

How Do I Create a Print Media Schedule using MediaPlanner+?

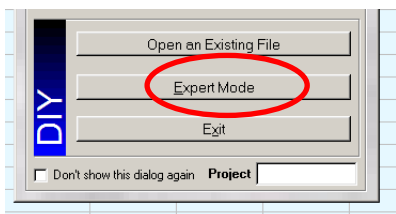
MediaPlanner+ is Telmar's print planning package. In this application you can run cost, coverage or composition rankings, schedule evaluations, optimisations and frequency distributions. Reach and Frequency is calculated as soon as the user inputs an insertion.

Source: NRS July 2014-June 2015

Step 1: Launch MediaPlanner

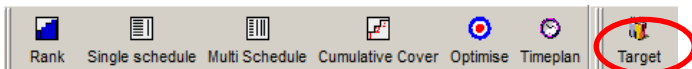
Select **MediaPlanner** from Applications . Select **MediaPlanner+** and then click on the 'Select & Run' button.

Once MediaPlanner+ has launched click on **Expert Mode**.

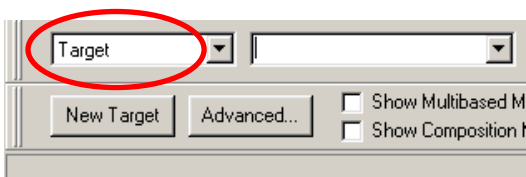


Step 2: Add Your Target

Click on the **Target** button located at the top of the screen.



The Target Manager screen will appear showing all previously created targets. To create a new target click on '**New Target**' button located in the bottom left corner.



Step 4:

Select Survey screen displays. Select the latest NRS / NRS PADD survey, for this example we selected **N152Y NRS July 2014-June 2015** Once the survey is highlighted click OK located in the bottom right corner.

Step 5:

A coding screen will appear for you to create your target audiences. Please note that if you have saved targets in '**Own codes**' using the same NRS release, you can access them in MediaPlanner+ too.

For this example we used 2 audiences

- 1 – All Adults
- 2 – Female aged 25-44

| Title | Code |
|-------------------------------------|-------------------------|
| 1 Adults | ALL |
| 2 Female and Age 25-34 or Age 35-44 | VVV AND (A2534 , A3544) |

TIP: Amend your coding titles in this screen by double clicking in the title field. This makes your target audiences easier to read in your media schedule.

e.g. Female and Age 25-34 or Age 35-44 amend this to **Female Aged 25-44**

Once you have created your targets click on the next button located in the bottom right corner.

Please note we advise that you should create no more than 5 – 6 targets at once.

Step 6:

Now select media vehicles. All press titles are listed in the **Readership: A.I.R** headings. You can search for specific titles / websites using the search box located in the bottom left corner.

Select the following media vehicles and click OK.

| Title | Coding | Source | Code String |
|---|--------|--------|-------------|
| <input checked="" type="radio"/> Best | BST | N131Y | BST |
| <input checked="" type="radio"/> Closer | CLR | N131Y | CLR |
| <input checked="" type="radio"/> Grazia | GRZ | N131Y | GRZ |
| <input checked="" type="radio"/> Hello | HEL | N131Y | HEL |
| <input checked="" type="radio"/> OK! Magazine | OKM | N131Y | OKM |
| <input checked="" type="radio"/> Reveal | REE | N131Y | REE |

TIP: You can save your media list as 'Own Media'. This will save your media selection within this release of NRS so each time you launch N131Y you can select your list from the Own Media section. This saves time!

Step 7:

In the top left corner there are 2 tabs for each target audience and your media list will be below. You can switch between the 2 targets by clicking on each tab. Target and survey information is located in the top section of the screen. Audience sizes will appear on the right side of the screen e.g. Females Aged 25-44 **8,251,000 audience size.**

Step 8:

You can enter your costs manually by inputting a unit cost or CPT. The use of CPT allows the user to see the most cost efficient publications. It shows how much it costs to reach 1000 of their target market.

You can sort in order of cost by right hand clicking on 'Unit Cost' and selecting '**Sort Descending**'.

| Insertions | | Readership | Readership | Composition | Unit | |
|--------------|------------|------------|------------|-------------|-------|----------|
| | Insertions | [000] | % | Index | CPT | Cost |
| OK! Magazine | 0 | 626 | 7.59 | 205 | 14.38 | 9,000.00 |
| Closer | 0 | 573 | 6.94 | 252 | 13.97 | 8,000.00 |
| Hello | 0 | 404 | 4.89 | 189 | 17.34 | 7,000.00 |
| Reveal | 0 | 236 | 2.86 | 233 | 19.07 | 4,500.00 |
| Grazia | 0 | 218 | 2.64 | 317 | 18.34 | 4,000.00 |
| Best | 0 | 110 | 1.33 | 159 | 27.37 | 3,000.00 |

Step 9:

You can amend any of the columns in **blue** text – these are your input columns e.g. Insertions and Costs. The black columns show the Readership figures and Indices for **‘Females Aged 25-44’**.

- **626,000** Females aged 25-44 read **OK! Magazine**
- Females aged 25-44 are **89%** more likely to read **Hello** compared to the average adult
- **1.33%** of females aged 25-44 read **Best**

Please note that the insertion levels are automatically copied over to your 2nd target audience ‘Adults’.

| Adults Female Aged 25-44 | | | | | |
|--------------------------|--------------|------------|------------------|--------------|-------------------|
| | Insertions | Insertions | Readership [000] | Readership % | Composition Index |
| | OK! Magazine | 6 | 626 | 7.59 | 205 |
| | Closer | 7 | 573 | 6.94 | 252 |
| | Hello | 6 | 404 | 4.89 | 189 |
| | Reveal | 2 | 236 | 2.86 | 233 |
| | Grazia | 5 | 218 | 2.64 | 317 |
| | Best | 8 | 110 | 1.33 | 159 |

Step 10:

The bottom section of the screen is the summary results screen. Each time you input an insertion, the summary results are automatically updated.

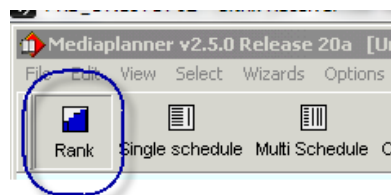
- 34 insertions reach **40.14%** of females aged 25-44
- 34 insertions reach **3,312,000** females aged 25-44
- Females aged 25-44 have seen this campaign on average **3.81** times

Females aged 25-44 have seen this campaign a total of **12,625,000** times (Impacts)

| Total Uses | Reach [000] | Reach % | Total GRPs | Total Impacts [000] | Avg. Frequency | Total Cost |
|------------|-------------|---------|------------|---------------------|----------------|------------|
| 34 | 3,312 | 40.14 | 153.02 | 12,625 | 3.81 | 205,000.00 |

Step 11:

Once you have input your insertions you can select various **Rank modes**. Click on the **Rank** button located in the top left corner.



Then select **‘Cover Rank’** - this ranks your publications in order of highest readership for your selected target. **OK! Magazine** has the highest readership for Females Aged 25-44 years.

| Adults Female Aged 25-44 | | | | | |
|--------------------------|--------------|------------------|--------------|--|--|
| Cover Rank | Insertions | Readership [000] | Readership % | | |
| 1 | OK! Magazine | 626 | 7.59 | | |
| 2 | Closer | 573 | 6.94 | | |
| 3 | Hello | 404 | 4.89 | | |
| 4 | Reveal | 236 | 2.86 | | |
| 5 | Grazia | 218 | 2.64 | | |
| 6 | Best | 110 | 1.33 | | |

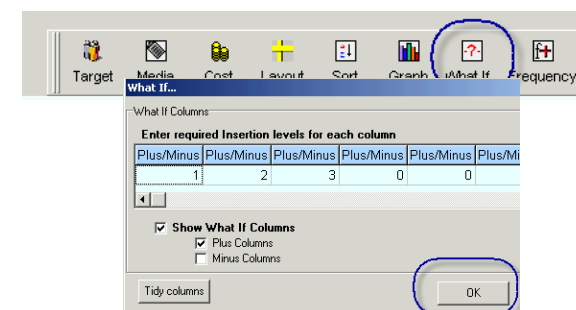
Click on the ‘Rank’ button and then select **‘Cost Rank’**. This ranks your publications in order of lowest CPT. The most cost efficient for reaching Females aged 25-44 is **Closer**.

| Adults Female Aged 25-44 | | | | | | |
|--------------------------|--------------|------------------|--------------|-----------|-------|--|
| Cost Rank | Insertions | Readership [000] | Readership % | Unit Cost | CPT | |
| 1 | Closer | 573 | 6.94 | 8,000.00 | 13.97 | |
| 2 | OK! Magazine | 626 | 7.59 | 9,000.00 | 14.38 | |
| 3 | Hello | 404 | 4.89 | 7,000.00 | 17.34 | |
| 4 | Grazia | 218 | 2.64 | 4,000.00 | 18.34 | |
| 5 | Reveal | 236 | 2.86 | 4,500.00 | 19.07 | |
| 6 | Best | 110 | 1.33 | 3,000.00 | 27.37 | |

Composition Rank ranks publications in order of highest index. Click on **‘Single Schedule’** to view your original plan.

Step 12:

Click on the **‘What If’** button, this is a useful aid that helps you see the effect of adding extra insertions. Type in 2 and 3 into the plus/minus boxes and then tick **Show PLUS Columns** then select OK.



The what if +1, +2 and +3 shows what reach will be added if you add either 1, 2 or 3 insertions. This helps to save time instead of experimenting with insertions levels.

| | 1 | 1 | 1 |
|--|-----------|-----------|-----------|
| | + 1 Cover | + 2 Cover | + 3 Cover |
| | 0.35 | 0.64 | 0.89 |
| | 0.33 | 0.62 | 0.88 |
| | 0.52 | 0.98 | 1.37 |
| | 0.19 | 0.35 | 0.49 |
| | 0.13 | 0.24 | 0.33 |
| | 0.05 | 0.09 | 0.13 |

Make sure you save your work as a **‘Project’** this will save your insertions, targets and media selection. File – Save As – **Project**.