

CPMTRACK

A New Report From Media Dynamics, Inc.
Available July 7th 2008

In response to numerous requests for **multi-media CPM trending**, Media Dynamics, Inc. has prepared a special report, CPMTRACK, which analyzes adult national TV, radio and magazine CPM trends from 1960 to the 2007-08 TV season.

CPMTRACK involves a **major redo of CPM estimates** due to altered media selling methods (off-card rate deals for magazines), the introduction of new audience methodologies (Arbitron's PPM ratings and magazine's "recent reading" studies), and changes in standard ad units (the switch from :60s to :30s for TV). As a result, old CPM ratios needed to be brought in line with current practices and the availability of better data, to provide a uniform basis for comparison.

CPMTRACK provides considerable detail for national TV (network types, dayparts and, from 1994-95 on, demographics). Significant changes in magazine publishing genres over the years preclude this degree of differentiation, but CPMs by demographics for a number of editorial categories over the last six years are included, in addition to more general adult CPMs for the top 150 publications. For radio, national spot and network adult CPM estimates on an all-daypart basis are provided.

TABLES INCLUDED IN CPMTRACK:

1. Estimated Adult CPMs For Broadcast/Syndication/Cable By Daypart: 1960-61 to 2007-08
2. Estimated Ad Dollars & Adult CPMs For Broadcast/Syndication/Cable By All Daypart Average: 1960-61 to 2007-08
- 3-16. Season-by-Season TV CPM Estimates For Broadcast/Syndication/Cable By Daypart And Demographics (A/M/W; 18+, 18-34, 18-49, 25-54): 1994-95 to 2007-08
17. Estimated Ad Dollars & Adult CPMs For Network & National Spot Radio: 1960 to 2007
18. Estimated Ad Dollars & Page 4-Color Ad CPMs For Top 150 Magazines (Average): 1960 to 2007
- 19-24. Year-by-Year CPM Analysis For Adults/Selected Demos (Sex, 18-34, 18-49, 25-54, Prof./Mgr., H.H. Inc. \$75K+) For 23 Magazine Genres: 2002-2007

CPMTRACK is available in e-report format only for \$425

To place a secure order, visit our website:
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