



MDI Announces Pre-Sale of TV & Intermedia Dimensions 2018

The annuals will be offered with a new research service upgrade, featuring new data throughout the year

Nutley, NJ, November 29, 2017 – Media Dynamics, Inc. is pleased to announce that pre-sales begin today on the upcoming editions of our popular research annuals **TV Dimensions 2018** and **Intermedia Dimensions 2018**. Each has been fully revised and updated, and includes many new reports.

This year, we are offering a special discount on orders placed by 1-15-18: **save \$200 off the cover price of each publication.** This offer will not be extended nor will any comparable discounts be offered throughout the year.

New Research Upgrades

For the first time, MDI is offering research bundle upgrades that provide additional reports and updates throughout the year, at a deeply discounted rate. Subscribers to **TV Dimensions 2018** and/or **Intermedia Dimensions 2018** can add access to current *and* upcoming editions of several of our most popular special reports, plus our **Media Insights & Data Service** reports. Says Ed Papazian, President of Media Dynamics, Inc, “With the addition of these research bundles, our **Dimensions** series is no longer just an annual report; it’s a year-round data service.”

The [TV Dimensions 2018 bundle](#) add-on provides instant access to both **National TV ACES** and **TV Reach Finder**, as well as complete on-demand access to **Media Insights and Data Service**, 50+ media and advertising articles on a wide range of subjects, including planned updates on SVOD happenings, TV’s upfront, what streaming services mean to advertisers, unbundling programmatic TV buying, ad impact and media research. The bundle also includes access to future 2018 **Media Insights and Data Service** articles, plus the next edition of **ACES**, which will be published at the close of the next upfront. The cost is **only \$350**.

The [Intermedia Dimensions 2018 bundle](#) provides instant access to **CPMTrack**, our multi-media CPM trending report, as well as on-demand access to the **Media Insights and Data Service**. It also includes 2018 updates, and is also **only \$350**.

A complete bundle, which contains all of the above, is available for **only \$500**.
Bought individually, these packages are valued at over \$5,000

About Media Dynamics, Inc.

[Media Dynamics Inc.](#) is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum** and **The Media Cost Guide**. MDI’s **Dimensions** series has served as *the* reference source for data trending and insights on radio, magazines, TV and intermedia. For 28 years, the newsletter, **Media Matters**, has delved into territory often slighted by other publications and presented a voice of reason to a frenetic and often overloaded media industry. Media Dynamics’ library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, e.g. spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 20 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.