Telmar How to...

# Create a Print Accumulation Report in TimePlanMRI

Telmar's TimePlanMRI is a weekly audience accumulation system for print vehicles. TimePlanMRI performs week-by-week audience accumulation analysis for print campaigns based on insertions in specific issues.

There are two parts to creating this report. The first part is creating the target file with the publications that will be included in the report. This target file has a file extension of .DEM, and is created within Telmar's Media360 application.
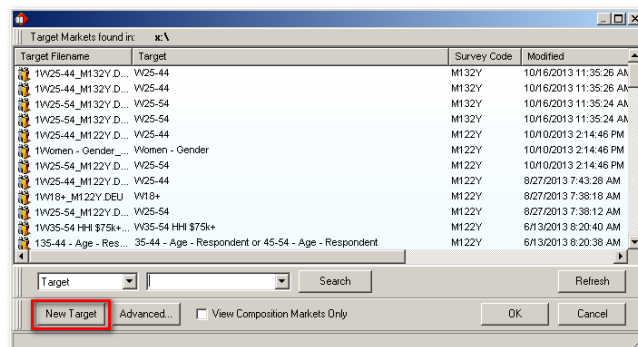
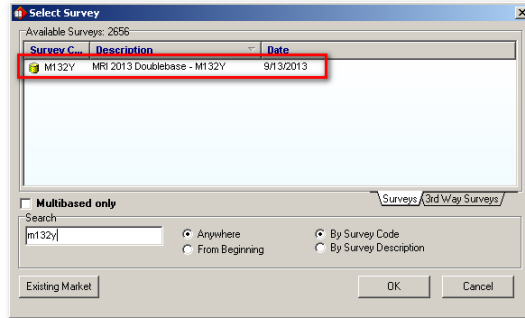### *Part 1: Creating a .DEM file using Media360*

1. Start the Media360 application, and choose "Single Schedule."
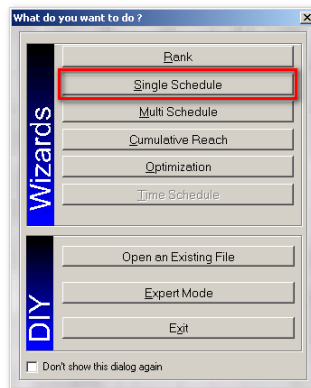
2. On the next screen, choose the button for "New Target". The surveys available to you will load and display.

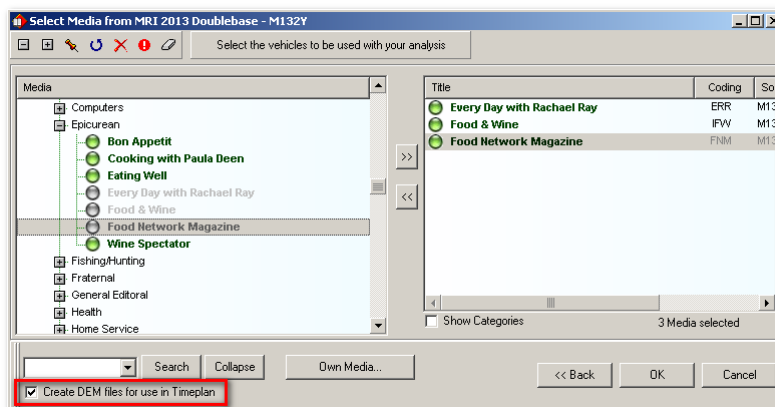3. Choose the MRI survey that you would like to work with. This example will use MRI 2013 Doublebase.

4. Click the OK button to continue to the next screen. On this screen you will code the target demographic that will be used for the TimePlanMRI report.
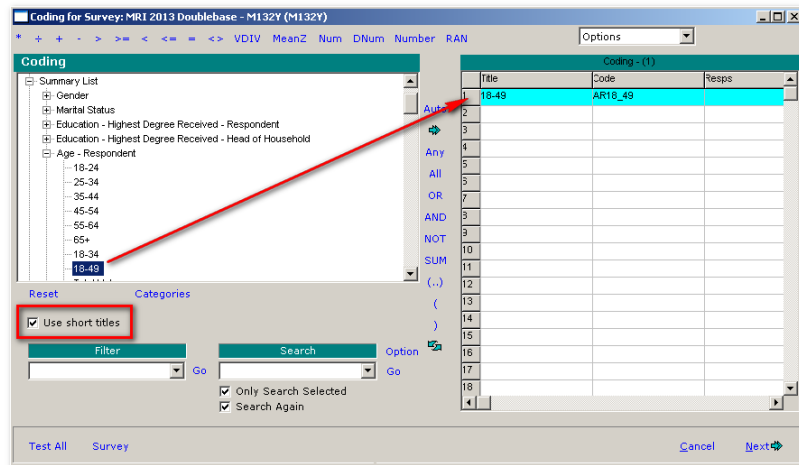
Note: To keep the titles short, check off the box for "Use Short Titles."

5. When you have completed the target, click on the Next button to go to the next screen.

6. Now you are ready to choose the publications.

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Note: You must also check off the box in the lower left, "Create DEM files for use in TimePlan." This is the most important part of this process.

7. Click the OK button to tabulate the data and create the DEM file.

Once the data screen appears in Media360, you can simply exit the Media360 application. The DEM files have been created automatically and are saved on the eTelmar cloud under your login number. You have now completed part one of the exercise.

Part 2: Creating a TimePlan Schedule Report in TimePlanMRI
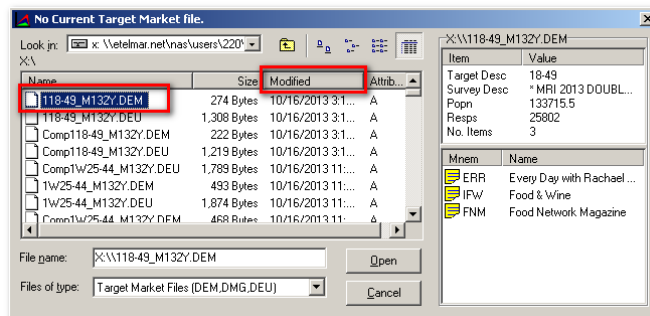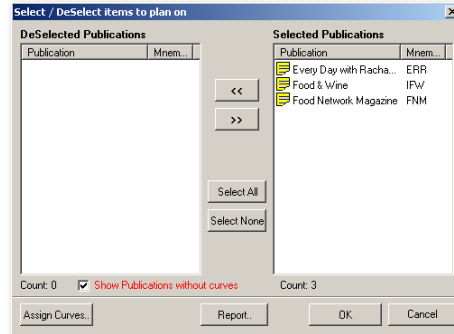

8. Start the TimePlanMRI application.

9. Choose the "Do It Myself" Option.
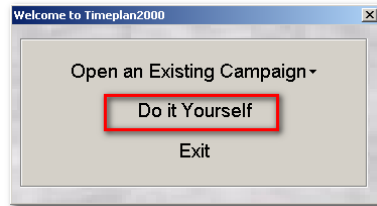
10. Using the navigation menu at the top of the screen, choose "Target Market."

11. Sort by the date modified so that the most recent files will appear at the top. Make sure to select the DEM file and not the DEU file.

12. Click Open. The next screen displayed will allow you to remove any pubs that you do not want to be included in the analysis. Click OK.

13. The TimePlanMRI schedule screen will be displayed onscreen.

14. As you place the insertions in the On Sale dates, you will see the Weekly reach, and the Cume Reach at the bottom of the screen.

Note: If you would like to take into account reach prior to the On Sale Date, make sure that you have the selection dot on "Reach Commencing with Cume Start Date" from the View drop-down menu.

Using MRI's optional accumulation curves

Accumulation (and r&f) are both the products of big math equations, but "best-matching" the demo should give you more accurate data, since we know (via the fact that MRI collects magazine and demo data from a single source respondent pool) that certain groups use media differently than others. So if the client target is more like a defined demo than total adult pop, the closest defined demo curve should be used.

15. To change the default curve file of Aduts 18+ to something different, click on the Curves menu at the top of the white navigation bar.
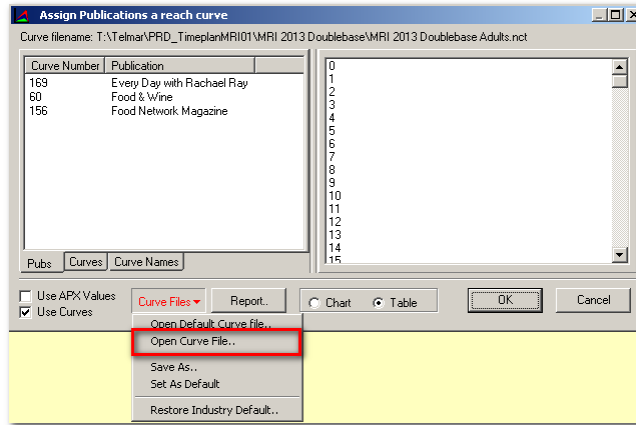
16. The next screen will list the most recent Surveys available. Here you must pick one that corresponds to the survey you are working with. Highlight the correct one, and click the OK button.
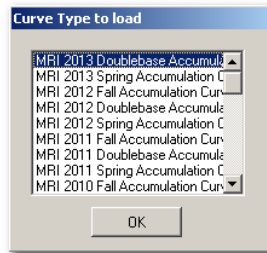
17. A window will appear, that will list all of the curve files provided by MRI. Choose one that is closest to the Target demo you are working on. Click OK.

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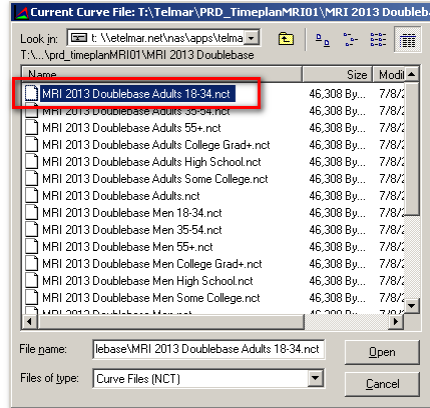
18. Proceed to input the insertions, and the report will calculate accordingly using the new curve.

Exporting to Excel

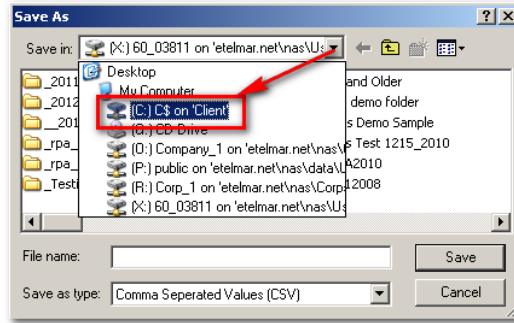19. Move the mouse so that it is hovering over any of the total section of the TimePlanMRI window, and right mouse click. A small Export menu option will appear.

20. The export dialog will appear. Here you want to click on File. The Save dialog will appear.

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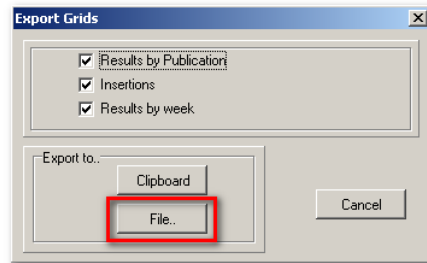
21. The Save As dialog will appear, and will default to your eTelmar cloud drive (X:).

22. Change the drive to the "C$ on Client." This will allow for you to save the CSV file to your local hard drive. Then use Your own version of Excel to open the CSV file.

Publication	Insertions	Audience	Unit Cost											
Every Day with Rachael Ray	1	3861	0											
Food & Wine	1	4274	0											
Food Network Magazine	3	6737	0											
Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	Jan		
14	21	28	4	11	18	25	2	9	16	23	30	6		
				1										
				1										
0	0	1	0	1	0	1	0	0	0	0	0	0		
Weekly Results	Print	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	Jan
	Plan	14	21	28	4	11	18	25	2	9	16	23	30	6
Weekly Reach %		0.3	0.81	1.26	1.95	2.1	1.81	1.73	1.17	1.17	0.92	0.9	0.63	0.66
Cume Reach %	12.65	0.3	1.11	2.32	4.02	5.68	6.9	7.98	8.65	9.28	9.75	10.18	10.46	10.75
Weekly GRP		0.3	0.81	1.3	2.04	2.22	1.91	1.82	1.21	1.21	0.94	0.92	0.64	0.67

For further information, please call and speak to your account representative or ask for client service.