

NEW & UPDATED ARTICLES IN INTERMEDIA DIMENSIONS 2018

For a complete listing of tables, see the Table of Contents

Chapter I. Audience Basics

Time Spent Trends	UPDATED
Time Spent By Demographics	UPDATED
How Individual Media Develop Reach	NEW
Media Reach Tables	UPDATED
Cross Platform Reach Estimates	UPDATED
Timing & Location Of Audiences By Medium	
Demographic Selectivity Within Media	UPDATED

Chapter II. Cost Efficiencies

CPMS	UPDATED
Cost-Per-Rating Point Analysis	UPDATED

Chapter III. Ad Exposure, Recall & Receptivity

What Measurements Do We Have?	NEW
Ad Exposure Levels By Medium	
Ad Recall	UPDATED
Ad Receptivity	
How Many Ads Are We Really Exposed To?	UPDATED

Chapter IV. Comparable Cross Platform Metrics

The Back Story	NEW
TV/Video "Currency" Metrics	NEW
Digital Video "Ad Exposures"	NEW
Other Metrics?	NEW
Getting Started On Comparable Metrics	NEW

Chapter V. Advertising Impact

How Advertisers Evaluate Media	NEW
Ad Impact: How Magazines, Radio & Digital Compare To TV	UPDATED
Is ROI Analysis The Answer?	
Conclusions	UPDATED