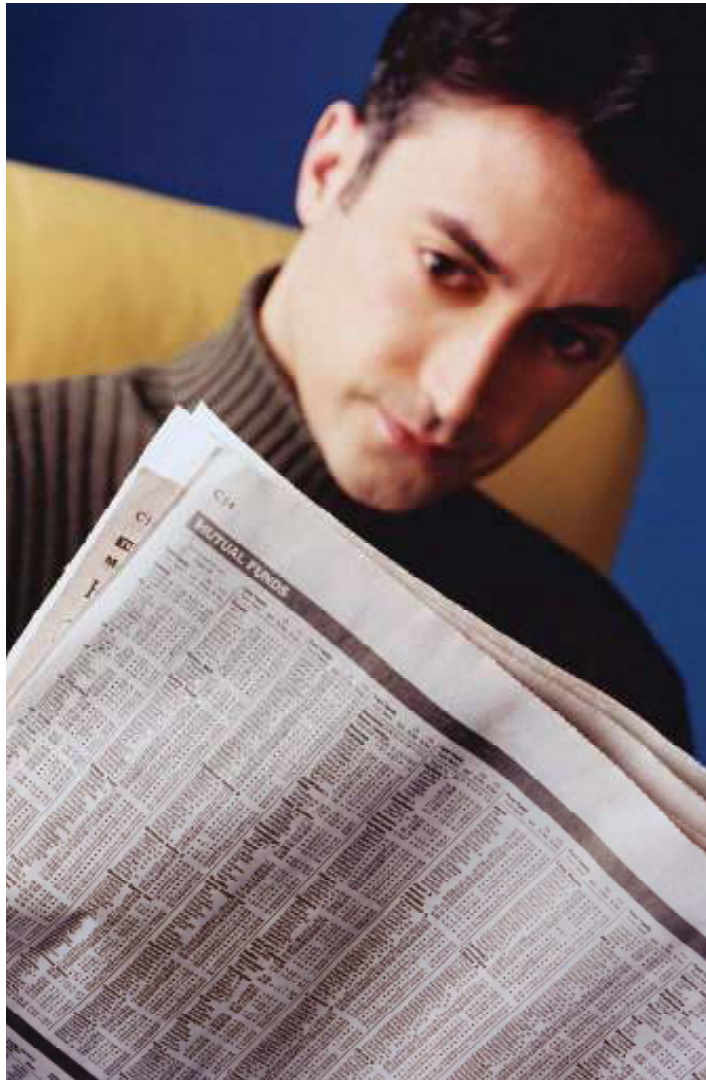


MediaSight offers the most thorough tools for daily newspaper audience marketing and management.

- » Effortless for sales reps to demonstrate their newspaper's ability to carry the heaviest weight in a media schedule
- » Easy for marketing, editorial, and circulation management to drill deeper than ever before to discover the information needed to make the most rewarding business decisions regarding the molding of their newspaper's audience



Whether competing for ad revenues or deploying strategic audience management decisions, MediaSight provides the most effective tools for success.

Newspaper Metrics:

- » Weekday and Sunday Average-Issue and Cume Audiences
- » Section Readership Audiences of Individual Newspapers
- » Overall and Section Readership by Day-of-Week
- » Time Spent Reading Specific Newspapers
- » Method of Obtaining Newspaper (home delivery, company delivery, purchased outside of home or business, someone else's copy, or other)
- » Comprehensive Newspaper Reader and Non-Reader Profiles
- » Section Reader and Non-Reader Profiles
- » Day-of-Week Overall and Section Reader and Non-Reader Profiles
- » Subscriber and Non-Subscriber Profiles
- » Prime Audience Detection for Overall and Newspaper Sections

