212-922-9582, ext 205

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