

Here is a Sample of 2018 Intermedia Dimensions Alert Titles

Released Bi-weekly

- Evaluating Media Cost Efficiency on Ad Exposure/Recall Metrics
- Which Medium Has the Highest Heavy User Concentration?
- Is Magazine Readership Seasonal?
- Are Consumers More Open to Ads At Certain Times of Day?
- New Data from Pew Profiles Digital Media's Most & Least Frequent Users
- How Do the Media Compare in Branding?
- Exploring the Differences in TV vs. Digital Usage (TVD/ID)
- Will Advertisers Go the Way of the Dodo by 2023?
- Is the Growth of Digital Media Penetration & Usage Leveling Off?
- There's Much More to Media Mixes Than "Audience" Data