

Media Audiences Measured:

- » Local and National Daily Newspapers
- » Local Weekly & Monthly Print Publications
- » Network & Cable Television
- » Local Television Newscasts
- » Direct Mail
- » Outdoor Advertising
- » Yellow Pages
- » Local Online Media
- » Global Websites
- » Interactive Media (VCR/DVR, cell phone, PDA)

Consumer Targets Measured

- » Demographics and Consumer Behavior
- » Retail Categories and Stores (department, discount, E&A, hardware, furniture, banking, grocery and drug)
- » Planned Purchases
- » Travel & Leisure Activities
- » Lifestyles
- » Product Consumption
- » Psychographics (combined lifestyle components)
- » Media Exposure and Non-Exposure

