

Affinity's MagPlan

Affinity's MagPlan is an innovative print planning system that allows users to optimize schedules based on ad effectiveness objectives

- Affinity's MagPlan delivers the next generation of print planning, empowering users, for the first time, to optimize print schedules based on a combination of target reach, cost efficiency and real-world ad effectiveness objectives like campaign recall and reader actions (raising brand awareness, driving Web-site visits, increasing purchase intent among readers, etc.).
- MagPlan was developed in partnership with media mathematician, Gilles Santini, the architect of many of today's print planning systems and recognized worldwide as the "Father of data fusion".
- MagPlan integrates Affinity's American Magazine Study - and the AMS/Experian Simmons combined database - with the robust historical VISTA database of ad effectiveness norms.
- The ground-breaking use of genetic algorithms empowers MagPlan users to input a unique set of campaign effectiveness objectives - the MagPlan system will then evaluate thousands of potential schedules in minutes based on those objectives.
- In addition, users can dictate a hierarchy of real-world constraints to the MagPlan system. For example, incorporating an agency's actual costs/discounts that are protected by state-of-the-art security encryption techniques, the ability to evaluate multiple targets simultaneously, including premium positions and special ad units into the user's specifications, etc.
- The resulting MagPlan schedules can then be easily imported directly into an agency's internal planning and buying systems, minimizing the amount of staff work that traditionally has been done by hand.
- Affinity's MagPlan system can be accessed 24/7 via the Web or through a mobile application, with a user-friendly interface that makes extensive training a thing of the past.

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

Optimization