



HOW DO I use PAMCo data to create a schedule in MediaPlanner+?

MediaPlanner+ is Telmar's multi-media reach and frequency tool for planning with PAMCO data.

PAMCo - Audience Measurement for Publishers, is the new audience measurement currency for published media. It produces de-duplicated brand reach for reach & frequency planning. Now planners can plan audiences across all platforms – phone, tablet, desktop and print.

Source: PAMCo 3 2018

a) Select MediaPlanner+ from the applications menu on eTelmar (figure 1) and select expert mode (figure 2).

b) Click on the Target button. The Target Manager screen will appear showing previously created targets. To create a new target click on the 'New Target' button (figure 3).

c) Search 'pamco' and select the latest survey (figure 4). Once the survey is highlighted click 'OK'.

d) Create your target audiences using the coding screen that will appear. For this example we used 2 audiences;

1) All adults and 2) Females aged 25-44 (figure 5).

TIP: Tidy your coding titles to make them easier to read in the planning screen. Double click in the title field.



e) Select media vehicles. In this example we will compare a range of Print and Digital Vehicles (figure 6a, 6b). You can search for specific titles using the search box located in the bottom left corner (figure 6a).

f) Enter your costs manually (optional) by inputting a Unit Cost or CPT, and using the 'Media Types' box to move between 'Press' and 'Internet' (figure 7). The use of CPT allows the user to see the most cost efficient publications, showing the costs to reach 1,000 of their target market. You can sort by right clicking on 'Unit Cost' and selecting 'Sort Descending' (figure 8).

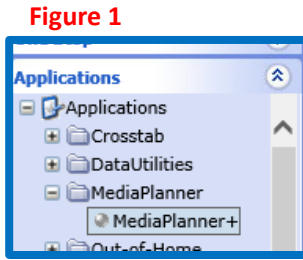


Figure 1

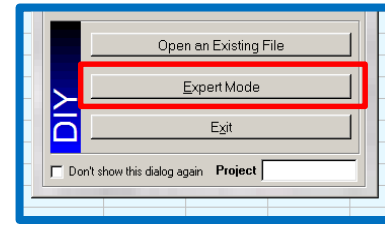


Figure 2

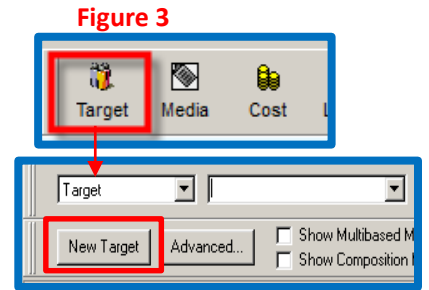


Figure 3

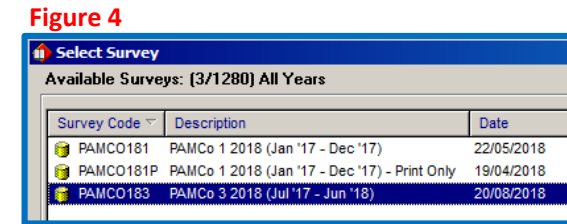


Figure 4

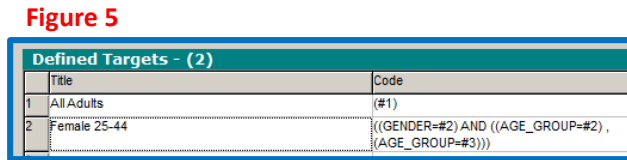


Figure 5

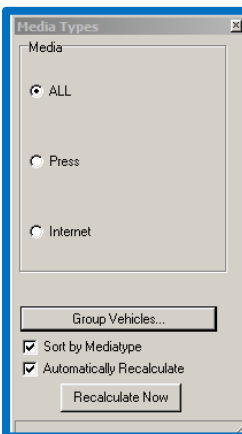


Figure 7

Figure 8

Base	Total	
CPT	CPT	Cost
80.36	1,000.00	50,000.00
181.13	700.00	48,000.00
276.84	800.00	48,000.00
134.38	750.00	41,250.00
2.17	16.78	288,000.00
1.77	26.09	225,000.00
6.13	66.37	165,000.00
7.20	50.83	100,000.00

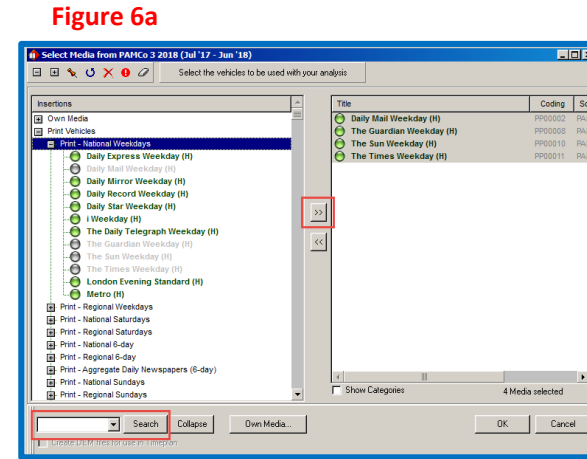


Figure 6a

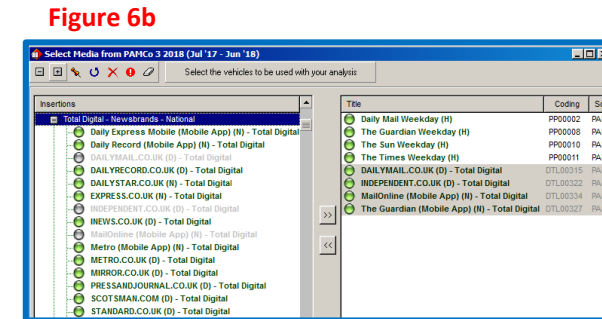


Figure 6b

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g) You can amend the input columns which are in blue text e.g., insertions, costs. The black text columns show the readership figures and indices for 'Females Aged 25-44':

- On average, **98,000** females aged 25-44 read **The Guardian**.
- Females aged 25-44 are **42% less likely** to read **The Times**, than the average person.
- On average, **2.05%** of females aged 25-44 read the **Daily Mail**.

Please note that the **Insertion Levels** are automatically copied over to your base target - 'All Adults'.

h) By using the **Media Types** box, you can switch to just view and input details for Print media (figure 9).

i) You can also use the **Media Types** box to just view and input details for Digital media (figure 10).

j) Both Print and Digital media can be displayed together (figure 11).

k) A **summary of results** can be found in the bottom section of the screen (figure 12). Each time you input insertions or impressions, the summary results are automatically updated.

- This plan would reach **30.57%** of females aged 25-44.
- This plan would reach **2,577 (000)** females aged 25-44.
- Females aged 25-44 would see this campaign on average **11.83 times**.
- Females aged 25-44 would see this campaign a total of **30,479 (000)** times.

Figure 9

All Adults Female 25-44		Insertions	Readership	Readership	Composition	Exclusive	Exclusive		Unit	Reach
	Insertions	Insertions	[000]	%	Index	Reach [000]	Reach %	CPT	Cost	%
	The Sun Weekday (H)	45	381	4.53	81	938	11.13	16.78	6,400.00	16.86
	Daily Mail Weekday (H)	50	172	2.05	42	330	3.92	26.09	4,500.00	9.85
	The Times Weekday (H)	30	83	0.98	58	203	2.41	66.37	5,500.00	6.21
	The Guardian Weekday (H)	20	98	1.17	89	248	2.94	50.83	5,000.00	6.83

Figure 10

All Adults Female 25-44		No. of Months	Impacts	Monthly	Total	Reach	Reach	Exclusive	Exclusive	Base	Total	
	Insertions	of Months	[000]	Page Views [000]	GRPs	[000]	%	Reach [000]	Reach %	CPT	CPT	
	The Guardian (Mobile App) (N) -	1	50	38,968	0.59	30	0.36	18	0.21	80.36	1,000.00	50,000.00
	DAILYMAIL.CO.UK (D) - Total D	1	70	165,283	0.83	61	0.72	37	0.43	181.13	700.00	49,000.00
	MailOnline (Mobile App) (N) - To	1	60	353,813	0.71	50	0.60	30	0.36	276.84	800.00	48,000.00
	INDEPENDENT.CO.UK (D) - Total	1	55	18,503	0.65	57	0.67	35	0.41	134.38	750.00	41,250.00

Figure 11

All Adults Female 25-44		Uses	Audience	Audience	Total	Total	Reach	Reach	Base	Total	
	Insertions	Uses	[000]	%	GRPs	Impacts [000]	[000]	%	CPT	CPT	
	The Guardian Weekday (H)	20	98	1.17	23.34	1,967	575	6.83	7.20	50.83	100,000.00
	The Times Weekday (H)	30	83	0.98	29.49	2,486	524	6.21	6.13	66.37	165,000.00
	Daily Mail Weekday (H)	50	172	2.05	102.30	8,623	830	9.85	1.77	26.09	225,000.00
	The Sun Weekday (H)	45	381	4.53	203.65	17,167	1,421	16.86	2.17	16.78	288,000.00
	INDEPENDENT.CO.UK (D) - Total	0.30%	18,503	219.50	0.65	55	57	0.67	134.38	750.00	41,250.00
	MailOnline (Mobile App) (N) - To	0.02%	353,813	4,197.29	0.71	60	50	0.60	276.84	800.00	48,000.00
	DAILYMAIL.CO.UK (D) - Total D	0.04%	165,283	1,960.75	0.83	70	61	0.72	181.13	700.00	49,000.00
	The Guardian (Mobile App) (N) -	0.13%	38,968	462.28	0.59	50	30	0.36	80.36	1,000.00	50,000.00

Figure 12

	Total	Reach	Reach	Total	Total	Avg.	Total
	Uses	[000]	%	GRPs	Impacts [000]	Frequency	Cost
Total	145.00	2,577	30.57	361.57	30,479	11.83	966,250.00
Press	145	2,456	29.14	358.78	30,244	12.31	778,000.00
Internet	0.48%	195	2.31	2.79	235	1.20	188,250.00